

# JIII's Efforts to Stimulate IP Utilization in SMEs



Japan Institute of Invention and Innovation

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# I. Outline of Japan Institute of Invention and Innovation (JIII)

- Name : 発明協会 HATSUMEI KYOKAI  
Japan Institute of Invention and Innovation (JIII)
- Establishment : May 5, 1904
- Legal Status : Non-Governmental Organization  
Corporate  
Judicial Person under the Civil Code
- Patron : His Imperial Highness Prince Hitachi
- Chairperson : Shoichiro Toyoda  
(Honorary Chairman of Toyota Motor Corporation)
- Members : 8,325 (as of March 31, 2009)
- Staff : 533

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## Objective of JIII

The objectives of the Japan Institute of Invention and Innovation **are to**

- to encourage invention,
- enhance original ideas,
- promote the Practical use of them, and
- diffuse and develop the industrial property system,

thus advancing science and technology and contributing to the development of the economy in our country.

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# History

1885

Patent Monopoly Act enacted

1904

Established Under the name of "Association for the Protection of Industrial Property"

1905

Utility Model Law

1936

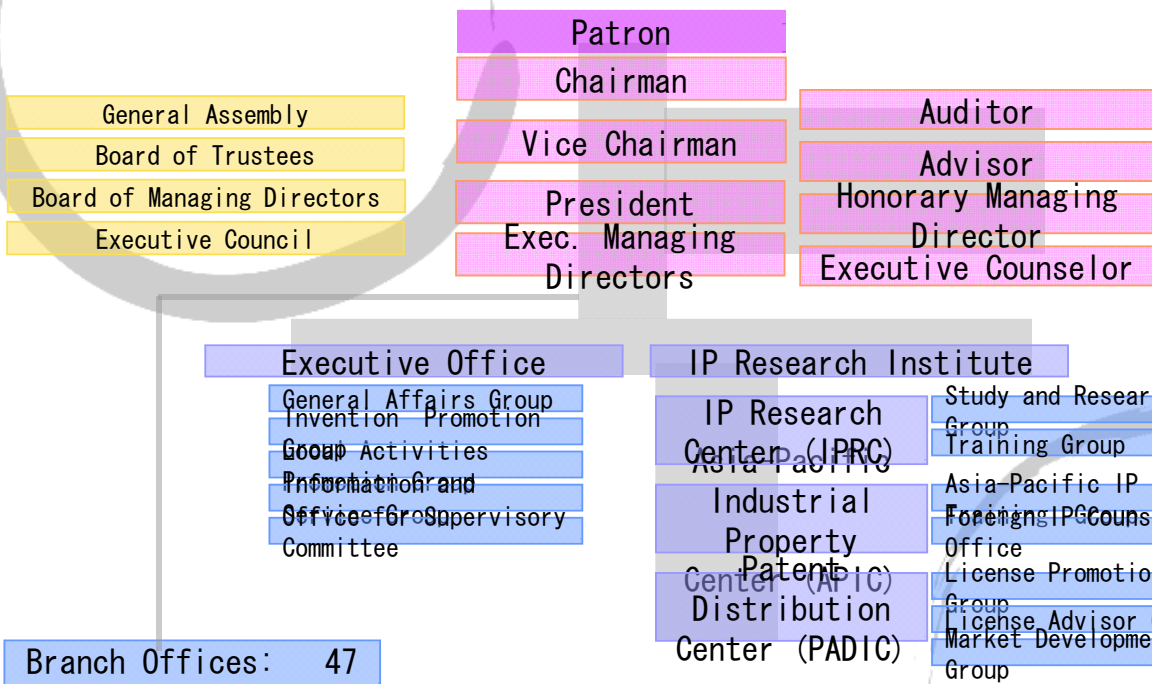
Given a Patron from the Imperial Family

1947

Changed its name to the "Japan Institute of Invention and Innovation"



# Organization





# Major Activities



# Awards and Exhibitions

- National Commendation for Invention and Innovation (The Imperial Invention Award)



- Contest Schoolchildren's Inventions
- Exhibition of Children's Art of Tomorrow's Science





## Development of Young People's Creativity

### ■ Invention Clubs for Schoolchildren

Established:  
1974

Number of clubs:  
202

Number of members:  
9,000

Number of  
instructors: 2,000



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## Intellectual Property Training Program

Term: 9 months (320 Hr.)

