

Overview of Technical Assistance and Capacity Building by JPO

Yoshihiro NAKAYAMA

International Affairs Division
Japan Patent Office

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Outline



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

Overview of JPO Support

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Background of Support in the IP field

Environmental changes in the World

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

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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

JPO support for developing countries

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)

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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

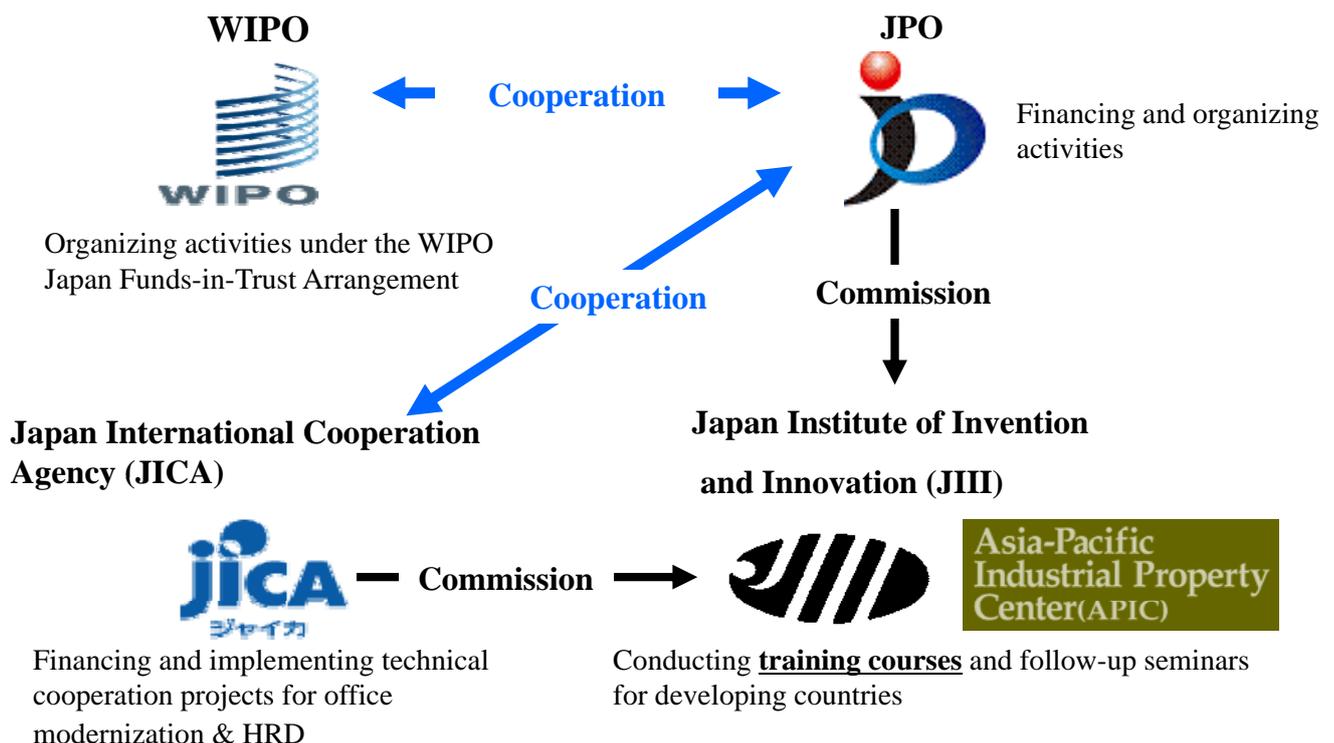
Cooperation in examinations

Support to development human resources

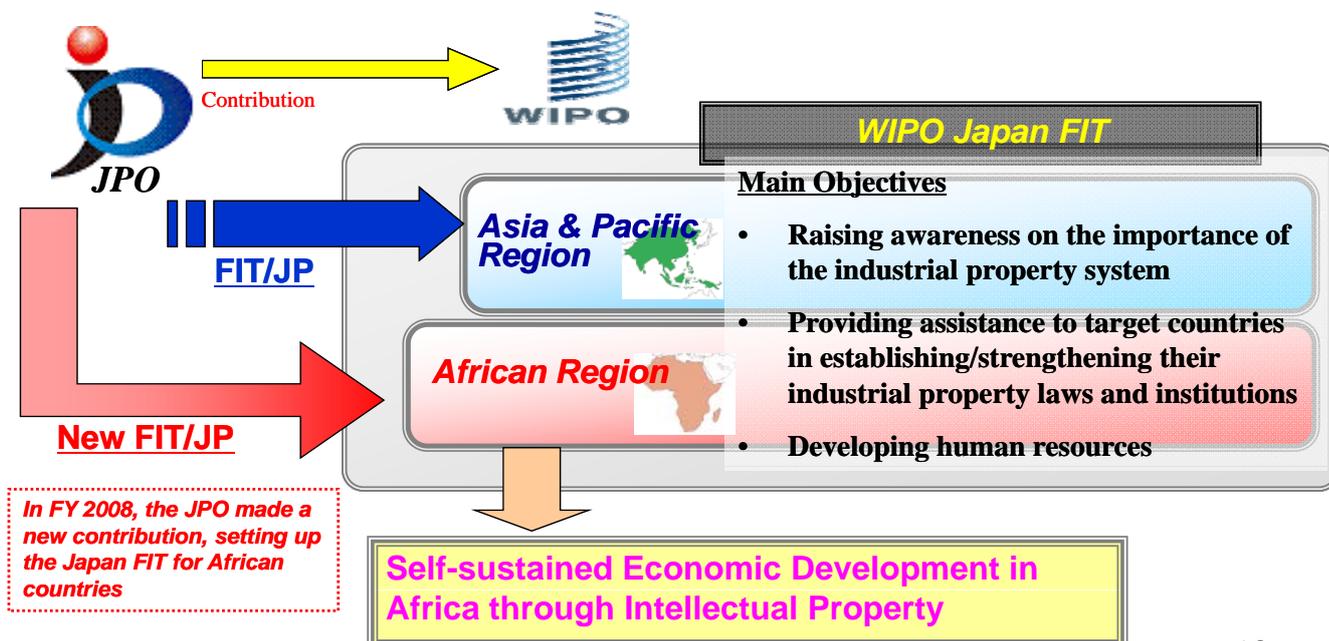
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- Organizing workshops and seminars
- Offering training courses in Tokyo for the public and private sector
