
HONDA

The Power of Dreams

October 4, 2010

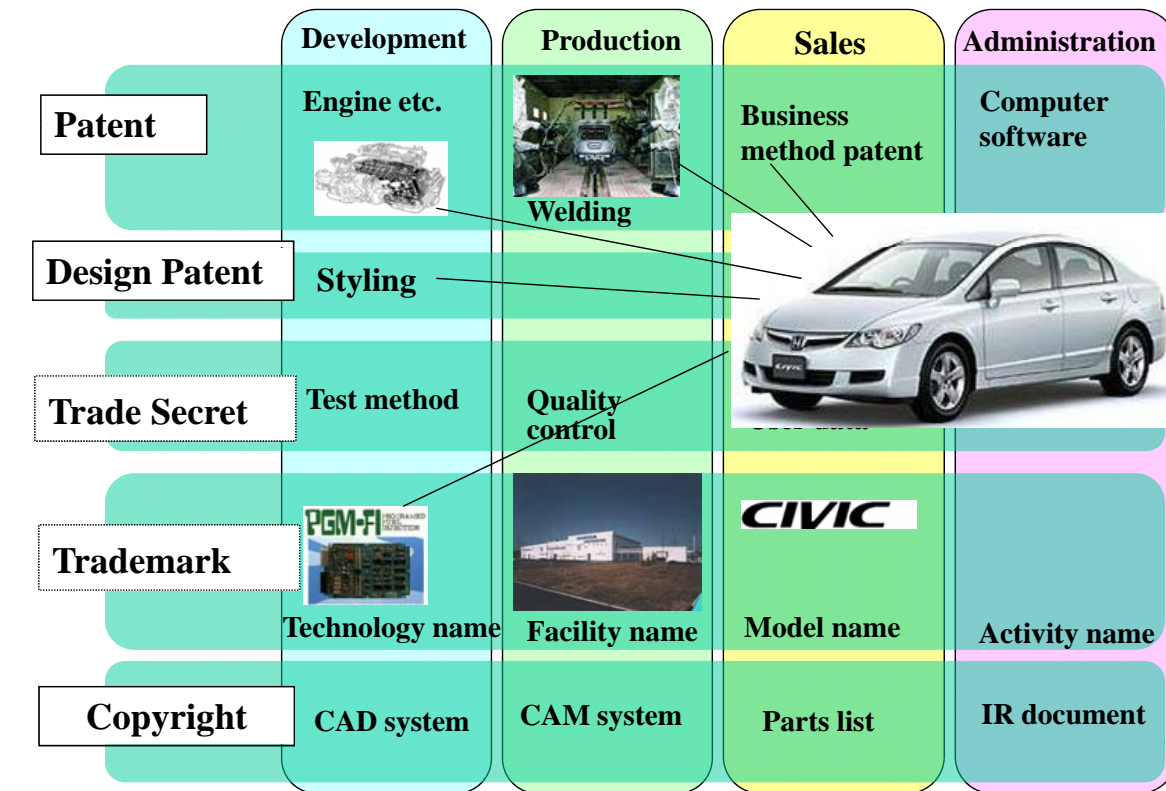
N. Kuji
General Manager
Intellectual Property Division
Honda Motor Co., Ltd.

