



Japan Intellectual Property Association

*Creating IP Vision for the World*

# **Strengthen the Indispensable Public/Private Partnership for Competitiveness**

October 22, 2014

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President

Japan Intellectual Property Association

# **1. Introduction of JIPA**

## **2. JIPA's Activity**

**- Partnership between Public & Private organizations**

## **3. Key points**

# **1. Introduction of JIPA**

## **2. JIPA's Activity**

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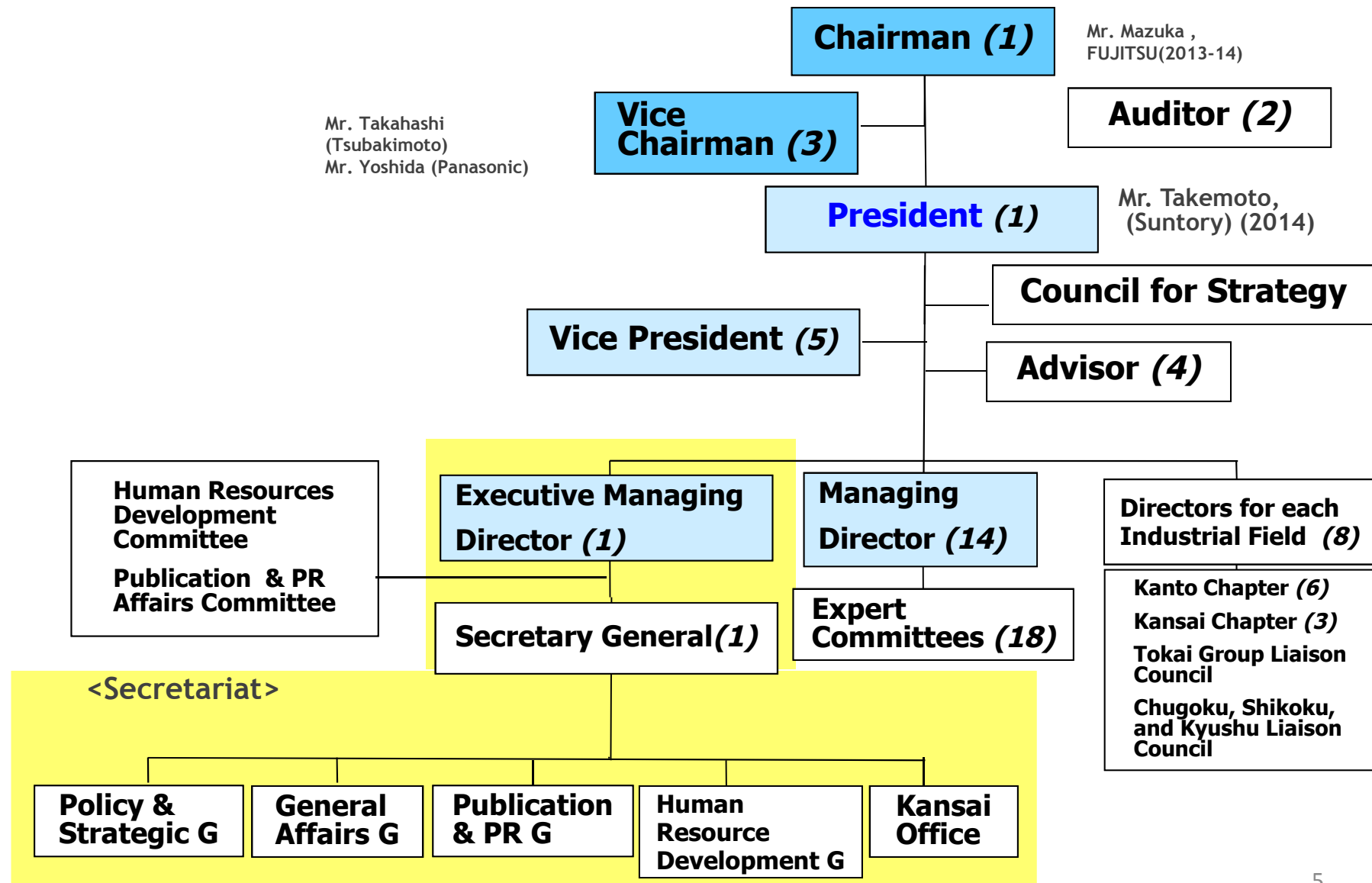
# JIPA's Slogan

