
*WIPO Study Program on Human Resource
Development
in the Field of Industrial Property
Feb 2 to 4, 2011, Tokyo, Japan*

Overview of Human Resource Development Programs in Japan

Hitoshi AMANO

***Director for IP Exploitation Policy Planning
Policy Planning and Research Division
General Affairs Department
Japan Patent Office (JPO)***

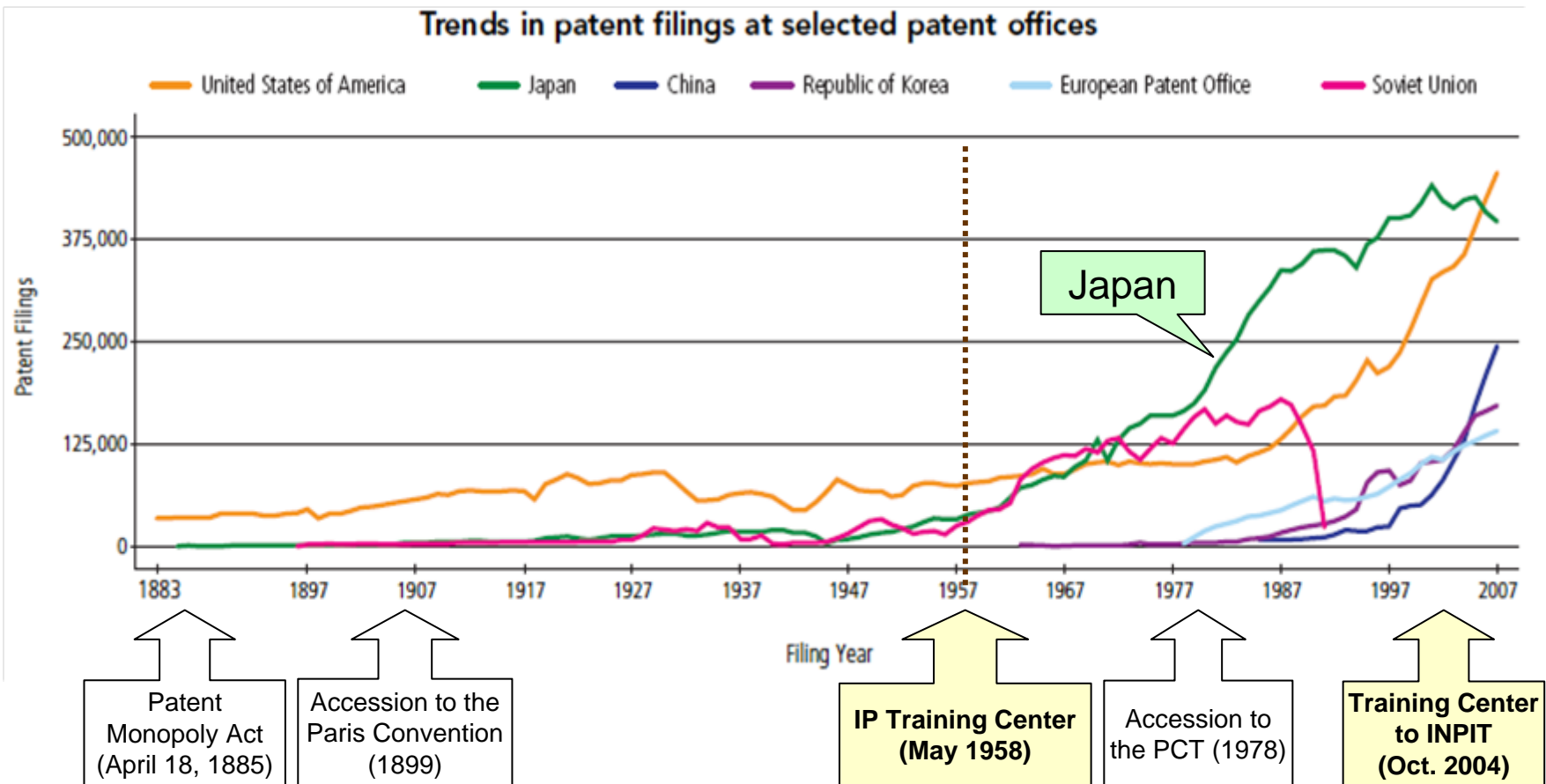
Topics

- 1. Government Efforts toward
“Intellectual Property Based Nation”***
- 2. The Comprehensive Strategy for the
Development of Human Resources related to
IP in Japan***
- 3. JPO & INPIT Programs for HRD related to IP***

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Background of IP HRD in Japan



Training for examiners → 52 years ago

Human Resources Development → 6 years ago

History of the IP Based Nation



The government started to lead concerted efforts to **establish Japan as a world leader in intellectual property** following Prime Minister Koizumi's policy speech of February 2002.

Feb. 4, 2002: Koizumi noted the importance of intellectual property in his policy speech to the 154th Diet session.

