



Use of the IP System for Business

Case Study of Success Stories in Japan

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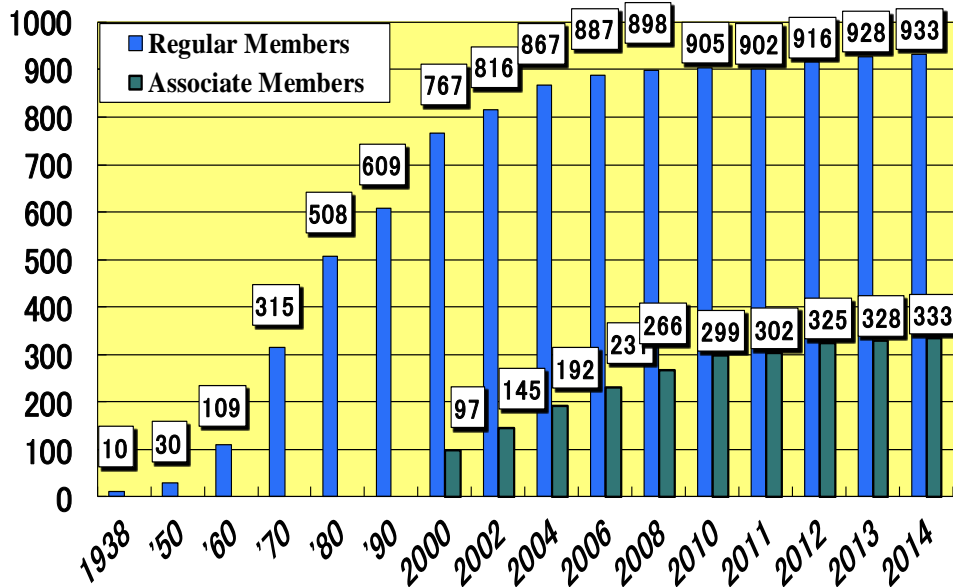
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1. Introduction of JIPA

- JIPA = Japan Intellectual Property Association
- Established in 1938 (76 years old)
- Members: more than 930 Japanese companies
- non profit & non governmental organization-



Business Field

- Chemistry: 41%
- Electric/Electronics: 32%
- Metal/Machinery: 22%
- Construction, Trading, etc.: 5%





Activities of JIPA

Project

Policy Making

WIPO Green Support,

IP Symposium

(2014: EPA, 2015: Competition
& Collaboration)

IP relation to Asian Region.etc.

Committee

Study & Research

International Patent

Industrial Design

Trademark

Copyright

Fair-trade

Information system, etc.

716 people enrolled

Submitting suggestions/comments to Authorities (*)
(39 suggestions/comments in 2014)

[(*) The authorities include Ministries, Japan Patent Office, Supreme court, Political parties, etc.]



2. Canon and its IP

Europe

Net sales \$9,037million
Including Africa

Asia & Oceania

Net sales \$13,333million
Including China, Japan

Americas

Net sales \$8,637million

Net sales \$34,390million

Net income \$ 2,114 million

Employees 191,889

Consolidated subsidiaries 261

Business segments

(As of December 31, 2014) (Exchange Rate: 120yen/\$1)

