



WIPO Regional Workshop on Effective Management of Intellectual Property Academies: Challenges and Responses, Jakarta, February 2 to 4, 2010

Strategies and Methodologies for Designing IP Education and Training Programs for Different Target Groups

Tadashi INOUE

**Executive Manager for Human Resources Development
National Center for Industrial Property Information and Training (INPIT)**



Talking Points

- 1. Discussion on IP Human Resources**
- 2. What are the current Training Programs of INPIT?**
- 3. Challenges**

Training Programs



Function of INPIT



National Efforts toward “Intellectual Property-based Nation”

2002: Policy Statement by Prime Minister Koizumi
→ “IP-based Nation” as one of the national goals

2002: Intellectual Property Basic Act



2003: Establishment of Intellectual Property Policy Headquarters (headed by the prime minister)

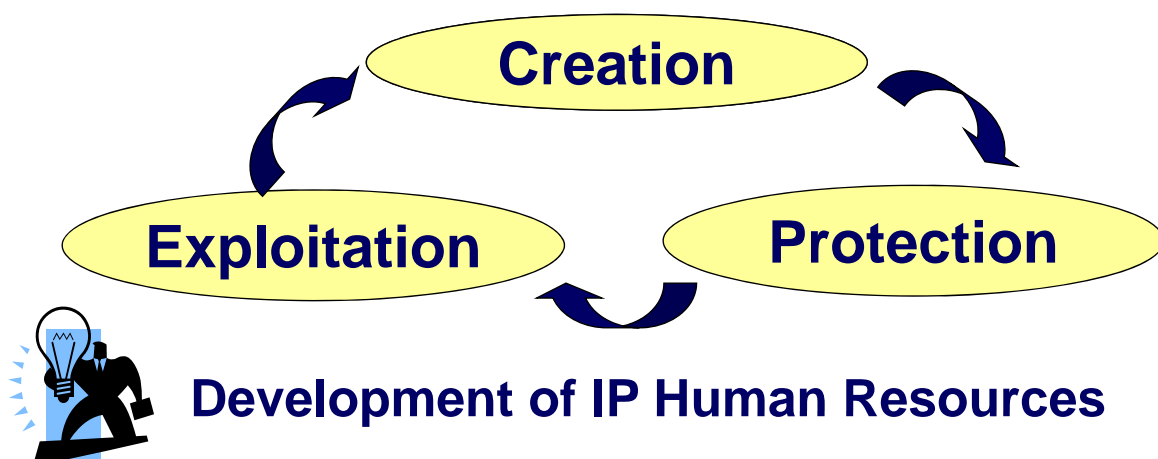
- IP Strategic Program (revised every year)
- ***The Comprehensive Strategy for the Development of Human Resources Related to Intellectual Property (2006)***

Intellectual Creation Cycle

Government should take measures:

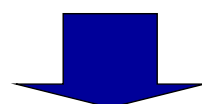
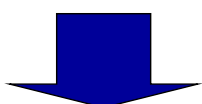
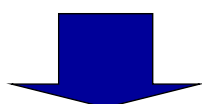
- > For the creation, protection and exploitation of IP
- > To promote education on IP and secure human resources, etc.

Intellectual Property Basic Act (2002)



Increasing Needs for IP Human Resources (2006)

[Quantity]	[Quality]	[Awareness]
<ul style="list-style-type: none"> i) IP staff in firms ii) Patent attorneys iii) IP staff in universities 	<ul style="list-style-type: none"> i) Filing abroad ii) Strategic exploitation iii) Litigation iv) Protection of emerging technology 	<ul style="list-style-type: none"> i) Students ii) The public

