



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

Optimizing the Function of IP Academies/IP Training Units: Building Training Institutions that Respond to Actual Needs

Tadashi INOUE

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



Talking Points

- 1. What is the current function of INPIT?***
- 2. Needs for IP human resources***
- 3. What should the function of INPIT be?
(Respond to need for IP HR)***

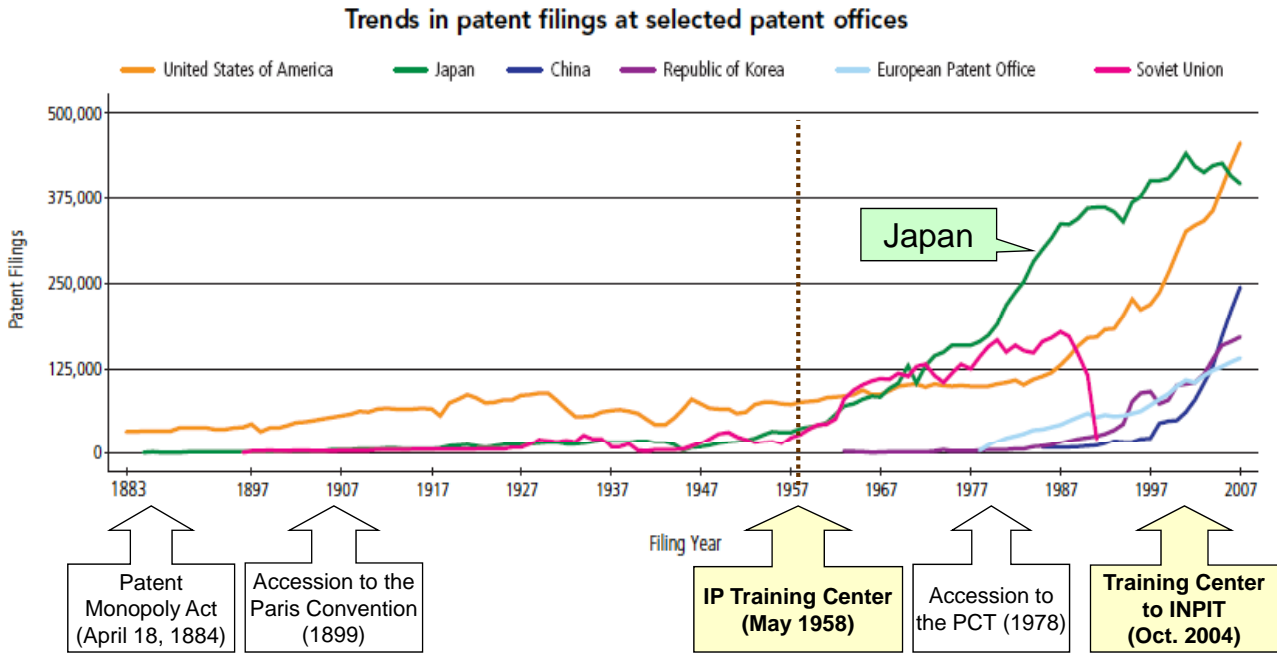
Training Programs



Function of INPIT



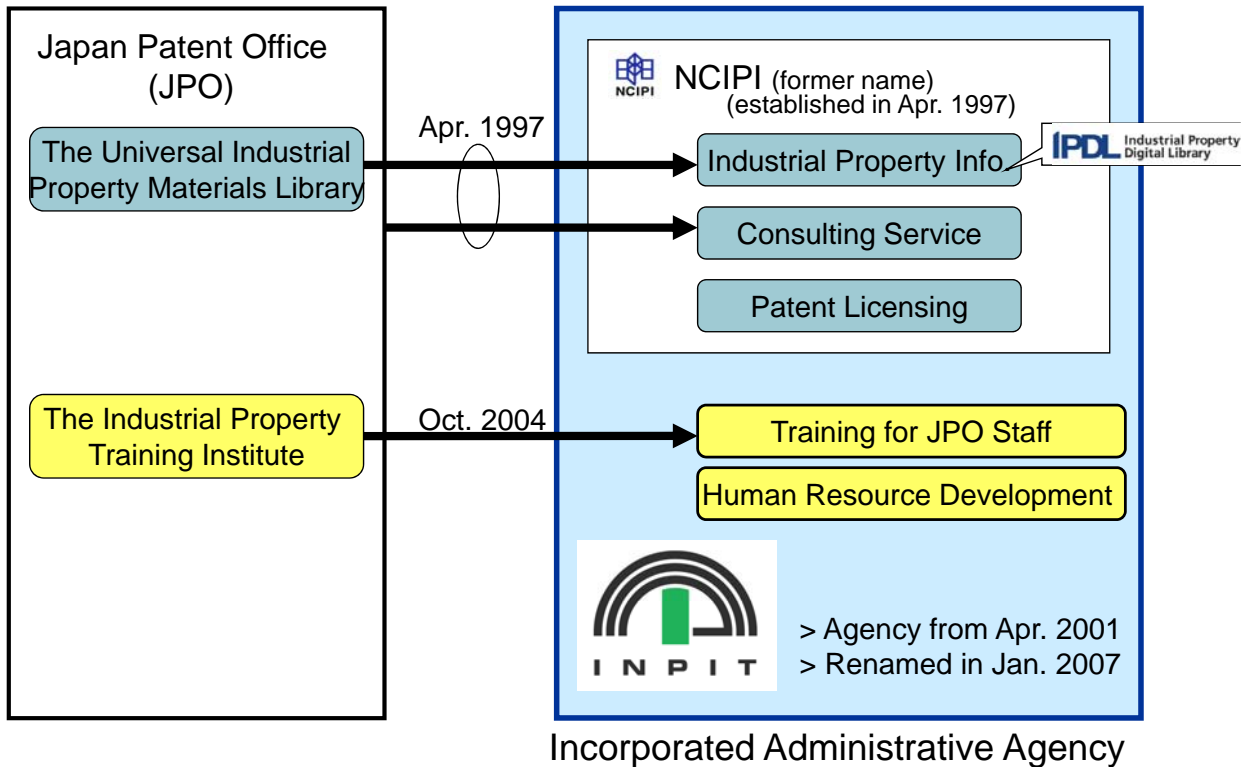
Footsteps of IP Training in Japan



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 World Intellectual Property Indicators 2009 (http://www.wipo.int/export/sites/www/ipstats/en/statistics/patents/pdf/wipo_pub_941.pdf) #3