Words of Mr. Honda

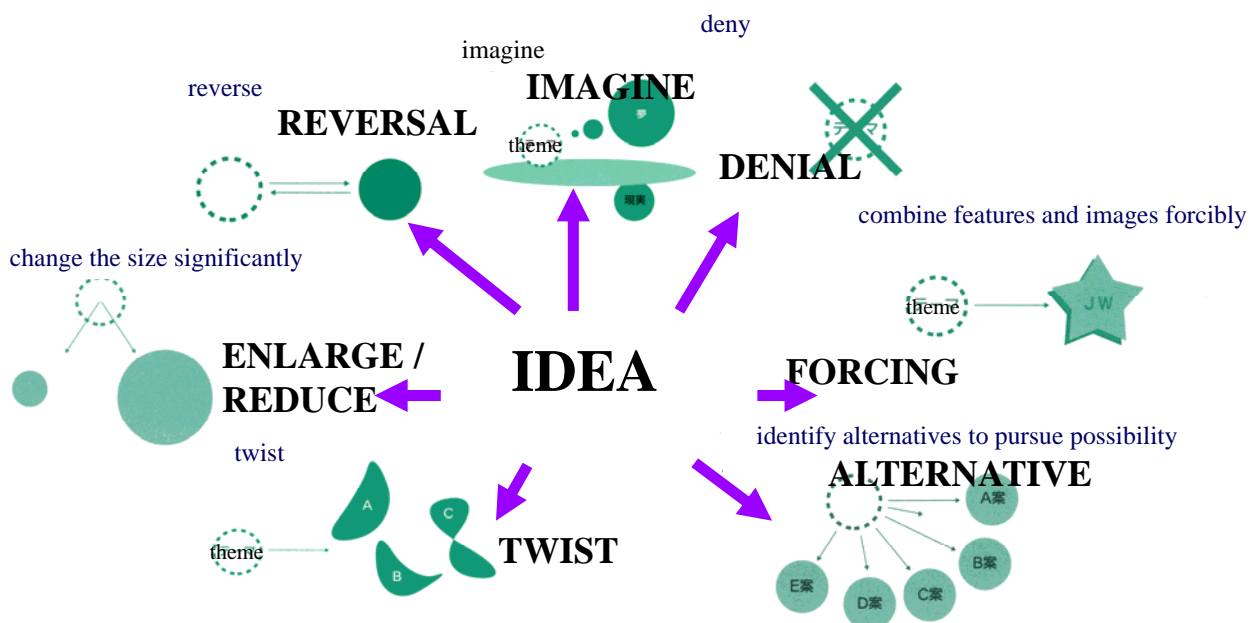
“Our product is developed for the first time when it is based on untiring accumulation of original technologies.

I believe that by fully using those original technologies made with our own hands, we will be able to achieve non-superficial, proudful prosperity.”