Consumer
36.0%



Office
55.8%

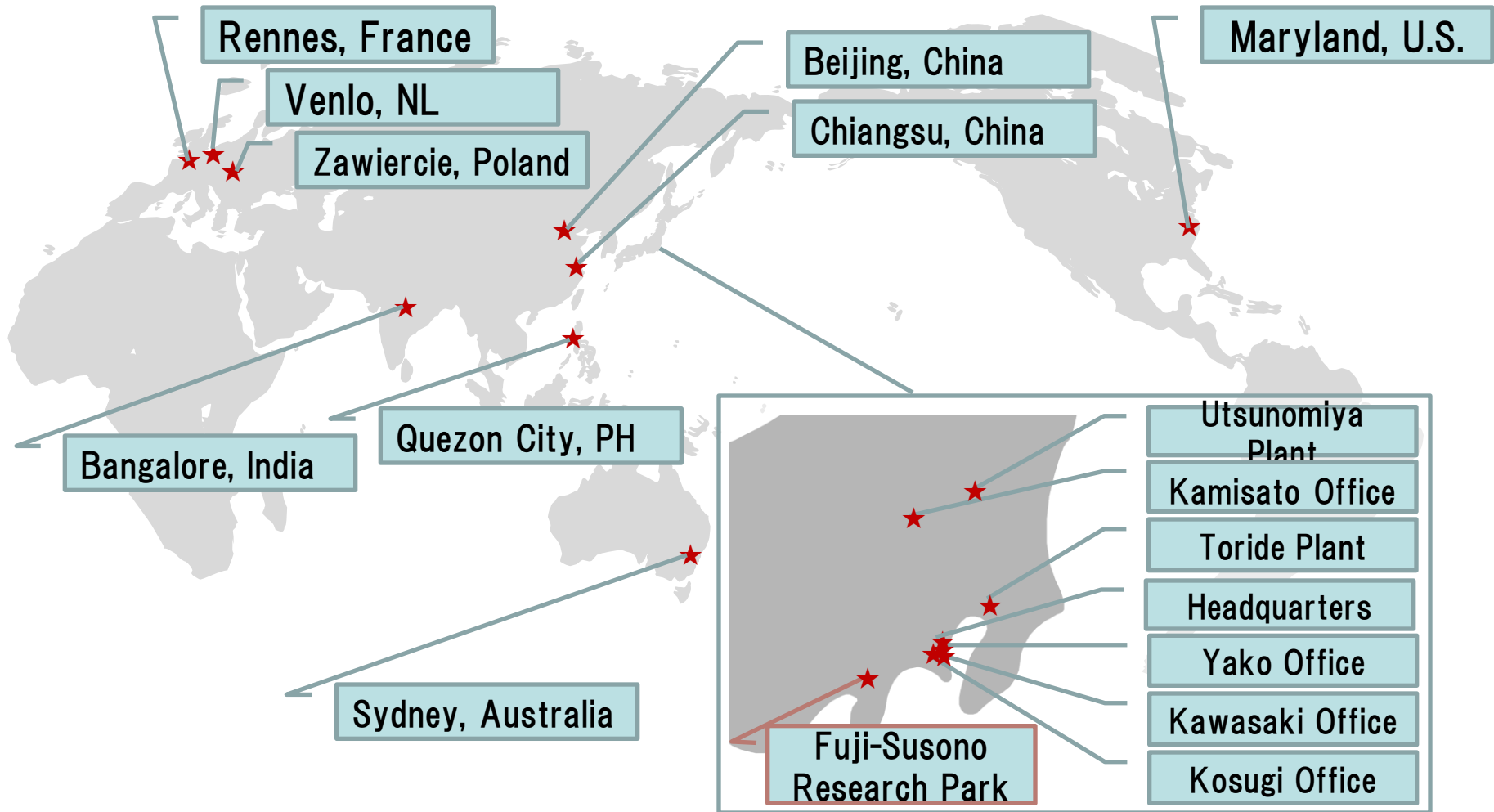


Industry and
Others
10.7%





R&D Locations (Japan/Overseas)





History of Canon 1/2

In Early 1930s, Several People started to develop Japanese high quality camera.
Their slogan was, **“ Catch up Leica and Surpass it.”**

1930

In 1934 August, 1st Utility Model application

In Late 1934, Canon and Nikon agreed to develop camera lens together

In 1935 June, 2nd Utility Model application
which was thought up to work around Leica and Contax patents