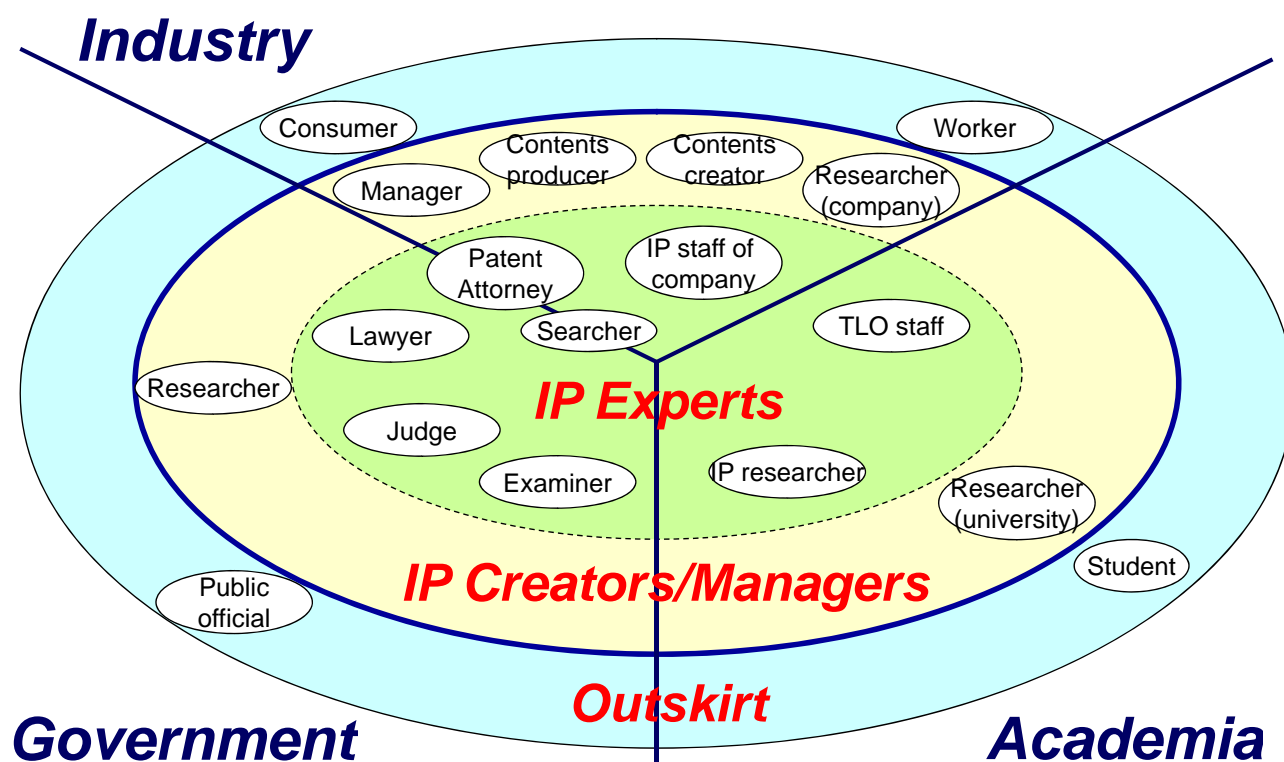


The Comprehensive Strategy for the Development of Human Resources Related to Intellectual Property

→ Perspectives on IP HRD in the coming 10 years



Various IP Human Resources



Category 1: IP-related Personnel

IP Experts

Individuals who are directly involved in IP-Protection and/or Exploitation

**IP
Creators/
Managers**

Individuals who create IP or who manage IP and the exploitation of IP

Category 2: People in the Outskirts

**Workers,
Consumers,
the Public,
etc.**

They should have a basic understanding of IP and respect for the IP rights of others.

**Students,
Children**

They are expected to become IP creators in the future. Their creativity should be developed, and they should be educated to respect the IP rights of others.

