

Honmono

Genuine goods

by Emiko Iwasaki



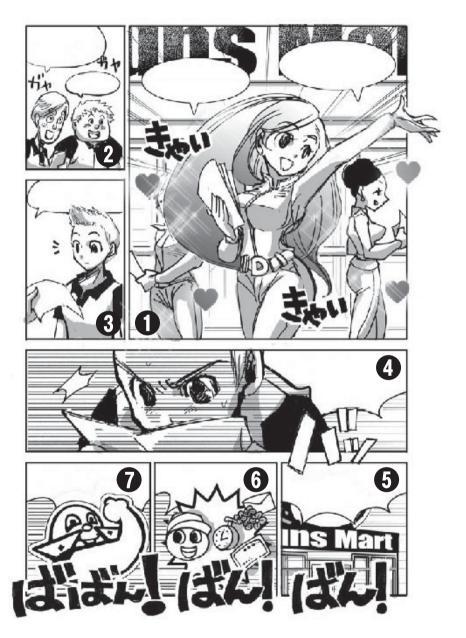




Project Funded by the Japan Funds-in-Trust and supported by the Ministry of Foreign Affairs of Japan and the Japan Patent Office.

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How to Read



Please start from the upper-right corner **1** and read from right to left, i.e., following the numbers from **1** through **7**.

Characters

Main character: Hayato

Main female character



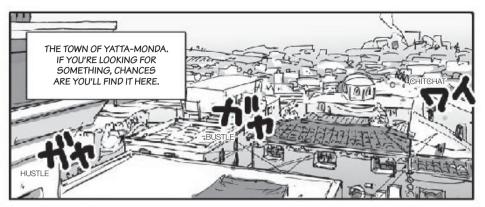
Complaining old man: "Mr. Cranky-Old-Man"

