

# Supporting the Business Community to Facilitate the Effective Use of the IP System for Competitiveness and Growth Role of Governments

**Toru Yamazaki**  
Deputy Director  
International Affairs Division  
Japan Patent Office  
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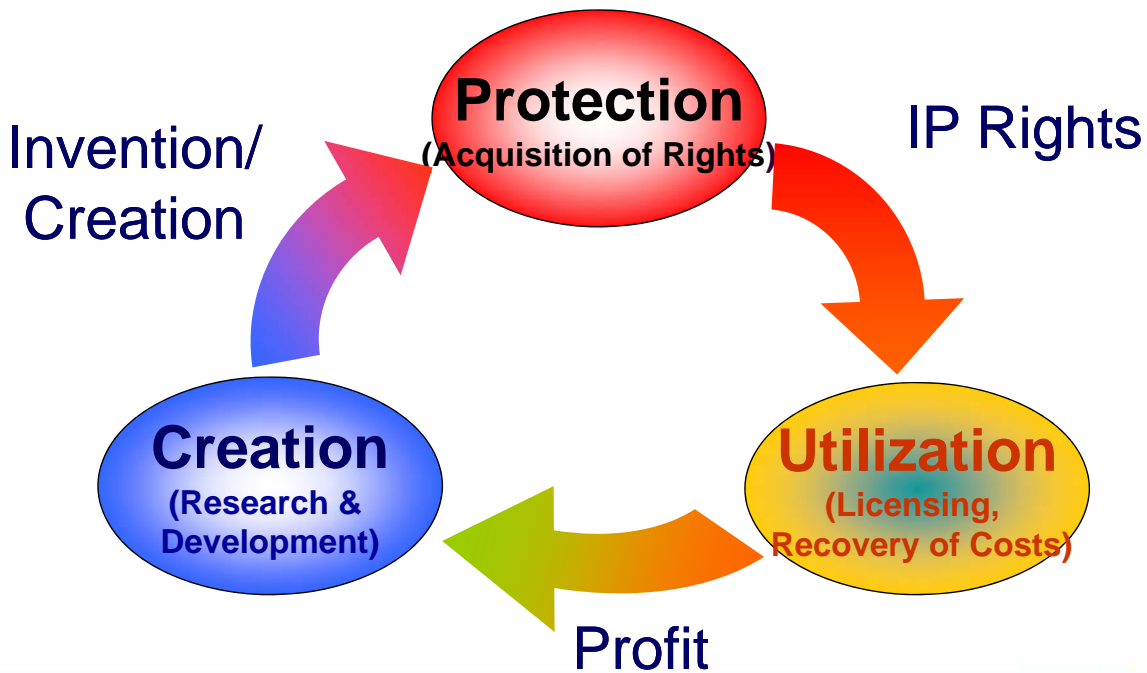
## Topic

- **Role of Government of Japan**
  - *Intellectual Creation Cycle*
  - *Intellectual Property Strategic Program*
- **Efforts for Business Community**
  - *Supports for IP Acquisition*
  - *Supports for IP Utilization*
  - *IP Consultation*
  - *IP Awareness*
- **IP Information Services**
  - *IPDL*
- **Measures against Counterfeiting**

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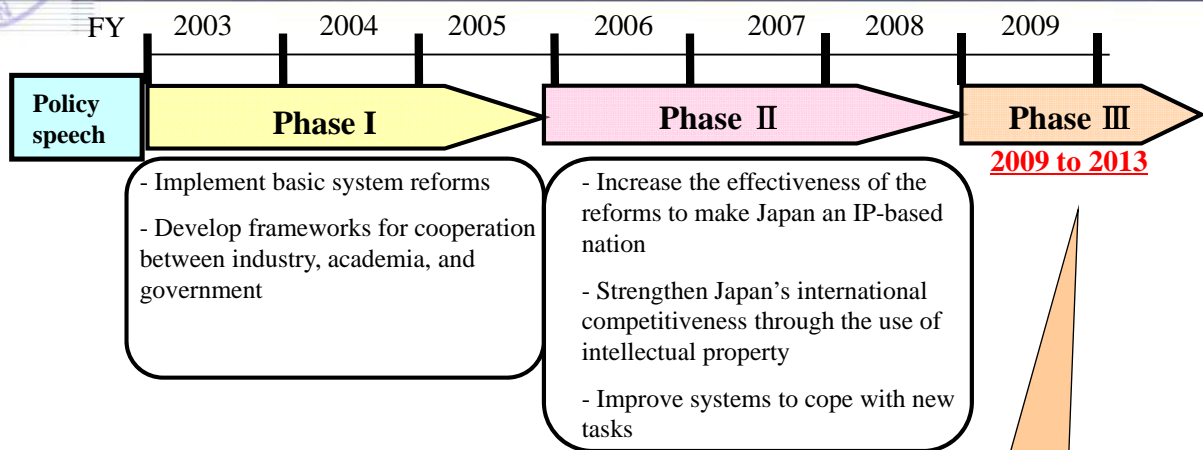
# Intellectual Creation Cycle