Three Objectives

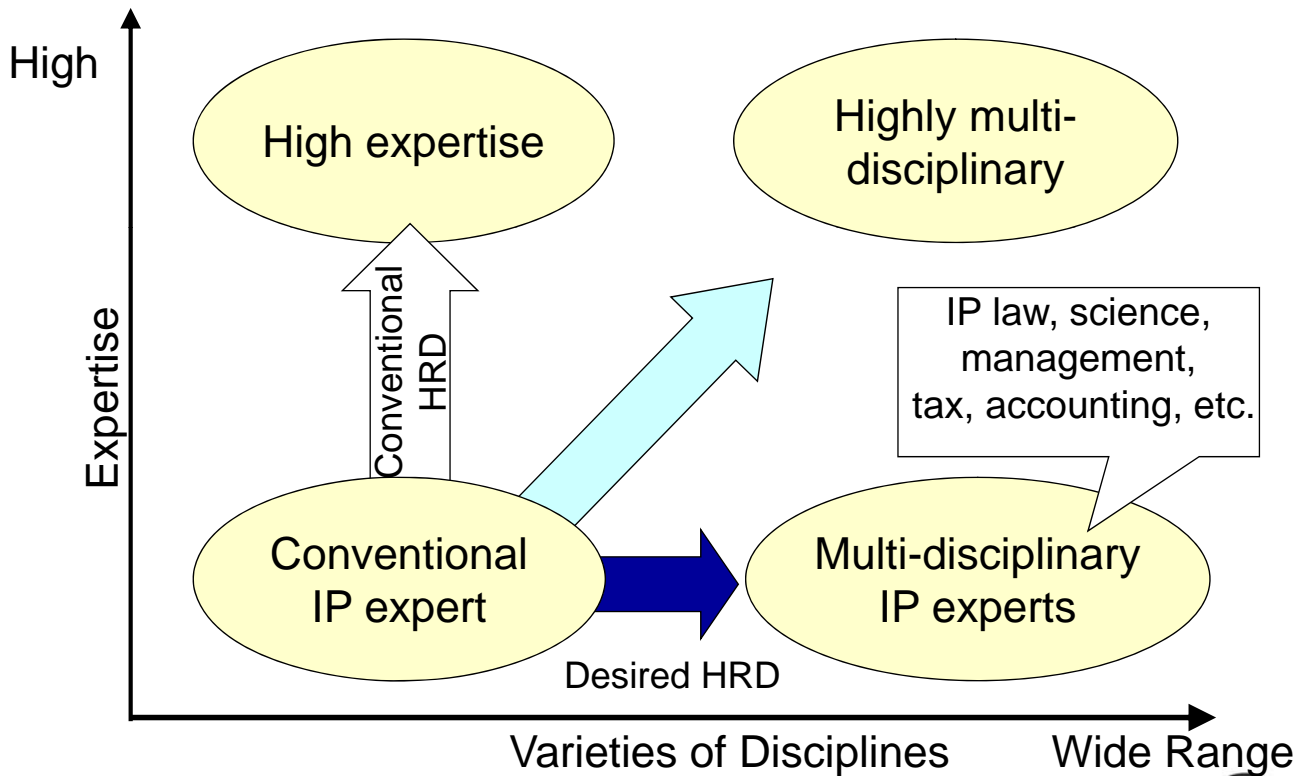
- (1) To double the number of “IP experts” and improve their quality
- (2) To develop and enhance the quality of “human resources who create or manage IP”
- (3) To enhance public awareness of IP

Desired IP Human Resources

Desired IP human resources are:

- (1) those who can work globally,
- (2) those who major in an advanced technology,
- (3) those who are ***multi-disciplinary***,
- (4) those who are managers with knowledge of IP strategy, or
- (5) those who assist SMEs, etc. in utilizing IP

Multi-disciplinary IP Human Resources



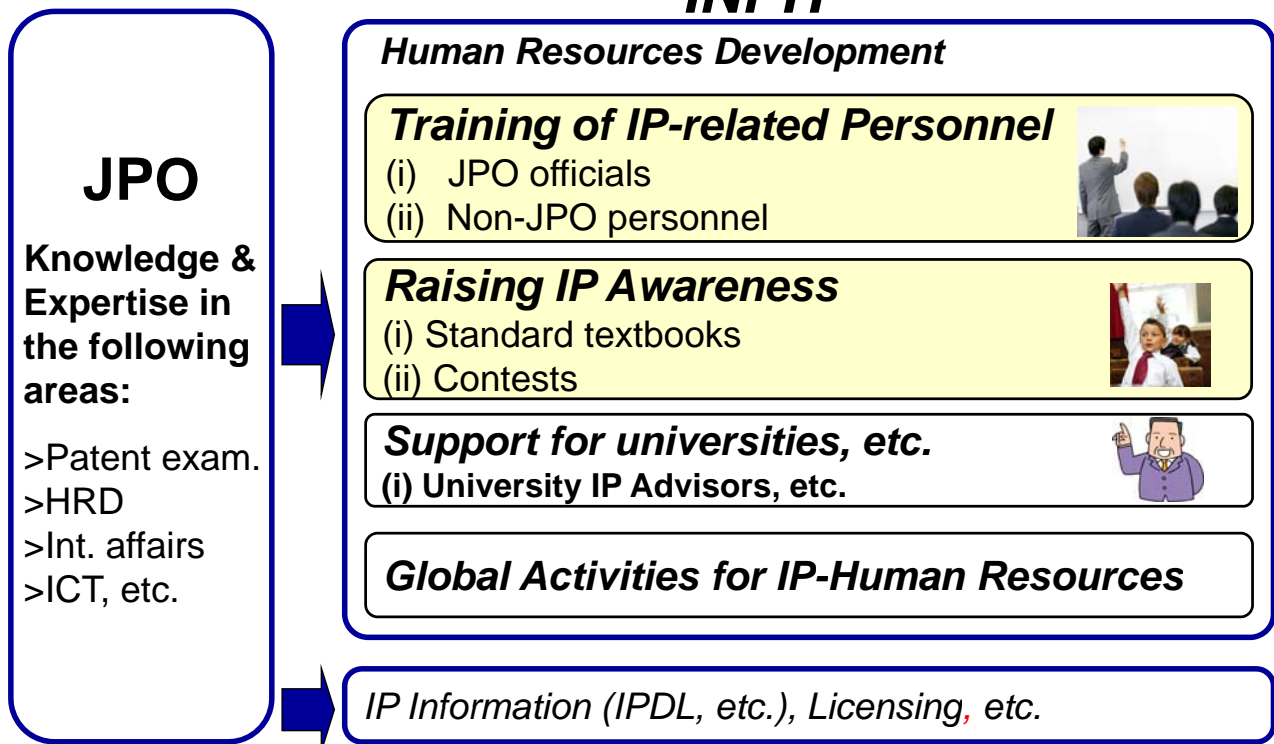
WIPO Regional Workshop on Effective Management of Intellectual Property Academies: Challenges and Responses, Jakarta, Feb. 2 to 4, 2010
Comprehensive Strategy for the Development of Human Resources Related to Intellectual Property (Jan. 2006) #11