- Sending speakers/experts to participate in on-site seminars and/or to provide support/advice
- Supporting bilateral cooperation for IP modernization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

Organizations connected with JPO activities



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



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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

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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

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Workshops and Seminars under FIT/JP in FY2011

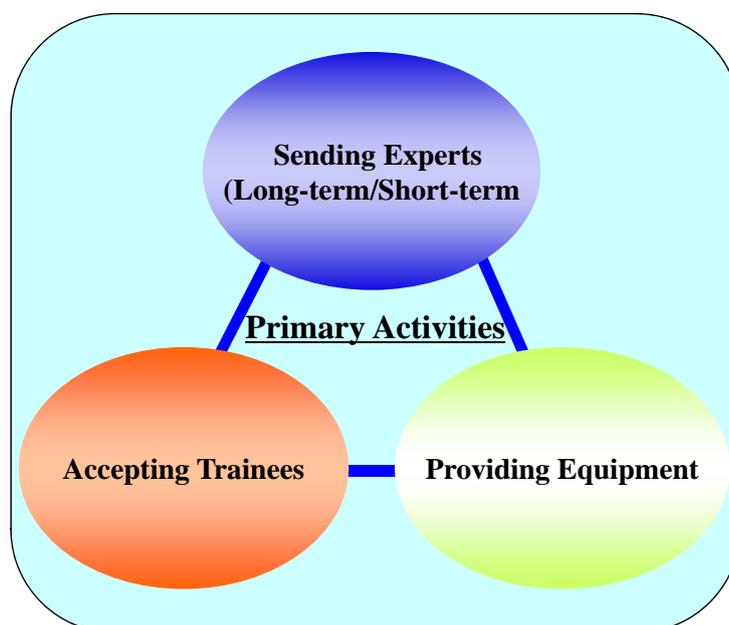
DATE & VENUE	SUBJECT
Casablanca April 11-15, 2011	Study Program on Innovation and Transfer of Technology
Lusaka May 10-12, 2011	Policy Forum on Partnership between WIPO/JPO and the African Regional Economic Communities on Leveraging IP for Economic Development
Victoria Falls May 18-20, 2011	WIPO/ARIPO 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