Fundamental Principle for Transforming Japan into “Intellectual Property-based Nation”



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# Intellectual Property Strategic Program



## Five Basic Policies of IP Strategy in Phase III during 2009-2013

1. IP For Innovation
2. Global IP
3. Promotion of Soft Power Industries
4. Stable IP
5. User-Friendliness

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# Efforts for Business Community

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## IP framework & Awareness in SMEs

- Small- and medium-sized enterprises (SMEs) have a weak framework for intellectual property.
- In the present state, awareness and knowledge concerning intellectual property is not always high.  
=> Eliminating the intellectual property divide is important.

### IP Management Framework

The IP management Framework of SMEs

- **Number of IP Representatives: Average 0.9**  
(Overall average 3.7)
- Operation expenses: Average of 9.8 million yen  
(Overall average of 96 million yen)
- **Enterprises with IP personnel: Approx. 39%**

### IP Awareness

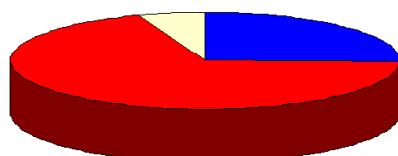
Approx. 84% of SMEs have an interest in intellectual property.

However, the reasons for disinterest given by uninterested SMEs (165 enterprises) are:

- No technology or idea to protect (36%)
- **Insufficient knowledge of the IP system** (32%)
- **Considers IP irrelevant to business operation** (29%)

