

Overview of Technical Assistance and Capacity Building by JPO

Yoshihiro NAKAYAMA

International Affairs Division
Japan Patent Office

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- Overview of JPO Support
- Support Activities by JPO
- Cooperation with WIPO Japan Office

Overview of JPO Support

Environmental changes in the World

- Expansion of economic globalization
- Needs for improvements in the trade and investment landscape
- Trends in global applications

JPO's perspectives on needed support

- Establishing sustainable IP system
- Facilitating business by utilizing IP
- Providing benefits to IP Users
- Providing technical cooperation under TRIPS 67

Main Objectives





- Raising awareness on the importance of IP systems for economic and technological development
- Assisting developing countries in establishing and strengthening their industrial property systems and institutions
- Supporting development of human resources in the field of industrial property

Areas of Focus

- ✓ Legal system and IP administration
- ✓ Examination practices
- ✓ IPR enforcement
- ✓ Computerization/digitization
- ✓ IP utilization
- ✓ Technology transfer
- ✓ IP education and awareness
- ✓ IP treaties (e.g. PCT, Madrid System)

Challenges for Improving IP Infrastructure

	Legal system	IP administration
Obtaining IPRs	<ul style="list-style-type: none"> ✓ Applying well-established examination standards ✓ Streamlining procedures ✓ Acceding IP treaties ✓ Clarifying scope of rights 	<ul style="list-style-type: none"> ✓ Conducting speedy and accurate examinations ✓ Ensuring transparency of procedures ✓ Providing IP Documents and Information
IPR Enforcement	<ul style="list-style-type: none"> ✓ Enhancing stipulations of IPR enforcement ✓ Expanding scope of protection 	<ul style="list-style-type: none"> ✓ Cracking down on counterfeiting and piracy ✓ Raising public awareness

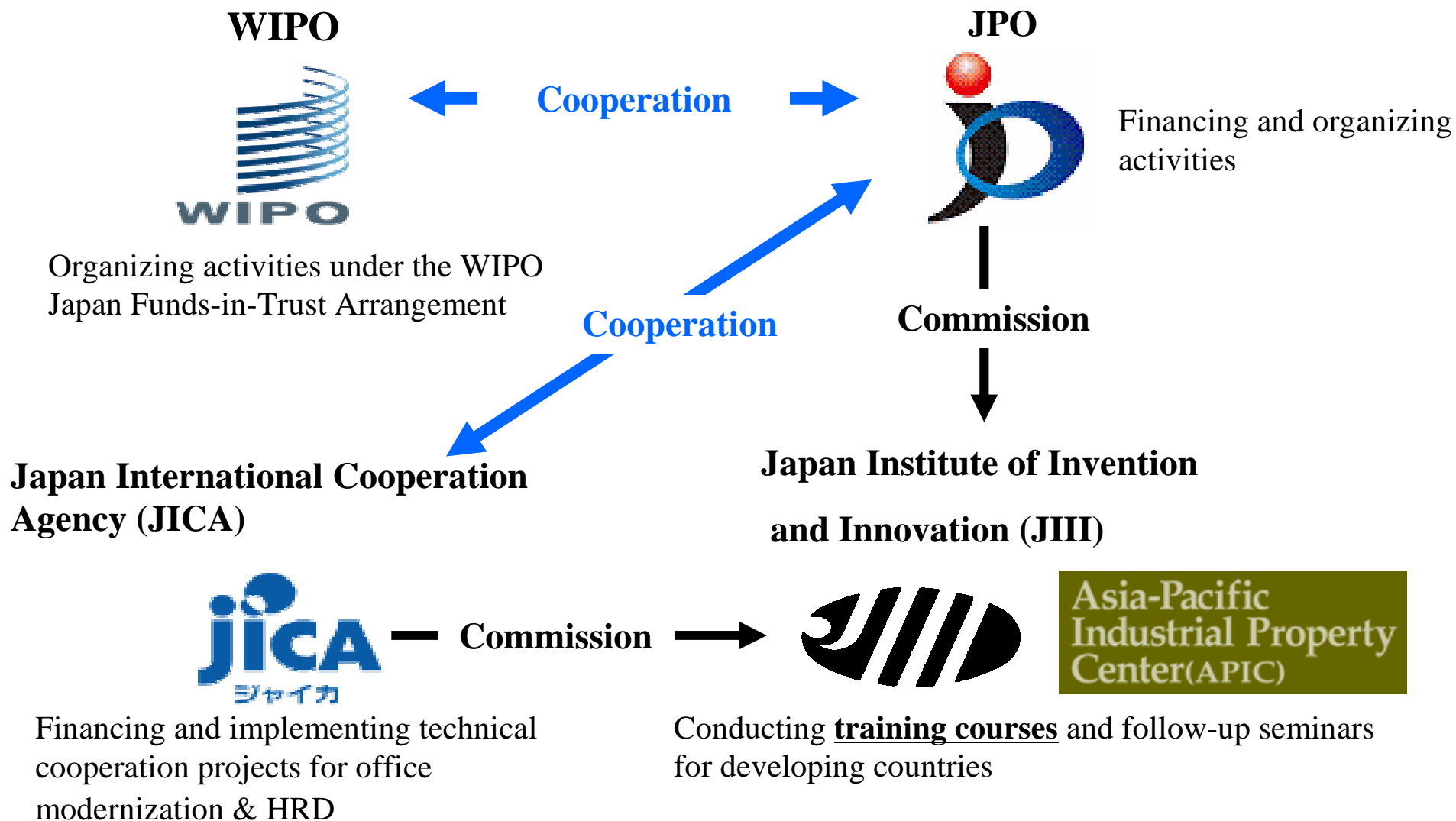
-  Support areas of technical assistance
-  Measures against counterfeiting and piracy
-  Cooperation in examinations
-  **Support to development human resources**

