

<JIPA Slogan> The slogan will stay as it is for this year.

Creating IP Vision for the World
世界から期待され、世界をリードする JIPA

The Japan Intellectual Property Association (JIPA) was founded in 1938 as a non-profit, non-governmental organization and has since grown into one of the world's largest IP user group.

Recent activities in intellectual property (IP) have been expanding from conventional industrial property rights such as patents, design, and trademarks to copyright and business secrets (trade secrets) management, as well as fields such as AI and data utilization, which are now recognized as new information properties. The enormous wave of digitalization lies ahead, and the importance and expectations towards JIPA and its activities are ever-increasing as we strive to clarify and resolve modern IP issues from a global perspective.

JIPA will lead the world in the research and discussions of the future IP systems and government policies, in doing so we identify and organize the way IP activities are conducted currently in corporations(As-is) and fundamental issues around IP, we visualize data-driven society in the near-future (To-be) to delve deep into defining an ideal IP systems and policies, and on that basis we accelerate discussions and proposals from both independent and commercial perspectives.

In order to boost growth strategies and structural reform towards the expansion of future investments that include the Fourth Industrial Revolution, the Japanese government has been organizing “Councils on Investments for the Future” from 2016. With Prime Minister Abe as the chairman, these meetings have continued to present investment strategies for the future¹.

With the explosive spread of ICT devices and the implementation of technology such as AI and IoT within the society, the digital revolution has been developing rapidly throughout the globe. Innovative digital merchandise, services, and new business models are emerging one after another, especially from major corporations in China and other western countries. It is said that the major value source in this digital era is data, and a heated contest for human resources capable of creating new values is underway.

In such a circumstance, it seems as though Japan has not been able to take advantage of its rich intellectual assets and resources to the fullest, despite being

blessed with abundant actual on-site data from medical and manufacturing scenes, research and development powers of institutes such as universities, and the excellent technological capabilities of Japanese corporations (which exactly are the valuables of the “extendedly defined intellectual properties”).

On the other hand, Japan bears its own social issues such as dwindling population, decreasing birthrates, aging population, energy and environmental restrictions, and many disasters. We believe that, by visualizing real on-site data and creating solutions for those issues through innovations, we will have opportunities to create new values. These activities are a genuine materialization of Japan’s Society 5.0 goals, and we believe that they can contribute to the achievement of SDGs as well.

With these changes in social environments called the digital revolution (digital transformation), new issues are arising in the IP world.

The first issue is that IP is on the verge of becoming a geopolitical risk. A major point of contention in the China-U.S. trade friction that started from 2018 was IP infringements by China. However, China has rapidly become a major force in IP and now takes the top spot in patent applications while battling for dominancy with the U.S. Furthermore, data localization activities, such as the GDPR of Europe, are also appearing in various countries and regions.

The second issue is that the advancement of new technologies (AI, robots, automated operation, biotechnology, etc.) have highlighted issues such as legal responsibilities, ethics, and problems with IP ownerships.

The third issue is the necessity of reconsidering IP strategies between competition and collaboration (or in other words, closed and open) due to the advancements of global M&A and open innovation, and the emerging gigantic platform corporations from the U.S. and China.

When exploring and deliberating solutions to tackle the above issues, we believe there are limitations as to what individual companies can do and there are difficulties in introducing ideas. Furthermore, the stance towards certain IP policy issues has become increasingly diverse and complicated for each company, making it difficult to collect opinions, and the conclusion tends to be general and ambiguous.

We believe that JIPA will be able to offer a platform to create new values and proposals by incorporating ideas and discoveries achieved through communications with JIPA executive members, along with demonstrations of co-creation and synergy between members from various business sectors working hard and participating in Expert Committees and projects. These diverse connections are the strengths JIPA has and we expect to deliver internationally unique and outstanding outcomes by initiating

chemical reactions inside JIPA as an IP platform (foundation) with its nearly 1,000 member corporations, bringing together many actual issues from on-going IP activities. We want to continue to be proactive in transmitting this type of information to the society and win over JIPA stakeholders.

IP is a valuable source that can create new corporate values and transform Japan's critical situations into opportunities. We will challenge ourselves with JIPA activities, while keeping in mind our IP vision of "driving new values and proposals with IP."