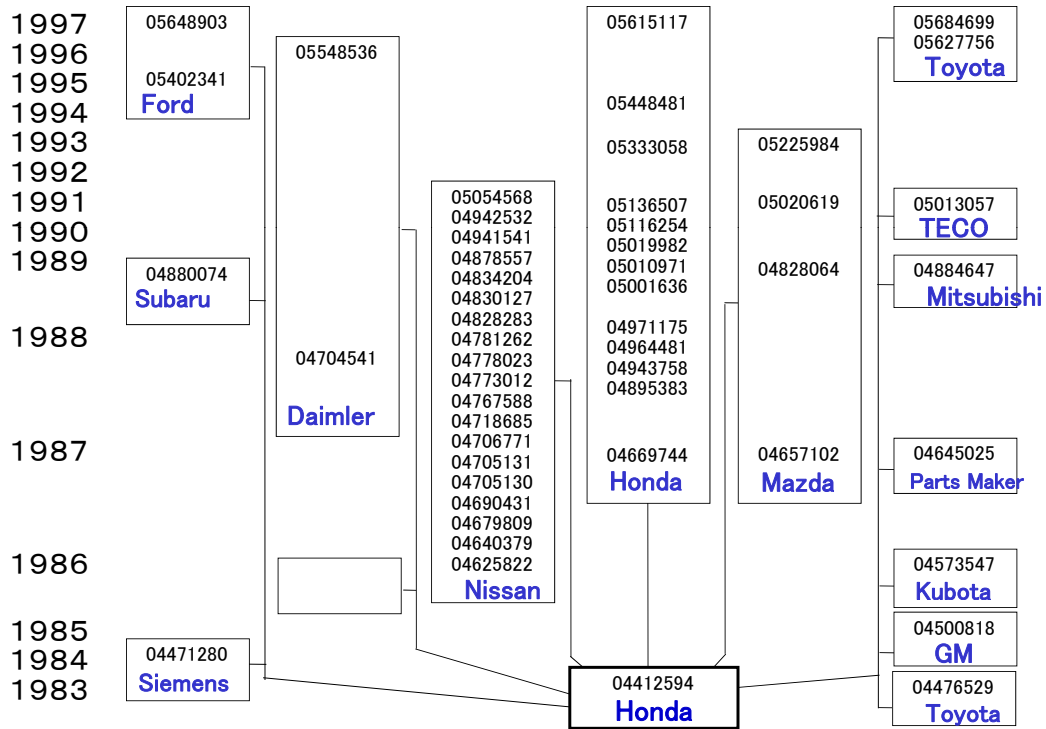
IP rights in a Company



Training for Creating New Inventions



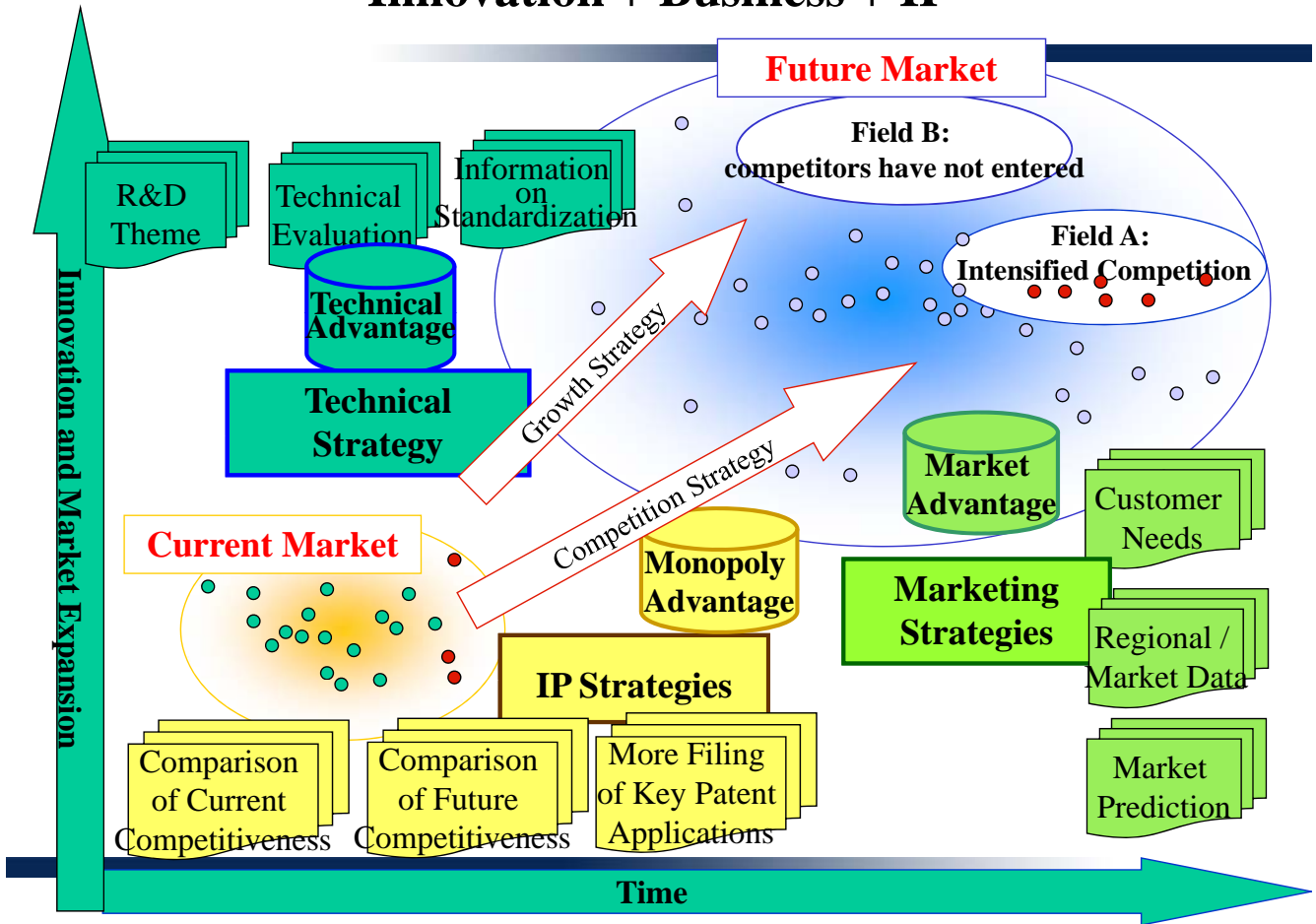
Innovation tree



Incentives for inventors

	Japan	Global
Application	10,000 yen	\$100
Issue	10,000 yen	\$100
Internal use	20,000 yen to no Limit	\$200 to no limit
License	5% No Limit	5% No Limit