☆ First time a Japanese Prime Minister has officially referred to the issue in a speech to the Diet

Feb. 25, 2002: Conference on Intellectual Property Strategy launched
Chaired by: the Prime Minister

July 3, 2002: Intellectual Property Strategy Outline finalized

Nov. 27, 2002: Intellectual Property Basic Act passed into law

March 1, 2003: Intellectual Property Strategy Headquarters established
Director-general: the Prime Minister

First phase

July 8, 2003: IP Strategic Program 2003

May 27, 2004: IP Strategic Program 2004

June 10, 2005: IP Strategic Program 2005

Second phase

June 8, 2006: IP Strategic Program 2006

May 31, 2007: IP Strategic Program 2007

June 18, 2008: IP Strategic Program 2008

Third phase

June 24, 2009: IP Strategic Program 2009

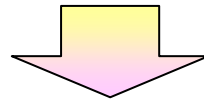
May 21, 2010: IP Strategic Program 2010

Japan is one of the nations holding an enormous amount of intellectual property rights such as patents.

We will set as an objective the strategic protection and exploitation of the results of our research and creative activities in order to strengthen our national competitiveness.

To this end, we will establish the Strategic Council on Intellectual Property and aggressively promote the necessary measures.

(February 4, 2002)

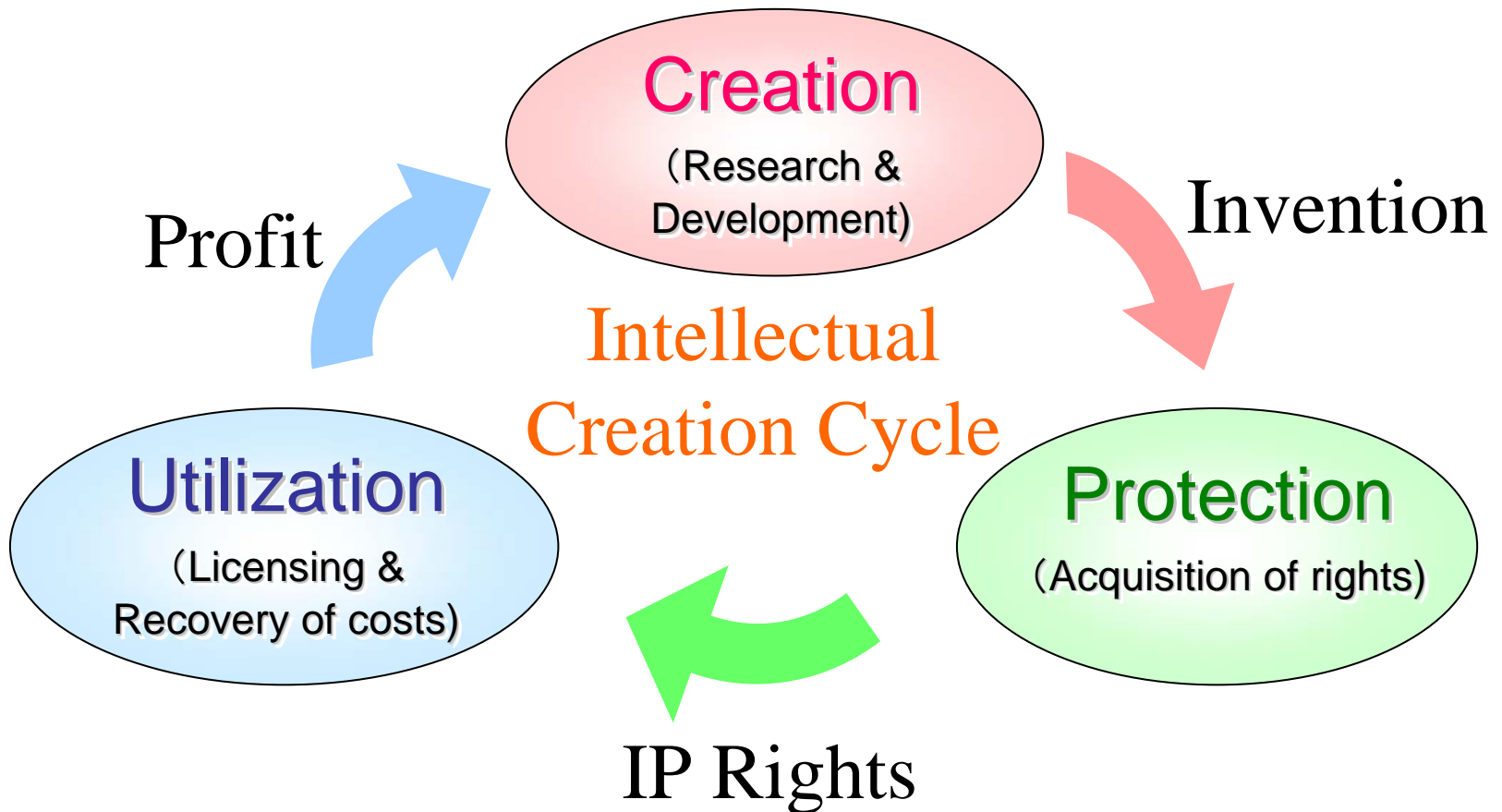


National Strategy: Japan as “intellectual property-based nation”

Intellectual Creation Cycle



The “Intellectual creation cycle” is a cycle of creation / protection / utilization of intellectual property that enhances Japanese international competitiveness and will transform Japan into an intellectual property-based nation.