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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	Regional Conference on the Role of IPOs in Promoting Innovation, Business Competitiveness and Economic Growth
Tokyo March 8-9, 2012	Regional Workshop on Measures for Accession to, and Effective Use of, the Madrid System
Burkina Faso March 27-29, 2012	Sub-regional Workshop on the Social and Economic Consequences of Counterfeiting and other IP Rights Infringements
Zimbabwe April 16-20, 2012	WIPO/ARIPO Seminar on Commercialization of R&D Results and Competitiveness of SMEs
Cameroon April 23-24, 2012	WIPO/OAPI Seminar on Innovation Support through Access to Technological Knowledge and the Establishment of TISCs
Thailand May 16-17, 2012	Regional Workshop on Effective Use of the PCT System: The Experience of Asian Countries
Morocco May, 2012	On the Job Training Program on Classification Standards for Patent and Trademark Examiners

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)

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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

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

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

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- 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

- 3,678 trainees from 57 countries / 1 region
- 466 Experts (short term / long term) to 24 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 52 persons)
- Around 10 Seminars regarding IP for developing countries held every year

Total number of trainees accepted /experts sent between FY 1996 and FY 2011

Country	Trainees	Experts
China	690	35
Indonesia	528	90
Thailand	462	87
Vietnam	413	80
Philippines	384	44
Malaysia	343	36
India	195	14
Laos	57	10
Cambodia	57	6
Myanmar	33	0
Other	568	64
Total	3730	466

Tokyo Training Course in 2011



Support Activities by JPO -Providing IP information via Internet-

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JPO Human Resources Development Website



The screenshot shows the website's navigation menu (TOP, Helpful Information, Site Map, Terms of Service, search), a Google Translate widget, and a main banner with the JPO logo and the text "Cooperation in Human Resource Development". Below the banner is a Facebook widget showing 59 likes and a "Like" button. A red circle highlights the "About This Project" section, which lists: Training Programs(short), Training Programs(middle), Training Programs(long), Follow-up Seminar, IP News, and IPR textbook. Below this is a "Japanese" section with links to 事業概要, 研修対象国リスト(英文・和文), 長期研究生レポート(英文・和文), and 侵害対策事業. The main content area features a photo of people in a meeting and text explaining the website's purpose in supporting human resources development in the field of intellectual property for developing countries.

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



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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/>



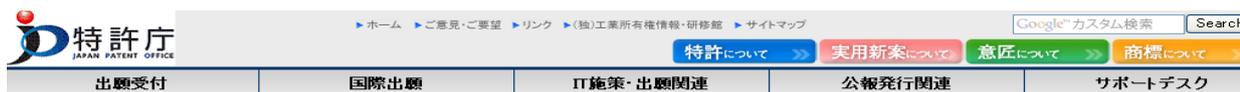
Banner on the JPO Website Top Page

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 beginning of March 2012

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



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

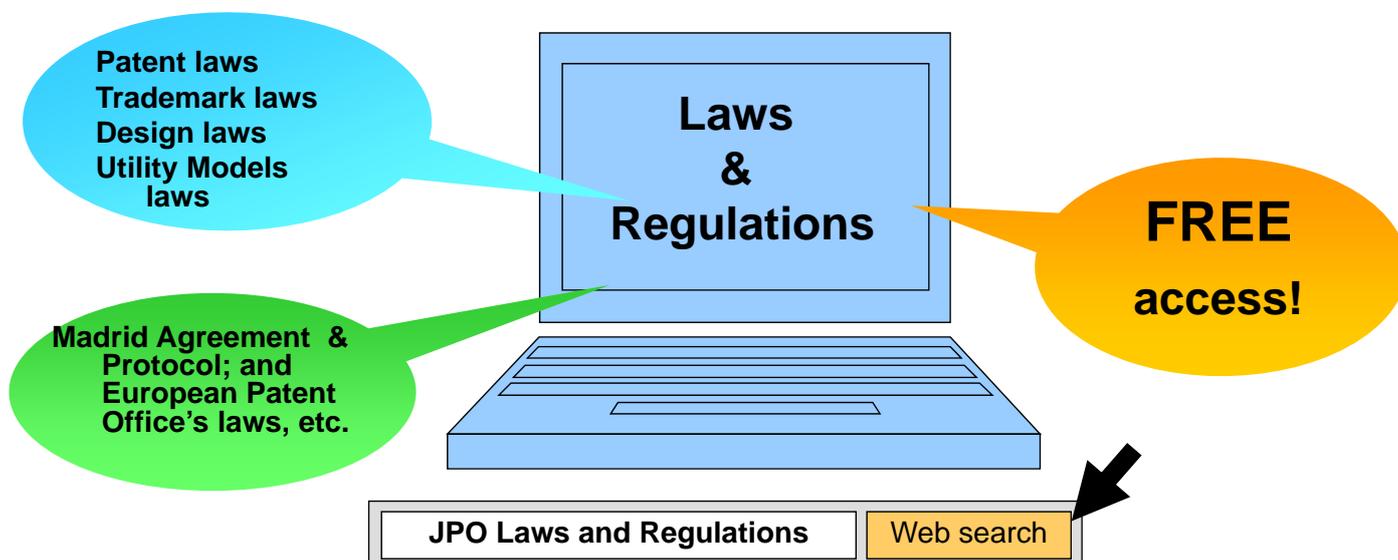
The listed legislation is unofficial translation of the original which should be used for reference purpose only. It is recommended to re-view the original for precise understanding of the actual legislation. If these unofficial translations differ from the original texts, the original texts are preferential. 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 68KB> 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>