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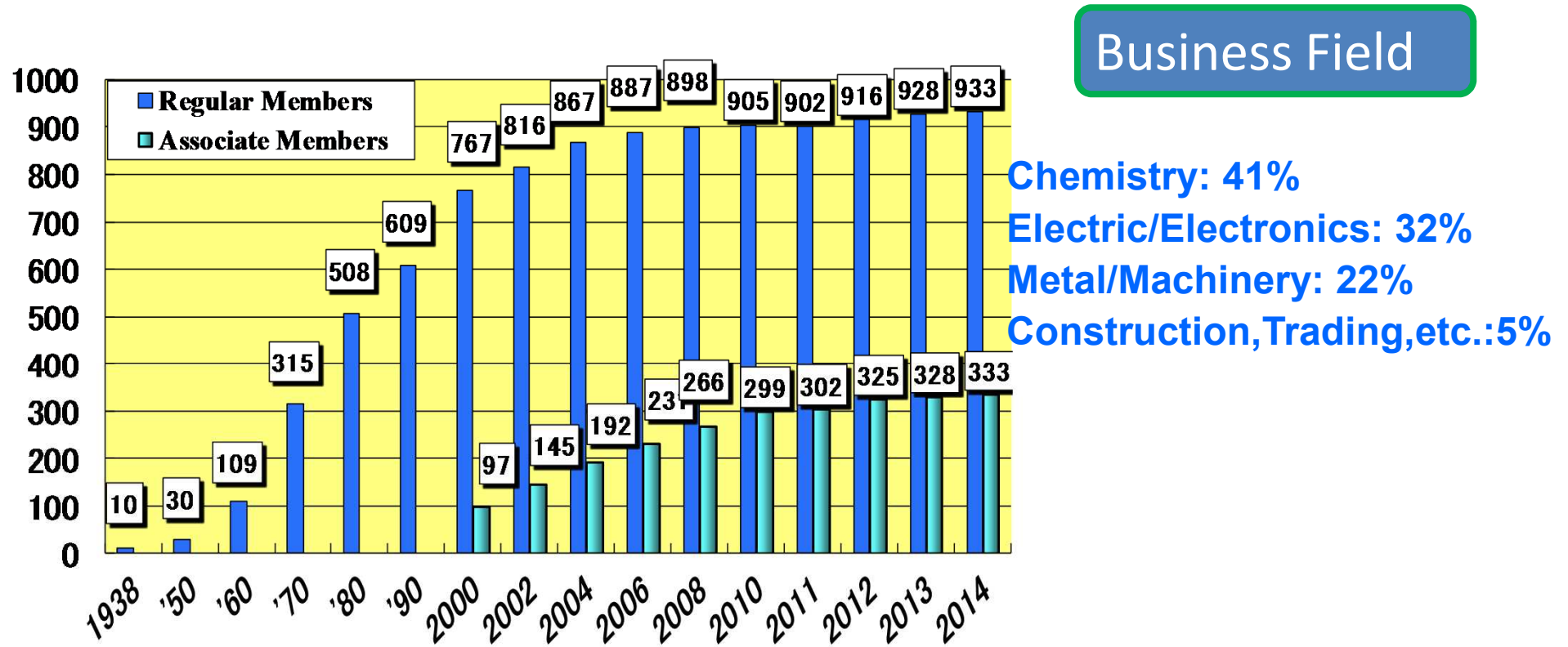
***“Creating IP Vision for the World”***

In line with the JIPA slogan, "Creating an IP Vision for the World“, we will carry out activities to cultivate both **“Competition & Cooperation”**.