Intellectual Property Basic Act

Article 23 (2) The matters listed in the following items shall be decided within the strategic program:

- (i) Basic policy concerning measures that the government should implement in a focused and systematic manner for the creation, protection and exploitation of intellectual property;
- (ii) Measures that the government should take in a focused and systematic manner for the creation, protection and exploitation of intellectual property;
- (iii) Measures that the government should take in a focused and systematic manner to promote education on intellectual property and secure human resources, etc.;
- (iv) Matters other than those prescribed in the preceding items that are required for the government to promote measures in a focused and systematic manner for the creation, protection and exploitation of intellectual property.



Five Key Elements of the Intellectual Property Strategic Program

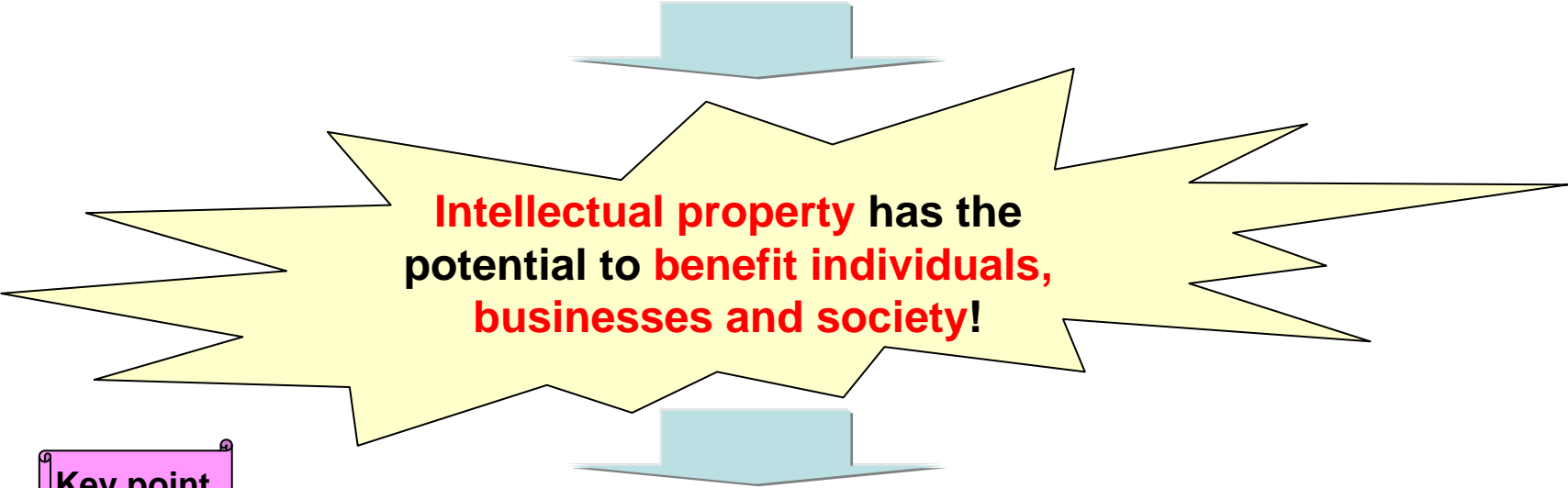
1. Creation of intellectual property
2. Protection of intellectual property
3. Exploitation of intellectual property
4. Works
5. **Human resource development and public awareness-raising**

Importance of IP related Human Resources



High-value added products and services with innovative technologies can:

- enhance the comfort and convenience of people's lives
- provide the foundation for a highly profitable business
- help vitalize the economy and society by spurring job creation, particularly among high-paying occupations.



Intellectual property has the potential to benefit individuals, businesses and society!

Key point

It is greatly beneficial for individuals, companies and society to educate and improve IP related human resources.

Topics

1. *Government Efforts toward “Intellectual Property Based Nation”*
2. ***The Comprehensive Strategy for the Development of Human Resources related to IP in Japan***
3. *JPO & INPIT Programs for HRD related to IP*

Necessity of HRD related to IP



Background

The importance of intellectual property is increasing.

Insufficient quantity of
IP related human resources

IP-related management/administration work will increase in coming years, resulting in a shortage of human resources to perform the work. It is necessary to develop a large number of professionals who can work in this field in order to supply the deficiency.

Insufficient quality of
IP related human resources

It is urgent to enhance the quality of human resources for the effective performance of IP-related work in response to the rapidly changing social environment surrounding intellectual property.

+

In addition, it should be noted that HRD related to IP:

1. will **take a long time**.
2. can be achieved by **effectively combining classroom lectures** and **hands-on learning**.
3. needs to **be properly planned** in order to involve **a wide range of people**.