http://www.jpo.go.jp/shiryou_e/s_sonota_e/fips_e/mokuji_e.htm

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



Or please enter from the **“reference room”** at the JPO website

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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

<http://aipn.ipdl.inpit.go.jp/top.html>
for registration: PA0868@jpo.go.jp

&

IPDL

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Providing IP Information -IPDL-

IPDL (Industrial Property Digital Library)

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

IPDL Industrial Property Digital Library

National Center for Industrial Property Information and Training
INPIT

[▶ INPIT Home Page](#) [▶ JPO Home Page](#) [▶ To Japanese Page](#)

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Access Total :
4,233,454

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Trademark Search - Search Screen -

- Trademark(for retrieval)
- Similar group code
- Application number/Reclassification number
- International registration number
- Appl date/Reclassification date/Int reg date:desig date
- Date of publication of application
- Publication number
- Date of the publication of examined applications
- Registration number
- Registration date in Japan
- Date of publication of official gazette
- Expiration date of the term of the right
- Class
- Applied law and class
- Applicant/Holder
- Appeal number
- Transmission date of refusal
- Date of final disposition

Searching Japanese Trademark Database

MENU NEWS HELP

NOTICE If you use OR operation in a query, please insert **SPACE** between keywords.

Example : Japan Nihhon JP
 For details, including search keyword entry formats, please click on HELP.
 About class and similar group code, please refer to "List of Goods and Services".

AND/OR option

Select Search Items	Query	Operator
Trademark(for retrieval)		OR
	AND	
Similar group code		OR
	AND	
Application number/Reclassification number		OR

SEARCH List of Goods and Services Stored data

Select from the pull-down menu

Click on "Search"

Trademark Search - Search Results -

[1-47/47] MENU SEARCH

No.	Appl/Rec/Reg/Int Reg	Reg/JPN	trademark(for retrieval)
1.	Reg. No.1372468	AJINOMOTO	
2.	Reg. No.1415518	AJINOMOTO	
3.	Reg. No.2453549	AJINOMOTO	
4.	Reg. No.2453570	AJINOMOTO	
5.	Reg. No.25011504	AJINOMOTO	
6.	Reg. No.42856480	AJINOMOTO	
7.	Reg. No.4412854	AJINOMOTO	
8.	Reg. No.4441003	AJINOMOTO	
9.	Reg. No.4494945	AJINOMOTO	
10.	Reg. No.4514355	AJINOMOTO	
11.	Reg. No.4546796	AJINOMOTO	
12.	Reg. No.4584290	AJINOMOTO	
13.	Reg. No.4665006	AJINOMOTO	
14.	Reg. No.4665080	CONSOMME AJINOMOTO	
15.	Reg. No.4665082	AJINOMOTO CONSOMME	
16.	Reg. No.4665083	CONSOMME AJINOMOTO	
17.	Reg. No.4665087	- AJINOMOTO	
18.	Reg. No.4668720	AJINOMOTO	
19.	Reg. No.4753042	AJINOMOTO	
20.	Reg. No.4781910	AJINOMOTO - Catering	
21.	Reg. No.4872412	AJINOMOTO	
22.	Reg. No.4872590	AJINOMOTO	
23.	Reg. No.5044745	AJINOMOTO	
24.	Reg. No.5062263	AJINOMOTO	
25.	Reg. No.5072235	AJINOMOTO	
26.	Reg. No.5080466	AJINOMOTO 1 1/3	
27.	Reg. No.5100800	AJINOMOTO	
28.	Reg. No.5106933	AJINOMOTO -	
29.	Reg. No.5110102	AJINOMOTO	