Outline of JPO's Cooperation and Support



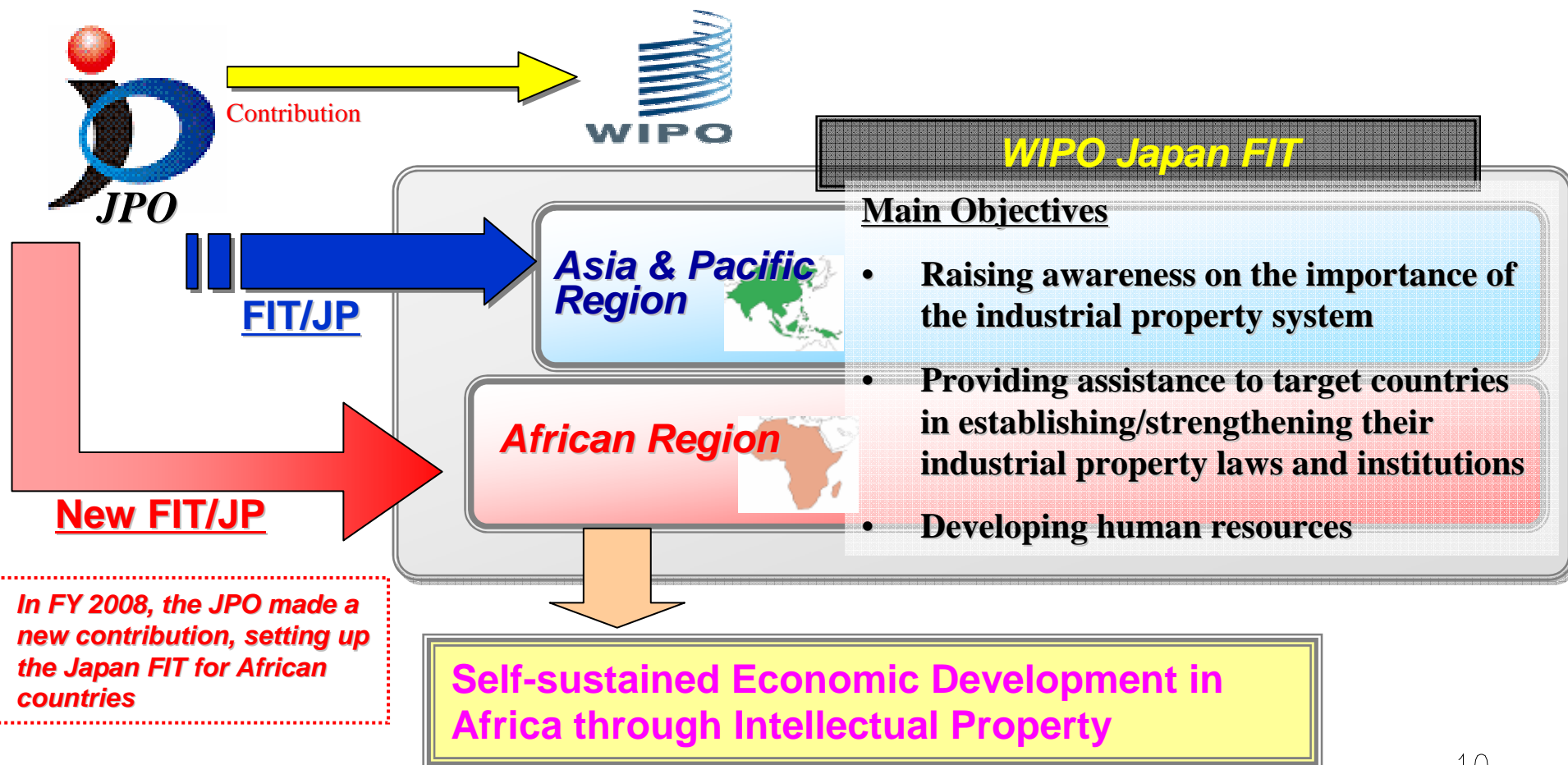
- Organizing workshops and seminars
- Offering training courses in Tokyo for the public and private sector
- Sending speakers/experts to participate in on-site seminars and/or to provide support/advice
- Supporting bilateral cooperation for IP modernization
 - JICA Technical Cooperation Project -
- Providing IP reference materials and information via the Internet

Organizations connected with JPO activities



WIPO Funds-in-Trust Japan (FIT/JP)

- Established in 1987
- Making voluntary contributions to improve systems, and enforce and computerize the field of industrial property in developing countries.



Activities under the FIT

- Regional/National Conferences, Forums, Workshops, Seminars, etc.
- Expert Advisory Missions
- Support of IT and IP information
- IP Education and Training
- Public Outreach

Workshops and Seminars under FIT/JP in FY2010



DATE & VENUE	SUBJECT
Bangkok Oct. 4-5, 2010	ASEAN Sub-Regional Forum on Promotion of Innovation through Effective Cooperation on Patent Examination
Tokyo Nov. 11-12, 2010	Study Program on Global IP Protection Systems with Particular Reference to the PCT System and the Madrid System for the International Registration of Marks
Nadi Dec. 1-3, 2010	Sub-Regional Workshop on Effective Use of IP System for Economic Growth and Business Competitiveness
Manila Dec. 7-9, 2010	Regional Workshop on Digitization and Dissemination of IP Information and Utilization of Effective Search Tools
Addis Ababa Nov. 2-4, 2010	Regional Conference on Technology and Innovation Support
Tokyo Feb. 2-4, 2011	Study Program on Human Resource Development in the Field of Industrial Property
Sri Lanka March 7-10, 2011	Regional Training of Trainers Program for SMEs Support Institutions on Services to be provided to Entrepreneurs, Start-Ups and SMEs on Intellectual Property and Business Competitiveness

Workshops and Seminars under FIT/JP in FY2011



DATE & VENUE	SUBJECT
Casablanca April 11-15, 2011	Study Program on Innovation and Transfer of Technology
Lusaka May 10-12, 2011	Policy Forum on Partnership between WIPO/JPO and the African Regional Economic Communities on Leveraging IP for Economic Development
Victoria Falls May 18-20, 2011	WIPO/ARIPO Regional Seminar on Realizing the Developing Potential of ICT-Based Business Services
Harare June 28-30, 2011	WIPO/ARIPO Seminar on Innovation Support through Access to Technological Knowledge and the Establishment of TISCs
Phnom Penh: Sep. 12-13, 2011; Jakarta: Sep. 15-16, 2011	National Workshop on the Enforcement of Intellectual Property Rights
Harare Oct. 3-7, 2011	Regional Focused Training Workshop on the IPAS and WIPOScan for the ARIPO Member states
Vietnam Nov. 2-4, 2011	Regional Forum on University –Industry Collaboration to Promote Technology Transfer
Tunis Nov. 28-Dec. 2, 2011	Study Program on Innovation and Transfer of Technology

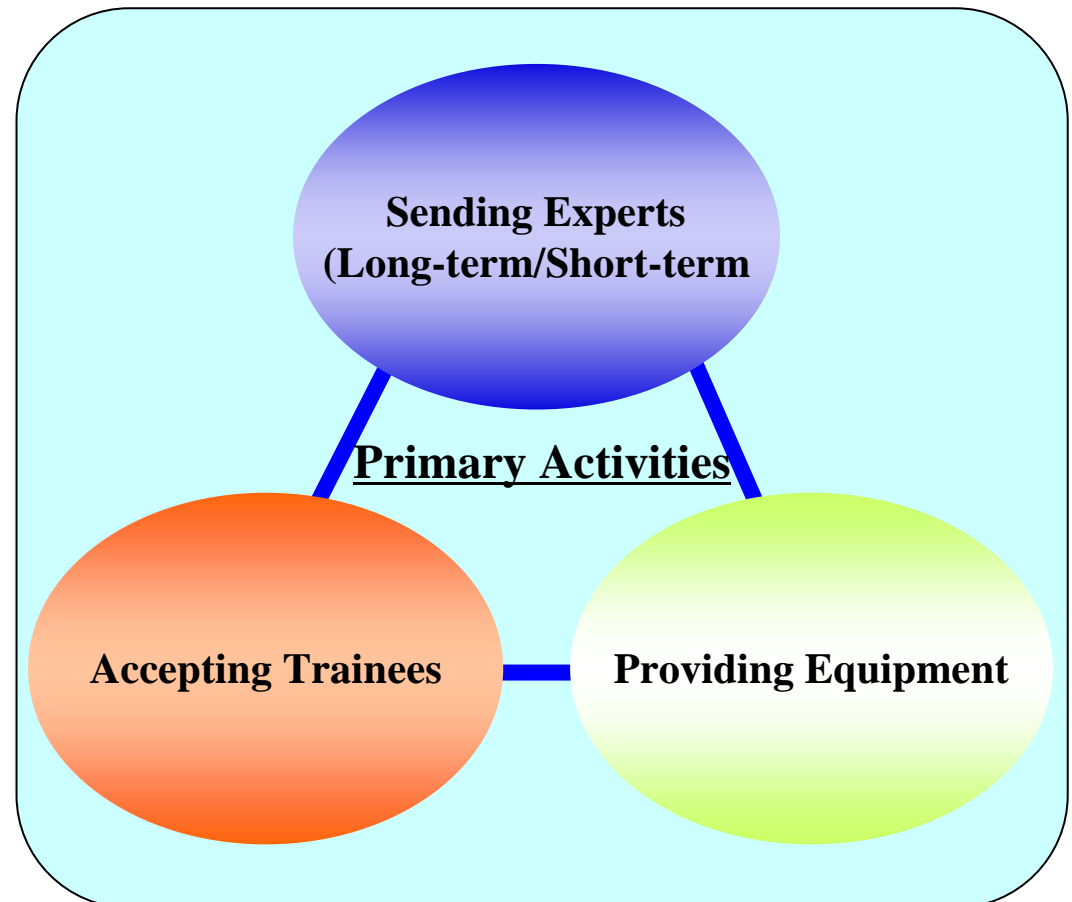
Workshops and Seminars under FIT/JP in FY2011(Cont'd)