The Comprehensive Strategy for the Development of HR Related to IP

(formulated in January 2006)

Scope of Human Resources related to IP(1)



What category of people should be developed in response to the increasing importance of intellectual property?

Human resources related to IP are typically professionals who work in direct relation to JPO, including:

1. JPO employees (patent examiners etc.)
2. Agents qualified to represent clients in all matters and procedures involving patent offices (patent agents)
3. Experts who provide advice/consultation services to patent offices (university professors, etc.)



Are the professionals listed above all needed to ensure that intellectual property will be effectively used to benefit individuals, businesses and society?

To achieve a society in which the people benefit from intellectual property, it is essential to:

1. Encourage people to exercise wisdom and ingenuity to **drive creative activities (create intellectual property)**
2. Utilize the **intellectual property** thus created to start businesses and **earn profits**
3. Establish **exclusive rights to intellectual property**
4. Ensure that **intellectual property rights are widely respected** in society



What category of people needs to be developed to achieve the society described above?

To achieve a society in which people benefit from intellectual property, it is essential to:

1. Encourage people to exercise wisdom and ingenuity to drive creative activities (create intellectual property)

➡ **Researchers** (at companies, universities, research institutes, etc.),
Content creators

2. Utilize the intellectual property thus created to start businesses and earn profits

➡ **Business managers, company executives, content producers**

3. Establish exclusive rights to intellectual property

➡ **Patent agents, IP department staff at companies, patent office examiners**

4. Ensure that intellectual property rights are widely respected in society

➡ **Youth, ordinary citizens, staff of IP-related enforcement bodies, including customs and police**

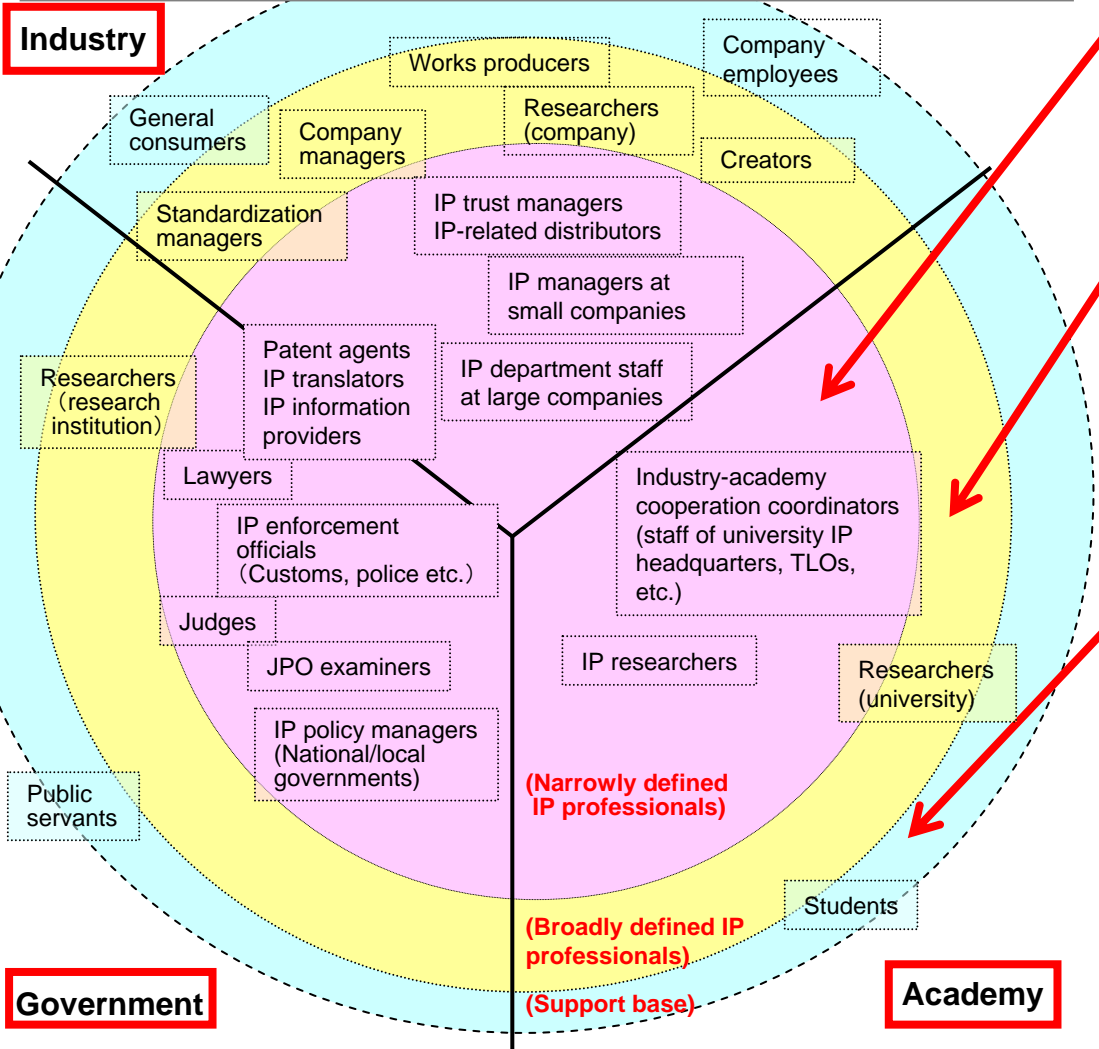


It is vital to enhance the awareness of intellectual property among the **general public across all ages and occupational groups**, as well as ensure the professional development of people engaged in the creation, protection or exploitation of intellectual property.