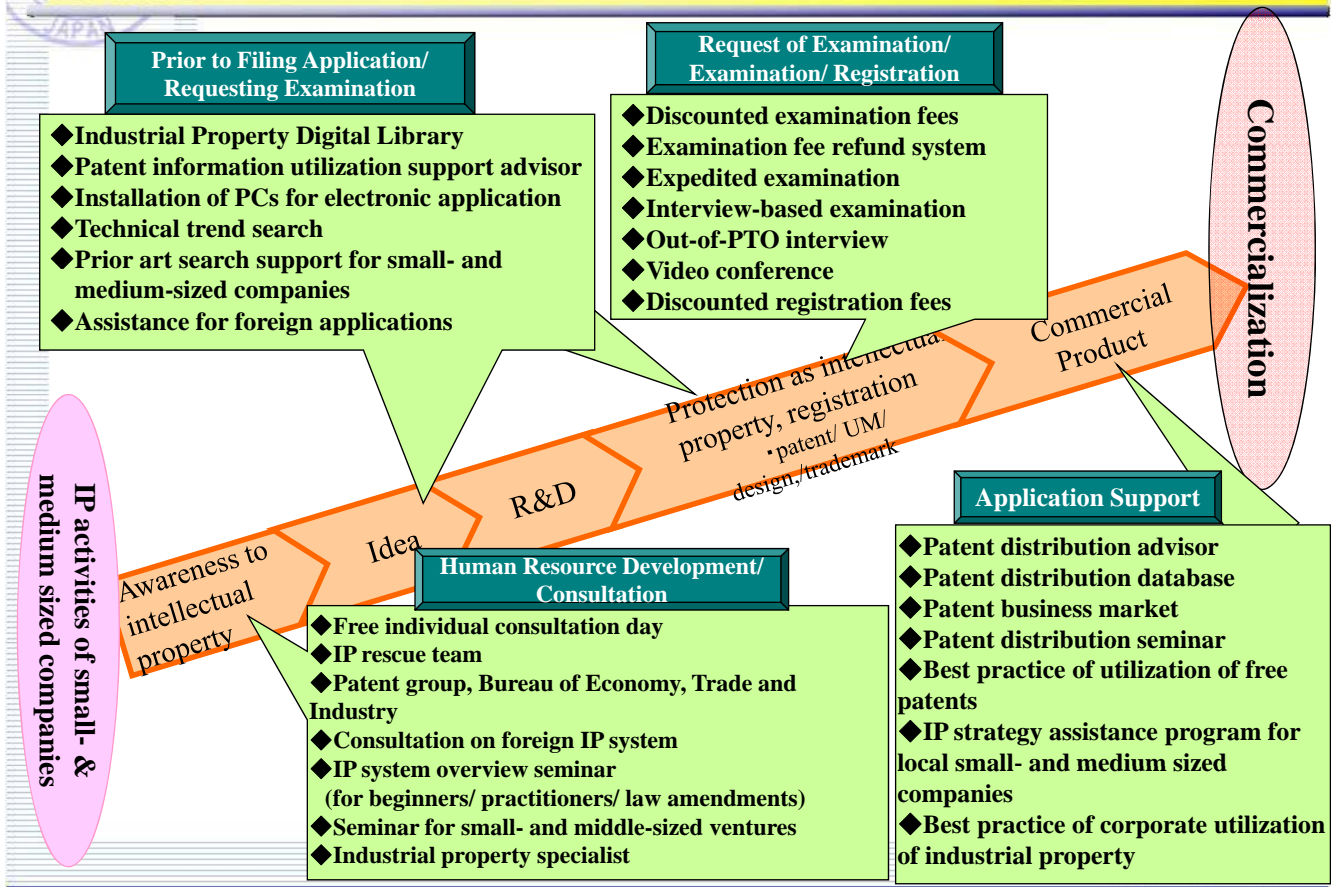
**Approximately 25% of SMEs have IP strategy planning experience.**

Experience of IP strategy planning



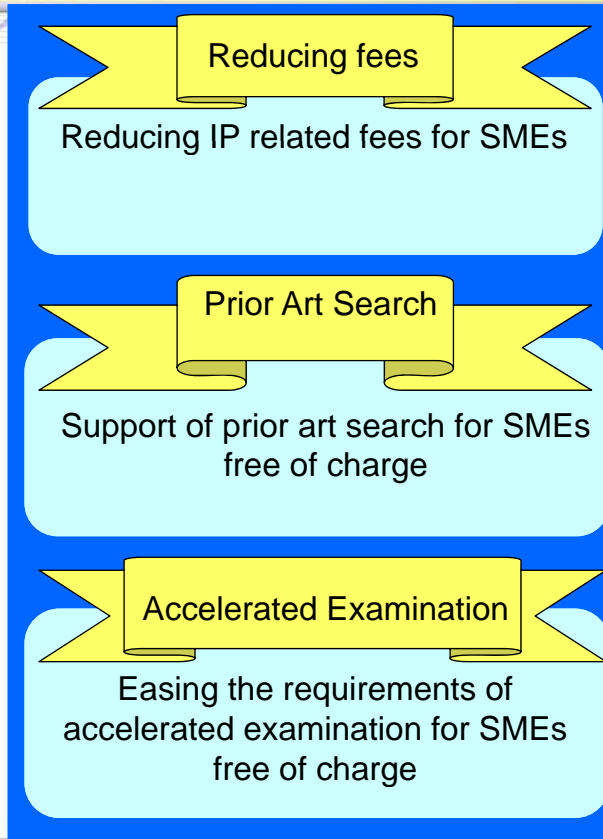
■ Experience 25%  
■ No experience 68.5%  
□ No response 5.6%

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## Supports for IP Acquisitions