DATE & VENUE	SUBJECT
Malaysia Nov.29-Dec.1, 2011	Sub-regional Workshop on the Utilization of Patent Examination Results to Enhance Patent Examination Capacities and Increase the Quality of Patents
Bhutan December 15-16, 2011	Regional Workshop for LDCs of the Asia-Pacific Region on the Use of IP for Enhancing the Economic Competitiveness and Development
Tokyo February 2-3, 2012	Conference on the Role of IPOs in Promoting Innovation, Business Competitiveness and Economic Growth
2012 in Senegal February, 2012	Regional Workshop on IP Assets Management, Awareness Raising and Capacity Building Activities for SMEs
Tokyo March 8-9, 2012	Regional Workshop on Measures for Accession to, and Effective Use of, the Madrid System
Swaziland March, 2012	WIPO/ARIPO Seminar on Commercialization of R&D Results and Competitiveness of SMEs
2012 in Burkina Faso March, 2012	Sub-regional Workshop on the Social and Economic Consequences of Counterfeiting and other IP Rights Infringements
2012 in Cameroon March, 2012	WIPO/OAPI Seminar on Innovation Support through Access to Technological Knowledge and the Establishment of TISCs
2012 in Maldives April, 2012	Regional Forum on Access to Environment-Friendly Technologies

JICA Technical Cooperation Project

- Features
 - ✓ Request basis
 - ✓ Assessment Process
 - ✓ Sharing Responsibilities
- Advantages
 - ✓ Broad and Comprehensive cooperation
 - ✓ Mid/long-term project (2-4years)
 - ✓ Ownership
- Disadvantages
 - ✓ Time consuming for assessment & decision-making (at least 1-2 years until launch)
 - ✓ Sharing expenses (i.e. costs, facilities)



Improving IP Administration/Protecting IPRs

- Indonesia
 - ✓ IPRs Administration Project ('05-'10)
 - ✓ ***Project for Strengthening Intellectual Property Rights Protection ('11-'15)***
(ongoing project)
- China
 - ✓ IPRs Protection Project ('05-'10)
- Malaysia
 - ✓ HRD in the IPRs Administration of MyIPO ('07-'10)

Computerization

- Philippines
 - ✓ Modernization of Industrial Property Administration Project ('99-'07 including the follow-up project)
- Thailand
 - ✓ Industrial Property Rights Information Center (IPIC) Project ('95-'00)
- VietNam
 - ✓ Modernization of Industrial Property Administration Project ('00-'04)
 - ✓ Project for Utilization of Intellectual Property Information ('05-'09)

Support Activities by JPO

For Government Officials

Short-term (1 to 3 weeks)

- Examination Practices of Industrial Property (Basic/Intermediate & Advanced Program)
- Patent Examiners on Specified Technologies
- Patent Examination Practices for ASEAN
- Patent Examination Practice for APEC Economies
- Industrial Property Administration
- Enforcement of IPR
- Use of IT in IP Administration

Mid-term (3 months)

- Patent Practical and Tailored Training (PPTT) Program

Long-term (6 months)

- Long-term Fellowship Programs

For the Private Sector

Short-term (3 weeks)

- IPR Training Course for Lawyers
- IPR Training Course for IP Trainers
- IPR Training Course for Advanced IP Practitioners
- IPR Training Course for Patent Experts

Follow-up Seminars for Trainees

FY2010		FY2011	
India	“Infringement of Intellectual Property Rights”	Vietnam	“The Relationship among IP Office, IP Attorneys and Applicants in relation to improving the effectiveness of IPRs acquisition “ (Oct. 5-6, Hanoi)
Malaysia	“Better IPs, Better Economies”	Thailand	“Leveraging IP Management of Thailand throughout Force of Global Competition” (Dec. 21-22, Bangkok)
Philippines	“Protection of Intellectual Property and Enforcement of IP Laws”	Indonesia	“The Impact of the Economic Crisis on IP Protection - IP Management for Economic Activation-“ .Jan. 28, Surabaya.



IPR Seminar in the Vietnam,
2011 November

Workshops and Seminars

Forums/Workshops in Tokyo (co-organized by WIPO/JPO under the FIT)

- WIPO High Level Forum on the Global IP Infrastructure for Promotion of Innovation (March 1-2, 2010)



100 Participants: Heads of IP Offices and/or Senior Officials from 50 countries

- Study Program on Global IP Protection Systems with Particular Reference to the PCT and the Madrid System (Nov. 11-12, 2010)
- Study Program on Human Resource Development in the Field of Industrial Property (Feb. 2-4, 2011)
- [Regional Conference on the Role of IP Offices in Promoting Innovation, Business Competitiveness and Economic Growth \(Feb. 2-3, 2012\)](#)

Upcoming events

- **Regional Workshop on Measures for Accession to, and Effective Use of, the Madrid System (March 8-9, 2012)**

Expert Advisory Missions

- Implemented under the WIPO Japan FIT/ JICA Project
- On a request basis
- Short-term (up to 2 weeks)
- Content: advice/ support on specific areas, on-site lectures

(Past Activities)

- ✓ Indonesia: Assessment of ICT in DGIPR by JICA Project (Oct. 2009)
- ✓ Vietnam: examination practices on patents and industrial designs by WIPO Japan FIT (Nov. 2009)
- ✓ Malaysia: ICT Strategic Planning by WIPO Japan FIT (March, 2011)

Achievements

- 3,451 trainees from 57 countries / 1 region
- 442 Experts (short term / long term) to 19 countries / 1 region
- Acceptance of executive trainees of IP Offices or persons in positions of leadership in the IP field as long-term research fellows for 6 months (total of 49 persons)
- Around 10 Seminars regarding IP for developing countries held every year

**Total number of trainees accepted /experts sent
between FY 1996 and FY 2010**

Country	Trainees	Experts
China	659	35
Indonesia	492	85
Thailand	438	87
Vietnam	387	77
Philippines	362	44
Malaysia	318	34
India	179	14
Laos	55	9
Cambodia	50	3
Myanmar	29	0
Other	531	54
Total	3500	442

Tokyo Training Course in 2011



Support Activities by JPO

-Providing IP information via Internet-

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JAPAN PATENT OFFICE

Cooperation in Human Resource Development



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About This Project

- Training Programs(short)
- Training Programs(middle)
- Training Programs(long)
- Follow-up Seminar
- IP News
- IPR textbook

Japanese

- 事業概要
- 知的財産権テキスト(英文・和文)
- 長期研究生レポート(英文・和文)
- 報告対策事業

Cooperation in Human Resource Development

With the globalization of the world economy, business activities and R&D activities have increased and the importance of protecting IP rights on a global scale is ever increasing.