2

Major Business of INPIT

INPIT



WIPO Regional Workshop on Effective Management of Intellectual Property Academies: Challenges and Responses, Jakarta, Feb. 2 to 4, 2010

#12



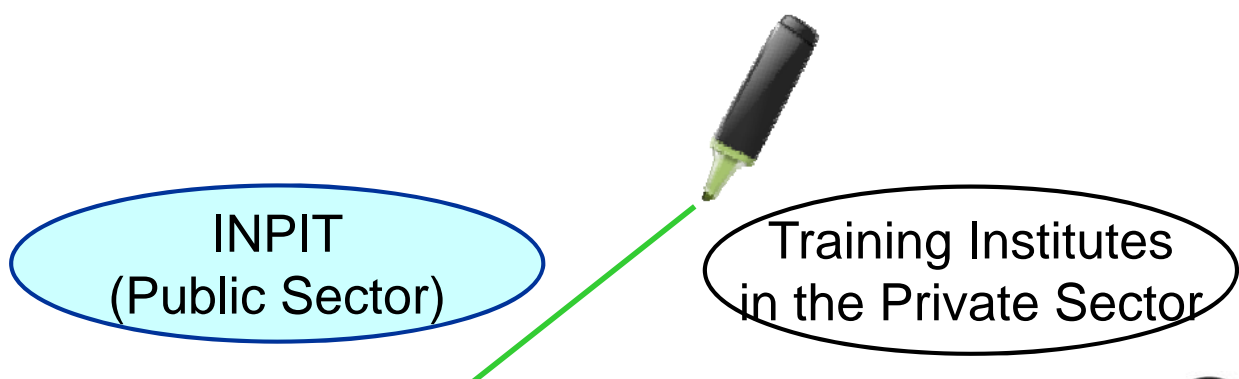
Features of INPIT Training

- (1) Concentrating Area
(Objectives of INPIT Training)
- (2) Target Groups
- (3) Implementation
- (4) Evaluation
- (5) Examples
> Training Programs, IP Awareness

Concentrating Area

INPIT conducts:

1. Training for JPO officials and
2. Development of Human Resources:
 - (1) by providing the knowledge/expertise of JPO
 - (2) by spreading and enlightening IP system



Target Groups of INPIT Training

IP-related personnel

IP Experts

- > JPO officials (Patent examiners, etc.)
- > Searchers in registered search organizations
- > Central/local government officials
- > Patent agents
- > IP staff/searchers of companies

IP Creators/Managers

- > Researchers in companies, universities, etc.
- > Managers of SMEs (Small and Medium-sized Enterprises)

People in the Outskirts

- > Students and teachers
(from elementary schools to universities)

Implementation of Training Programs

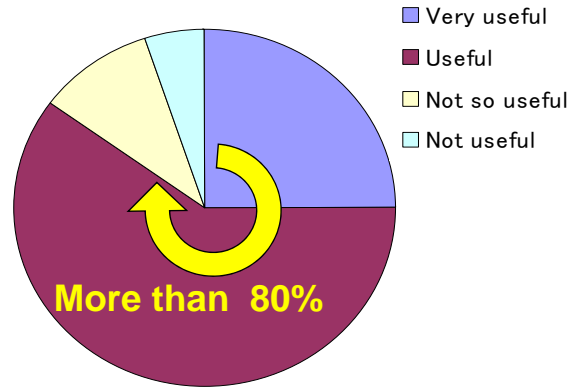
1. Lectures by teachers/instructors
2. e-Learning through Internet or mobile terminals
3. Distribution of Materials for HRD
4. Contests/Competition
5. Other (Seminar, symposium, etc.)