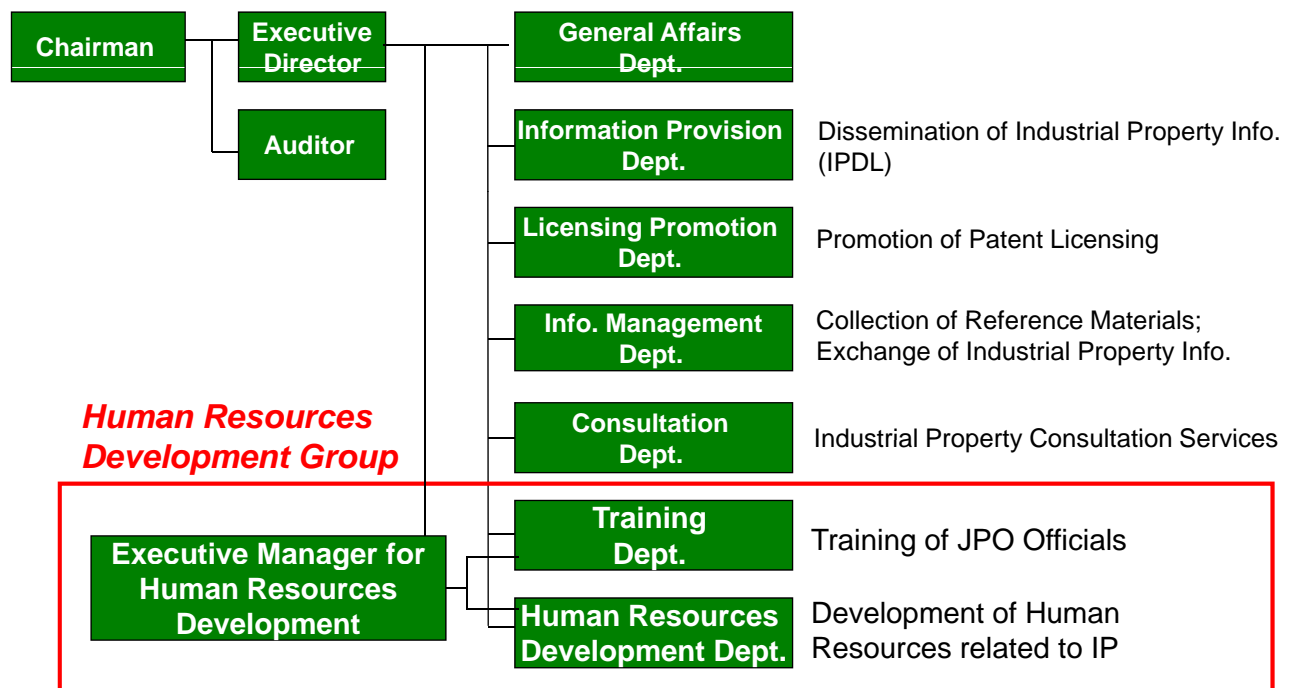
JPO and INPIT



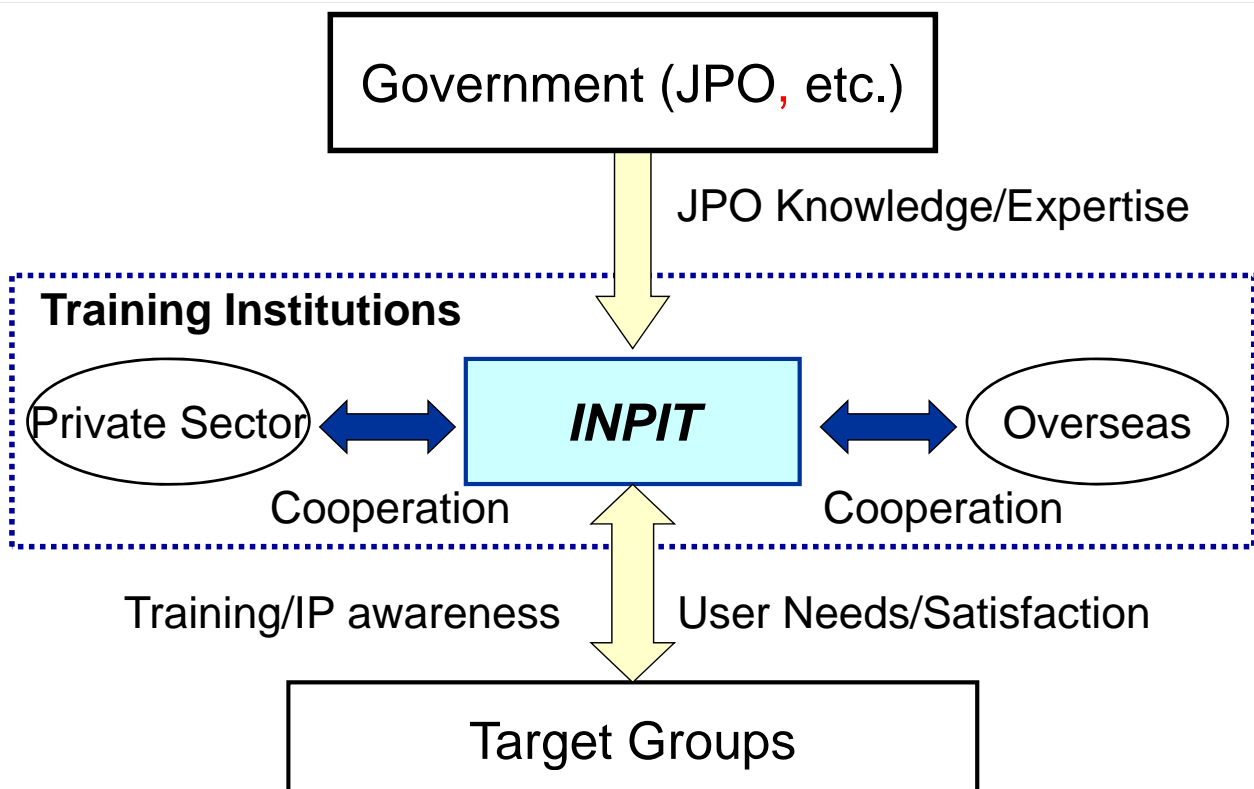