Diversity of Human Resources related to IP



All types of people could be Human Resources related to IP!



IP Experts

Professionals specializing in protection and exploitation of intellectual property

IP creators and managers

Researchers and authors engaged in creating intellectual property

Managers of businesses that utilize intellectual property

IP outskirts

Ordinary citizens expected to have a general understanding of intellectual property

Young people with potential to create intellectual property

Source: *Strategy for Comprehensive Development of HR related to IP*

Intellectual Property Creation Cycle Expert Committee

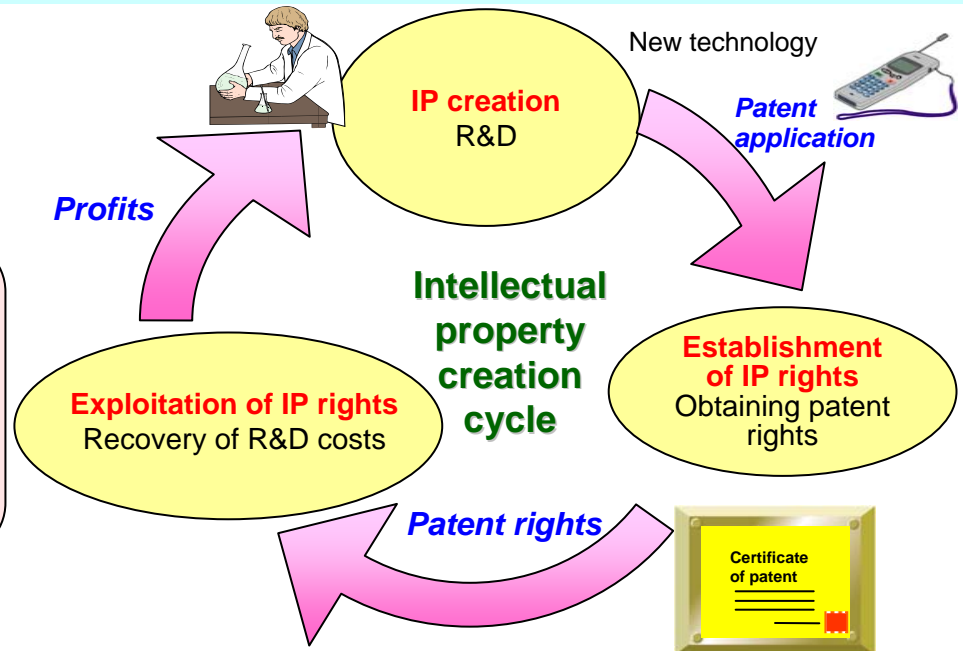
Basic concept of the strategy (1)

Three objectives

1. To **double the number of IP experts** from the current 60,000 to 120,000 and enhance their expertise and competence
2. To **develop and enhance the quality of “Human Resources who create and or manage IP”**
3. To **raise public awareness on IP-related issues**

Systematically educate and develop diverse categories of professionals and citizens over the period of the coming 10 years

Develop professionals engaged in creation, protection and exploitation of intellectual property, as well as increase public awareness of related issues, thus **speeding up the intellectual property creation cycle.**



Basic concept of the strategy (2)