### Stage I: Intellectual Property Laws & Treaties

- Introduction to Law
- Intellectual Property (IP) Law
- IP Law and Civil Code
- IP Law & Civil Procedure Code
- IP Law & Antitrust Act
- Unfair Competition Law
- International Protection
- Treaty & Patent Law



### Stage II: IP Management & License Agreement

- R&D Activities and IP Management
- Employee's Invention
- Patent Filing and Examination Procedure etc

### Stage III: Patent Litigation & Infringement Lawsuits

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## Seminars

- Practical Courses
  - Basics of IP Law/IP System/Patent Searching etc.
- Trademark Management Courses
  - Trademark Management etc.
- Patent Management course
  - Patent Management in Business
- Foreign IP Courses
  - IP system in US and in Europe/IP system in Asian countries
  - IP English etc.
- Others



## Issues surrounding IP Activities in Small and Medium Enterprises

1.
  - Insufficient understanding of importance of IP
2.
  - Limited knowledge and experience of IP
3.
  - Unaware of own corporate IP
4.
  - Lack of funds to invest in acquisition of IP rights and exploitation
5.
  - Inability to secure IP experts



# Conceptual Background of IP Support for SMEs

## Background

- 1 . SMEs are the fountain of Japan' s industrial competitiveness.
- 2 . However, some SMEs don' t have enough knowledge or funds.
- 3 . The insufficiencies must be covered.
- 4 . Technically aggressive SMEs ought to be supported.

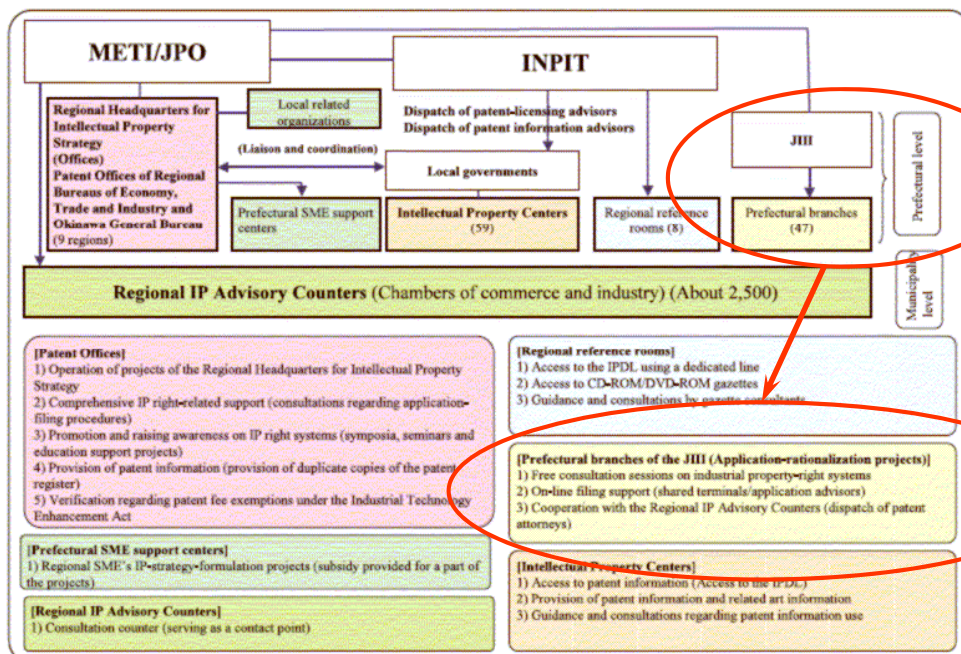
## JIII Approach to IP Support

- 1 . Provide support in accordance with Japan' s national policies
- 2 . Promote participation in IP activities<sup>13</sup>



# II. SME' s Supporting Activities of Sponsored by JPO and INPIT

Support System in Local Areas





## Activities Sponsored by JPO

### i. Industrial Property Consultation Activities

IP experts (patent attorneys, etc..) are dispatched to various areas throughout 47 prefectures to provide advice pertaining to IP free-of-charge to SMEs and venture companies.