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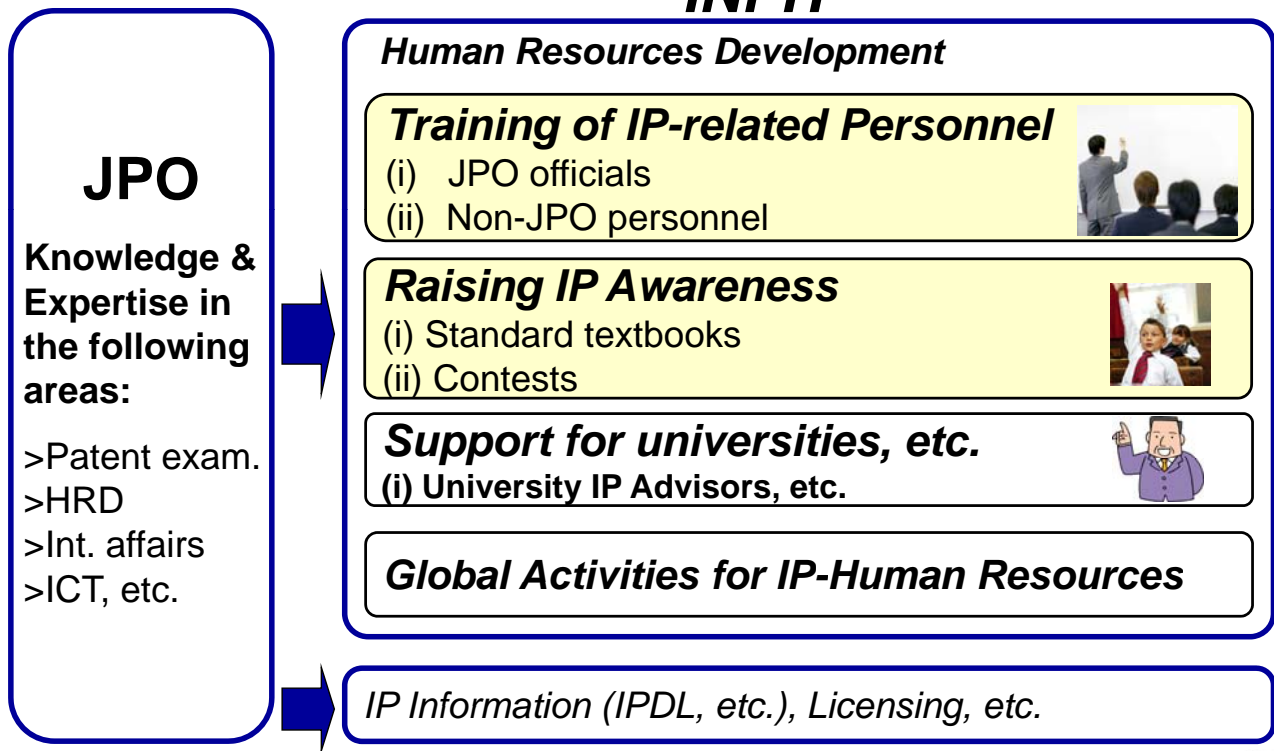
Organizational Chart of INPIT