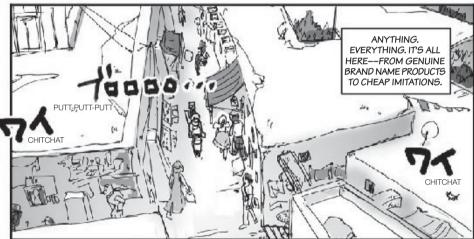
"Papa" DONS

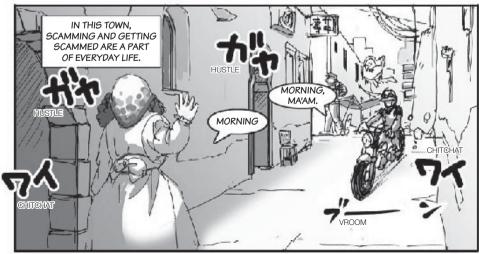


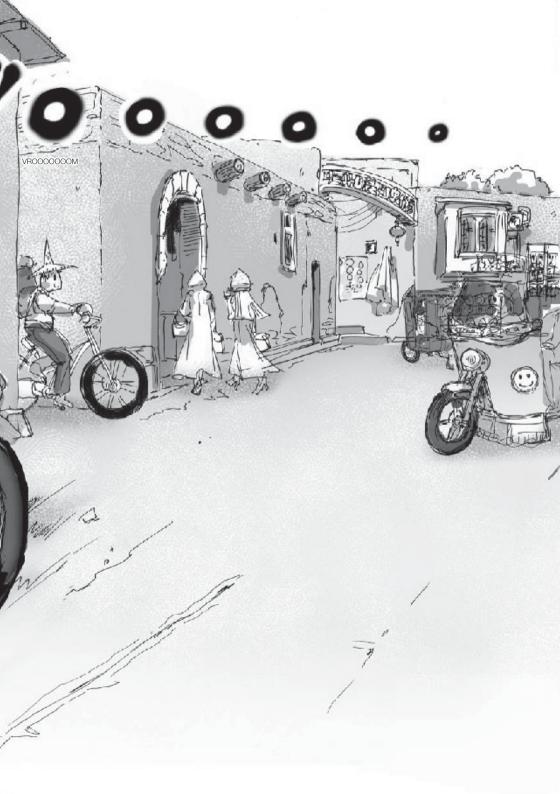


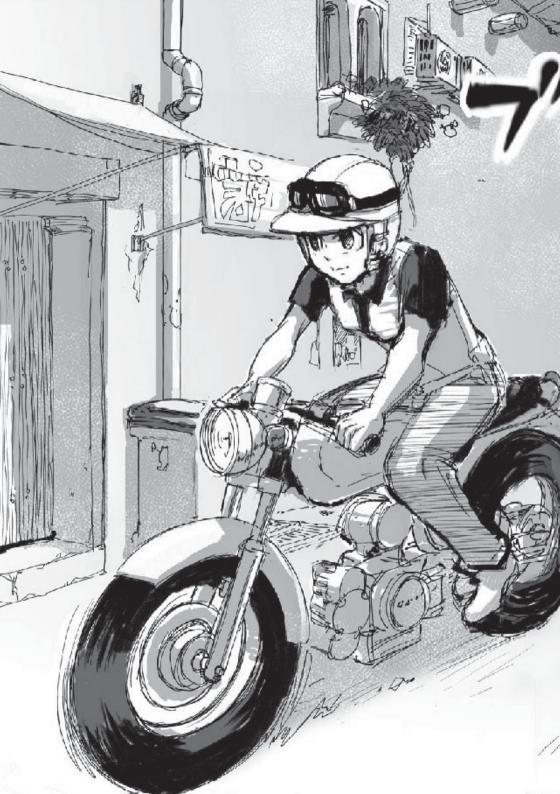
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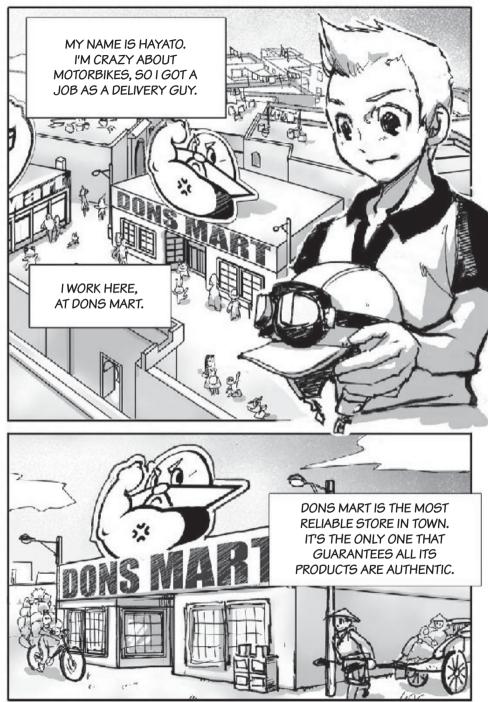