- Patent Consultation 4,273
- Trademark Consultation 52



## Activities Sponsored by JPO (cont.)

### ii. Application Advisors

JIII branches in all 47 prefectures are equipped with electronic IP application terminals, and station consultants provide assistance and advice on the electronic application filing process.

PC patent Filing Supporting and Consultation 73,734





## Activities Sponsored by JPO (cont.)

### iii. Support for Regional IP Advisory Counters

To various Chambers of Commerce and Central Federation of Societies of Commerce and Industry (providers of consultations on corporate management to SMEs) located in various cities in 47 Prefectures, IP experts (patent attorneys, etc.) are dispatched to provide assistance and advice to staff consultants, and consultative seminars are convened for their SME counselees.

- Instruction and Consultation  
2,366

17



## Activities Sponsored by JPO (cont.)

### iv. Visit type consultation

In response to SME requests, IP experts (patent attorney, etc.) conduct consultations at SME facilities with SME staff .

52 visits made in 14 Prefectures

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## Activities Sponsored by JPO (cont.)

### v. Prior Art Searching Service for SME

In response to an applicant's request, prior art search services are provided free-of-charge for an application that has been filed and before a request for examination has been filed.

1,180 cases

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## Activities Sponsored by JPO (cont.)

### vi. Foreign IP System Consultation Activities

Consultation desks are set up to provide consultation services to SMEs for obtaining foreign intellectual property rights (IPR), lectures and practical seminars for SMEs are convened as a measure against imitation goods.

- Consultations on Foreign IP System  
679
- Seminars  
8
- Consultations on Counterfeiting  
220

20



## Activities Sponsored by INPIT

### i. Patent Licensing Advisors

- Patent Licensing Advisors: 112 (March 2009)

### ii. Technology Transfer by IP Licensing

- Patent Business Market
- Training Seminars for Fostering Patent Licensing Experts:

Basic Course	10	/
Practical Course	3	

- International Patent Licensing Seminar
- Patent Licensing Symposium  
3

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## III. Proper Efforts of JIII to Stimulate IP Utilization in SMEs

### Intellectual Property “One-Stop Service”

Comprehensive Service to Support  
each stage of IP Creation Circle (creation /  
protection / utilization )  
of the IP for SMEs

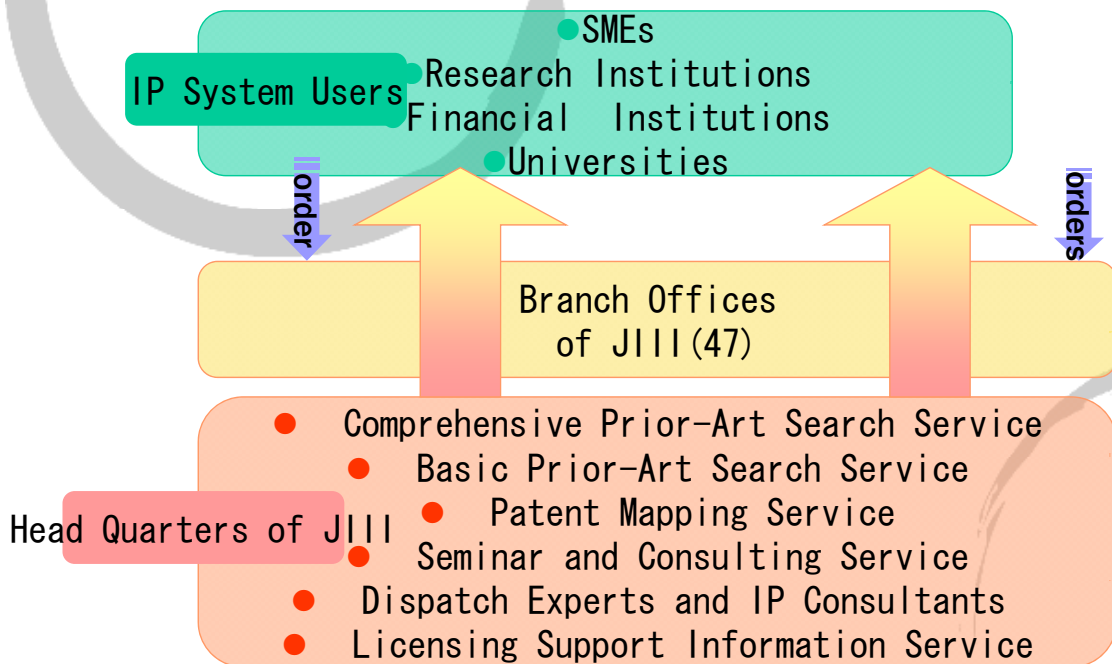
Venture Companies,  
Research Institutions,  
Financial Institutions, and  
and Universities.