Institutional Environment surrounding INPIT



INPIT



Objective of INPIT

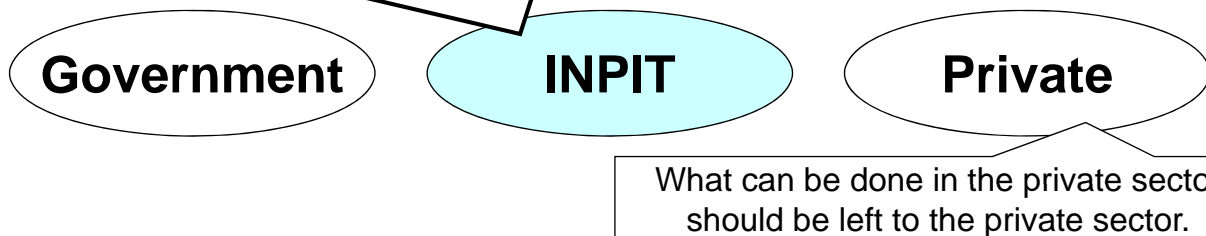
- Human Resource Development -

The objective of INPIT is to promote the protection and utilization of Industrial Property Rights by providing training to JPO officials and those who engage in IP-related tasks.

Constraints

INPIT deals with business in an efficient and effective manner that:

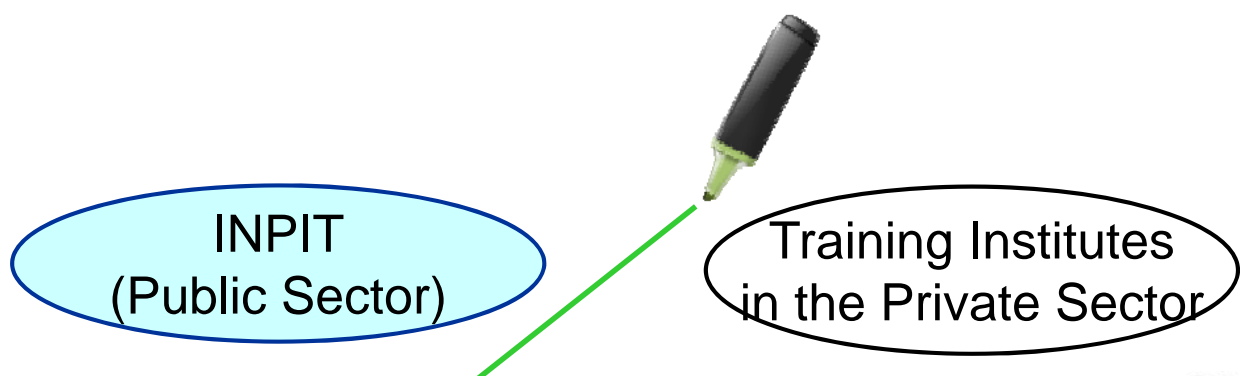
- Incorporates the public viewpoint and
- Does not need to be done directly by the government but may not be carried out spontaneously by private entities.