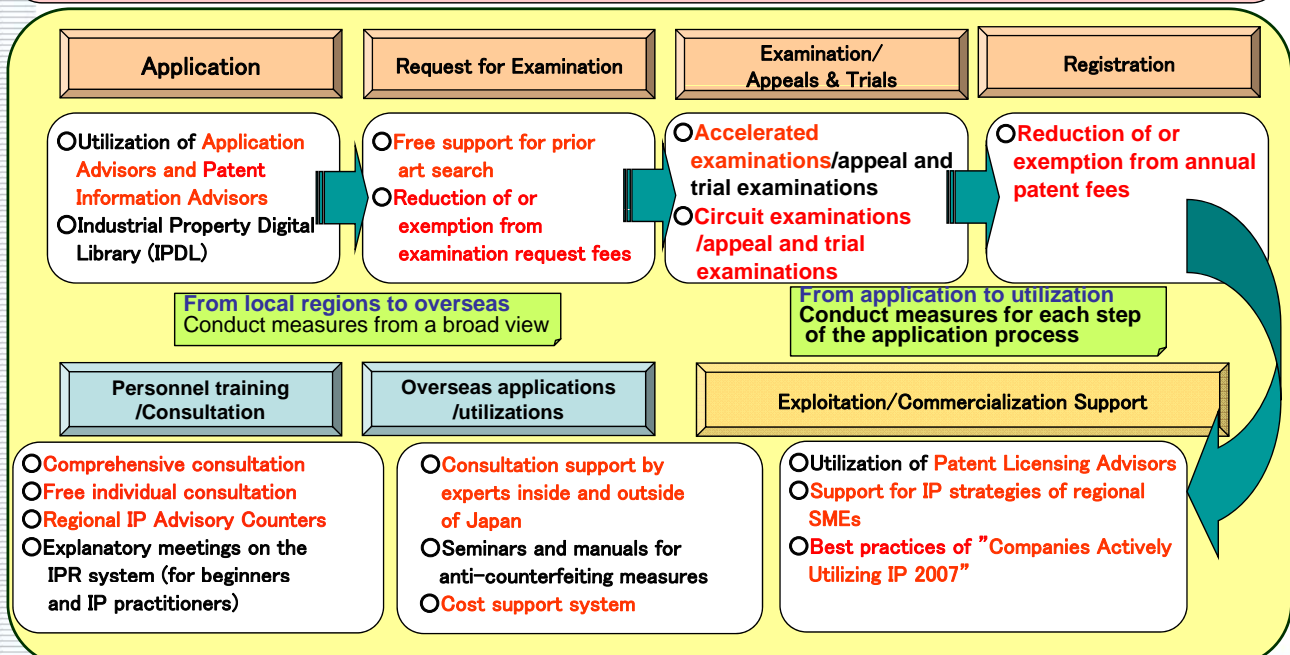
# Major supports for SMEs



**Improving Strategic Use of IP by SMEs**

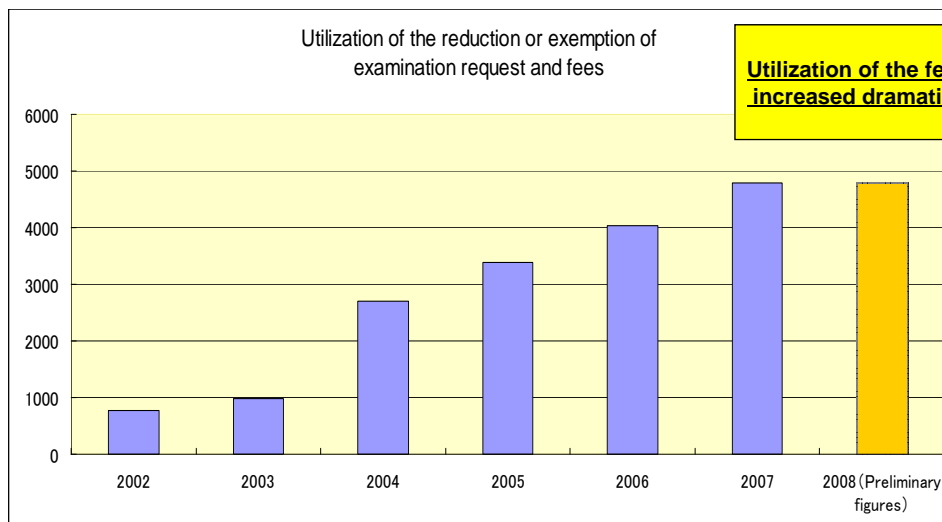
# Support Measures for SMEs

- **Conduct comprehensive and detailed support measures** for IPR such as patent rights: from “application” to “utilization”; from “local regions” to “overseas.”
- Contribute to “**reduction of substantial cost**” of IP-related activities of SMEs by providing extensive support measures including technical support for SMEs. Currently considering expansion of support measures.