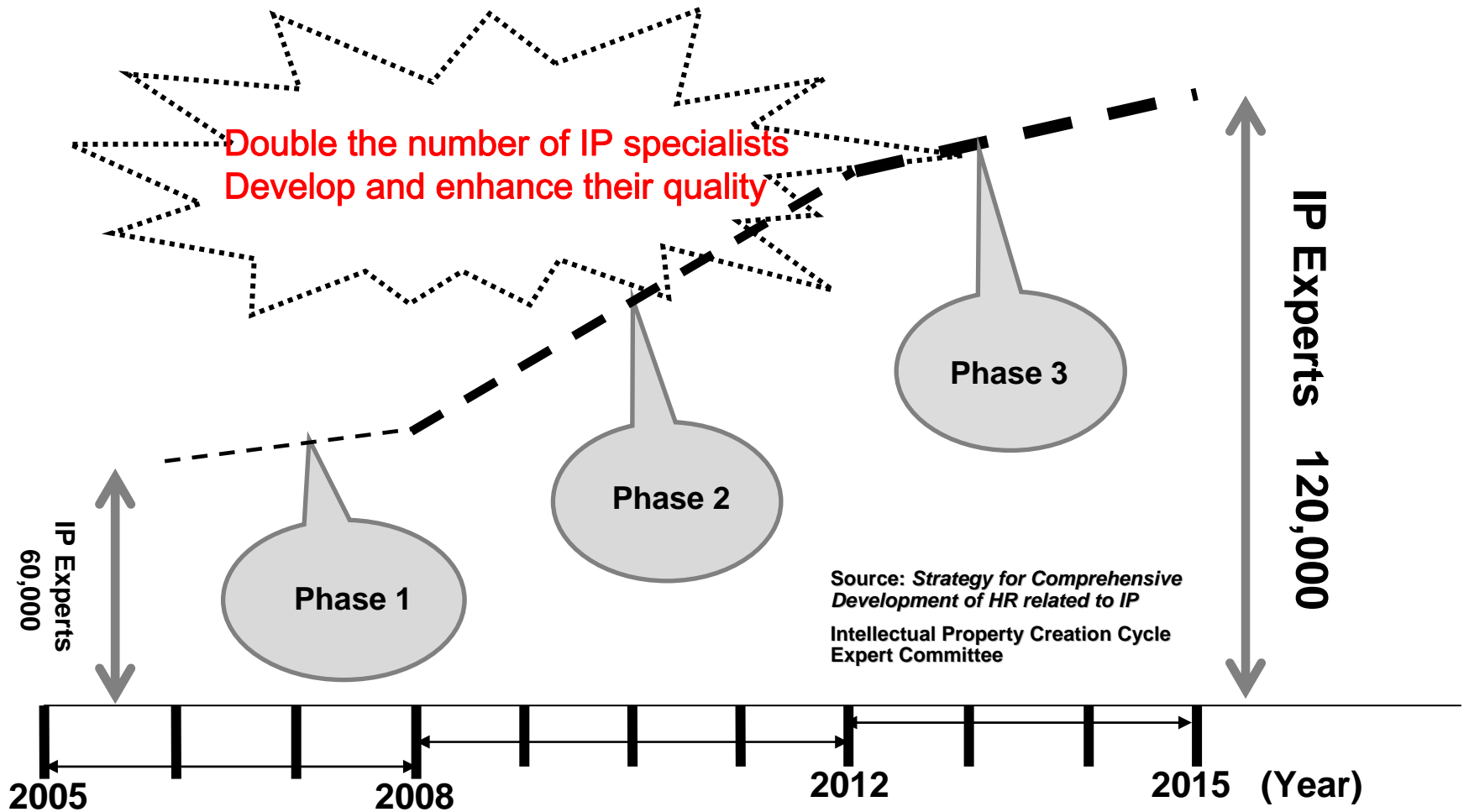


Five key categories of experts to be developed

1. IP experts with sufficient competence, particularly in terms of language and negotiation skills, to **compete in the global business arena**.
These experts need to be trained to use practical communication skills to survive in the competitive environment of international business.
2. IP experts with **a good understanding of advanced technology**, mainly in areas of biotechnology and the environment.
These experts need to be intensively trained to acquire expertise in key areas so that they can effectively provide the momentum to turn the intellectual property creation cycle throughout the country and strengthen Japan's industrial competitiveness .
3. IP experts with **combined expertise in a number of areas**, including technology, corporate management and tax accounting.
These multiple-hat-wearing experts are expected to perform efficiently across a range of areas in response to expanding opportunities for utilizing intellectual property.
4. Talented and effective **managers** are required to **survive the IP competition**.
IP-conscious and knowledgeable business managers, by incorporating an IP strategy into their business strategy, are expected to proactively seek and utilize promising technologies to sharpen their corporate competitive edge.
5. Human resources qualified to **support** small companies and **local organizations** dealing with IP-related matters, thereby bridging the regional gap on IP-related issues.
Promising technologies developed by small companies and local organizations are often slow to be protected and exploited as intellectual property. It is necessary to develop human resources that will provide support to these organizations in dealing with IP-related tasks.

➔ Training programs should be planned properly in order to achieve the specific targets.

Road map of the strategy



Intensive Programs of implementation of the Strategy



Under the Comprehensive Strategy, seven institutes, which provide IP trainings, established “Council for Promoting the Development of IP Human Resources”.

- ✓ Japan Intellectual Property Association (JIPA)
- ✓ Association of Intellectual Property Education
- ✓ Japan Federation of Bar Association (JFBA)
- ✓ Japan Institute of Invention and Innovation (JIII)
- ✓ Japan Patent Attorneys Association (JPAA)
- ✓ Intellectual Property Association of Japan (IPAJ)
- ✓ National Center for Industrial Property Information and Training (INPIT)

Objectives:

- Information exchange and mutual cooperation
- Dissemination of HRD activities
- Recommendations to the Government

Activities:

- Council Meeting
- Working Group (every month)
- Open Seminars
- Recommendations to the IP Headquarter
- etc.