MENU SEARCH INDEX BACK NEXT

Reg. No.5315962 ORIGINAL

(111) [Registration number] 5315962 (111) 5315962
 (151) [Registration date] 2010/04/09 (1540)
 (210) [Application number] 2008-016700
 (220) [Application date] 2008/03/09
 [Date of entry into force of prior right] 2008/03/09
 [Date of final disposition]
 [Type of final disposition]
 [Type of application]

[Trademark(for retrieval)] AJINOMOTO Eat Well, Live Well
 (541) [Trademark(Standard characters)]
 (531) [Figure Term/Vienna Classification] 27.5.1; 27.5.21

[Similar group code] 01A01 01A02 01B01 01B02 01C01 01C02 02A01 04A01 04B01 04C01 04D01 04E02 05E01 06E01 11B01 11C01 11D02 17A04 17A06 17A09 17A10 18C04 18E02 18E08 18E06 21F01 24A01 24D01 24E01 24E02 25E01 25A01 25C01 25C01 25C02 28A03 28A04 29A01 29B01 29C01 30A01 31A01 31A02 31A03 31A04 31A05 31A06 31C01 31D01 32E01 32E02 32E03 32E04 32E05 32F01 32F02 32F03 32F04 32F05 32F06 32F07 32F08 32F10 32F11 32F15 32F16 32F17 32A01 32A02 32A03 32B01 40C01 40C02 40C03 40C09 40H09 40X05 40R01 41A01 41A02 41C02 41F02 41J01 41K01 42A01 42B01 42C01 42D01 42L01 42P01 42P02 42P03 42Q01 42Q03 42Q06 42V01 42V02 42V03 42W02 42X08 42X10 42X11 42X14 42X17

[Applied law]
 [Edition of International Classification] 9
 (500) [Number of class] 15
 (511) [Class] 1

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Patent Abstract of JAPAN (PAJ)

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Text Search If you want to conduct a Number Search, please click on the button to the right. [Number Search](#)

Applicant, Title of invention, Abstract --- e.g. computer semiconductor

If you use the AND/OR operation, please leave a SPACE between keywords.
One letter word or **Stopwords** are not searchable.

keywords AND AND AND AND/OR option

Date of publication of application --- e.g. 19980401 - 19980405

- AND **Publication date (optional)**

IPC --- e.g. D01B7/04 A01G11/02

If you use the OR operation, please leave a SPACE between keywords.

IPC (optional)

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PAJ Search - Search Results -

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Legal Status

PATENT ABSTRACTS OF JAPAN

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

Bibliographic Data

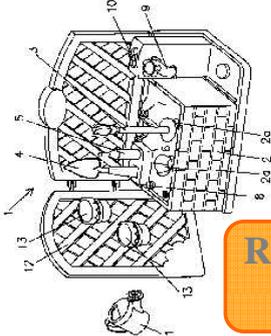
(51)Int.Cl. A63H 11/00
A63H 3/33
A63H 29/22
A63H 31/00
A63H 33/42

(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



Representative Drawing

Patent Abstracts of Japan

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AIPN: Advanced Industrial Property Network