# Organization of JIPA



# Transition of the number of our members



**JIPA : Japan Intellectual Property Association**  
**Established in 1938 (76 years old)**

**Members: more than 900 Japanese major companies**

# Activities of Projects and Committees in JIPA

## Policy Making Project (8)

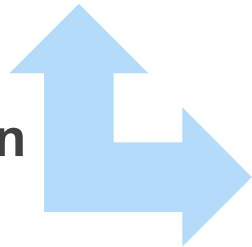
IP System Harmonization  
Economic Collaborations  
International Policy  
WIPO Green Support  
Projects on Strategy to Asian Region  
Corporate Cooperation of JP & China  
Inventor Remuneration  
Protection for Trade Secret  
14th JIPA IP Symposium

## Study and Research Committee (21)

Patent #1, #2  
International Patent #1, #2, #3, #4  
Industrial Design  
Trademark  
License #1, #2  
Fair-trade  
Software Patent  
IP Management #1, #2  
Pham. & Biotechnology Patent  
Copyright  
Information System  
Information Search  
Public & Publication  
Human Resource Development  
Total planning

716 people enrollment

Cooperation



Submitting 26 of Position Papers (2013)

Reports for JIPA members

for JPO, Government (Economy, Justice), Supreme Court, Political Party, the same of other countries.

# JIPA Website and Mail Magazine

JIPA home Page; <http://www.jipa.or.jp/english/index.html>



## I. Introduction of JIPA

The Japan Intellectual Property Association (JIPA), which is a non-profit, non-governmental and largest intellectual property rights (IPRs) users' organization in the world, was founded in 1938 with individual patent staffs from ten electrical appliances companies. Since then, it has been promoting rational, fair and effective protection of IPR for over seventy years. The number of the Regular Member is currently 912 companies registered in Japan <[Read More](#)>

## II. International Activities of JIPA

### 1) The 18th Industry Trilateral meeting

November 14, 2012, 18th Industry Trilateral was held in Kyoto, Japan. The discussion was taken with twelve issues regarding the harmonization of prior art search and examination. The fall meeting of IT is usually held as a pre-meeting of the "Trilateral Offices and Users meeting". However, present meeting discussed many issues because the harmonization activities by relating group has been active, like, law amendment and/or improvement of many procedural matters. <[Read More](#)>



### 2) Trademark Committee attends TMS Annual Meeting

A session was held with users at the TMS annual meeting attended by the trademark offices of Japan, the U.S., the European Union, China, and South Korea, in Barcelona, Spain on October 31, 2012. This was the third session with users. The first session was held in Japan in 2011 as the first devoted to the subject of trademarks, based on the resolution adopted at the ninth annual meeting of the trademark trilateral in 2009. <[Read More](#)>



