



## **YSATO TRAINS CUSTOMS EXAMINERS IN YAMAHA TRADE MARK RECOGNITION AND SOLE DISTRIBUTOR RIGHTS**

Customs are in the business of facilitating legitimate trade. One way of achieving this is to enforce company law and Intellectual Property Rights (IPR).

Companies that wish to protect their brand name products from counterfeits can do so by registering their trade protection documents with Customs. When cargo is imported and examined by Customs, the trade mark owner may be invited to view the goods and certify they are genuine or counterfeit. If counterfeit, the importer can be taken to court by the trade mark holder, and Customs will detain the goods until a court decision is made. If the goods are found to be counterfeit, Customs will then destroy the goods with the permission of the trade mark owner. This action protects the brand name in the market place from substitution by inferior quality poorly manufactured goods.

Similarly, companies can register with Customs the legal status of their ownership of “Sole Distributor Rights” to sell branded goods. This means that those specified brand names can only be imported by the nominated importer, and even if genuine, cannot be imported by anyone else.

This week and last week more than 20 Customs Officers attended YSato company in Point Cruz to undergo training by their technical staff on how to recognise fake Yamaha generators and OBMs. Ysato also have sole distributor rights for goods bearing the trade name YAMAHA, meaning they are the only authorised importer into SI of that brand name.