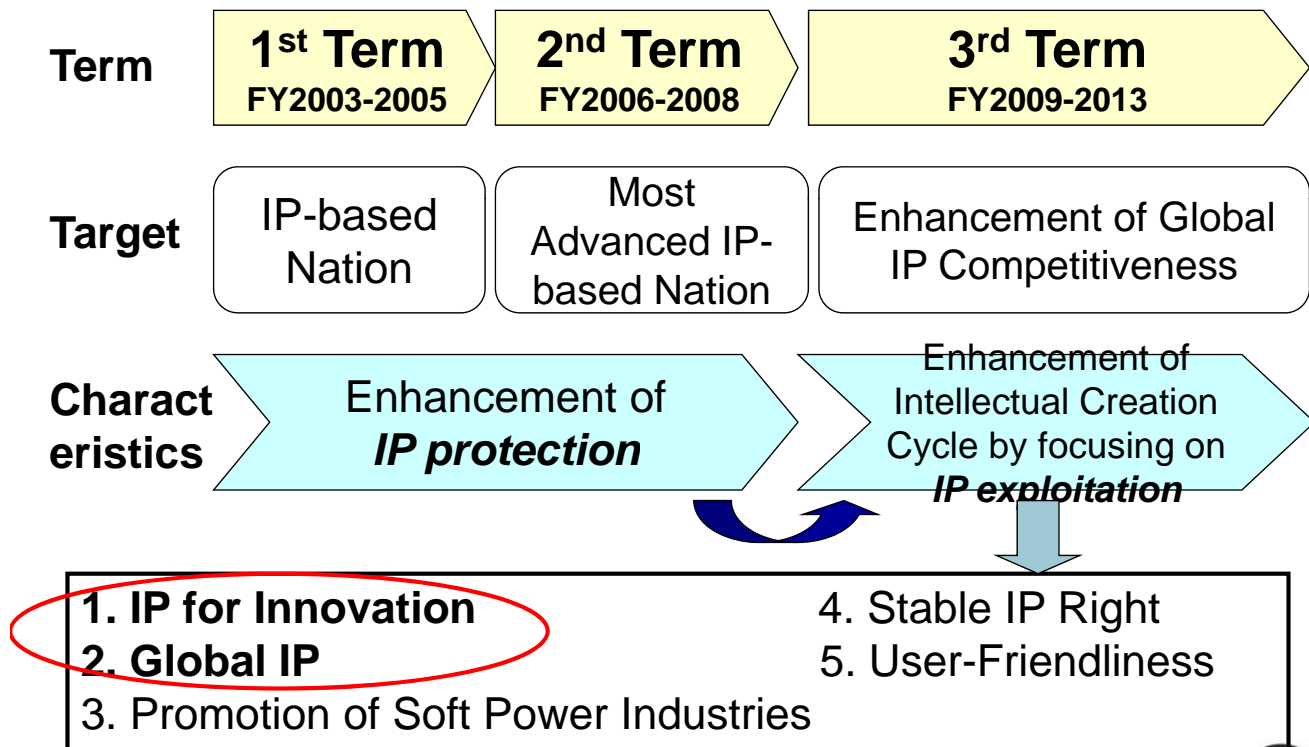


Concentrating Area

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





National Needs for IP Human Resources

(Intellectual Property Strategic Program 2009; June 24, 2009)

1. IP for Innovation

- (1) Developing IP human resources who contribute to the creation of innovation
- (2) Enhancing the comprehensive IP producing capability of universities, SMEs, etc.
 - > Dispatching teams headed by an IP producer

2. Global IP

- (1) Developing international IP experts
- (2) Providing support for Asian countries' IP capacity building including HRD