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IP-related people

IP Experts

- > JPO officials (Patent examiners, etc.)
- > Searchers of the registered search organizations
- > Central/Local Government officials
- > Patent Agents
- > IP Staff/Searchers of companies

IP Creators/Managers

- > Researchers of companies, universities etc.
- > Managers of SMEs (Small and Medium-sized Enterprise)

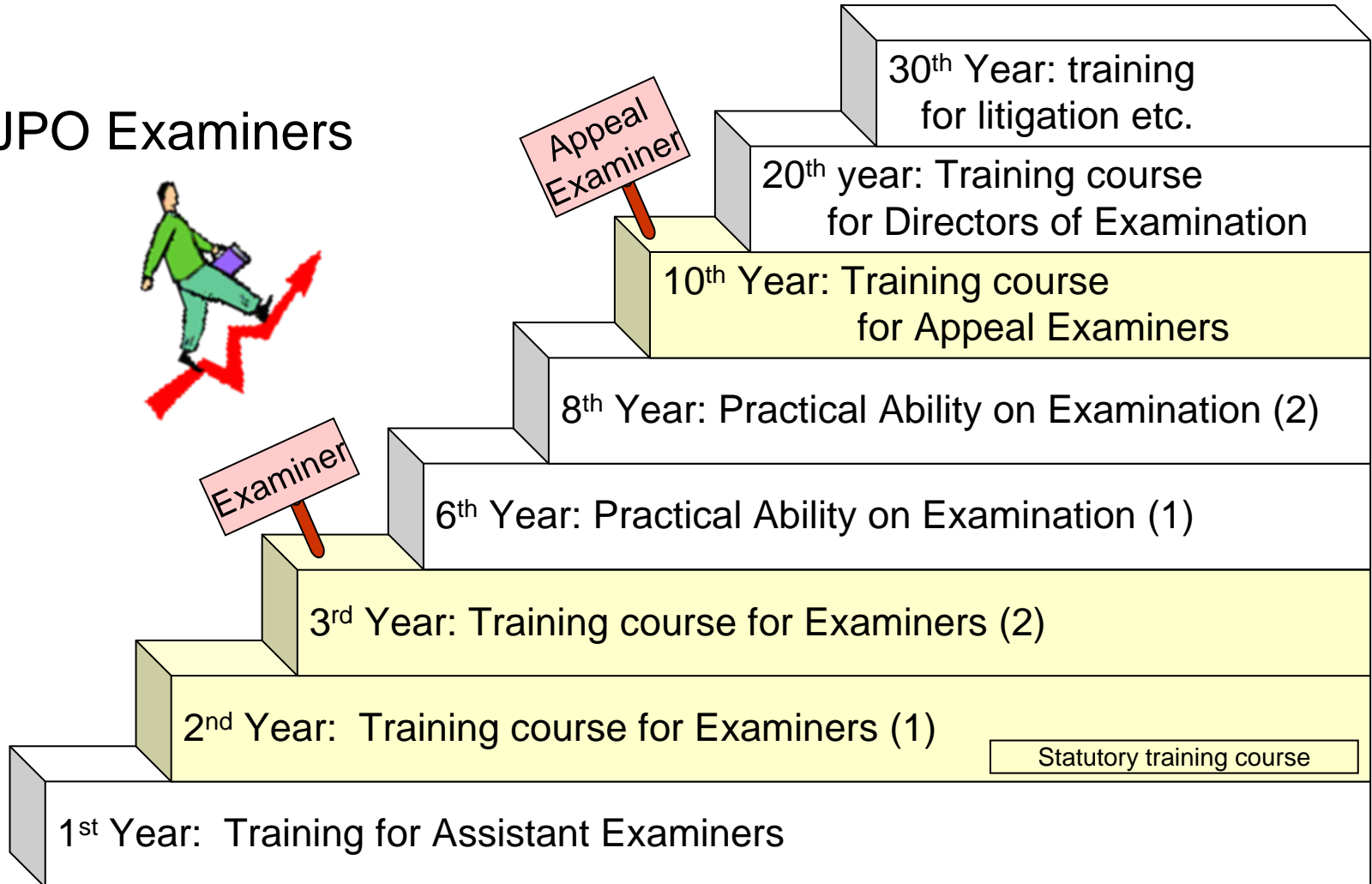
People in the outskirts

- > Beginners / Teachers
- > Students (from elementary schools to universities)

Training Programs for Examiners



JPO Examiners



Training Programs for Students to Experts



Seminars and consultation meetings

- ◆ IP system briefings (basic/advanced)
- ◆ Legal revision briefings
- ◆ Thematic seminars and consultation meetings
 - Measures against counterfeits
 - Regional collective trademark system
 - Systems for employee inventions/prior user's rights

**Ordinary citizens
consumers**

Trainings for IP professionals

- ◆ Patent agents/IP department staff
(Discussion on examination standards)
- ◆ Small companies/venture companies
(Simulation of patent infringement warning)
- ◆ Patent search training
- ◆ IP e-learning etc.