In 1935 June, Trade Mark “ Canon ” filed, and in September registered

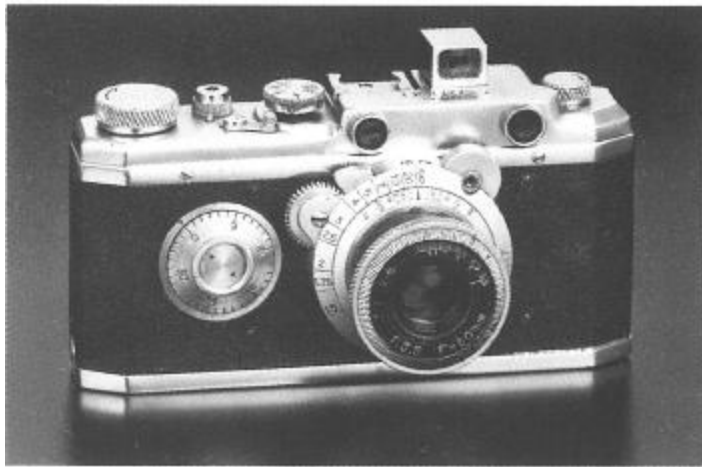
1940

In 1937 August, **Canon Corporation established**
— Number of Employees 35

In 1938, Exhibited camera at Montreal International trade show



Early Date Camera using Utility Model



Canon Camera using 2nd Utility Model

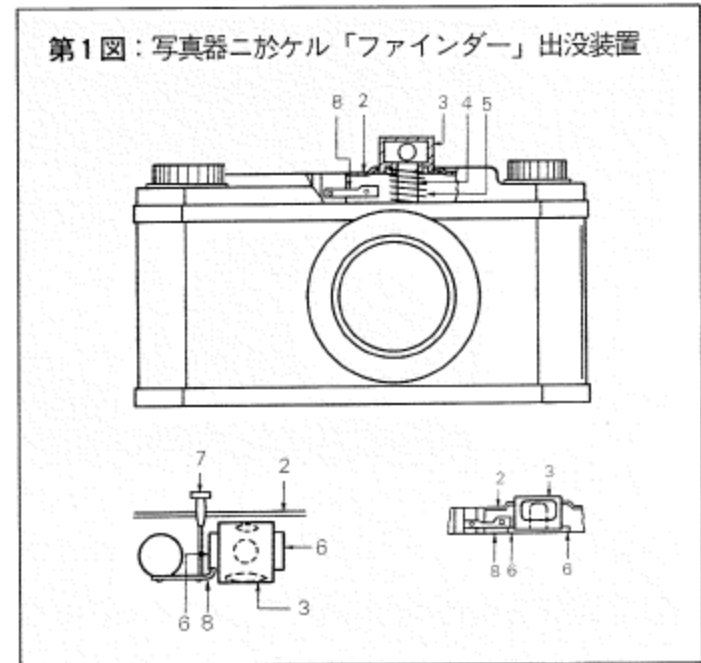


Figure 1 of 2nd Utility Model



History of Canon 2/2

1945

In August ,World War II End

In 1945 October, Canon Restarted

CTO Thought 2 key points for growth
" **Invention** " and " **Industrial Design** "

1950

In 1950, First US patent Application filed

In 1958, Patent Section established

In 1959, 1st design was filed

1960

In 1960, internal rule " Rules on Treating Inventions, Devices and Designs "was issued to promote R&D engineers



Lesson from Challenge to Xerox

Copying machine business in 1960's = **Xerox's monopoly**=

Carlson process thoroughly covered by patents

→ Complete domination by patents

Challenge

Development of new plain paper copier technology
that does not infringe Xerox patents