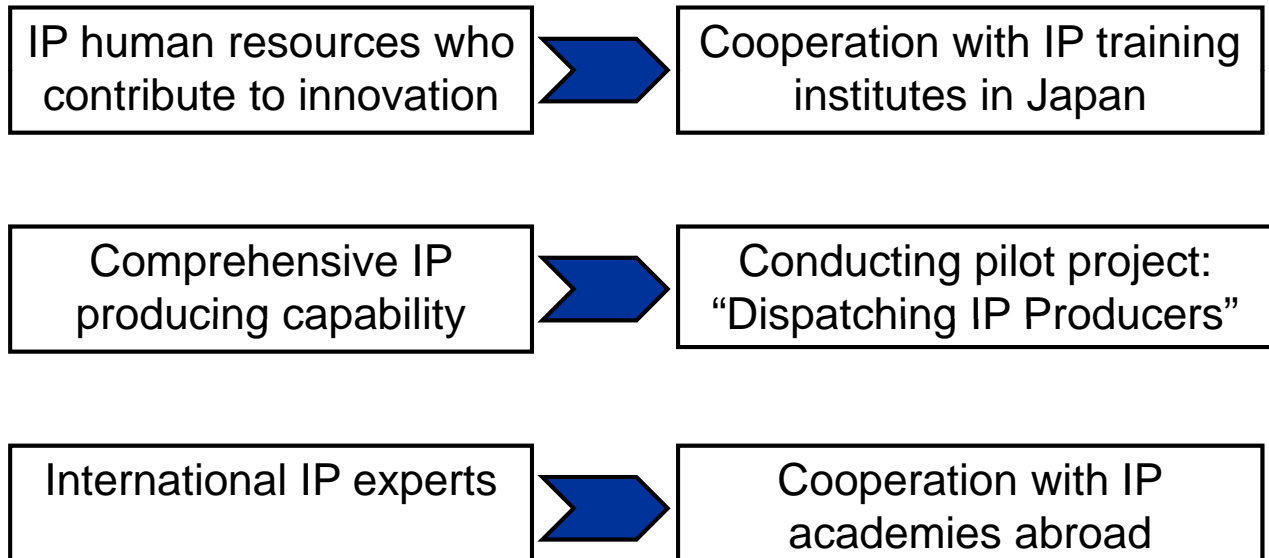
INPIT Functions - Response to the Needs

Needs

(Desired Human Resources)

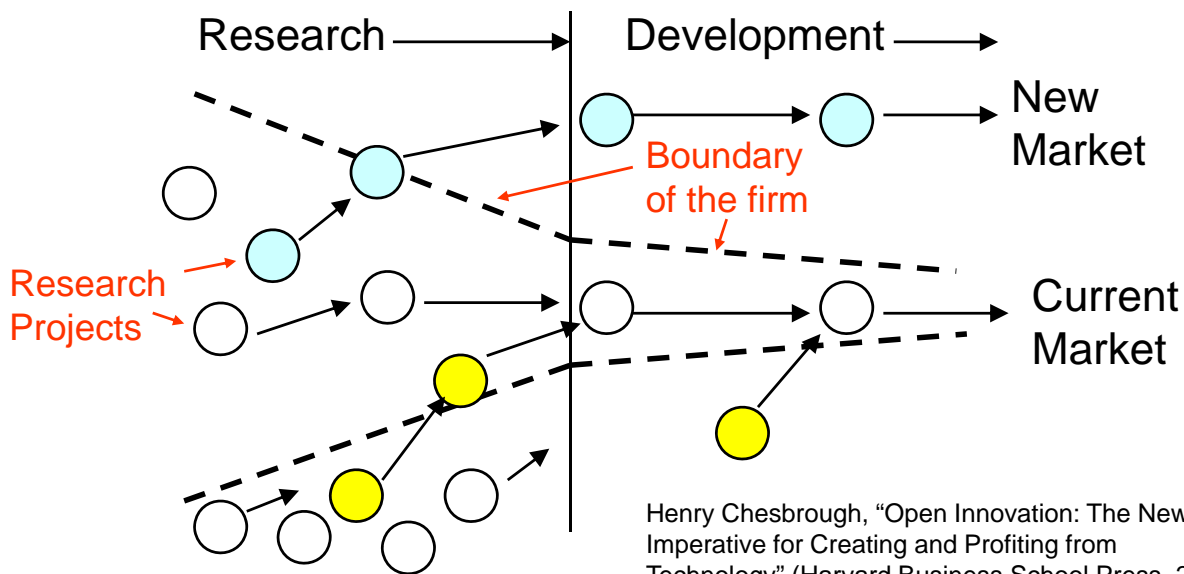
Functions

(Meeting the Needs)



Open Innovation Paradigm (H. Chesbrough)

Innovation



Closed Innovation

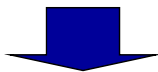
We should control our IP, so that our competitors don't profit from our ideas.