For the developing countries, it is essential to implement obligations under the WTO/TRIPS Agreement as well as improve the operational structure of their IP systems. In particular, human resources development which underpins these matters is extremely important.

Against this background, since FY1996, the Japan Patent Office (JPO) as part of the technical cooperation under Article 67 of the TRIPS Agreement has supported human resources development in the field of intellectual property for developing countries mainly in the Asian Pacific Region. In the 15 years up to FY2010, 3500 trainees from developing countries have completed the IP training program organized by the JPO.

Various textbooks used in the above-mentioned support programs and research papers written by the long-term trainees are posted on this website. It is also possible to communicate with the alumni and send information through the Facebook.

We hope that many people will use the website and utilize the information provided for promotion activities in the field of intellectual property as well as deepen the understanding of the JPO's cooperation in human resources development.

The JPO will continue to provide support for strengthening the IP systems in developing countries mainly in the Asian Pacific Region and contribute to their further economic development.

<http://www.training-jpo.go.jp/en/>

Web Contents

- Training Programs
- Follow-up Seminar Programs
- Reports on Long-term Research fellows
- IPR News Letters
- **IPR Textbooks** covering various areas

<http://www.training-jpo.go.jp/en/>

IPR Textbooks prepared by JPO



No.	Title	No.	Title
1	Outline of the Patent Cooperation Treaty (PCT)	29	Bio Patent
2	Arbitration System for Intellectual Properties	30	Patent Infringement Litigation in Japan
3	Patents for Pharmaceuticals	31	Characters and Merchandising Rights
4	Inventive Step of Invention	32	Treaties and Conventions for the Protection of Industrial Designs and the Protection System in Major Countries
5	Brief Over view of Trademark Act Revisions during the last decade(1996-2007)	33	Procedures from Filing to Registration of Trademark Application
6	Introduction to Madrid Protocol	34	Protection of Well-Known and Famous Trademarks
7	Patent Management in Enterprises	35	Patent Infringement Litigation Case Study(1)
8	Protection of Regional Brands	36	Patent Infringement Litigation Case Study(2)
9	Comparative Study on the Japanese and the United States Patent Systems	37	Patent Infringement Litigation Case Study(3)
10	Countermeasures to Counterfeiting Problems	38	Legal Protection of Industrial Designs
11	Countermeasures to Counterfeiting Problems(Additional Textbook)	39	Introduction to Intellectual Property Rights
12	Patent Pools	40	Outline of Japanese Patent Law
13	Open Innovation and Intellectual Property	41	Outline of Utility Model System
14	Regional Intellectual Property Strategy	42	History of Japanese Industrial Property System
15	Technology Transfer by Public Research Organizations	43	Brief Overview of (Patent) Law Revisions during the last decade(1998-2007)
16	Promotion of Patent Licensing in Japan	44	International Treaties on Industrial Property Rights
17	Protection of Type Face	45	Intellectual Property Systems in Asian Countries
18	Role of Patent Attorney	46	Introduction to TRIPs Agreement
19	Prosecution through Office Action of Patent Applications-Application Procedures-	47	Intellectual Property Rights and Criminal Punishment
20	Prosecution through Office Action of Patent Applications-Application Procedures-	48	From Filing to Registration of Design
21	Prosecution through Office Action of Patent Applications-Application Procedures-(Postscript)	49	Trademark and Domain Name Protection
22	Encouragement of Invention in Japan	50	Trademark Disputes and Their Handling
23	Introduction to Software Patents	51	Theory and Practice of Employee's Invention
24	Outline of the Japanese Copyright Law	52	Utilization of Patent Information
25	Outline of the Japanese Unfair Competition Prevention Law	53	Introduction to Patent Map Analysis
26	Patent Disputes and Related Actions	54	Invention Protection and Economic Development
27	Trademark Management in Enterprises	55	The Roles of Bodies Supporting the Development of Industrial Property System
28	Technology Transfer and Licensing	56	Intellectual Property Education as a Means to Nurturing Creativity

As of the end of January 2012

<http://www.training-jpo.go.jp/en/>

Information on Foreign Industrial Property Systems





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意匠について
商標について

出願受付	国際出願	IT施策・出願関連	公報発行関連	サポートデスク
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We hope that the governments of developing countries use this site to refer to the legal systems of other countries in order to establish, revise, or contribute to their own industrial property laws. At the same time, we hope that those who apply for the acquisition of industrial property rights in other countries profit from the information contained in this site.

Please note that the translations of the texts and of the other information contained in this site are not official and are not always the latest. Please refer to the original texts of the laws of the countries concerned.