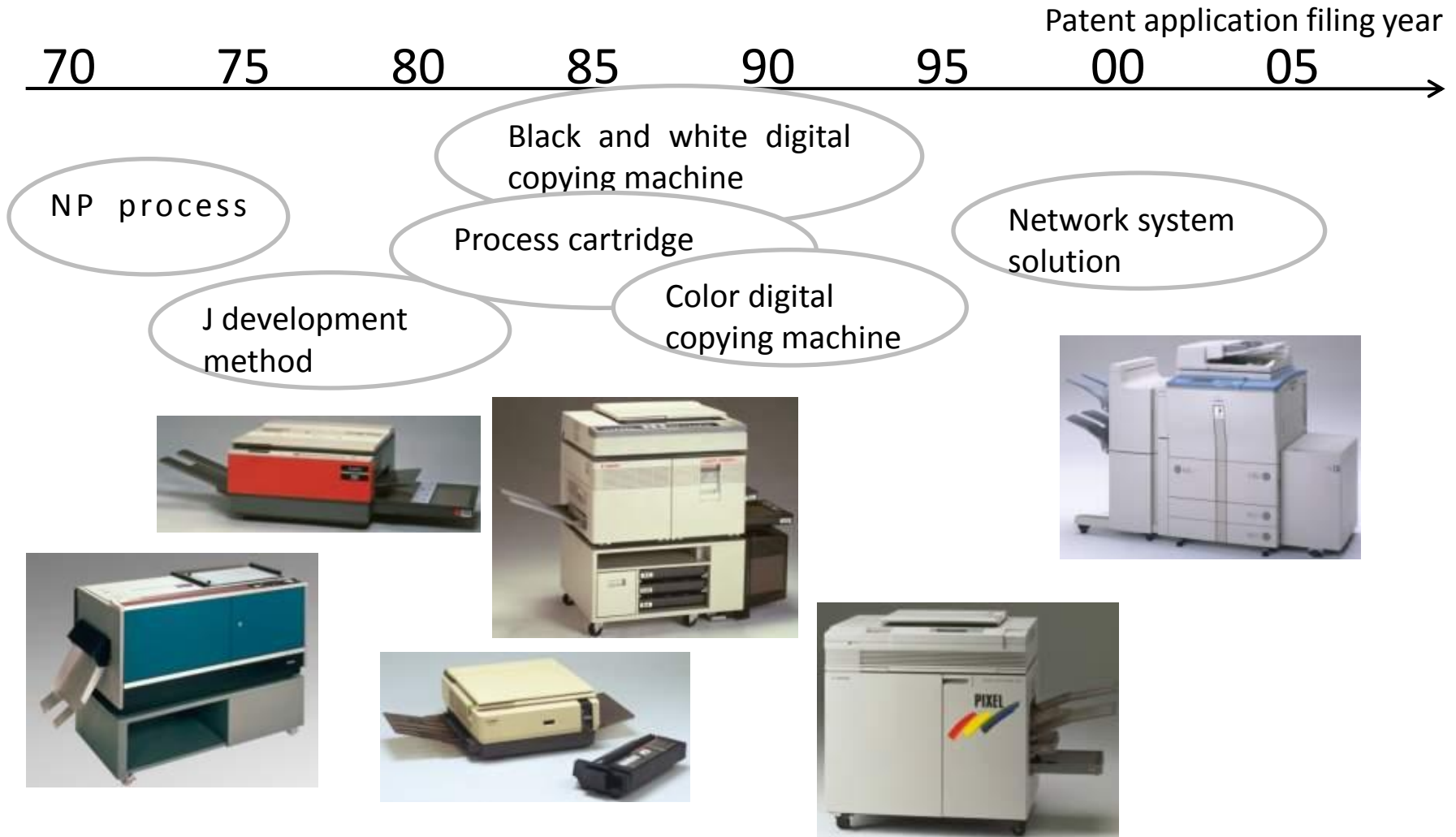
→ Introduction of NP process

Change of role of intellectual property

From mere “protection of own technology/product”
To “weapon for business strategy”