Open Innovation

We should profit from others' use of our IP, and we should buy others' IP whenever it advances our own business model.

Progress of Open Innovation



Recommendations for Innovation (Extract)

1. Reconstruct an infrastructure for promoting innovation
2. Support the establishment of comprehensive production-type IP businesses
3. Facilitate utilization of IP related to standardization
4. Realize a seamless search environment
5. Introduce a community patent review system on a trial basis
6. Promote linkage between R&D policy and IP policy
7. Establish the program for dispatching IP producers

Policy Recommendations and Report of "Policy Committee on Innovation and Intellectual Property"
(http://www.jpo.go.jp/cgi/linke.cgi?url=/torikumi_e/puresu_e/press_new_intellectual_property_policy.htm)

Human Resources Desired for Innovation

Human resources in charge of strategic coordination of R&D, IP and business strategies

- (1) Business managers and executives who increase their understanding of IP and incorporate IP strategies into their business strategies and R&D strategies
- (2) Human resources who have comprehensive IP producing capabilities necessary for industry-academia-government collaboration

- > Business strategies
- > R&D strategies
- > IP strategies

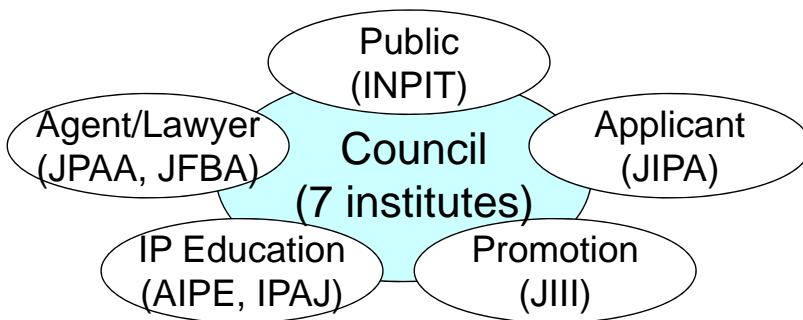


Three-in-one effects

Seven training institutes in Japan formed the “Council for promoting the development of human resources related to Intellectual Property”(2006).

[Major Activities]

1. Proposal to government on human resources development
2. Event (e.g., Open Seminar in 2009)
“IP Human Resources desired in the Pro-Innovation Era”



Support for Universities

Mission of Universities

- (i) Education
- (ii) Research
- (iii) Contribution to society

Responsibilities of Universities

“Universities, etc. shall, in light of the fact that their activities are contributing to the creation of intellectual property in the whole society, endeavor voluntary and positive to develop human resources, disseminate research and the research results.”

Intellectual Property Basic Act, Article 7
(Responsibilities, etc. of universities, etc.)

Objectives - To assist universities in the following:

- > Establishing their own IP management system, or
- > Enhancing IP management functions

University IP Advisor



Guidance, advice, consulting

18 universities in FY 2009
(52 univ. in total since FY 2002)



The person in charge of the university (Dean, Vice Dean)



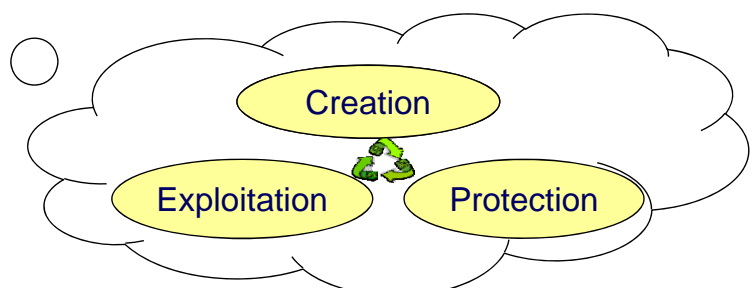
“Manual for Developing IP Management System in the University”

Creation of Innovation at Universities, SMEs, etc. Univ.

Comprehensive IP Producing Capability

“The GOJ will also drastically enhance the comprehensive producing capability to support the creation of innovative intellectual property at universities, SMEs and venture companies and the realization of commercialization through managing such created intellectual property appropriately and combining it with other resources.”

(IP Strategic Program 2009)



IP Producer (Pilot Project)

Univ.