Innovation + Business + IP



Difference of IP effectiveness in various industries

JIPA Japan Intellectual Property Association

A private sector group established in 1938, with 1,200 members



An opinion leader in the IP field in Japan

75% of more than 400,000/a year Japanese patent applications are filed by the members of JIPA.



Four Main Measures to Counterfeit Goods

1. PR activities to call attention to the matter

2. Enforcement (warnings, administrative raids, lawsuits)

3. Appeals to government authorities

Explain the core problem (that consumers will suffer).

Appeals should be made not only by individual companies, but by the whole industry.

4. Strengthen applications

The result of enforcement will be fed back in the next application.

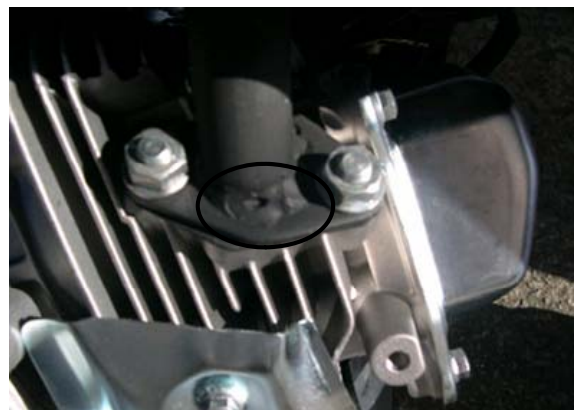
Applications should be filed not only in the countries where counterfeit goods are made, but those where such goods may be sold.

Difference of materials : nearly safety issue

Honda GX Engine



Counterfeit Products



Infringement case 50 years ago

First Introduced in 1958

	Patent-net
Novelty in technical terms	Patent applications
Novelty in appearance	Design applications
Similar design	Similar design applications



(Honda's registered design)



A design infringement action was filed in 1968.

Damages of 7 million US dollar were paid.



(Similar product by another Japanese manufacturer)

The Supercub is exhibited permanently at the Design Museum in London for its distinctive design.