## Reducing Measures Including Patent Fees

- The fee reducing measures including patent fees are available.  
For poorly-funded SMEs, R&D-type SMEs, and manufacturing SMEs, reduction in examination request fees as well as patent fees are available
- With the ease of requirements and the simplification of procedures to promote the use of this program, the use of the reducing measures has been on the rise



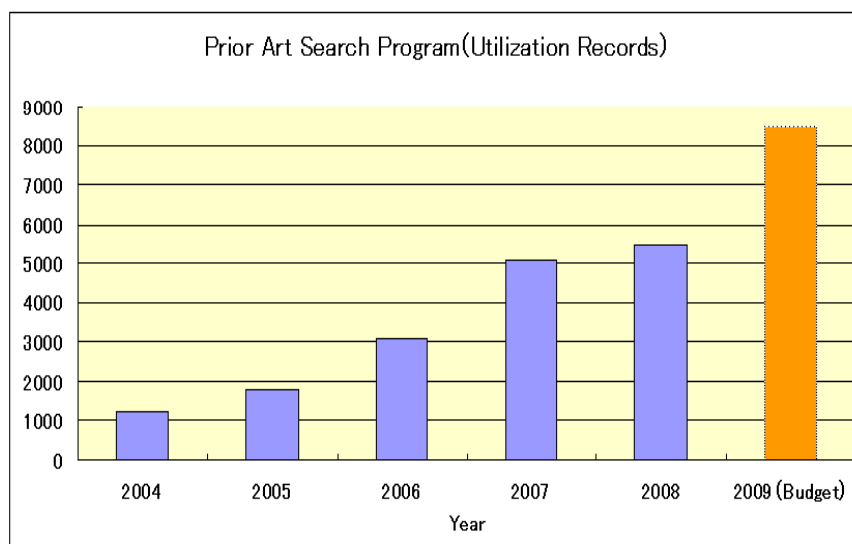
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## Support for Free Prior Art Searches

-At the request applicants, private research companies conduct prior art searches free of charge.

This program offers information for making a decision on whether to make a request for examination of SMEs' applications.

- SMEs can save examination request fees for patent applications unlikely to become patents.
- JPO can eliminate useless examinations devoid of novelty and progress, thus contributing to speedier and more appropriate examination and processing.

