

**JIPA SLOGAN**  
*Creating IP Vision for the World*

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.

Our activities of JIPA, under the fundamental purpose of IP system, “contributing to the Industrial development”, to clarify ongoing IP issues from the point of domestic and international views and achieve that purpose accordingly, are getting more and more crucial than before.

For that, we are ready to enhance our activities this year, which deliver opinions on the ongoing fundamental IP issues from the standpoint of independent non-governmental institution through renewed views and continuous research of IP system and policy.

The changes in the global economy surrounding the Japanese industries have never been more complex and drastic than they are today. We have seen the trends toward protectionism and exclusivism as demonstrated by the trade conflicts between the U.S. and China, while simultaneously observing the initiatives in promoting free trade in large areas such as the TPP and the Belt and Road of China. Moreover, rapidly developing science and technology have been increasing their influence on economic trends. In particular, with the acceleration of the Fourth Industrial Revolution brought about by the exponential advancement of information technology, companies have been proposing various platforms with the aim of creating larger markets by establishing a cross-industrial business ecosystem by use of IoT technologies. Companies have been trying to figure out how to create an industrial ecosystem where many players can participate and collaborate. At the same time, companies are facing an intensifying competition in creating superior business models in order to achieve leadership. These developments are expected to change not only the IT industry but also the manufacturing industry and the service industry as a whole. Furthermore, we should not forget about the significant development of bioscience in such fields as gene editing and regenerative medicine, which is expected to newly create a huge market while continuing to advance. However, the commercial and industrial success of these fields

would require an integration of a wide range of technologies and the establishment of an ecosystem that would allow many players to participate. These trends will further accelerate and fundamentally transform our social infrastructures, especially in the field of economy.

In this society, which keeps changing under the influence of these intertwined factors as described above, Japan needs to promote innovation in order to maintain its international competitiveness in the future. In reality, however, it has been said that corporate R&D investments are not encouraging useful innovation and that the rate of return of commercialization to R&D investments is lower than before. It is obvious that, without an IP strategy devised from the perspective of technical development and a business model, companies would be unable to start new business projects, gain a healthy investment return, and promote further innovation. Many discussions and studies have been conducted on diverse issues in order to figure out how to formulate an IP system that would encourage socially valuable innovations. The major trends in the current IP environment have been exemplified by the increasing popularity of pro-patent policy in tandem with the spread of protectionism and, especially from the perspective of business ecosystem, by the increasing demand for a shift toward open source and Creative Commons to facilitate collaboration. How to harmonize these conflicting concepts is the key to the successful development of an open/close strategy for IoT business. With the advancement of information technology, new issues will emerge such as how to protect and utilize big data, which is growing in economic value these days, and how to protect intellectual property rights of AI technology, to be a symbol of the ultimate stage of computer evolution. While examining how to deal with these issues under the IP systems, JIPA needs to continue consideration and deliver its opinions as much as possible in this fiscal year as well.

We also need to carefully monitor the trends in the global IP environment. Many years have passed since business globalization made us recognize the importance of an international IP strategy. In recent years, the relationships among the Five Offices, namely, JPO, USPTO, EPO, SIPO, and KIPO, underwent significant changes especially after China's vow to enhance its IP systems in 2008 and the issuance of its 13th Five-Year Plan in 2016. In view of the changing balance in the number of applications filed in each country and the evolving IP systems, we need to urgently decide what approach should be taken in devising an intellectual property strategy in order to increase the international competitiveness of Japanese industries. Information

technology has been accelerating the Fourth Industrial Revolution by promoting digitization, Internet connectivity, and international platform building. To deal with these changes, individual companies' effort to devise effective IP strategies would be insufficient. It is clear that the IP systems must be reformed from a perspective of national strategy. JIPA will always keep this perspective in mind when examining IP policies or IP systems and expressing our opinions.

In order to solve these IP-related issues for the development of Japanese industries, JIPA considers human resource development as one of its missions. For a new era, we need nurture IP experts who will not be satisfied with simply accumulating specialized knowledge about IP systems but take the initiative in devising comprehensive IP strategies from multifaceted perspectives including the perspective of a business person who can see the big picture of the changing industrial structure. Another important mission of JIPA is to provide up-to-date IP education to the corporate executives in charge of corporate management today. JIPA will accomplish these missions by taking advantage of its diverse workforce provided by its private company members operating in a variety of fields covering most of the Japanese industries.