JIPA News , Mail Magazine  
Reporting International activities



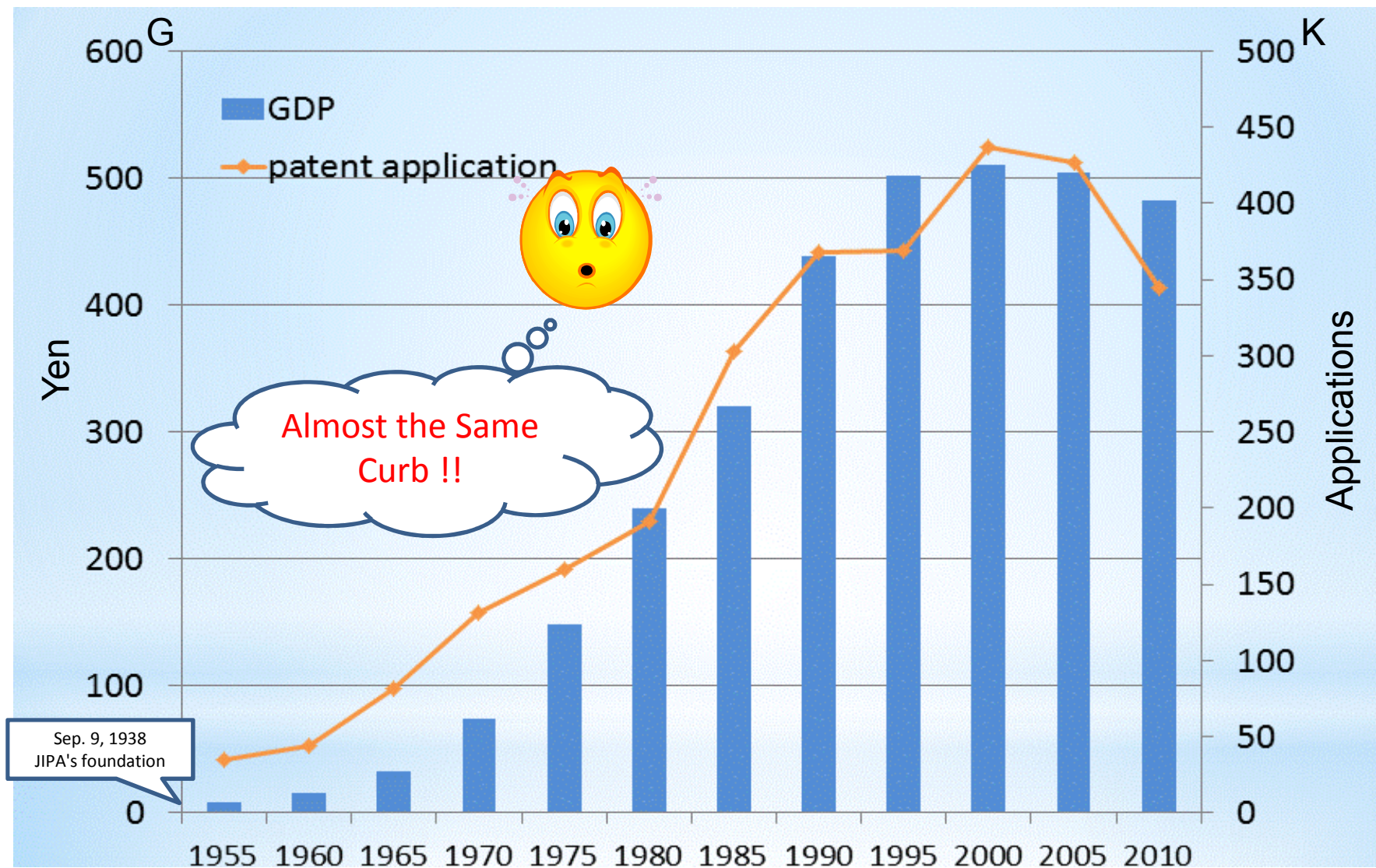
# 1. Introduction of JIPA

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# Transition of Innovation and GDP in Japan