IP Producer Dispatching Program (2008-)



IP producer (team)

dispatch

R&D consortium
supported by
national funds

(Two consortiums as of Jan. 2010)

Examples of Required Knowledge

- > IP & related laws & regulations
- > Technology
- > Business and market trends
- > Management, etc.

Examples of Required Skills

- > Strategic planning
- > Marketing research
- > Leadership
- > Communication, etc.

[Note] "The team is the preferred design principle for innovative work."
Peter F. DRUCKER, "Management: tasks, responsibilities, practices"

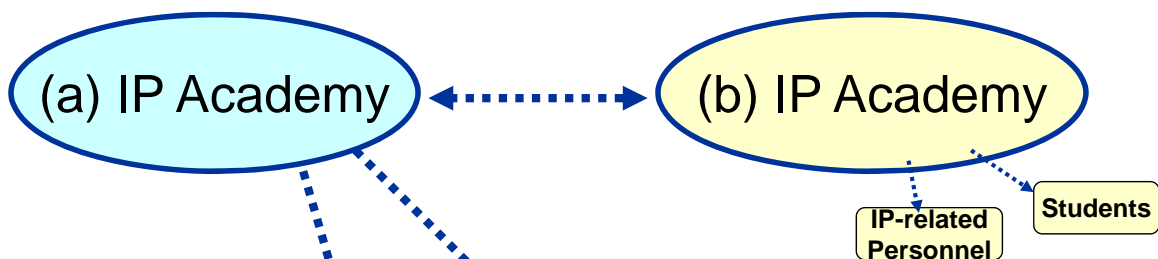
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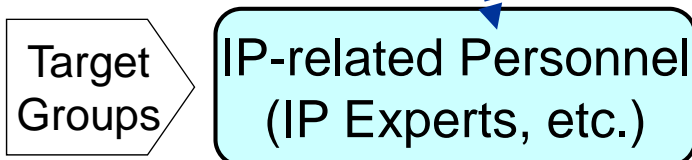
Possible Cooperation among IP Academies /Training Units (My Viewpoint)

Global

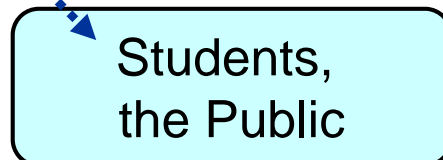
(1) IP Training Information



(2) Development of IP Experts



(3) IP Awareness Worldwide



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Some Examples of Cooperation (1)

Global

IP Training Information

- (i) Exchange of IP Training Information
 - > Training curriculum, lecturers, textbooks, etc.
- (ii) Exchange of Experiences among IP Academies

(2) Development of IP Experts

- (i) Exchange of IP Information useful for HRD
 - > The latest information on IP systems
- (ii) Joint Event on IP Issues
 - > Training/seminars, etc. on IP systems abroad



Some Examples of Cooperation (2)

Global

(3) IP Awareness worldwide

- (i) Discussion for raising IP awareness worldwide
 - > Study on materials for raising public awareness of IP

[Note] Aim of IP Awareness

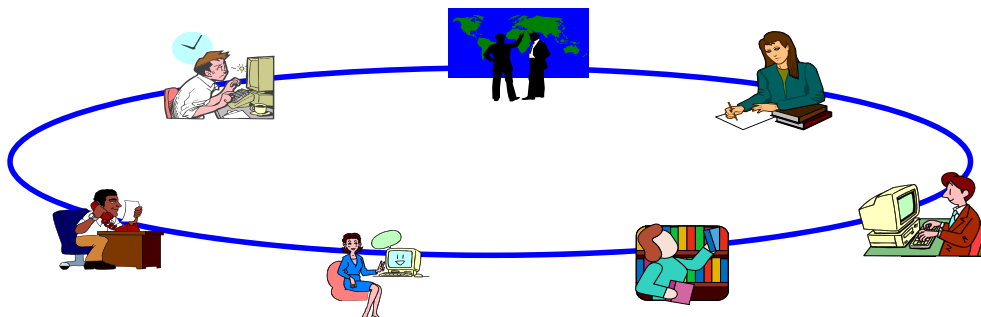
- > Development of a society in which IP rights are respected
- > Development of human resources who are rich in creativity



Challenges (Institutional Perspective)

- (1) *Study & Discussion on Accelerating Innovation through IP Human Resources Development (IP Producers, etc.)*
- (2) *Domestic Cooperation*
 - > *Promoting Communication with IP Training Institutions in Japan*
- (3) *Asian/Global Cooperation*
 - > *Expanding cooperation with IP Academies and IP Training Units in Asia and globally*

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