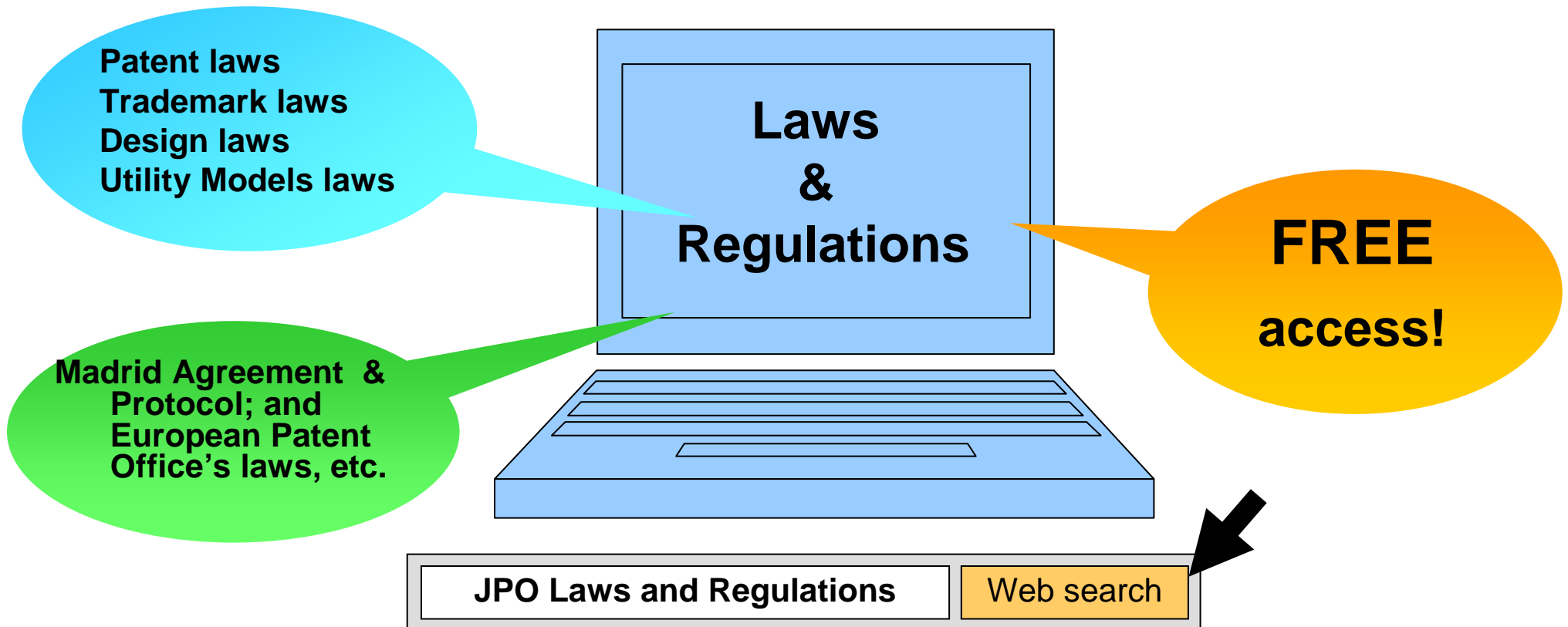
List of Laws and Regulations

Japanese

The listed legislation is unofficial translation of the original which should be used for reference purpose only. It is recommended to re-view the original for precise understanding of the actual legislation. If these unofficial translations differ from the original texts, the original texts are preferential. Official versions are in the respective official language (the language of government).

Country / Region	Laws and Regulations
ARGENTINA	Patent Law <PDF 145KB> Patent Regulation <PDF 125KB> Design Law <PDF 43KB> Design Regulation <PDF 43KB> Trademarks Law <PDF 66KB> Trademarks Regulation <PDF 43KB>
AUSTRALIA	Patents Act <PDF 369KB> Patents Regulations <PDF 432KB> Designs Act <PDF 211KB> Designs Regulations <PDF 307KB> Trade Marks Act <PDF 363KB> Trade Marks Regulations <PDF 423KB>

- ✓ More than **300 laws and regulations**
- ✓ Covers more than **80 countries and regions**



Or please enter from the **"reference room"** at the **JPO website**

IP information provided by JPO

➤ Service for the general public

IPDL

http://www.ipdl.inpit.go.jp/homepg_e.ipdl

➤ Service for IP offices

AIPN

for registration: PA0868@jpo.go.jp

&

IPDL

Providing IP Information -IPDL-

IPDL (Industrial Property Digital Library)

http://www.ipdl.inpit.go.jp/homepg_e.ipdl

The Industrial Property Digital Library (IPDL) offers the public access to IP Gazettes of the JPO free of charge through the Internet.

Access Total :
4,233,454

⇒ Patent & Utility Model

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⇒ Trademark

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PAJ Search - Search Results -

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3 / 4

Full-text by MT **Legal Status**

PATENT ABSTRACTS OF JAPAN

(11)Publication number : 2002-200366
(43)Date of publication of application : 16.07.2002

(51)Int.Cl. **A63H 11/00**
A63H 3/33
A63H 29/22
A63H 31/00
A63H 33/42

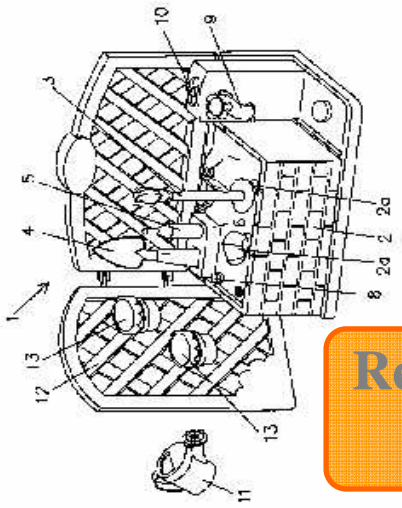
(21)Application number : 2000-401992 (71)Applicant : **PEOPLE CO LTD**
(22)Date of filing : 28.12.2000 (72)Inventor : **KIRIFUCHI CHIZUKO**

(54) **GARDENING TOY**

(57)Abstract:
PROBLEM TO BE SOLVED: To provide a gardening toy allowing a child to have a pseudo experience of a gardening play for blooming flowers and growing plants when detecting external stimulation.
SOLUTION: This gardening toy comprises a sensor section detecting the external stimulation to a toy body, a moving section formed to imitate plants, and a driving section operating the moving section in the vertical direction. When the toy body detects the external stimulation, the moving section is operated. If the moving section is formed with petals and leaves, the petals are opened and the leaves are extended when the external stimulation is detected, thereby the child can have the pseudo experience of the gardening play.

Abstract

Bibliographic Data

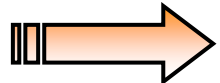


Representative Drawing

Patent Abstracts of Japan

AIPN: Advanced Industrial Property Network

Providing **JPO Examination Results** in English



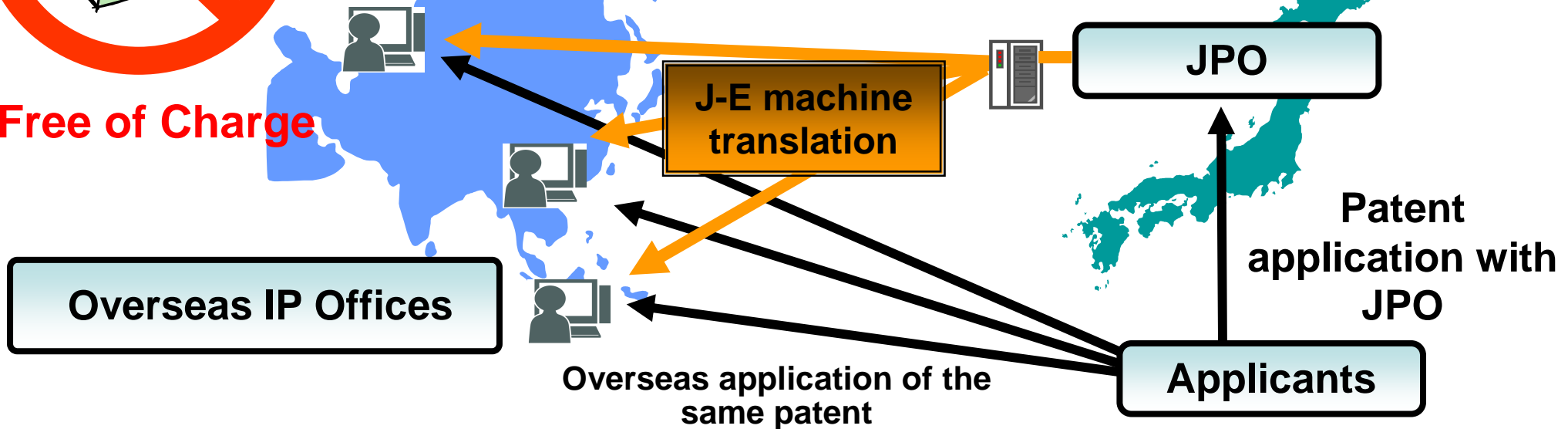
1. Reduces work load of foreign examiners
2. Accelerates overseas rights acquisition for applicants