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# 1. Intellectual Property “One Stop Service”

## ■ Outline of the Service



## i. Prior-Art Search Service

### ■ Occasions

Patent Filing, Request for Examination, Examining International Application,  
Technical Evaluation of Patents

### ■ Outline

Prior-Art Search Service (including patent documents and non-patent

documents). Analyzed based on every constitution matter of the invention.

### ■ Coverage: JP Patent Documents, Foreign Patent Documents, and non-patent documents in the world

### ■ Contents of the Report

The report is provided by researchers.

Its includes 1. Query formulation and result of retrieval 2. Relation between

selected Patent Documents and referenced information 3.<sup>24</sup>



## ii. Patent Mapping Service

### ■ Occasions

The stage of R&D and market development – reviewing new projects and direction of R&D, streamlining own patents as well as the patents of other companies

### ■ Outline

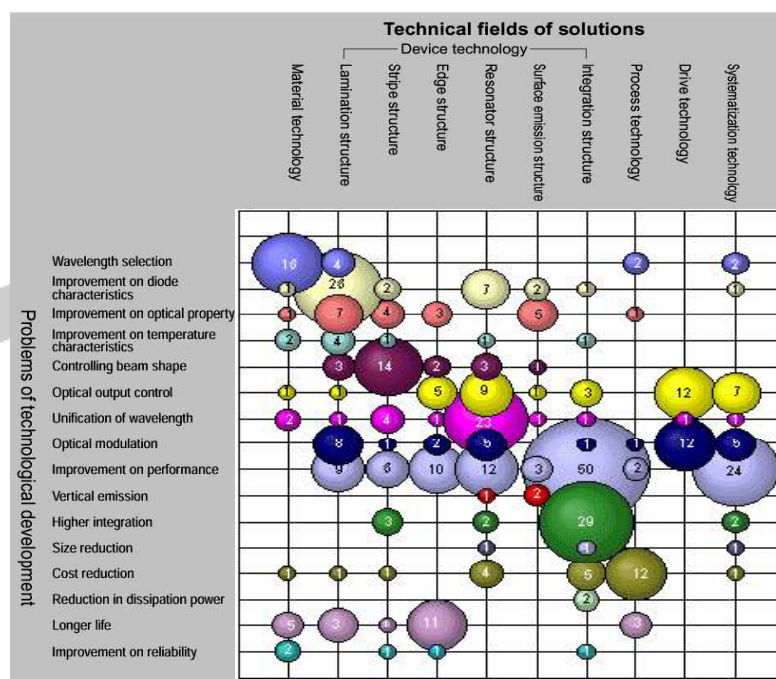
Collect, analyze, and systematize patent information on object technologies from various angles and offer a “Patent Map” showing visually their trends and relevancy.