Design Right Infringement Now

Genuine Products

Honda CB125T



Honda WAVE



Honda FUSION



Counterfeit Products



Found in Vietnam

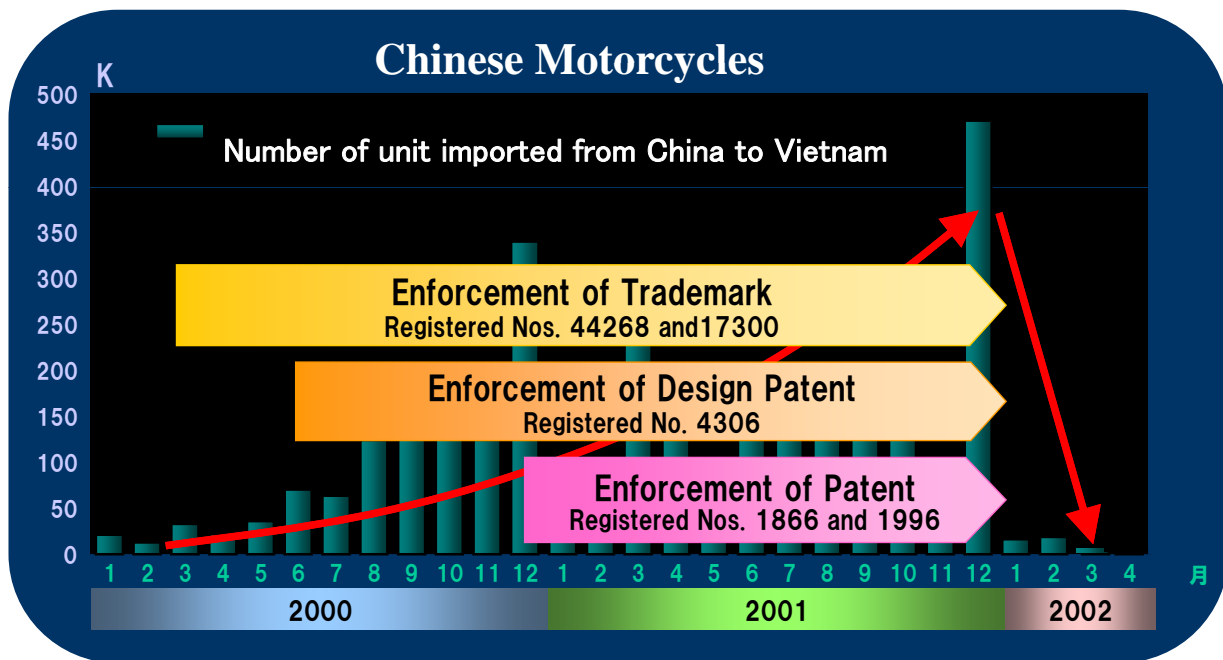


Found in Thailand



Found in Japan

Strong IP power



Industry-university collaboration can:

- Identify technology trends and benchmark,
- Strengthen the skills of engineers,
- Develop future engineers,
- Promote a company's image as a member of the local community and a technical leader in the industry in which a company belongs,
- Promote a university image as global business partner

Collaboration : Honda case

**with world universities including ASEAN:
150/ a year
total amount of payment 30 million US dollars**

**Subject for Collaboration:
Materials 25%
Electrical engineering 10%
Computer simulation 10%
Others, automotive technology and devices etc.**

**Actual Sample
Partner: a university in Singapore,
Research Subject: Simulation of a concept
Payment: S\$800,000.- , Research period:2 year
Ownership of Intellectual Property: Shared, IP Cost: Honda
Use of IP non-exclusive base: free, exclusive base: need payment**

Three key factors to check before collaboration

Condition

**Good professors, doctors and students
Language skill, reporting system, secrecy**

Facilities

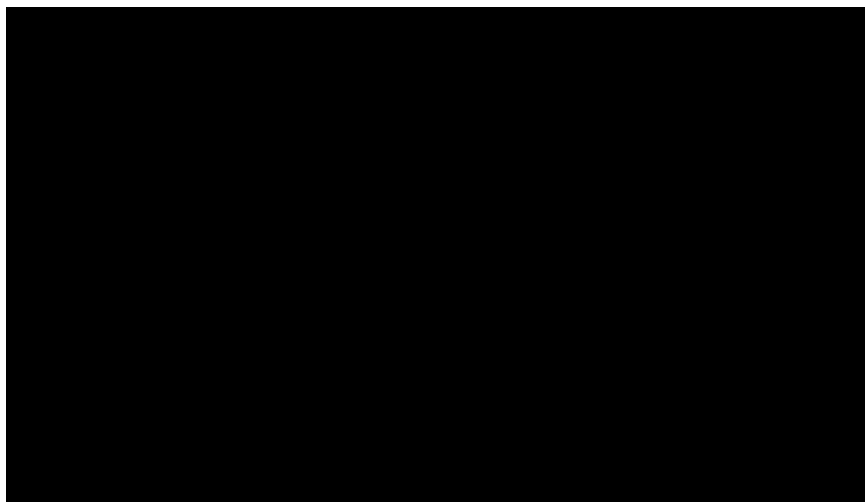
Sufficient facility and equipments

Contract

**Reasonable terms and conditions, flexible negotiation,
Simple system for IP licensing and transferring**

Expectation from Company to University

- 1. Positive attitude of professors to receive company's research subject**
- 2. Business oriented mind to expand the chance**
- 3. Flexible negotiation to seek reasonable terms and conditions**
- 4. Have IP expertise to control IP**



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