Developing human resources for IP is also an important mission of JIPA. The next generation of IP human resources need to have not only the basic educations to deepen IP system knowledge as experts but also cultivation of their IP strategy-making skills that encompass changes in industry structure. At the same time, it is important to comprehensively propagate the modern days IP literacy to executives who are managing corporations now, at this moment.

Management that focuses on IP is becoming popular in entities such as start-up and venture companies, and more and more companies are joining JIPA as well. Diversity will invigorate organizations and inspire new creations. This is why we will continue to increase members and work on our public relations publications.

We will work hard to promote lively JIPA activities in which new values and proposals continuously emerge from "Connections and IP"ⁱⁱ by applying the unique characteristics of JIPA having private company members from diverse business sectors that encompasses majority of our country's industries.

This year, we will continue to raise the same slogan of "Creating IP Vision for the World." We need to further increase our values in order to truly lead the world, so let us work to reach that pinnacle together.

I. Basic Policy

1. Striving to implement organization activities that drive new values and proposals in IP

We will make efforts to implement organization activities (Expert Committees, projects, etc.) that drive new values and proposals for IP towards the digital revolution of technologies, such as IoT. Furthermore, we will strive to reach higher level perspective leading to research presentations and opinion exchanges based on values, while taking real, expert voices from IP sites into consideration for issues

such as domestic and international IP systems and harmonizing systems worldwide. We will make efforts to enhance the networks (connections) with related domestic and international institutions, organizations, academia and more, in order to build a relationship of trust and understanding towards JIPA. For regions in which information collection is difficult (regions excluding Europe, the U.S., and China), we will support the global development of companies by providing corporate feedback to JIPA members that includes the latest business information (local companies, market information, etc.).

- (1) Increasing the values of organization activities (for instance, new collaborations with Expert Committees and projects, deliberation of cross-functioning teams, etc.), and enhancing communication powers
- (2) Promoting global activities and offering feedback on new business information, including IP, to member companies

2. Nurturing IP human resources in the three pillars of law, technology and management

IP activities do not only define general areas that require protection such as patents, design, trademarks, business secrets (trade secrets), programs, contents and data, but also include diverse use and application varieties (industrialization, licensing, transferring, open innovation, etc.). This has major significance for corporate management because it contains risks such as lawsuits. We will discuss learning opportunities for cutting-edge technology (AI, robotics, automated operation, biotechnology, life sciences, etc.) and data sciences, including their legal responsibilities and ethics. IP affects all three pillars of law, technology and management. We will strive to upgrade member companies with practical and effective training, etc., for various relevant parties (general engineers, sales representatives, managers, etc.), including IP managers.

- (1) Improving association training activities (course content, training methods, etc.)
- (2) Enhancing IP managers; cultivating IP mentalities for general engineers, sales representatives, etc.; and raising IP awareness for executives

3. Deliberation of measures to increase memberships and boost IP

We will discuss measures to boost memberships in a wide range of industrial fields such as start-up and venture companies, IT-related corporations, and corporations related to primary industries (agricultural forestry industries and

fishers). We will also examine and apply measures to strengthen the activity framework for member companies. We will strive to achieve effective operation and implement lively association activities under the JIPA slogan of “Creating IP Vision for the World.”

- (1) Examining and implementing measures to strengthen the activity framework for member companies
- (2) Organizing meetings for each region and industry, along with investigating the needs of new member companies

II. Strategic Plan to Enforce the Basic Policy

We will reexamine committee and project activities. Specifically, we will review the conventional methods of electing chairpersons and vice chairpersons, along with the election period. For projects, we will study the creation of new AI and data utilization WG, and rule formation and standardization WG for projects such as the Fourth Industrial Revolution in response to new IPs (in a wide sense).

1. Organizational structure for FY2019 activities

(1) Committees

Special committees

Training Planning Committee; and Publication, Journal, and Public Relations Affairs Committee

Expert Committees (18 committees)

First Patent, Second Patent, First International Affairs, Second International Affairs, Third International Affairs, Fourth International Affairs, Pharmaceuticals and Biotechnology, Software, Copyright, First IP Management, Second IP Management, IP Information System, IP Information Search, First License, Second License, Industrial Design, Trademark, and Fair-Trade committees

(2) Policy projects (8 PJs)

Asia PJ

Japan-China Corporate Cooperation PJ

International Policy PJ

JIPA IP Symposium PJ

WIPO PJ

IP Activation PJ

Next Generation Contents PJ

Fourth Industrial Revolution PJ

2. Specific measures

(1) Expansion of JIPA's operations

It is extremely important to have the IP department acquire new business information, etc., while driving new values and proposals.