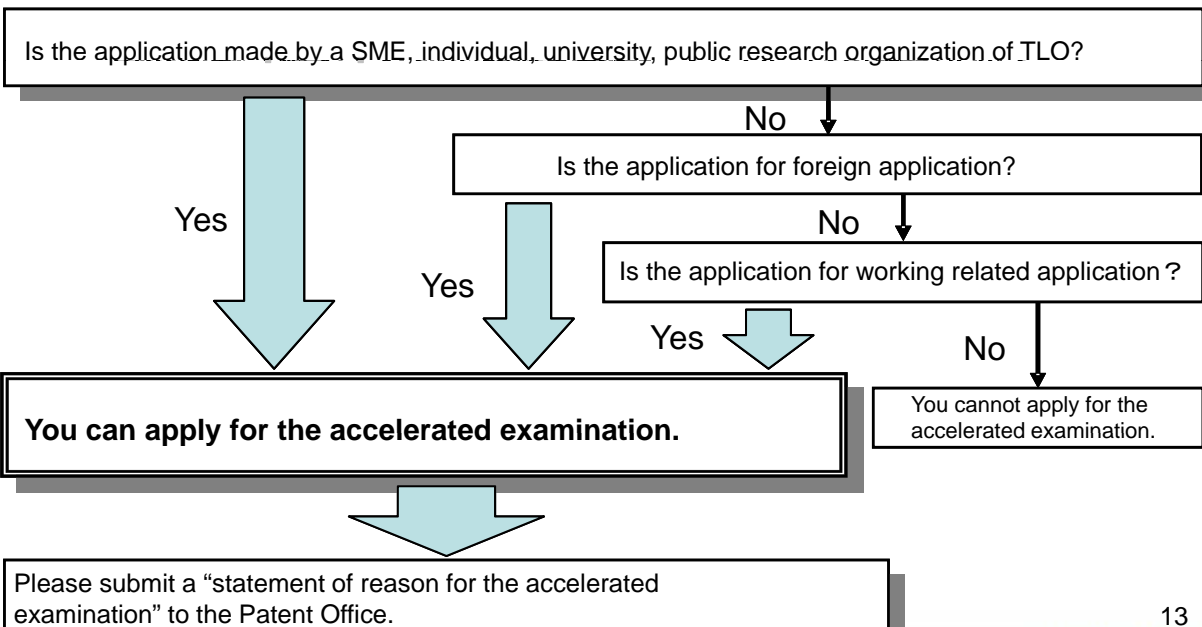


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# Accelerated Examination System

➤For SMEs wishing to obtain a patent as soon as possible, an easy-to-use system is available.

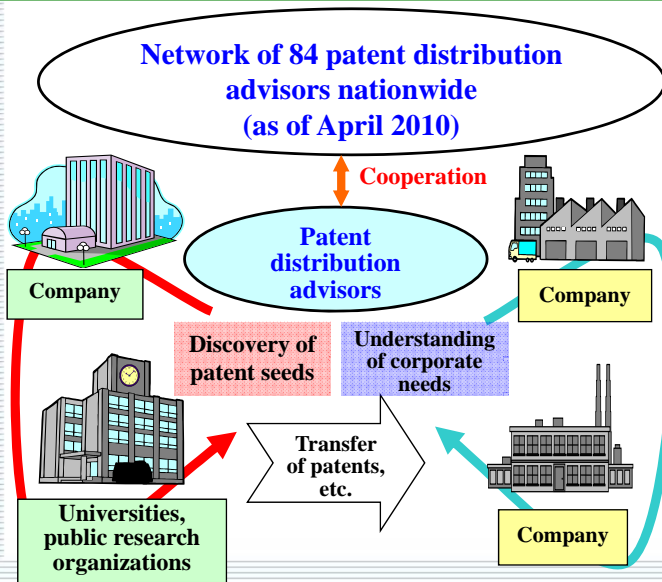
Time required for the notice of the initial screening results: 2.0 months from the application for accelerated examination (normally 28.5 months)



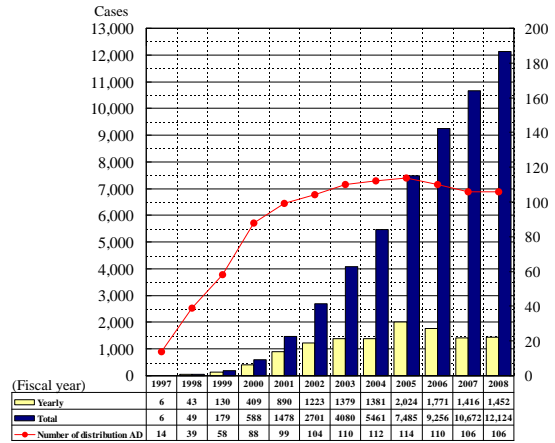
# Supports for IP Utilization

# Promotion of Patent Distribution

- Promotion of patent distribution in the interest of activating new product/business development by SMEs and venture enterprises through the smooth transfer of open patents owned by universities, research institutions and companies
- Implementation of mediation support by dispatching patent distribution advisors to prefectural offices and TLOs nationwide
- Storing transferable patents in databases and offering them over the Internet (approx. 45,000 pieces)



[Trend in the number of cases of agreement signing via patent distribution advisors]