### ■ Coverage

- Evaluate competitors’ R&D direction
- Predict technology trends
- Find a clue to ideas of new business
- Find a Solutions for new technology development issues



## Patent Mapping



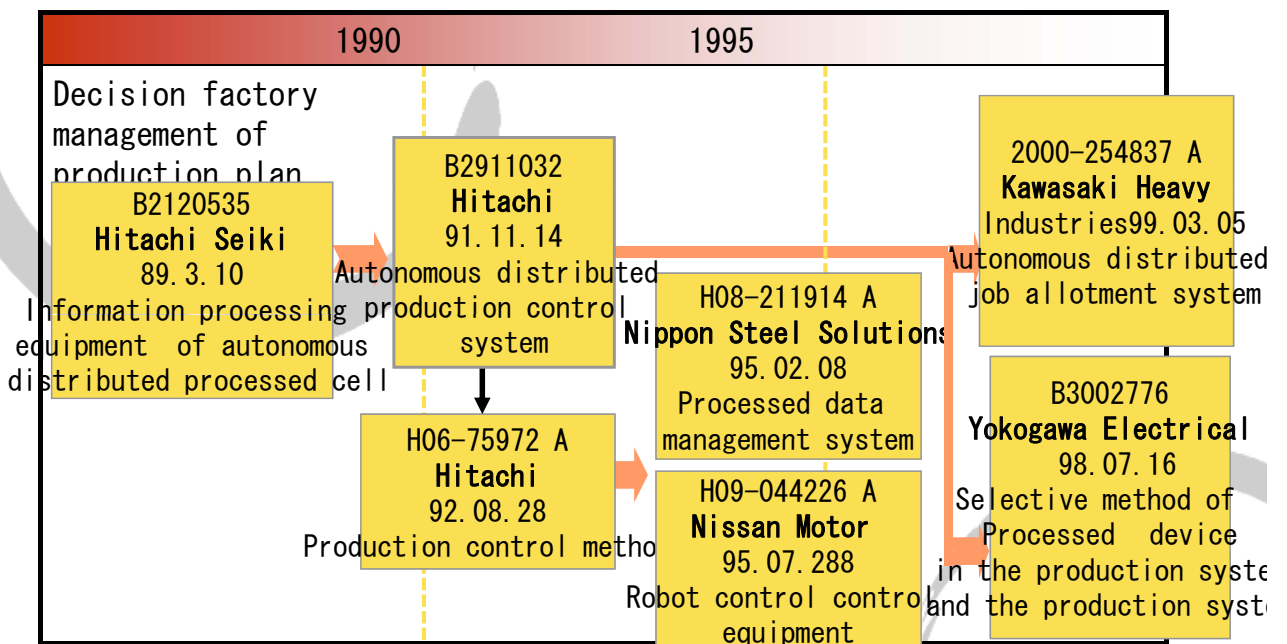


# Matrix Maps

Means for solving		Problem		Improvement in Operation	
		Easy to hold or grip	Easy attachment and removal		
Application of new materials	Body-support tool added	Molten	H 11-811985A		
Improvement in structure	Separable structure	Matsushita Electric Works	2003-56149A H11-50628A	Naka Corp. (2) M. Oda Toyo Plywood	2001-241160A 2002-339541A 2003-147929A 2003-41736A
	Installation of an opening	INAX	H11-104042A		
Improvement in arrangement	Change in place of installment	Eidai Co. Sumitomo Forestry	H7-238648A H10-231603A		
Improvement in	Improvement in installation	Bautec Toto	2001-207614A 2000-160799A	Terabyte Hokumei Eidai Co. M. Yamaguchi Yamayou Sesakusho Matsushita Electr	2003-119989A 3074275B 2552844Y H8-13733A H10-131453A 2002-



# Technical Progressing Map





### iii. Other Services under the One-Point Services

#### ■ Seminar and Consulting Service

Custom-made IP seminars and consulting service at the request of SMEs and research and financial institutions.

#### ■ License Support Information Service

By taking advantage of patent information, it provides a list of companies engaged in R&D of the number of patent applications.

It is used for checking the situations of other companies and reviewing the bulletins on licensing partners.

#### ■ Dispatch Experts and IP Consultants

Dispatch Experts and conduct investigation in accordance with the requests of SMEs, venture companies, and research institutions.

It is utilized as an alternative tool for IP divisions.



## Summary

- JIII is a non-governmental organization with the longest history in the intellectual property field in Japan.
- One of its features is that it has 47 branches and affiliated societies as its subordinate organizations.
- JIII wishes to carry out not just programs based on government measures but also activities that take advantage of the knowledge, experiences, abilities, and organizations of JIII.

Thank you for your attention.