For this reason, we will plan and implement activities with the Fourth Industrial Revolution project and IP Activation project to complete them in this fiscal year. Furthermore, we will establish opportunities for each committee and project to discuss this matter.

(2) Acquisition of new members (includes modifications in the Articles of Association (Article 5, Paragraph 2, Item 5))

- We may consider establishing a new committee on IT/Services, try to acquire new members from the internet or service industry, in which many new businesses are launched in these days yet they have not joined JIPA, and have them proceed with activities incorporating proper IP knowledge.

- Requirements for regular members (Article 5, Paragraph 2, Item 5 of the Articles of Association) will be modified to incorporate a wider range of industry members, such as start-up and venture companies, IT-related companies, and primary industries (agricultural forestry industries and fishers), in order to stimulate IP activities and to take in corporations that have experienced difficulties in joining the association in the past.

- Encourage the small number of IP activities in the Kanto region, incorporate the above, and support member activities.

- Examine issues in rural and small-to-medium enterprises.

(3) Promotion of global activities

While securing the same scale of budget as the last fiscal year, we will participate in conferences and meetings to deliver opinions and establish systems according to the needs of our members with the cooperation of related Expert committees and projects.

① International policy activities to harmonize patent systems

- Continue to hold the Trilateral Users Conference and present concrete proposals to the trilateral IP offices (JPO, USPTO, and EPO) and to conduct activities to promote patent system harmonization in a manner that is beneficial to user companies in cooperation with the five IP offices, including the patent offices of China and South Korea (SIPO and KIPO).

- State JIPA's opinions for each issue that is in dispute for the discussion on patent system harmonization within the framework of Group B+ before reviewing the discussion status, etc., on the agency side in order to determine the participation method for main discussions going forward.
- Participate in WIPO's Standing Committee on the Law of Patents (SCP) and offer opinions on patent system harmonization from a broad and strategic perspective.
- Request improvements regarding system operation by offering opinions on the establishment and reform of domestic systems in Asian countries, and give feedback to member companies on the latest local business information (local companies, market information, etc.).

② Other global activities

• Japan-China Corporate Cooperation Conference

China has been rapidly improving its IP capabilities. We will utilize the information-sharing infrastructure with Chinese companies to obtain accurate IP-related information about China and try to build an environment where member companies can smoothly conduct business in the Chinese market.

This conference was held in Japan last fiscal year with the intention of providing, directly to many JIPA member companies, its contents and first-hand knowledge on the way Chinese companies are increasingly gaining IP capabilities. However, this activity has been going on for a long period of time, so we will re-assess the operation of the Japan-China Corporate Cooperation Conference going forward based on the changing environment and to further support the needs of our members.

• Promotion of anti-counterfeiting and piracy activities

This fiscal year, we will seek and promote more effective anti-counterfeiting activities with relevant government agencies including the Office for Intellectual Property Right Infringement and International Trade by using our connections with the central and local governments of China as the coordinator of the Chinese Project in the International Intellectual Property Protection Forum (IIPPF). At the same time, we will discuss with related organizations to reassess this operation by incorporating viewpoints based on changes in the environment and the needs of our members for future operations because it has been many years since it was first launched.

③ Cooperation with WIPO on the globalization of IP systems

Discussions are being held with industrial and academic sectors on how the IP system should be reformed in response to the changes caused by the Fourth Industrial Revolution, and we have started discussions after presenting JIPA's

proposals to WIPO. This fiscal year will see us continuing discussions with WIPO and applying JIPA's knowledge in cooperation with WIPO to search for the new ideal for IPs in a global environment where SDGs are becoming issues.

(4) Revitalization of JIPA's internal activities

① Supporting the IP activities of regional and small-scaled members

We will continue to promote the activities of the Tokai Region Council as well as the Chugoku, Shikoku, and Kyushu Region Councils established for JIPA members in regional areas, along with the JIPA IP Forum Kansai, in order to provide further support to regional IP activities.