# Counterfeit problems

Counterfeits becoming more serious

## Cosmetics



## Auto-parts

Brake Pad

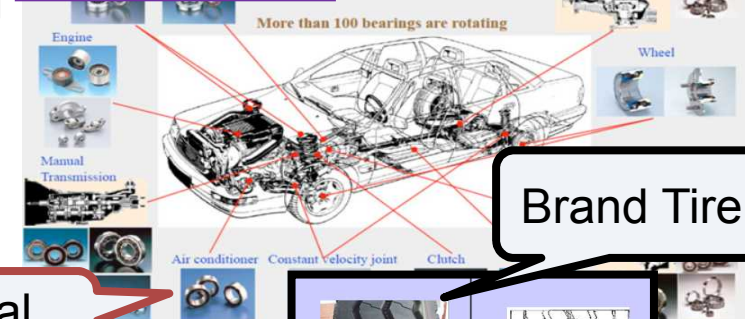


Mechanical Bearing



Air Bag

In a car



Brand Tire



## Exchangeable parts for printers



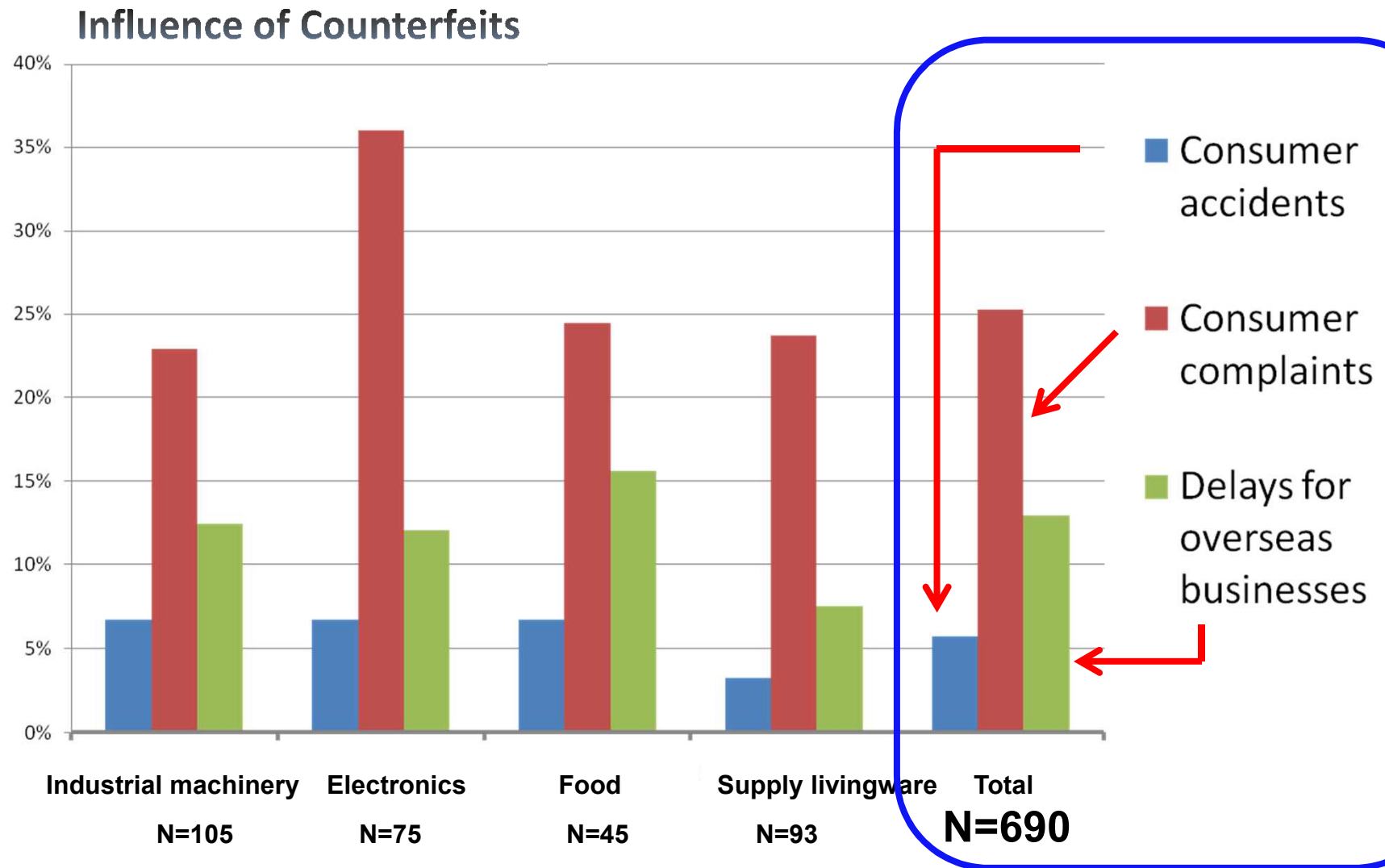
## Battery charger



fire

Counterfeits give people not only economic damage but also threat to safety

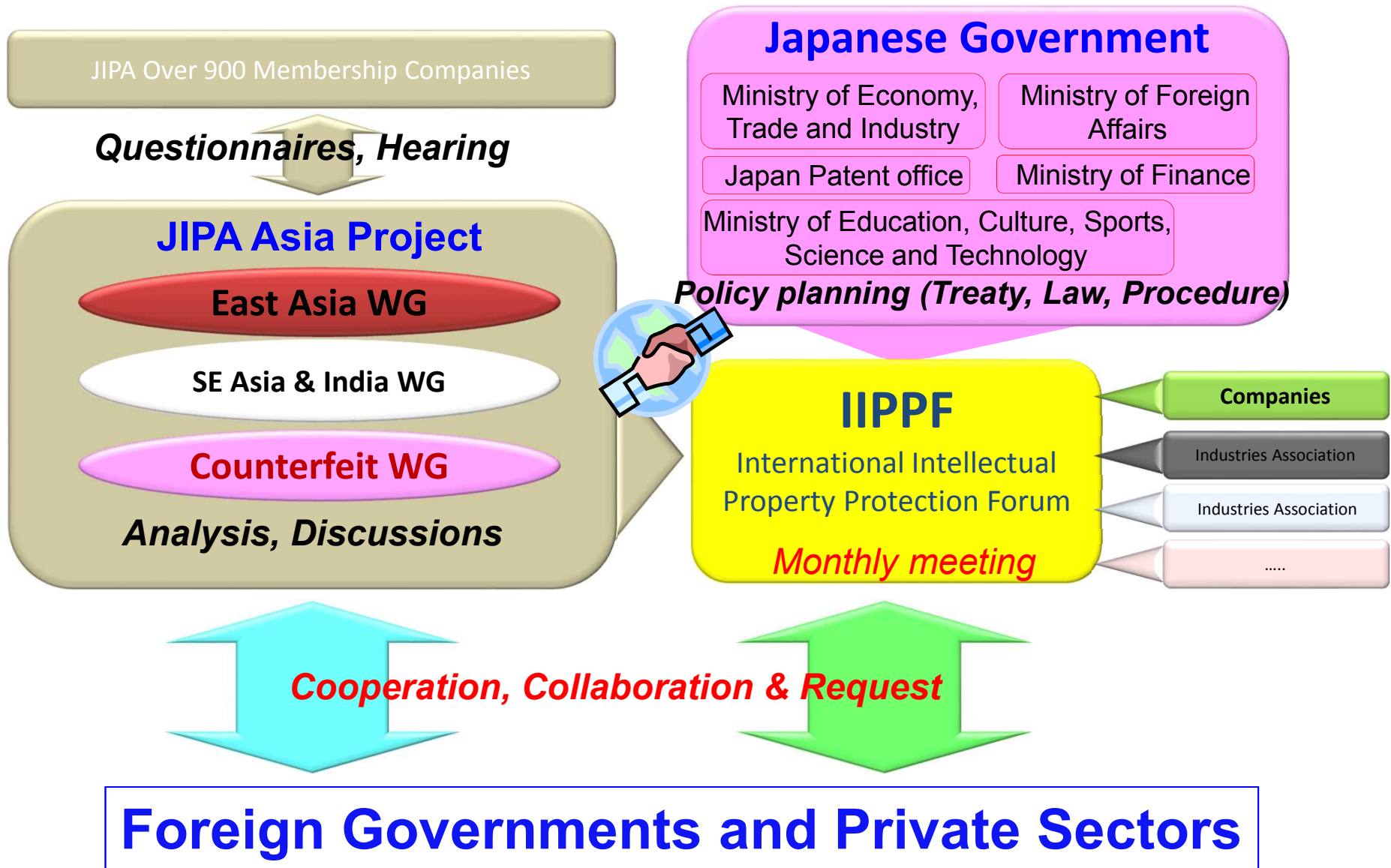
# Counterfeit damage survey to the Japanese entities



The 2012 report on counterfeit damage survey prepared by JPO (March 2013)



# Cooperation between Public and Private organization



# Cooperation with Foreign Governmental Authorities

## Seminars on How to Detect Fake Products

- For public officers of enforcement-related organizations, such as customs and police departments
- Speaker: JIPA's member companies etc.



# Cooperation with Foreign Private Sectors

## Corporate Cooperation Conference

- Between Chinese companies and JIPA member companies
- Discussing on IP management



- 18 conferences between 2005 - 2013
- Total number of panelists from Chinese companies ≐ 200
- Total number of panelists from JIPA ≐ 150