Evaluation (Customer Satisfaction)

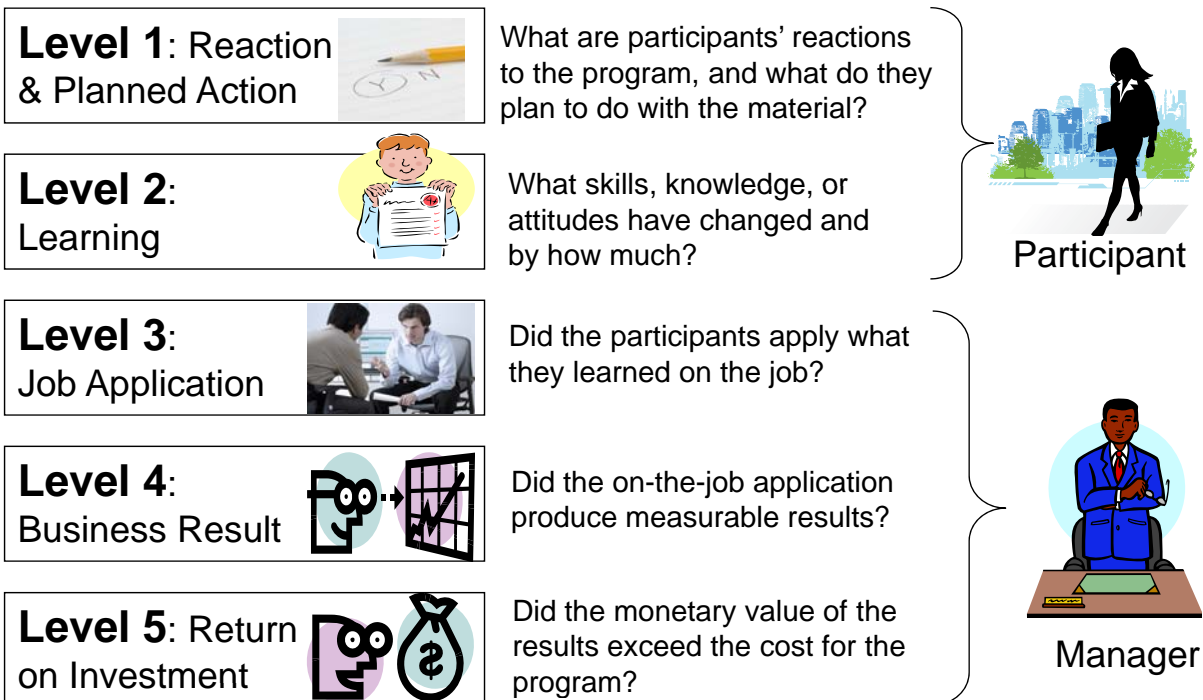
INPIT Objective: More than 80% of the participants in each training course indicate that the training course was *useful* or *very useful* in a questionnaire administered at the end of the training course.

The Mid-term Plan of INPIT - 2006.4.1 to 2011.3.31- (Extract)

Question:
Is this training course useful as a whole?
(1) Very useful
(2) Useful
(3) Not so useful
(4) Not useful



[Note] Five-Level Evaluation Model (Jack J. Phillips)