While our slogan will remain unchanged in this fiscal year, we recognize that the global situation surrounding Japan has dramatically changed and that what the world expects from intellectual property systems has also changed. In the course of JIPA's operations, we will make efforts to let the world know our future vision of IP systems that are compatible with industrial development and will play a role as one of the world's leaders.

## I. Basic Policy

1. Responding to turbulent changing of global economy and the Fourth Industrial Revolution, JIPA will proactively bone up on enhancement of Japan's original competitiveness, advancement of domestic IP system toward being a modeling in global IP system, promotion of system harmonization in various occasions, and development of IP environment and legal system in developing countries.

And JIPA will implement policies to expand JIPA's activities globally with enhancing of network with international and domestic organizations and institutions.

- (1) Strengthen activity framework
- (2) Drive global action

(3) Invigorate JIPA's internal activities

2. We will work to nurture IP experts capable of leading Japan in the future. Especially, JIPA will train not only global IP experts who can finalize business perspective into strategic IP activities, but general technical experts and sales staff to improve IP basal knowledge while successively enhancing total IP competence of member companies.

Additionally, we will proactively enhance awareness of IP among corporate executives.

(1) Train workers at JIPA member companies to enable them to adapt to changing times and systems.

(2) Nurture global IP experts, etc.

(3) Raise IP awareness among corporate executives.

3. Continuously strive to enhance management efficiency and steadily implement the Action Plan in accordance with the JIPA slogan, thereby contributing to the IP activities of our member companies.

## II. Strategic Plan to Enforce the Basic Policy

### 1. Organizational structure for FY2017 Actions

#### (1) Committees

Strategic Planning Committee

Human Resource Development Committee, Publication and Public Affairs Committee

Expert Committees(18)

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

#### (2) Policy Projects (8PJs)

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

### (3) Others

In order to deal with various unexpected issues related to IP systems in a flexible manner, JIPA is willing to make organizational changes even in the middle of the term, such as establishing a new committee or study group.

## 2. Specific measures

### (1) Expansion of JIPA's operations

Two years ago, the Japanese government and industry designed a framework of the Fourth Industrial Revolution. The outline of the framework started to take form. In the last fiscal year, JIPA sent many executive officers and committee members to the Industrial Structure Council and discussed as to approach the legal system should be taken and amendments should be made. These activities prompted our member companies to request JIPA to send its opinions to their intellectual property departments, the company departments which are most aware of the importance of maintaining competitiveness. Companies' expectations for JIPA grew. JIPA started the Fourth Industrial Revolution Project, which held discussions on a variety of topics including the usage of data, the applicability of the Unfair Competition Prevention Act, and the licensing of standard essential patents (SEPs). As JIPA disseminated the results of these discussions, JIPA's opinions were reflected in the policies of some member companies. In this fiscal year, Japanese government and industry will expect the same level of our contribution. JIPA is ready to fully satisfy their expectations.

Furthermore, in the Next Generation Contents Project, JIPA plans to hold discussions and make proposals on copyrights from the perspective of how to utilize data, which is the most important element of the Fourth Industrial Revolution. Thus, it is important for JIPA to continue its awareness raising activities such as providing corporate executives, IP general managers, and local government officials with information about intellectual property and the Fourth Industrial Revolution through the IP Activation Project.

### (2) Promotion global actions

While securing the same scale of budget of the last fiscal year, we will participate in various international conferences and meetings and deliver our opinions in consideration of the needs of our member companies, aiming to put global and regional patent systems into practice.

#### (i) International policy action 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 beneficial to user companies in cooperation with five IP offices including the patent offices of China and South Korea (SIPO and KIPO).

- Participate in the initiative toward patent system harmonization within the framework of the Group B+ and engage in the ongoing discussion on this issue, regarding which developed countries have different opinions.
- Participate in WIPO's Standing Committee on the Law of Patents (SCP) and offer opinions on patent system harmonization from a strategic and policy perspective.
- Consider and request the future establishment of a regional patent system in Asia; get involved in the Asian countries' effort to establish and reform domestic IP systems; propose the content of the IP-related chapter of an Economic Partnership Agreement or request improvement in the manner of implementation thereof to any country or region not limited to Asia as the first step toward negotiations about inclusion or revision of such chapter in said agreement.