AIPN: Advanced Industrial Property Network

JPO examination results are distributed via the Internet

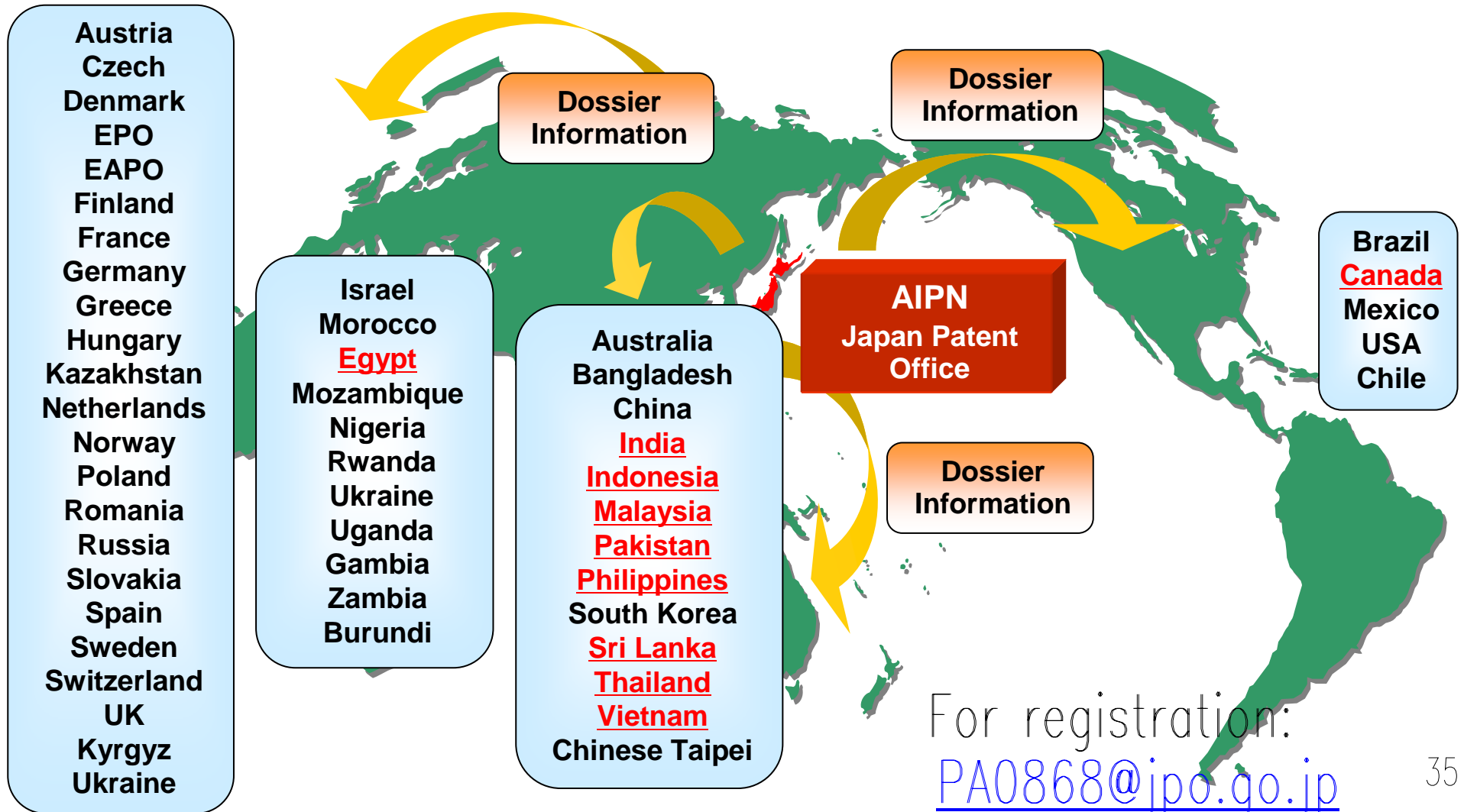


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AIPN: Registered IP Offices

The AIPN (started on October 12, 2004) is now used in **53 IP Offices** all over the world.



Patent examination cooperation



- Information by using Machine Translation -

The AIPN provides detailed information on applications which were published by JPO.

- (1) **Patent Family Data**
- (2) **Legal Status, Cited Documents**
- (3) **Full Text of Publications**
- (4) **Application data and Transaction history**
- (5) **File Wrapper (Dossier) Information**