1. Basic Knowledge & Expertise on Examination

- > Laws & Regulations
- > Technology
- > Examination Practices

2. Abilities for Smooth/Efficient Examination

- > Communication
- > Collection & Analysis of Information

3. Knowledge for Globalization

- > Languages
- > Foreign Patent System

4. Management Skill



Possible Training Methods

(i) Collective Training at INPIT

(ii) OJT (On the Job Training) in JPO

- > Transfer of knowledge from patent examiners to assistant examiners

(iii) Self-Development

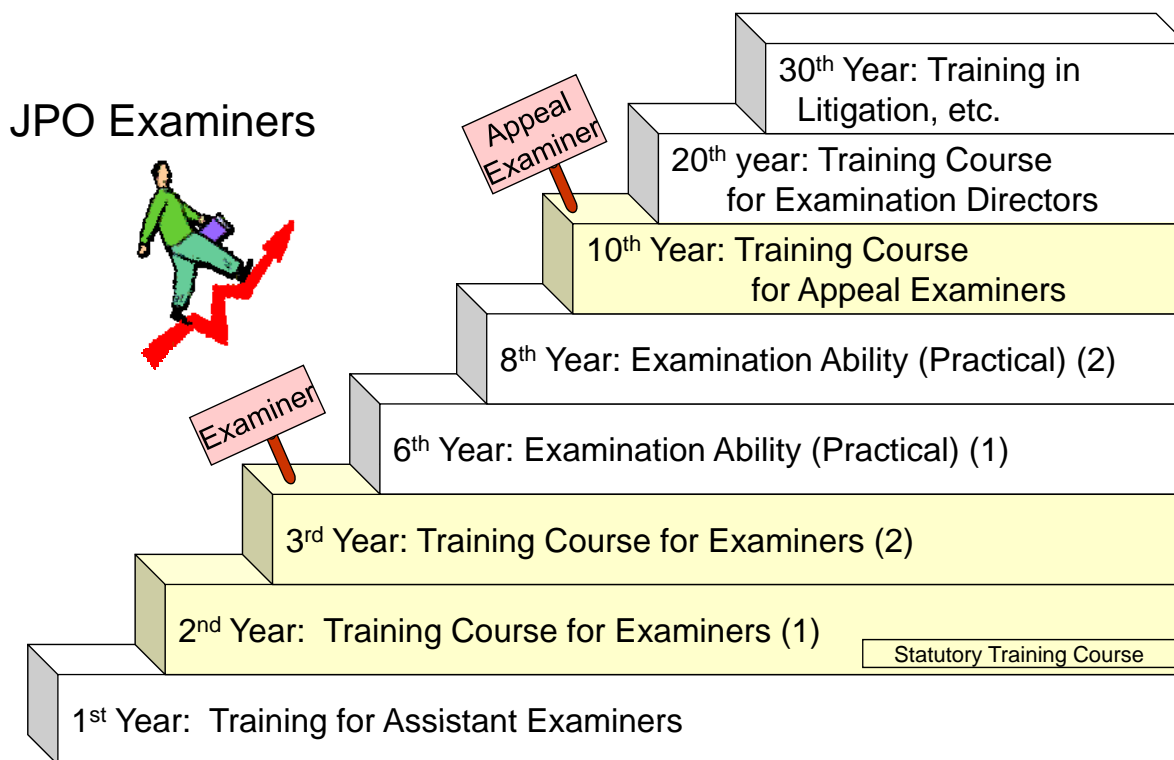


@JPO



@INPIT

Training Programs for Examiners



WIPO Regional Workshop on Effective Management of Intellectual Property Academies: Challenges and Responses, Jakarta, Feb. 2 to 4, 2010

#21



Training Programs for Non-JPO IP Personnel

Program	Objective/Target Groups	No. (2008)
Search Expert Training	Development of Search Experts	226
Professional Searcher Training	Training for "Searchers"	282
Leading Discussions of Examination Guidelines, etc.	Training for IP Experts	127
Patent Infringement Warning Simulation	Training for SMEs and Venture Companies	133
IP Right Training	Training for IP Experts of Administrative Agency	110
Patent Search Competition	Development of IP Experts	85*
Patent/Design Contest	Raising IP-mind among Students	262/90*
Other	(Teachers, etc.)	

* 2009

WIPO Regional Workshop on Effective Management of Intellectual Property Academies: Challenges and Responses, Jakarta, Feb. 2 to 4, 2010

#22



EX.2 “Expert Search Training (Advanced Level)”

Objectives: To share JPO examiners’ knowledge & expertise of patent/design searches

Target Groups: IP staff of companies, searchers of patent search companies, etc.



Lectures by Patent Examiners



Search Practices using Examiner Terminals

EX.3 “Patent Infringement Warning Simulation”

Objectives: To Raise IP Awareness of SME Managers

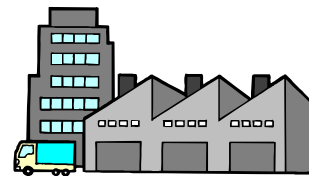
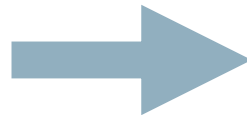
Letter of Warning (SIMULATION)

...we require that you take the following action.
1. Terminate the production in question within 30 days of receipt of this letter.
2. ...