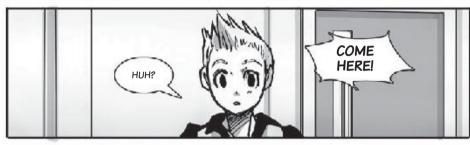












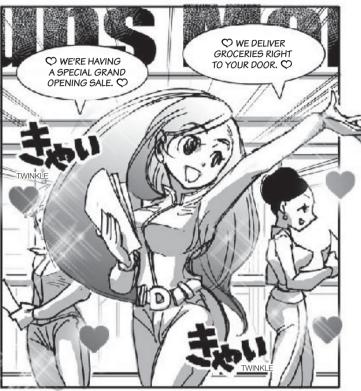




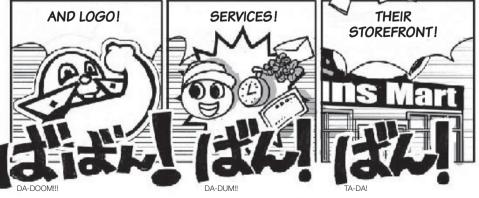




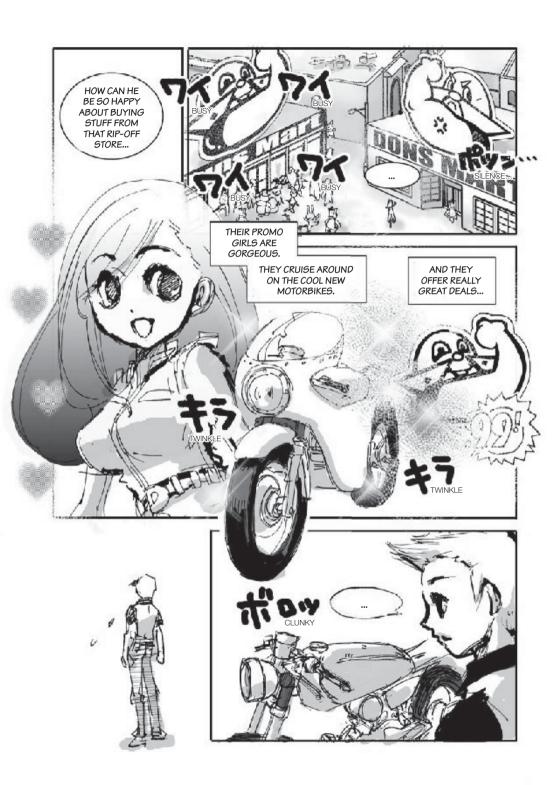




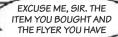












DIDN'T COME FROM HERE. THEY'RE FROM DUNS MART. THEY LOOK SIMILAR, BUT THEY'RE ACTUALLY COMPLETELY DIFFERENT.

FAKE









DONS MART



















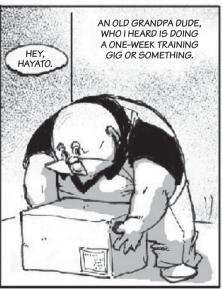














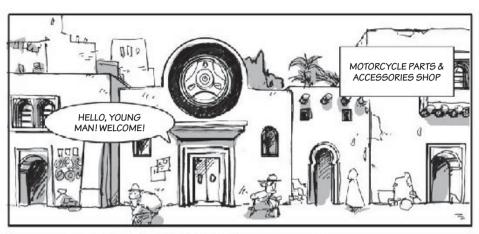






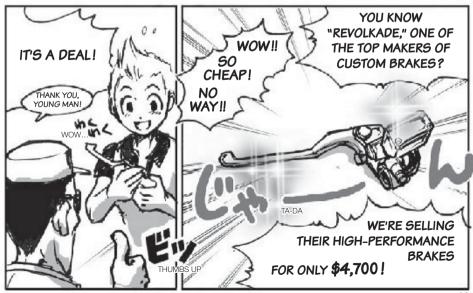


















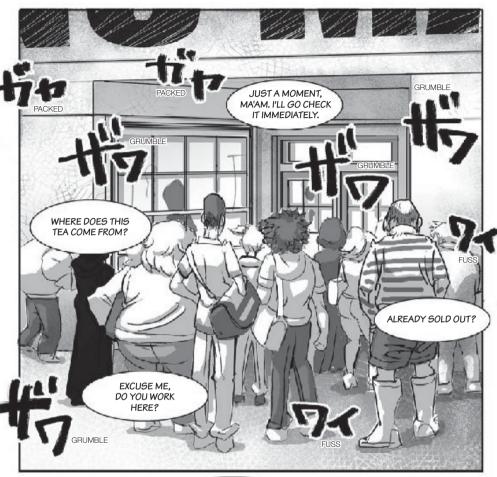


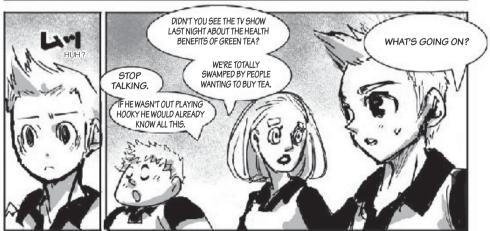








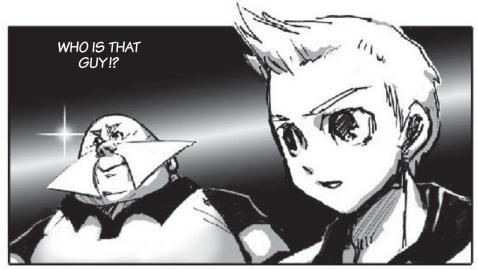


















THAT'S WHO HE IS!