Furthermore, with the increase of IP members of a smaller scale that have joined the association, we have enhanced activity support for the IP activities of these members in the Kanto region from last fiscal year, in addition to boosting conventional, small-scale activities in the Kansai and Tokai area.

② Enhancing public relations activities

•We will reconsider the structure of information communication and strive to enhance public relations activities.

•From April 2017, we have been releasing a quarterly journal titled “じぱ (Jipa).” This journal is not a technical publication, but offers information on JIPA activities and current IP practices that is easy for executives in corporate management to understand. The publication is intended to evoke interest in IP for corporations of all sizes, regardless of whether they are members of our association, and get them to visit us. The journal was well-received, so we will continue to publish it this fiscal year with contents based on questionnaires conducted last fiscal year.

•In order to distribute information to other countries, we will continue to issue our online newsletter in English and update our English website.

•We will continue to actively exchange opinions and information this fiscal year with the Japan Patent Office, courts, and various Japanese and overseas organizations while disseminating useful information via JIPA's magazine titled "Chizai Kanri," JIPA's website, and so on.

•We will hold the 19th JIPA IP Symposium in FY2019.

(5) Development of human resources

① We will develop IP human resources in the JIPA member companies that constitute our foundation based on the action plan that has been discussed since last year (“Ideal JIPA Training in 10 years”), while promoting the optimal development for that time scope.

- We will enhance training courses geared towards new IPs (in a wide sense) and value creation.

- This fiscal year, we will consider organizing provisional trainings for various related parties on advanced technology (AI, robotics, biotechnology, and life sciences) and data science technology, along with their legal responsibilities and ethics, and the direction in which IP activities should take, in cooperation with intellectual entities such as universities.

- We will make efforts to increase the overall IP strengths of all member companies with a thorough education on basic IP knowledge through business management and technology for general engineers, sales representatives, and legal and general affairs personnel, along with the IP managers of member companies, in addition to the above provisional trainings. To do so, we will establish more provisional training courses for sales and clerical staff as well.

- With the aim of developing human resources for the Fourth Industrial Revolution, we will provide training programs designed to teach basic knowledge through management and technology, as well as a wide range of skills required by IP businesses, thereby improving the competence of the IP personnel of member companies, in order to develop IP human resources that are capable of actively addressing changes in the business environment and in IP systems.

- We will continue to consistently hold seminars to contribute to the development of JIPA's human and financial foundations.

- In order to reinforce services for regional members and to invigorate regional areas, we will provide satellite training, as well as on-the-spot training where JIPA lecturers will visit member companies to conduct IP training for engineers and managers instead of IP personnel.

② Developing global IP leaders, etc.

- We will start English communication training to cultivate global IP human resources for the next generation, and continue to update the lesson content and teachers to train human resources that can apply IP in strategic ways.

③ Combining IP knowledge and corporate management skills

- We will plan new training programs to cultivate corporate executives who are familiar with IP for the next generation.
- We will improve the contents of training programs to nurture IP experts who can take corporate management into consideration (training programs to nurture leaders of IP reform and to nurture IP strategy staff) and also improve the general training program (for IP managers), as well as plan and propose trainings from the new perspective of management relations as on-the-spot training.

(6) Improvement of JIPA's governing structure

- ① Reviewing and updating JIPA's regulations, manuals, etc.
 - We will continue to revise and maintain JIPA's regulations, manuals, etc.
- ② Strengthening the capacity of the JIPA Secretariat and the secretariat support system
 - We will continue to establish and improve on-demand systems as a general incorporated association in order to cooperate with external experts such as lawyers and industrial physicians who are well-versed in labor management.
 - We will secure human resources that are capable of handling various global issues and supporting JIPA's activities

After JIPA's incorporation, it has become increasingly important for JIPA to express its opinions both domestically and internationally. Therefore, it is necessary to clarify the missions of such global human resources (networking with overseas IP government agencies and various private organizations, managing logistics, supporting the formation of opinions in policy projects, etc.) and to continue to build a system to accept competent human resources from both member companies and non-member companies.

End

ⁱ Future Investment Strategy 2018: “Society 5.0” and “Transformation into a Data-driven Society” (June 15, 2018)

ⁱⁱ Feature: Connections and IP “IP Management” (Japan Intellectual Property Association) Vol. 69, No. 4, 2019