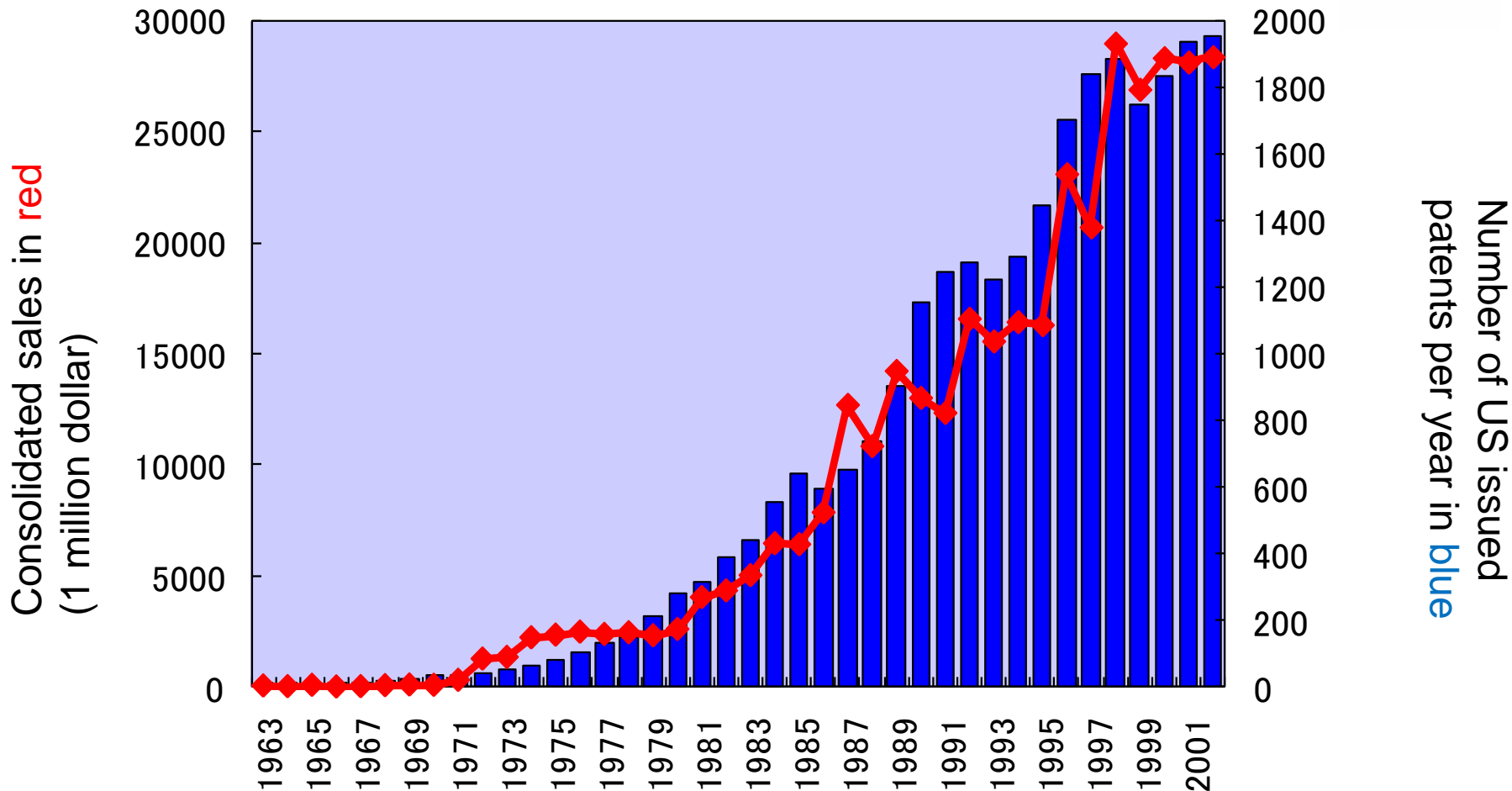
History of Differentiating Technologies



Creation of new core technologies from applied technologies



Canon Consolidated Sales and US Patents



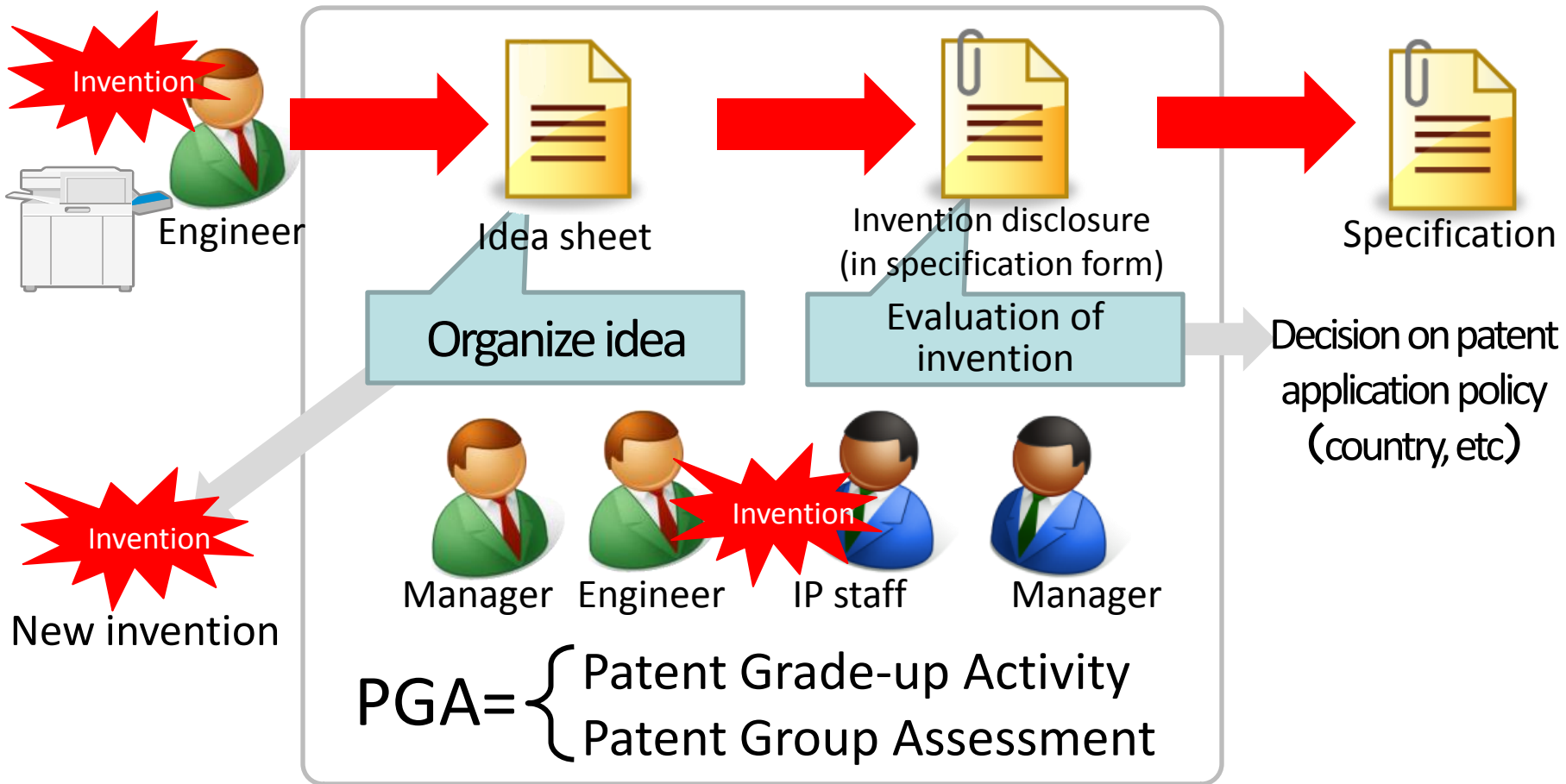


Basic Principles on Intellectual Property

- IP activities are vital to support business operations.
- The Fruits of R&D are products and IPRs.
- Other parties' IPRs should be respected and attended properly.



Promotion of Invention Creation (PGA Activity)