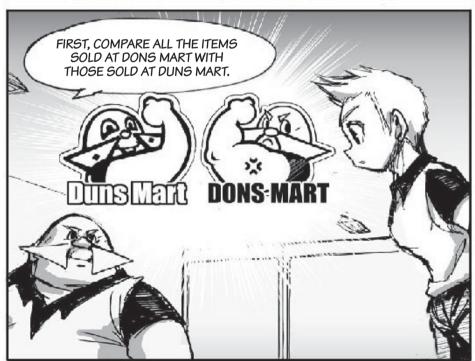








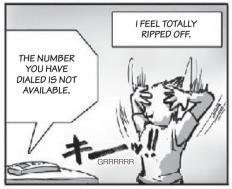


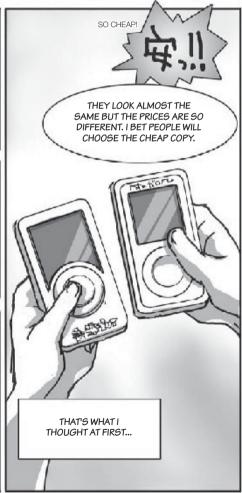








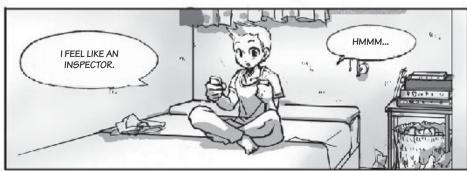


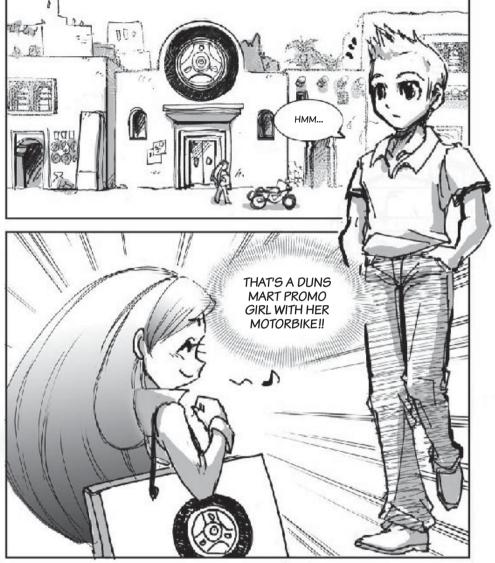
























YOU HAVE ANOTHER ONE?





