Providing JPO Examination Results in English



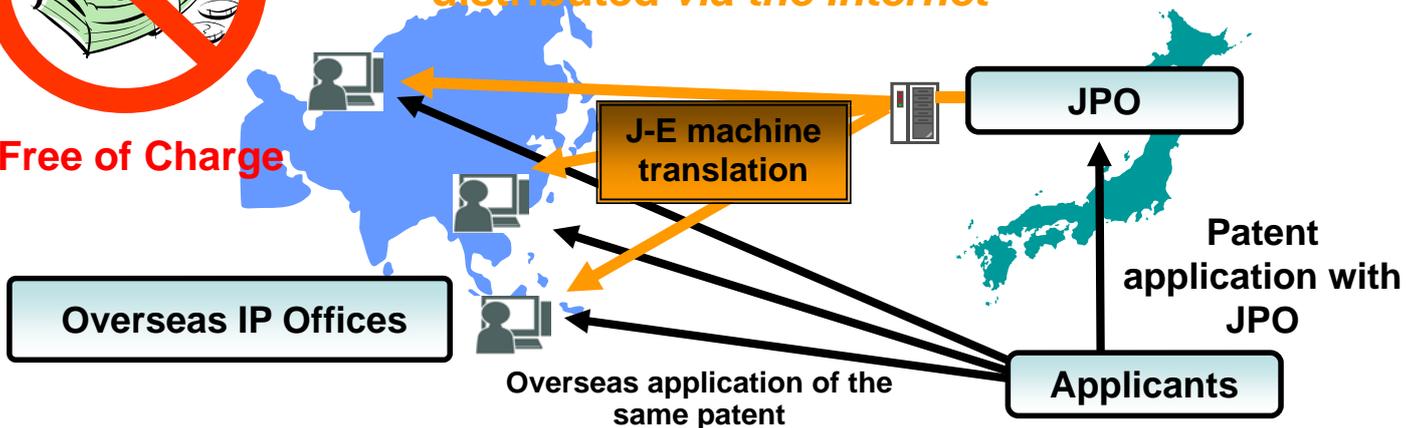
1. Reduces work load of foreign examiners
2. Accelerates overseas rights acquisition for applicants



Free of Charge

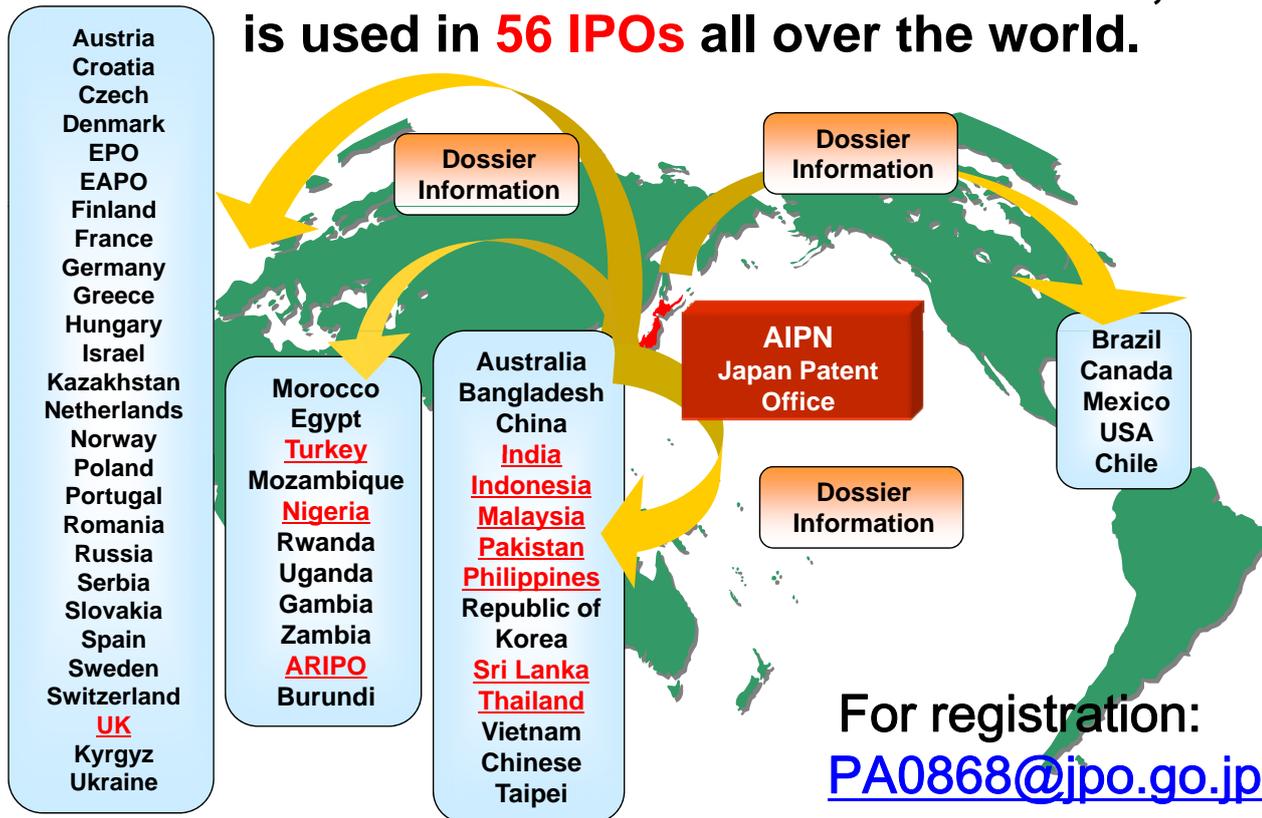
AIPN: Advanced Industrial Property Network