# The themes of corporate cooperation conference in China

## □ Themes of Conferences

Year	Shanghai Conference	Beijing Conference	Guangzhou Conference
2005	<ul style="list-style-type: none"> <li>▸ Staff Management</li> <li>▸ Information Control</li> </ul>	<ul style="list-style-type: none"> <li>▸ Organization of management</li> <li>▸ Application Strategy</li> <li>▸ Practical Use of IPR</li> <li>▸ Countermeasures against Competitor's IPRs</li> </ul>	
2006	<ul style="list-style-type: none"> <li>▸ Industry-University Cooperation</li> <li>▸ Key-points of the Contract between University &amp; Company</li> </ul>	<i>cancel</i>	
2007	<ul style="list-style-type: none"> <li>▸ Brand Management</li> <li>▸ Engineering Management</li> </ul>	<ul style="list-style-type: none"> <li>▸ Incentive</li> <li>▸ Engineering Management</li> </ul>	
2008	<ul style="list-style-type: none"> <li>▸ Patent Strategy</li> <li>▸ Intellectual property Education in the Company</li> </ul>	<ul style="list-style-type: none"> <li>▸ Patent Strategy</li> <li>▸ Intellectual property Education in the Company</li> </ul>	
2009	<ul style="list-style-type: none"> <li>▸ Acquisition of Patent Rights &amp; their Use corresponding to Competitors</li> <li>▸ Uses of Patent Right</li> </ul>	<ul style="list-style-type: none"> <li>▸ Acquisition of Patent Rights &amp; their Use corresponding to Competitors</li> <li>▸ Uses of Patent Right</li> </ul>	
2010	<ul style="list-style-type: none"> <li>▸ Employees' Invention and its Evaluation</li> <li>▸ Practical use of patent right</li> </ul>	<ul style="list-style-type: none"> <li>▸ Employees' Invention and its Evaluation</li> <li>▸ Practical use of patent right</li> </ul>	
2011	<ul style="list-style-type: none"> <li>▸ Human Resource Development &amp; IP Training</li> <li>▸ Practical use of Intellectual Property</li> </ul>	<ul style="list-style-type: none"> <li>▸ Human Resource Development &amp; IP Training</li> <li>▸ Practical use of Intellectual Property</li> </ul>	<i>Set up meeting</i>
2012	<i>cancel</i>	<ul style="list-style-type: none"> <li>▸ Applications and Procedures to Acquisition of rights</li> <li>▸ Practical use of Intellectual Property</li> </ul>	<ul style="list-style-type: none"> <li>▸ Applications and Procedures to Acquisition of rights</li> <li>▸ Practical use of Intellectual Property</li> </ul>
2013	<ul style="list-style-type: none"> <li>▸ Strategy of the Patent Appreciation</li> <li>▸ Avoidance &amp; Corresponding to the Patent Infringement</li> </ul>	<i>cancel</i>	<ul style="list-style-type: none"> <li>▸ Strategy of the Patent Appreciation</li> <li>▸ Avoidance &amp; Corresponding to the Patent Infringement</li> </ul>

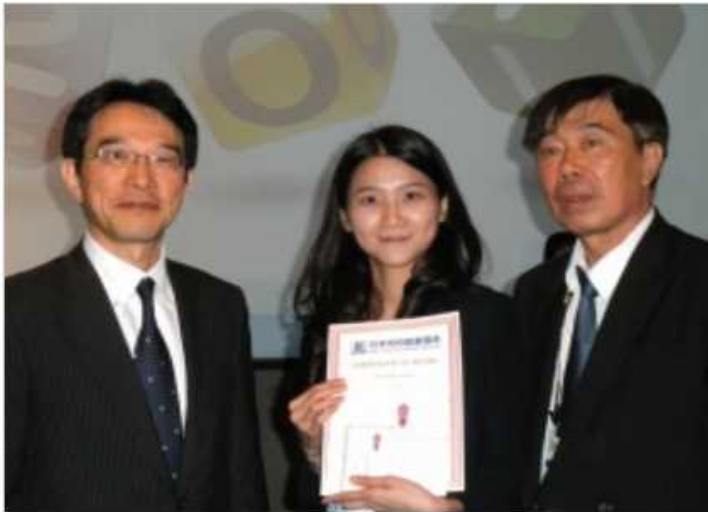


# Enlightenment activity Intellectual Property Right

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## JIPA Special Awards in INST2013

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Green-technology Award



Biotechnology Award

**JIPA Awards for Inventors at IP shows  
Taiwan INST (photo), Malaysia ITEX & MTE,  
Thailand Inventors' Day, etc.**

# Tasks for Industry-Academia Collaboration

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## 1. Development of Products Resulting in Innovation

Necessity of long-term product development in low success rate industry

- Securement of Creativity for Product Development
- Securement of Long-Lasting Business Foundation

**Consideration of timing of obtaining patents (as collaboration results)  
with respect to commercialization schedule**

**(Influence on patent obtention by academic publication of the collaboration results)**

## 2. Utilization of Technology and Brand

Construction of core technology and Leading market

- Construction and Management of Stable IP Portfolio
- Acquiring rights by single owner (in view of business fields)