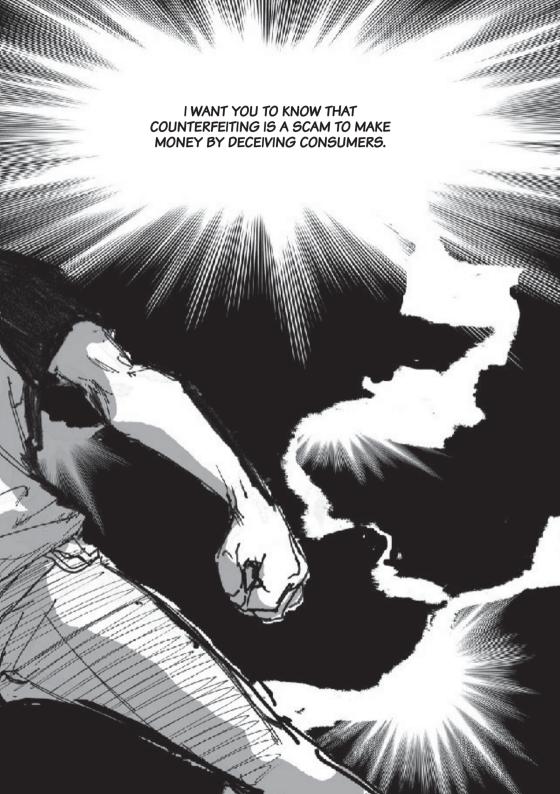








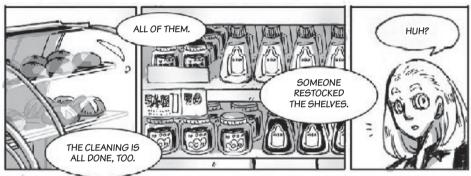


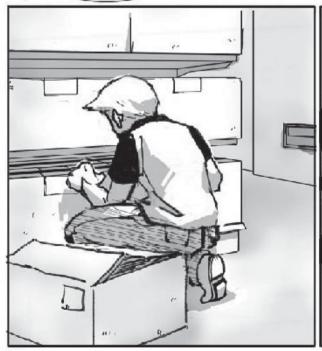




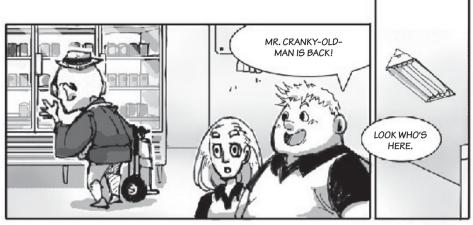




























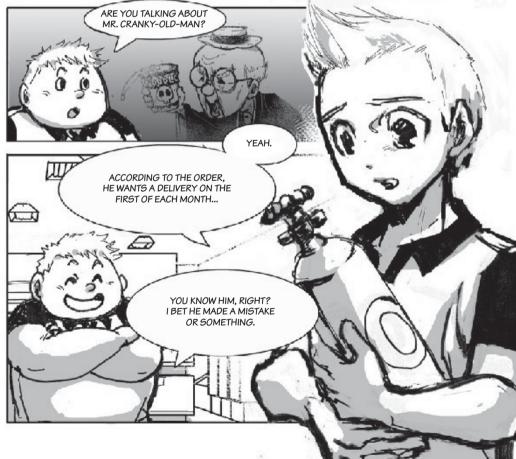


I DIDN'T REALIZE IT, BUT THIS WAREHOUSE JOB IS...

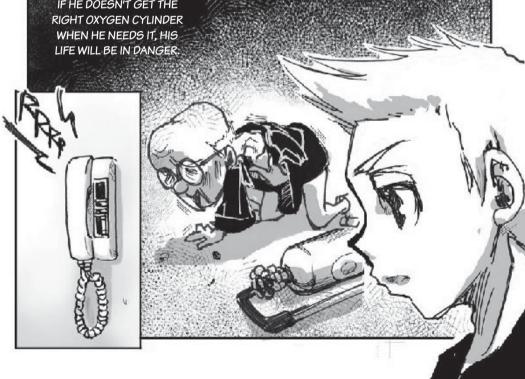


TEACHING ME A LOT.