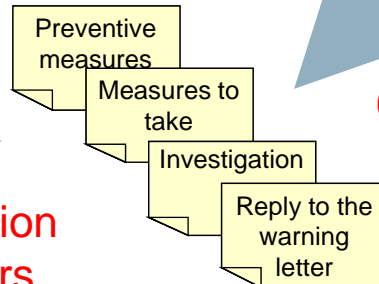
(iii) Instruction by teachers

(i) Warning letter



Trainees (SME managers)

(ii) Preparation to respond



EX.4

“Patent Search Competition 2009”

Objective:

To enhance the ability of IP personnel to search patent databases and to provide an incentive for IP personnel to improve their search abilities.

Target Groups:

IP personnel involved in patent search.



Competition in Tokyo



Awards Ceremony

“If I have seen a little further, it is by standing on the shoulders of Giants.” (Isaac Newton)

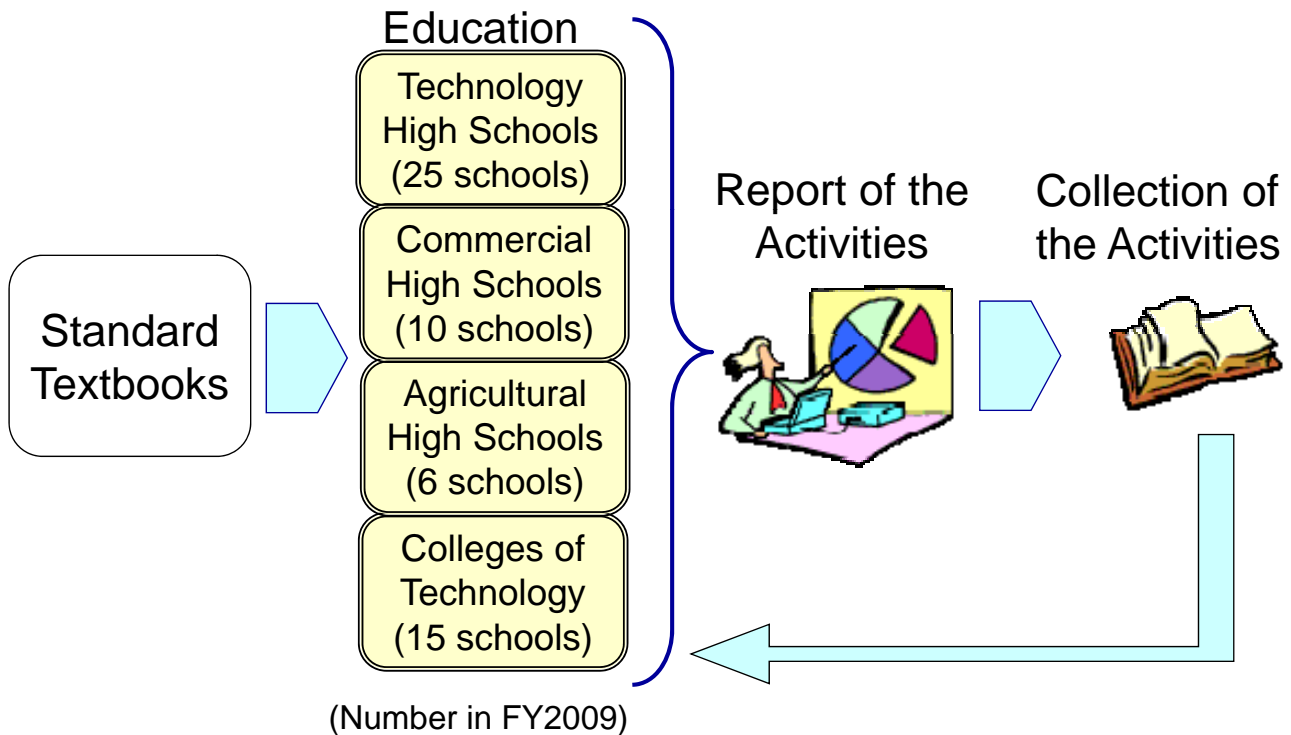
Raising IP Awareness

1. Raising IP awareness among students
 - > Distribution of standard textbooks/ supplementary materials
 - > Effective use of standard textbooks
 - > “Patent contest” for students of universities, colleges of technology, and high schools
 - > IP e-learning