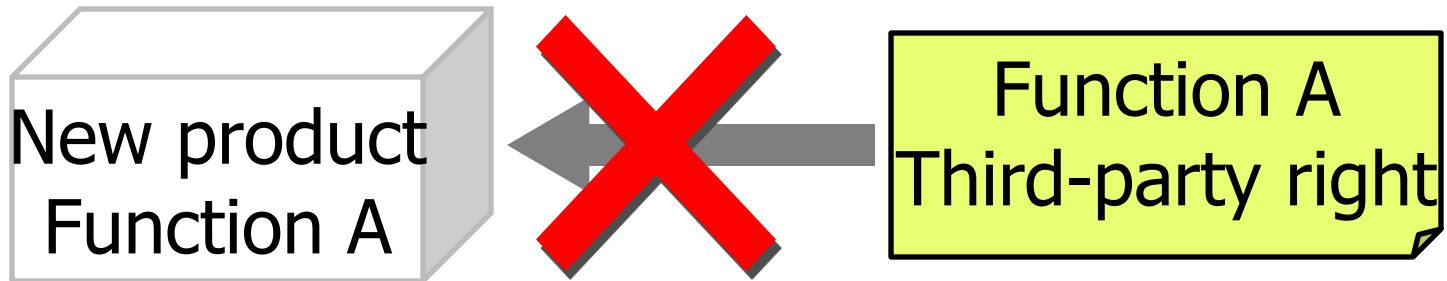


Study and discuss from various viewpoints from
one invention as a starting point



Must avoid third party rights

Never use Third-party patents



Action towards third-party, based on
patent assessment

Invalidation

Work
around

License

Early discovery and treatment of third party patents
are important



3. Current Cases at Japanese SMEs

Case 1

From: Collection 2014 of Enterprises Utilizing IP, METI & JPO

Anex Manufacturing Company

Products: Various kinds of hand tools

of Employees: 90

Capital Stock: \$250k

Utility Model App. : 36

Patent App. : 46

Design Right :142

Point:

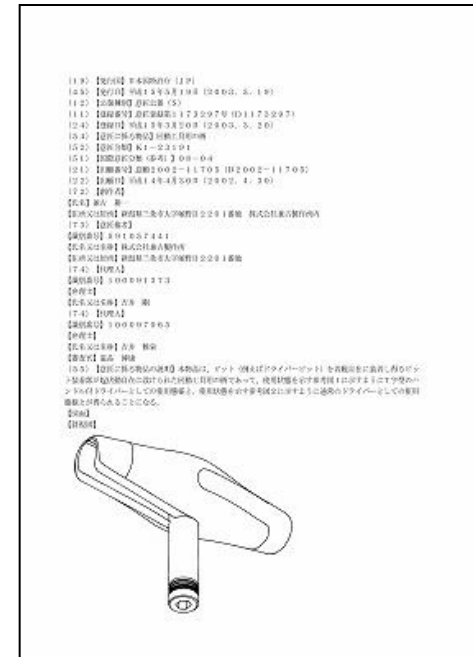
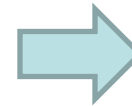
1. To make IP much stronger by using both design rights and patents or utility models.
2. Brand “ANEX” is supported by good design and patented technology.



Impact Driver



Action Grip Driver



Japanese Design Publication





Current Cases at Japanese SMEs

Case 2 From: Collection 2014 of Enterprises Utilizing IP, METI & JPO

TOKUTAKE Industry Co.

Products: Care Shoes for Aged People

of Employees: 60

Capital Stock: \$83k

Utility Model App. : 1

Patent App. : 29

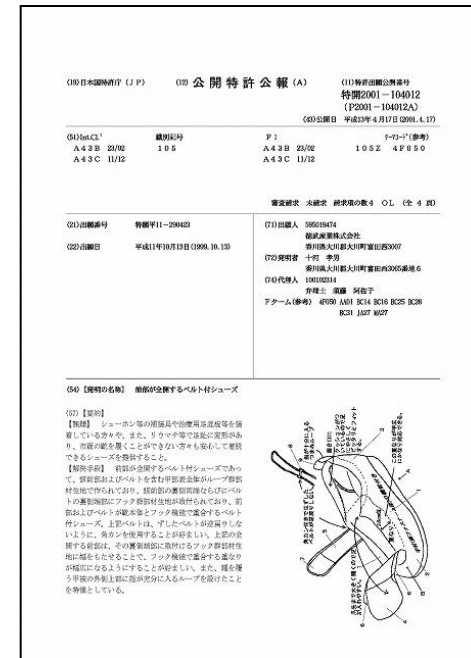
Design Right : 19

Point

1. Listened to User's voice about their shoes problems. Solved their problems by developing new products.
2. Getting Patents/Utility Models and Design Rights encourage company and its employees.
3. Outside good patent attorney .



Care Shoes



Japanese Patent Publication



4. Key-points to develop the Market with IP

1. Visualize or Recognize What is New and Useful for Your Company.
2. Put What is New and Useful for Your Company into IP.
3. Promote Engineers and Designers to Make Useful Inventions and Good Designs.
4. Think a Great Deal of Useful IP.
5. Respect Other Parties' IP and Attend Them Properly.
6. Find out Reliable IP Professional to Discuss about IP and Business.

**IP Activity is not for IP Itself, but for Business.
You have to get IP and to use IP for Business.**



Thank you for your attention.

Creating IP Vision for the World



Japan Intellectual Property Association