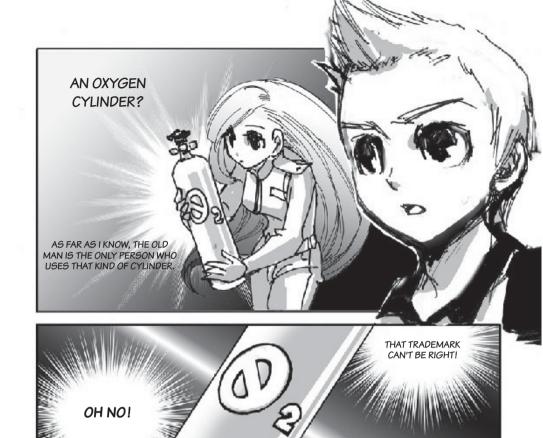


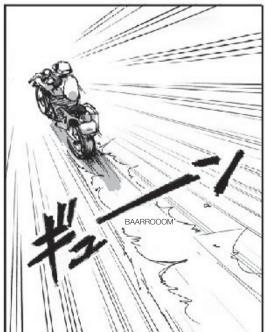




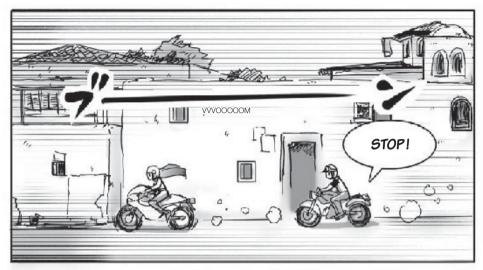










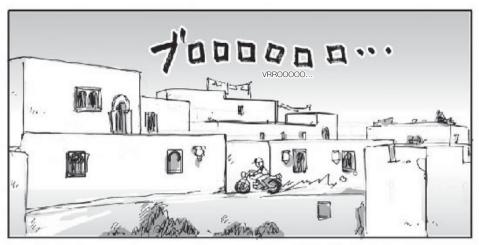


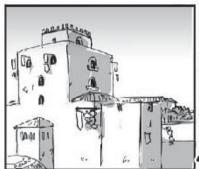




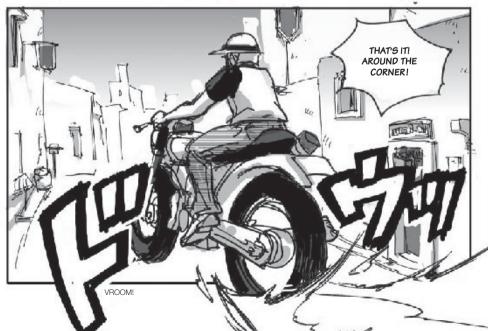












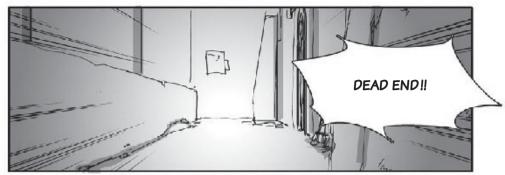








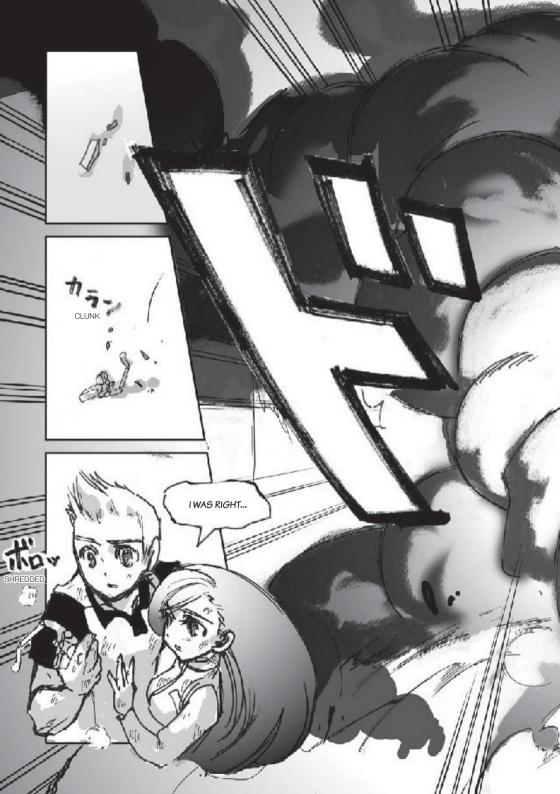




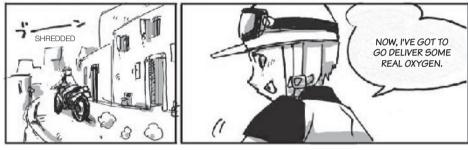




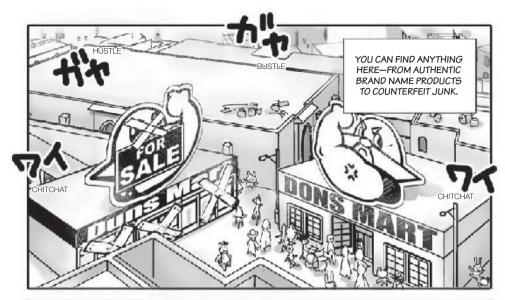




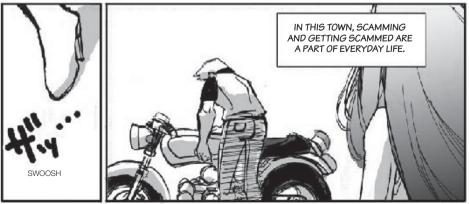














おわり

Real Manga Competition 2010

This manga is the result of the Real Manga Competition held in Japan from August 3 to October 15, 2010. The competition was organized by the Japan Office of the World Intellectual Property Organization (WIPO), co-sponsored by the Ministry of Foreign Affairs of Japan and the Japan Patent Office, and supported by Kadokawa Group Publishing. The objective of the competition was to find a Japanese artist for the creation of a manga to increase awareness of the health and safety risks of counterfeit products. Entries from across Japan were reviewed by a selection board consisting of experts on manga, publishing, design and intellectual property. Ms.Emiko Iwasaki won the competition and was awarded a contract with WIPO to produce this manga. "HONMONO" is based on the original storyline and designs submitted by Ms. Iwasaki as her entry to the competition.

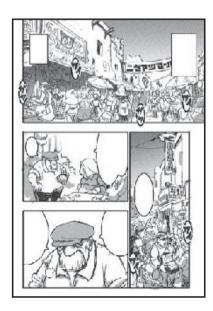


Image from Ms. Iwasaki's original "Honmono" entry.

Author's Afterword

HONMONO is my first manga. It was harder than I thought to write a story from scratch from start to finish. In the production process, I was greatly inspired by the various professionals who were involved in the project. This experience has been a very valuable one for me. Above all, I really appreciate the approach of the people at WIPO and the editorial staff toward my work. Because they respected the originality of the work and my own creative process, I was able to work on the story in my own way. I am grateful to all concerned for this fantastic opportunity and the environment they provided for me, which empowered me to produce my first manga.

I am very motivated to work hard to build on this experience and hope to produce more manga that will be popular with readers. Thank you very much!