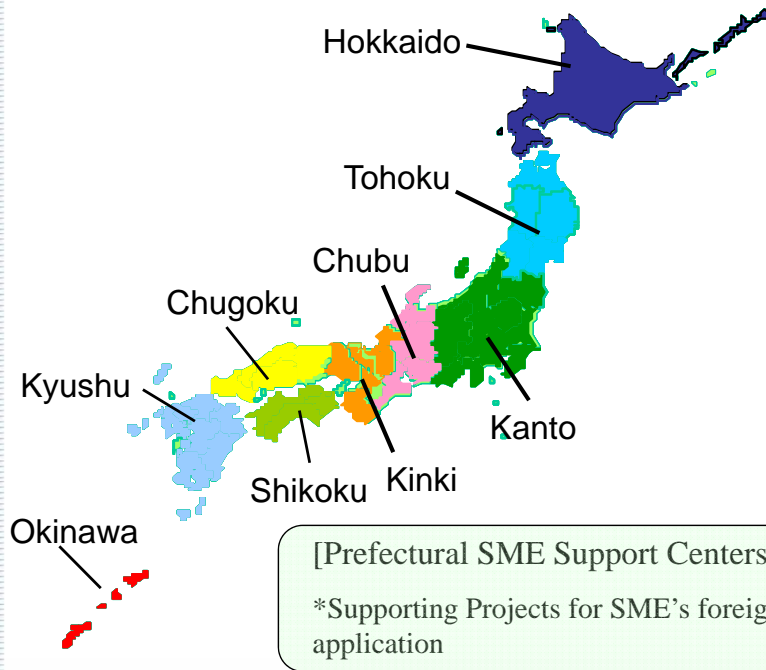


Source: National Center for Industrial Property Information and Training homepage

# Consultations for Users



## 1. Regional Support Framework



[Regional Headquarters for IP Strategy]

\*Regional IP strategy promotion program

[Regional Patent Office]

\*Comprehensive IP right-related support  
\*Promotion and raising awareness on IP right system  
\*Provision of IP support

[Regional Reference Room]

\*Installment of Shared terminals for internet applications  
\*Access to the IPDL using a dedicated line

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## Consultation Services for SMEs

Free Consultation Services for SMEs concerning the IPRs conducted by 47 branches of Japan Institute of Invention and Innovation (JIII) commissioned by JPO

➤ Number of Consultations in 2009

- ✓ Free Consultation Sessions: 6,164 cases
- ✓ On-site Consultation Services: 1,271 cases

Website of consultation services



47 prefectures located at branches of JIII



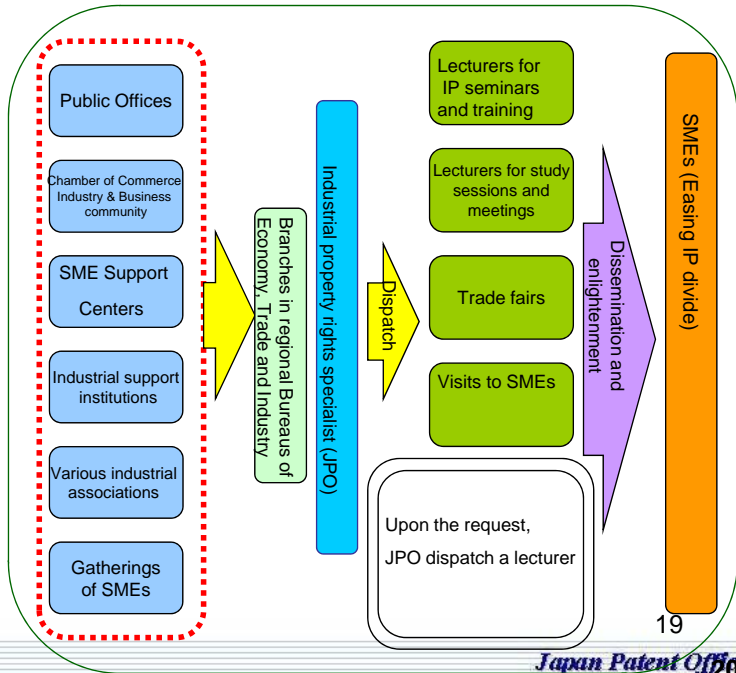
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# Industrial Property Rights Specialist

In April 2005, the JPO appointed industrial property rights officials as specialists for IP-related assistance for SMEs, offering various kinds of support services in the IP field.