Patent examination cooperation

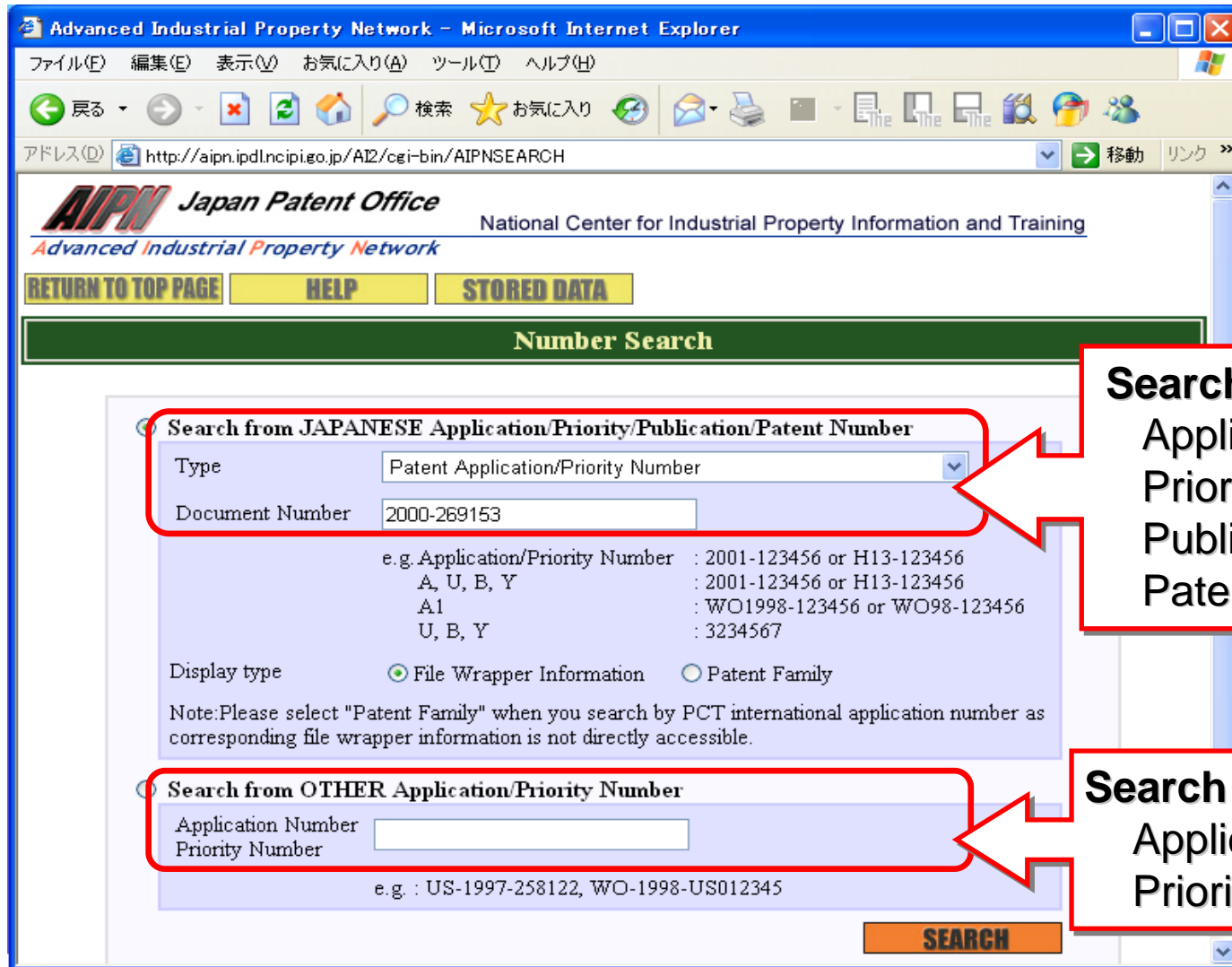


- Information by using Machine Translation -

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- (1) **Filing Documents**
- (2) **Office Actions** (e.g. Notification of Reasons for Refusal)
- (3) **Search Reports by Search Organizations**
- (4) **Written Amendments/Arguments**
- (5) **Examiner's notes**

AIPN : Number Entry Screen



Advanced Industrial Property Network - Microsoft Internet Explorer

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National Center for Industrial Property Information and Training
Advanced Industrial Property Network

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Number Search

Search from JAPANESE Application/Priority/Publication/Patent Number

Type Patent Application/Priority Number

Document Number 2000-269153

e.g. Application/Priority Number : 2001-123456 or H13-123456
A, U, B, Y : 2001-123456 or H13-123456
A1 : WO1998-123456 or WO98-123456
U, B, Y : 3234567

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Note: Please select "Patent Family" when you search by PCT international application number as corresponding file wrapper information is not directly accessible.

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Application Number

Priority Number

e.g. : US-1997-258122, WO-1998-US012345

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Priority No.
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Patent No.

Search from Other No.
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Patent Family

No.	Kind	Publication No.	Publ. Date	Application No.	Appl. Date	Related Information
1	A	JP 2001-104647	17.04.2001	JP 2000-0269153	04.09.1996	Legal status, Cited documents
2	A	JP 2001-104643	17.04.2001	JP 2000-0269152	04.09.1996	Legal status, Cited documents
3	A	JP 09-131466	20.05.1997	JP 1996-0253903	04.09.1996	Legal status, Cited documents
4	A	US 5853324	29.12.1998	US 1996-0706570	05.09.1996	

Legal Status, Cited Documents Application Number. JP 2000-0269153

File Wrapper Information

Legal Status Click "File Wrapper Information" for the latest status.

[Date of request for examination]	05.09.2000
[Date of sending the examiner's decision of rejection]	27.08.2002
[Kind of final disposal of application other than the examiner's]	
[Date of final disposal for application]	
[Patent number]	
[Date of registration]	
[Number of appeal against examiner's decision of rejection]	2002-018734
[Date of requesting appeal against examiner's decision of rejection]	26.09.2002
[Date of extinction of right]	
[Trial or opposition number]	
[Date of demand for trial or opposition]	
[Kind of final disposal of trial or opposition]	
[Date of final disposal of trial or opposition]	
[Publication number]	2001-104647

Cited Documents

No.	Kind	Document No.	Patent Family
1	A	WO 95013850	
2	A	JP 07-200162	Patent Family
3	A	JP 01-129596	Patent Family

Patent Family

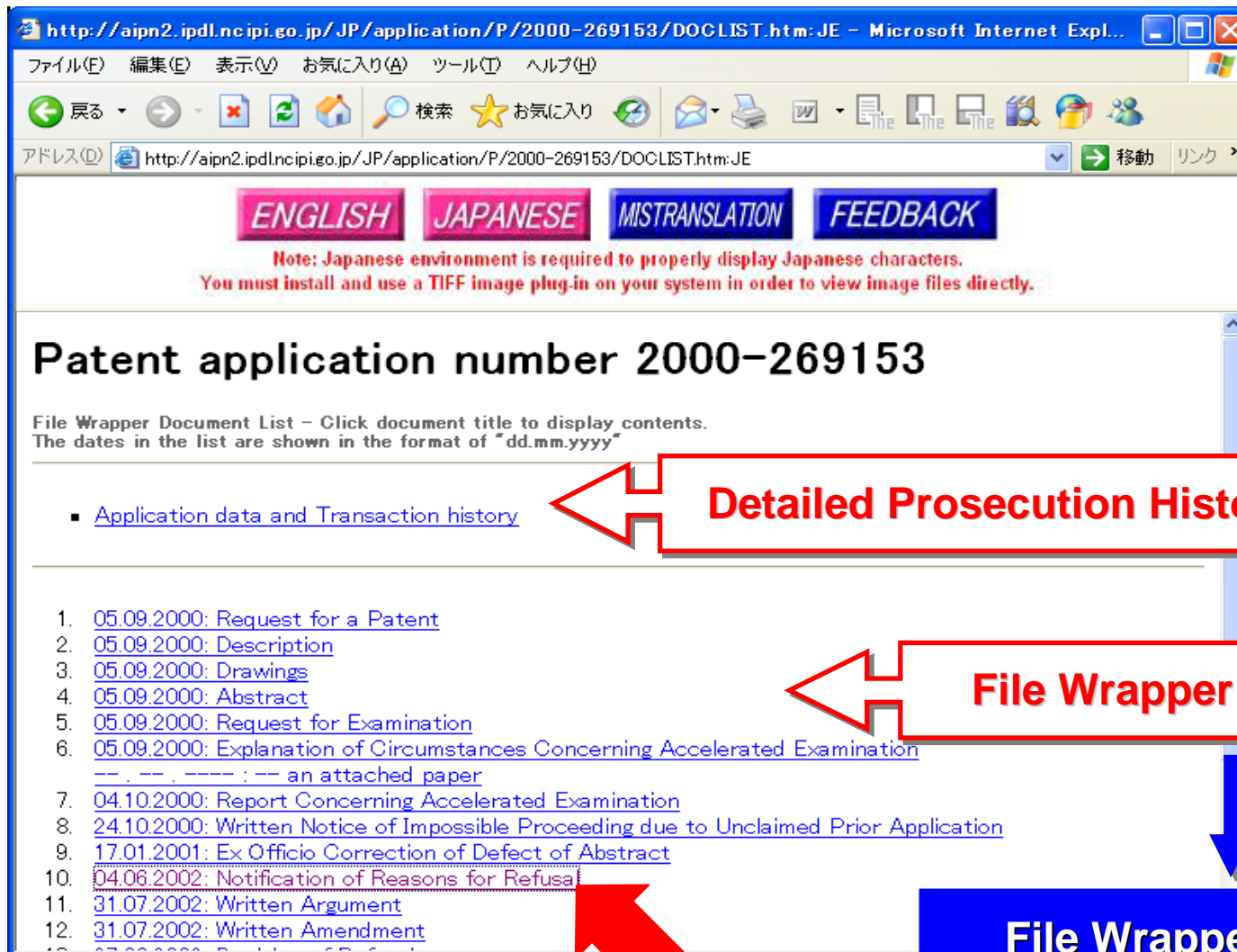
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ENGLISH **JAPANESE** **MISTRANSLATION** **FEEDBACK**