Emiko Iwasaki

Emiko Iwasaki has been building her career as a video game designer since joining Ark System Works in 1999. During this time, she has provided illustrations for Guilty Gear and designed posters and toys for X-MEN but is best known for her work on Battle Fantasia, which she planned and directed. She won the Grand Prize in the Real Manga Competition 2010 to create this manga, entitled HONMONO.

Trademarks and Counterfeits

A trademark is a distinctive sign that helps consumers distinguish the goods of one company from those of its competitors. Trademarks can consist of letters, words, numbers, drawings or any combination of these. Companies can register their trademarks with a government office to prevent others from using them.

Companies protect their brand image and reputation through the use of trademarks. By communicating to consumers the origin and quality of products, trademarks reduce uncertainty and confusion, and bring order to the marketplace.

Counterfeit products are intentionally and dishonestly mislabeled with a sign that looks like or simply copies another company's registered trademark. Producers and sellers of counterfeit products take advantage of the brand image and reputation of legitimate producers to sell fake, lower quality and sometimes dangerous products to consumers. They disrespect the intellectual property rights of creators and innovators.

Counterfeits exist for all types of products including medicines, food, drinks, clothes and accessories, toys, shoes, sun glasses, mobile phones, MP3 players, cosmetics, perfume, household products and car parts. Counterfeits are often sold in street stalls, over the Internet and sometimes even in regular stores.

Counterfeit products deliberately mislead and confuse consumers as to who manufactured them. They also offer no guarantee of quality and no after-sales service. In the worst cases, counterfeit products can pose serious health and safety risks. A country's economic and social development may also be put at risk by the trade in infringing goods.

To find out more about trademarks and other types of intellectual property protection, visit the WIPO website at: **www.wipo.int**



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