(ii) Other global action

- Continue to organize the Japan-China Corporate Cooperation Conference

China has been rapidly improving its IP capabilities. We have made great efforts to establish and maintain an infrastructure to share information with Chinese companies. We will take advantage of this infrastructure to obtain accurate IP-related information about China and try to ensure an environment where member companies can smoothly conduct business in the Chinese market.

During this fiscal year, we will collaborate with other policy projects and training projects and establish a system to allow member companies to obtain information about topics discussed at meetings and about the enhancement of Chinese companies' IP capabilities. At the same time, we will discuss future plan of this this conference, considering past year's experiences after first launched.

- Promotion of anti-counterfeiting/piracy action

In this fiscal year, we will seek and promote more effective anti-counterfeiting activities by use of connections with the central and local governments of China as the coordinator of the Chinese Project in the International Intellectual Property Protection Forum (IIPPF) with relevant government agencies including the Office for Intellectual Property Right Infringement and International Trade. At the same time, we will discuss with related organizations to reassess this action to be carried out in the future as it has been many years since it was first launched.

(iii) Cooperation with WIPO on the globalization of IP systems

Following the discussion conducted in the last fiscal year with the industrial and academic sectors on how the IP system should be reformed in response to the changes caused by the Fourth Industrial Revolution, we will consider developing a new framework for such reform like WIPO-GREEN in this fiscal year.

(3) Invigorate JIPA's internal activities (Expert Committees, PJ, etc.)

(i) Support regional memberships of their IP activities

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

More specifically, in the last fiscal year, we launched the "satellite training program," which allows JIPA members in regional cities to participate in regular or special training programs in or around local areas, first on a trial basis in the Hiroshima and Kitakyushu regions and later in the Tokai region around the end of the year. In this fiscal year, we will put this program into full-scale operation in these regions.

(ii) Enhancement of public relations activities

- In April of the last fiscal year, we started publishing a quarterly journal titled "じぱ" (Ji-Pa). To expand reader to none IP experts ; this journal will be designed to provide corporate executives with easy-to-understand information about major recent IP issues and JIPA's activities. This journal is intended to raise the IP awareness of companies of all sizes and attract them to come to JIPA and has been well received among readers. We will continue its publication in this fiscal year.

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

- 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 other media.

- Hold the 18th JIPA IP Symposium

(4) Human resources development

(i) Develop IP human resources at the JIPA member companies which constitute our foundation, enabling them to adapt to changing times and systems

- Encourage not only IP experts but also a wide range of personnel at member

companies—including engineers in general, sales personnel, and legal and administrative personnel—to acquire basic IP knowledge to improve the overall IP capabilities of member companies. To achieve this goal, we will additionally establish new ad-hoc training courses targeting individual worker categories, such as marketing officers, clerical workers, etc.

- With the aim of developing human resources adapted to the Fourth Industrial Revolution, we will provide training programs designed to teach basic knowledge and a wide range of skills required by IP businesses, thereby improving the competence of member companies' IP personnel to develop IP human resources capable of actively addressing changes in the business environment and in IP systems.
- Continue to consistently hold seminars to contribute to the development of JIPA's human and financial foundations.
- Launch an on-the-spot training program in which lecturers sent from JIPA visit its member companies on request and provide engineers with IP training in the place of their IP personnel.

(ii) Development of global IP leaders, etc.

- Change lecturers and update learning content of human resources development programs to nurture global IP leaders capable of facing future challenges and IP experts to leverage intellectual properties strategically.

(iii) Combining IP knowledge and corporate management skills

- Develop IP-aware cooperate executives for the next generation.
- Enhance the training programs to nurture IP experts with the sense of corporate management (the training program to nurture leaders of IP reform and the training program to nurture IP strategy staff) and also improve the general training programs (for IP managers).

(5) Improvement of JIPA's governing structure

(i) Review and update JIPA's regulations, manuals, etc.

- Continue to revise and maintain JIPA's regulations, manuals, etc.

(ii) Strengthen the capacity of the JIPA Secretariat and the secretariat support system

- Continue to establish and improve the on demand systems as a general incorporated association in order to cooperate with external experts such as lawyers and industrial physicians versed in labor management.

- Secure human resources 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 build a system to accept competent human resources from both member companies and non-member companies continuously.

End