JPO examination results are distributed via the Internet



AIPN: Registered IP Offices

The AIPN started on 12 October 2004, now it is used in **56 IPOs** all over the world.



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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**

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Cooperation with WIPO Japan Office

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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 right, there is a search bar and a language selector set to "日本語". Below the search bar are links for "Contact us", "Accessibility", and "Site map". A navigation menu includes "ABOUT WIPO", "IP SERVICES", "PROGRAM ACTIVITIES", "RESOURCES", and "NEWS & EVENTS". The main content area features a "WIPO JAPAN OFFICE" section with a sidebar of "RELATED LINKS" (What is WIPO?, What is IP?, Madrid System, PCT Resources). The main text describes the office's establishment in Tokyo in 2006 and its focus on research projects with UNU. It also mentions expanded activities to support research, development, outreach, and capacity building, and its aim to provide Japanese-language information about WIPO. A "NEWS & EVENTS" section lists several recent activities, including patent translation, innovation conferences, and a participation in UN DAY 2010. A "ASIAN INNOVATORS" section features a video thumbnail of a man in a hard hat.

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Manga Competition

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

WIPO Manga

- ✓ **For increasing public awareness of the health and safety risks of counterfeit products.**
- [Honmono - genuine goods](#)
- [The WIPO Manga Competition](#)
- [Interview with the author](#)

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.

Download here !

IP Advantage

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

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](#)

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Instrument of Protection: **Any**
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 Geographical Indications and Appellations of Origin
 Industrial Designs

Focus: **Any**
 Branding
 Commercialization
 Financing

Order by: Country/Territory Industry

Search | Reset

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



Search here !

Asian Innovators

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



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Home > About WIPO > External Offices > WIPO Japan Office > Outreach Activities



WIPO JAPAN OFFICE
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 Research & Publications
 Outreach Activities
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 Information Resources
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RELATED LINKS

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

Outreach Activities Films on Asian Innovators

✓ Short documentaries featuring innovators

The WIPO Japan Office, in association with Funds-in-Trust Japan- Industrial Property, is involved in the production of short documentaries featuring innovators from the Asia-Pacific region.

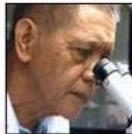
French and Spanish versions are also available at the [WIPO channel on YouTube™](#).



Kiyoshi Amemiya
 Inventor, Japan
[Video](#)



Katsushige Nakamura
 Inventor, Japan
[Video](#)



Dr. Ramón Barba
 Inventor, Philippines
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Hiroo Nakayama
 Inventor, Japan
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Tony Tan Caktiong
 Entrepreneur, Philippines
[Video](#)



Takahashi Tomotaka
 Inventor, Japan
[Video](#)

References

- **JPO Homepage**
<http://www.jpo.go.jp/index.htm>
- **JPO Human Resources Development (Training Courses)**
<http://www.training-jpo.go.jp/en/>
- **Information on Foreign Industrial Property Systems**
http://www.jpo.go.jp/shiryou_e/s_sonota_e/fips_e/mokuji_e.htm
- **IPDL**
http://www.ipdl.inpit.go.jp/homepg_e.ipdl/
- **AIPN**
<http://aipn.ipdl.inpit.go.jp/top.html>
- **WIPO Japan Office**
<http://www.wipo.int/about-wipo/en/offices/japan/>
- **JICA**
<http://www.jica.go.jp/english/index.html>
- **JPO Contact information**
 e-mail: PA0870@jpo.go.jp



Leaflet of JPO support activities (Sep. 2011)
http://www.jpo.go.jp/torikumi_e/kokusai_e/ipcoop_asia-pacific_e10.htm

Thank you for your attention!



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