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Patent application number 2000-269153

File Wrapper Document List - Click document title to display contents.
The dates in the list are shown in the format of "dd.mm.yyyy"

- Application data and Transaction history

- 05.09.2000: Request for a Patent
- 05.09.2000: Description
- 05.09.2000: Drawings
- 05.09.2000: Abstract
- 05.09.2000: Request for Examination
- 05.09.2000: Explanation of Circumstances Concerning Accelerated Examination
---, ---, ---- : -- an attached paper
- 04.10.2000: Report Concerning Accelerated Examination
- 24.10.2000: Written Notice of Impossible Proceeding due to Unclaimed Prior Application
- 17.01.2001: Ex Officio Correction of Defect of Abstract
- 04.06.2002: Notification of Reasons for Refusal
- 31.07.2002: Written Argument
- 31.07.2002: Written Amendment

Detailed Prosecution History

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Cooperation with WIPO Japan Office

- ✓ Established on September 1, 2006
- ✓ Supports research, development, outreach and capacity building
- ✓ Works to enhance its function in promoting global IP systems



The screenshot shows the WIPO Japan Office website. At the top left is the WIPO logo and 'ABOUT WIPO'. In the center is the title 'Japan Office Website'. On the right, there is a search bar, a '日本語' language selector, and links for 'Contact us', 'Accessibility', and 'Site map'. Below the header is a navigation bar with 'ABOUT WIPO', 'IP SERVICES', 'PROGRAM ACTIVITIES', 'RESOURCES', and 'NEWS & EVENTS'. The breadcrumb trail reads 'Home > About WIPO > External Offices > WIPO Japan Office'. The main content area has a section for 'WIPO JAPAN OFFICE' with links like 'WIPO and Japan Research & Publications', 'Outreach Activities', 'Internship Opportunities', 'Information Resources', and 'Contact Us'. There is also a 'RELATED LINKS' section with 'What is WIPO?', 'What is IP?', 'Madrid System', and 'PCT Resources'. The 'WIPO Japan Office' section contains two paragraphs: one about the office's establishment in Tokyo in 2006 and its focus on research projects with UNU, and another about its expanded activities to support research, development, outreach, and capacity building in coordination with WIPO's Regional Bureau for Asia and the Pacific. Below this is a 'NEWS & EVENTS' section with a list of recent news items, including 'Patent Translation: Why Quality Matters [10 Dec.] (Nov 11, 2010)', 'Call for Papers - "Second Asia-Pacific Innovation Conference" [extended until 30 Nov.] (Nov 9, 2010)', 'Study Program on the Global Intellectual Property Protection Systems [11-12 Nov.] (Oct 28, 2010)', 'WIPO Presentations at "2010 Patent Information Fair & Conference" [10-12 Nov.] (Oct 25, 2010)', 'WIPO Japan Office participates in UN DAY 2010 [22 Oct.] (Oct 18, 2010)', and '[Archives]'. On the right side, there is a section titled 'ASIAN INNOVATORS' featuring a video thumbnail of a man in a white hard hat and a 'Video' play button.

Manga Competition

<http://www.wipo.int/about-wipo/en/offices/japan/outreach/manga/index.html>



WIPO JAPAN OFFICE

WIPO and Japan
Research & Publications
Outreach Activities
Internship Opportunities
Information Resources
Contact Us

RELATED LINKS

What is WIPO?
What is IP?
Madrid System
PCT Resources

WIPO Manga

- [Honmono – genuine goods](#)
- [The WIPO Manga Competition](#)
- [Interview with the author](#)

✓ For increasing public awareness of the health and safety risks of counterfeit products.

Honmono – genuine goods



WIPO's new manga, written and illustrated by Ms. Emiko Iwasaki, tells the story of how a young shop employee witnesses first hand the menace of fake products, how easily customers are duped into buying them and the serious harm they can cause.

English and Japanese versions were published in September 2011. Arabic, Chinese, French, Russian and Spanish versions will be published in the coming months.

"Ms. Iwasaki drew a fantastic manga... I hope that by reading it, more people will have a better understanding of the dangers of purchasing fake goods and realize that they can make a difference and help reduce the harm these goods cause. (Mr. Ken-Ichiro Natsume, Japan Patent Office)

"General understanding of the importance of protecting IP rights will help build support for creative activities which will enrich all our lives." (Mr. Teiji Hayashi, Japan Ministry of Foreign Affairs)

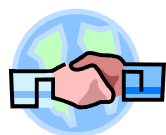
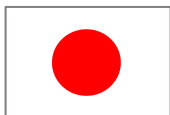
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The WIPO Manga Competition

During the summer of 2010, the WIPO Japan Office organized the Real Manga Competition. The competition was sponsored by the Ministry of Foreign Affairs (MOFA) of Japan and the Japan Patent Office (JPO), and supported by Kadokawa Shoten Publishing.



IP Advantage

<http://www.wipo.int/ipadvantage/en/>



COMMUNICATIONS

- IP Outreach Tools
- IP Advantage
 - Simple Search
 - Advanced Search
 - Full Text Search
 - Recently Added
- Publications
 - WIPO Magazine
 - Videos (YouTube)
 - WIPO Awards
 - World IP Day
 - WIPO Library

RELATED LINKS

- What is IP?
- What is WIPO?
- Pressroom
- WIPO Lex
- E-Bookshop
- Enforcing IP Rights
- WIPO Academy


IP Advantage – Case studies on Intellectual Property

The IP Advantage database provides a one-stop gateway to case studies that chronicle the intellectual property (IP) experiences of inventors, creators, entrepreneurs and researchers from across the globe. The case studies offer insights into how IP works in the real world and how its successful exploitation can contribute to development.

IP Advantage is a joint project developed by WIPO's Communications Division and the WIPO Japan Office, based on a proposal from Japan and supported by the Japan Funds-in-Trust for Industrial Property. It aims to promote a better understanding of how to create and protect intellectual property and reap the benefits provided by the IP system.

Please [contact us](#) to submit feedback and suggestions for new case studies.

FEATURED STUDIES



Protecting Society and the Environment with a Geographical Indication

For hundreds of years, production of argan oil was only on a local, household scale. It was not until the early 1990s that women started to form cooperatives to better organize the production and commercialization of argan oil. Mechanized cooperatives changed the lives of women in southwestern Morocco. They started to expand their market reach beyond the local level, and grocers and exporters took notice. Protected by a geographical indication, argan oil has come to represent a chance for economic and social freedom for many rural women. > [Full Story](#)

✓ Can search successful cases linking IP to business in the World



VS



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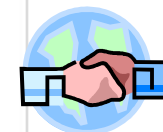
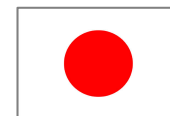
Instrument of Protection:

- Copyright and Related Rights
- Geographical Indications and Appellations of Origin
- Industrial Designs

Focus:

- Branding
- Commercialization
- Financing

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Thank you for your attention!



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