**Handling of Results of Collaboration  
(Assignments of rights to others and licensing out)**

## 3. Creation of New Knowledge

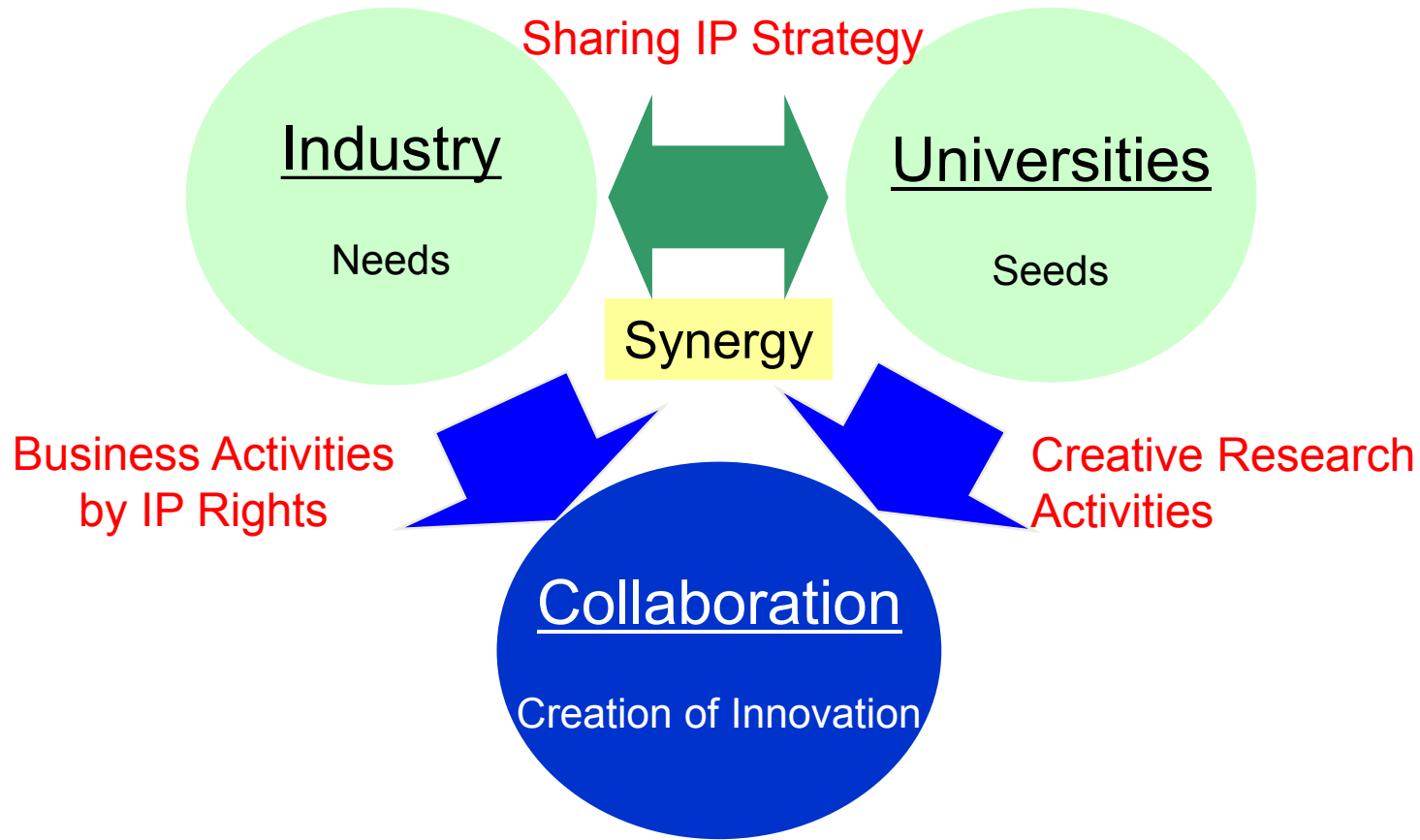
Research covering a variety of fields

- Securement of Seeds
- Research in a Variety of Fields

**Measure for Cultivation of Seeds, Way of Collaboration,  
Handling when plural organizations are involved**

# Significance of Industry-Academia Collaboration

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Provision of Measures to Accelerate Innovation by both Industry and Universities

**Industry: Frontier of "Business"**

**University: Respect of "Knowledge"**

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# Key points

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**1 Competition & Collaboration**

**2 Create an Innovation Climate**

**3 Fair operation of IP system**

Many People and  
Information

Diverse Nation and  
Culture

## ***Globalization and Innovation***

# **Creation of New Values**

Change-Leading Management is Winning Approach through IP system.

Keyword : “Competition” & “Collaboration”

*Thank you.*  
ありがとうございました



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日本知的財産協会

Japan Intellectual Property Association