2. Materials for IP researchers, etc.
“PATENT STUDIES”
(biannual publication edited by INPIT)



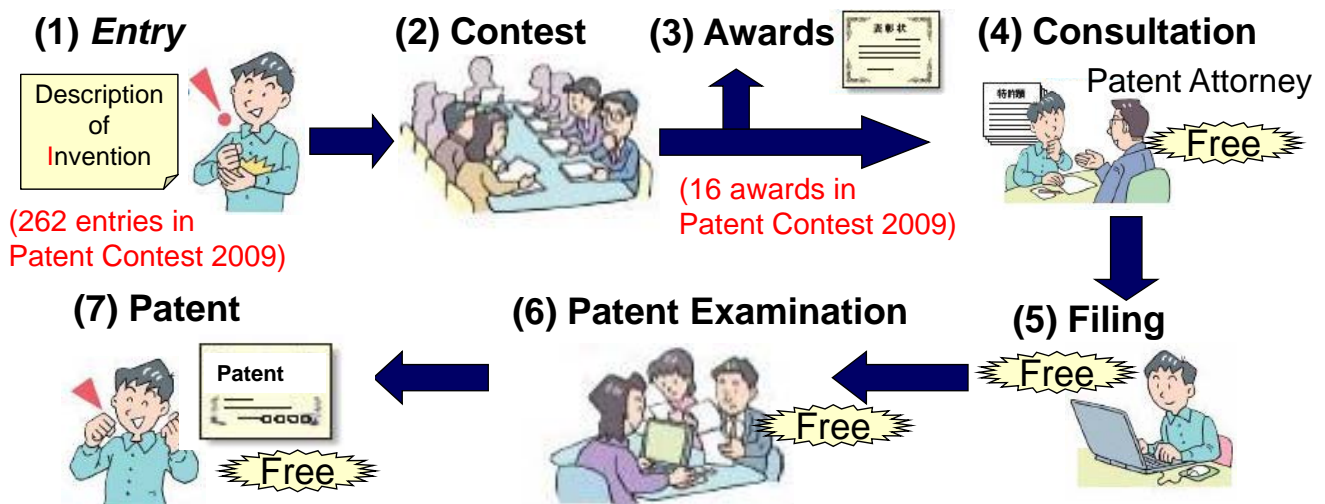
Research on Support & Promotion of IP Education - Effective Use of Standard Textbooks -



Patent Contest (2002~) & Design Patent Contest (2009~)

Objectives: To raise IP awareness & to promote an understanding and utilization of IP rights

Target Groups: Students of universities, colleges of technology, high schools



IP e-Learning

Target Groups: JPO staff and any users (including non-Japanese) living in Japan who enroll in the e-learning system

IP e-Learning

Total of 26 courses available
(as of Jan. 2010)



Mobile e-learning

Total of 18 courses available
(as of Jan. 2010)



Five (5) courses with
English captions

3

Win by Changing the Game (S. Palmisano, IBM)

A period of discontinuity is, for those with courage and vision, a period of opportunity. ...And the new leaders who emerge will win not by surviving the storm, but by changing the game.

Samuel J. Palmisano
IBM Chairman, President and Chief Executive Officer

Samuel J. Palmisano SmarterCities Berlin Keynote Address June 23, 2009 "Building a Smarter Planet: City by City"
http://www.ibm.com/ibm/ideasfromibm/us/smartplanet/20081106/sjp_speech.shtml
http://www.ibm.com/ibm/sjp/10_01_2009.html

Challenges (Training Perspective)

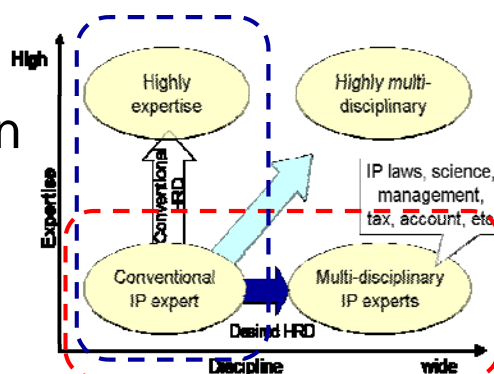
1. Training for IP-related Personnel



(1) IP personnel who contribute to innovation



(2) IP personnel who work globally



2. Raising IP Awareness



Thank you for your kind attention

References

- > INPIT: <http://www.inpit.go.jp/english/index.html>
- > JPO: <http://www.jpo.go.jp/index.htm>
- > Intellectual Property Policy Headquarters: <http://www.kantei.go.jp/jp/singi/titeki2/>

Tadashi INOUE
Executive Manager for Human Resources Development, INPIT
3-4-3, Kasumigaseki, Chiyoda-ku, Tokyo, 100-0013 JAPAN
E-mail: inoue-tadashi2@inpit.jpo.go.jp