**Researchers
Entrepreneurs
IP specialists**

IP seminars for:

- Small companies/venture companies
- Academic researchers
- IP specialists

Patent competition
Design patent competition
(High school/university students)

IP education seminars for schools
◆ Students at all levels (elementary school to university)
◆ School teachers

**Vocational
and higher
education**

Cooperation with schools to promote IP education
(vocational high schools/technology colleges)

Distribution of standard textbooks on
industrial property (high schools/universities)

**Elementary and
secondary
education**

Distribution of supplementary materials on
industrial property (Schools at elementary to high school levels)

<Standard textbooks>



Comprehensive

Deals with four topics, namely, patents (main focus), design, trademark and distribution. To be used at post-secondary institutions (vocational schools, colleges and universities)

Comes with a teachers' manual



Patents

To be used at technology high schools, technology colleges and science/ engineering departments at universities.

Comes with a teachers' manual



Trademarks

To be used at commercial high schools and commerce/business administration departments at universities.



Designs

To be used at college/university art and design departments.

<Supplementary materials>



History of Industry Development

Intended for 10th graders to university level students.



Ideas for the Future

Intended for 7th to 12th graders.



A Book You Can Name

Intended for 4th to 6th graders.

The textbooks are provided for free to schools and universities throughout Japan.

Programs for elementary & junior high school students

- Provide students with demonstration and hands-on classes to spark their interest in creating things, and teach them about the importance of intellectual property.
- Local companies cooperate to organize classes featuring local specialties or unique elements to encourage students' interest.



(1) Invention Demonstration class



(2) Hands-on class



(3) Craft workshop



(4) Experiment class

Programs for high school students

- Focus on how intellectual property rights are established and utilized.
- Trainees may gain an advantage in the job market.



(1) Class using actual counterfeit products



(2) Patent search training

Programs for teachers

- Seek to raise awareness on IP issues among teachers
- Help teachers to acquire effective approaches to teaching about IP issues.



(1) Seminar on the IP system



(2) Open class to others

1. “Invention Day Fair” is organized by regional Bureaus of Economy, Trade and Industry to help local general public to learn about IP issues. The fair features a variety of events, including quiz shows, exhibitions, craft workshops and science shows in order to facilitate a better understanding by participants.
2. Basic IP seminars are organized nationwide for beginners, workers and consumers, etc. to learn about basic intellectual property system.
3. Campaign tools, such as posters, TV public announcements and logos, are developed with the aim of eliminating and preventing counterfeiting and piracy.



The Fair of Invention Day (the Foundation of the Patent system) held by the Chugoku Bureau of Economy, Trade and Industry

Campaign poster and logo designed with the aim of eliminating and preventing counterfeiting and piracy



Objectives: *To provide JPO examiners' knowledge & expertise of patent/design searches to private sectors*

Target Groups: *IP staff of companies, searchers of patent search companies, etc.*

Methods: - *Lectures by Patent Examiners*
- *Search Practices using Examiner Terminals*

- ◆ INPIT has developed an efficient Internet-based e-learning program to help IP professionals learn about the intellectual property system and services/practices of the patent office.
- ◆ The program is developed based on JPO's expertise, know-how and experience, and is to be used for developing a wide range of IP professionals and JPO staff.
- ◆ The program provides training on a total of 33 themes as of July 2010.
- ◆ For more details, please refer to INPIT's website at:
http://www.inpit.go.jp/jinzai/ipe_learning/index.html

Key features

- Video tutorials and downloadable supporting materials
- Program can be rented by companies and other private organizations

- Sample of IP e-learning program subjects
- Japan Today and Tomorrow – Issues Surrounding Industrial Property Rights
 - Outline of the international application system under the PCT
 - Patent application procedures
 - Outline of Patent Examination Practices
 - Outline of the design system
 - Outline of Trademark Examination
 - Outline of registration procedures for patents, designs and trademarks
 - How to search prior art
 - Outline of IPC, FI-terms and F-terms
 - Outline of European Patent Classification (ECLA)
 - Practical use of the esp@cenet
 - Practical use of the epoline
 - Practical use of the IPDL



- ◆ A service was started in April 2008 to make the IP e-learning program also available for operation on mobile devices.



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< Sample of IP e-learning program subjects >

- Japan Today and Tomorrow: Issues Surrounding Industrial Property Rights
- Outline of Patent Examination Practices
- Flow of Patent Examination
- Patent Examination Procedures
- How to search prior art
- Outline of EPIP, FI and F-term
- Patent System and Examination Practice
- Patent System and Examination Practice in USA
- Outline of Paris Convention
- Outline of the international application system under the PCT

Thank you for your kind attention.

Websites of related organizations:

Japan Patent Office (JPO)
<http://www.jpo.go.jp/indexj.htm>

National Center for Industrial Property
Information and Training (INPIT)
<http://www.inpit.go.jp/>

Intellectual Property Strategy Headquarters
<http://www.kantei.go.jp/jp/singi/titeki2/>