## Free Support Services

- ✓ Lecturers for IP system and related support measure seminars, study meetings, and training hosted by IP-related institutions
- ✓ Introducing IP-related support measures at trade fairs
- ✓ Lecturers for study sessions and meetings attended by SME owners.
- ✓ Visiting SMEs and introducing IP-related support programs to them



# IP Awareness

# Rising IP Awareness

## IPR Road Show

For beginner: Outline of IPR systems in general (in 47 places)

For IP practitioner: examination guideline, procedures (in 20 places)

Explanation of Law amendment (in 47places as needed)

Seminar for SMEs and Venture Enterprises

Seminar for Universities and Research Institutions

Seminar for IP Professionals

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# Sharing of Successful Examples

- “Example Collection of Companies Utilizing Industrial Property Rights” introduces the examples of SMEs nationwide which have actively utilized industrial property rights while positioning those rights as their business strategies.
- “IP Strategy Manual for SMEs and Venture Companies – 2007,” with its easy-to-understand contents also for SME owners, is a practical IP guidebook for every SME.

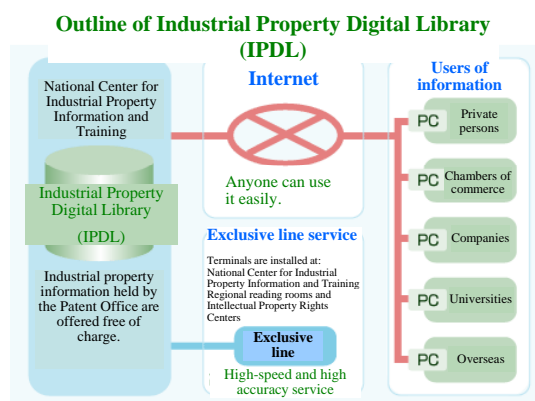
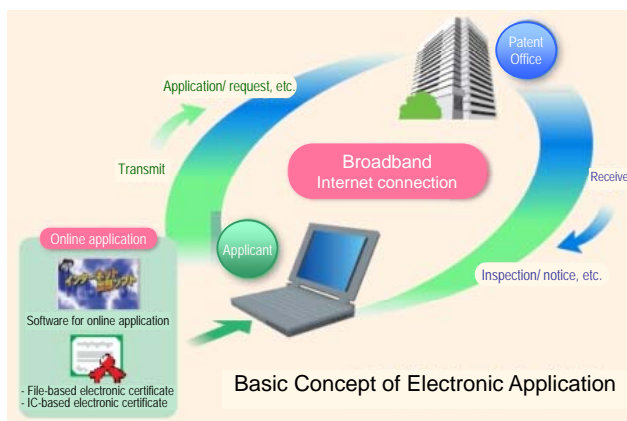


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# IP Information Services

## Support for activities through computerization

- Electronic application achieved a high rate of digitization, comprising 98% of patents and utility models (2009)
- Acceptance of electronic applications begins (December 1990)
- “Industrial Property Digital Library (IPDL)” services offered to improve the environment of patent information use
- Patent gazettes issued on the Internet (Registered Utility Model News was released in January 2006, Release of Design Gazette started in January 2007)



Source: National Center for Industrial Property Information and Training Homepage

# What is the IPDL ?

- IPDL (Industrial Property Digital Library)
  - The IPDL is a public resource which provides free access to replications of the JPO database of industrial property information with search functions **through the Internet.**
  - **Everyone can access to the IPDL at anytime, anywhere, free of charge, without any permission.**
  - The IPDL has been started since March 31, 1999 and over 71 million documents are available.
  - Some services are available in English as well.

## Measures against Counterfeiting

# Anti-Counterfeiting Measures

## Border & Domestic Measures

- Collaboration with Enforcement Authorities etc.
  - Border Measures by Customs Authorities
  - Seizure of Counterfeits and Piracies by Police Department
- Collaboration with Industry
  - Public-Private Joint Mission (ex. IIPPF's activities)
- Collection & Provision of Information for anti-counterfeiting measures
- Raising Consumer Awareness (Anti-Counterfeiting Campaigns)

## International Measures

- Approach & Support for Government in Developing Countries

# Campaign to Combat Counterfeiting and Piracy



They're inexpensive and so attractive.  
But don't give in to temptation.

Don't help criminals.

The campaign poster in FY2009.

# Conclusion

- **Significant role of Government are**
  - Supports for IP Acquisition
  - Supports for IP Utilization
  - IP Consultation
  - IP Awareness

# Thank you!

*JPO Official Site*  
<http://www.jpo.go.jp/index.htm>

