



 **Toward Raising the IP Protection Standard
and Promoting information and
communication technology Worldwide**

Nagoya, Japan

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Francis Gurry
Director General

Globalization and Shift in Innovation to Asia

- Asia (in particular China) surged
- East Asia and the Pacific contributes 40 percent of global growth
- Manufacturing shifted to Asia (global manufacturing and supply chain)
- Innovation and IP activities also shifted to Asia

WIPO's Strategy and Vision

- “Encouraging Creativity and Innovation”
- WIPO strategy;
- Development of a balanced, accessible international IP system
- Encouraging the use of the IP system (to stimulate and diffuse innovation and creativity and leverage, and to establish market order)
- Identifying IP-based solutions in confronting global challenges
- Providing major source and repository of IP information

What's new on IP Norms Setting

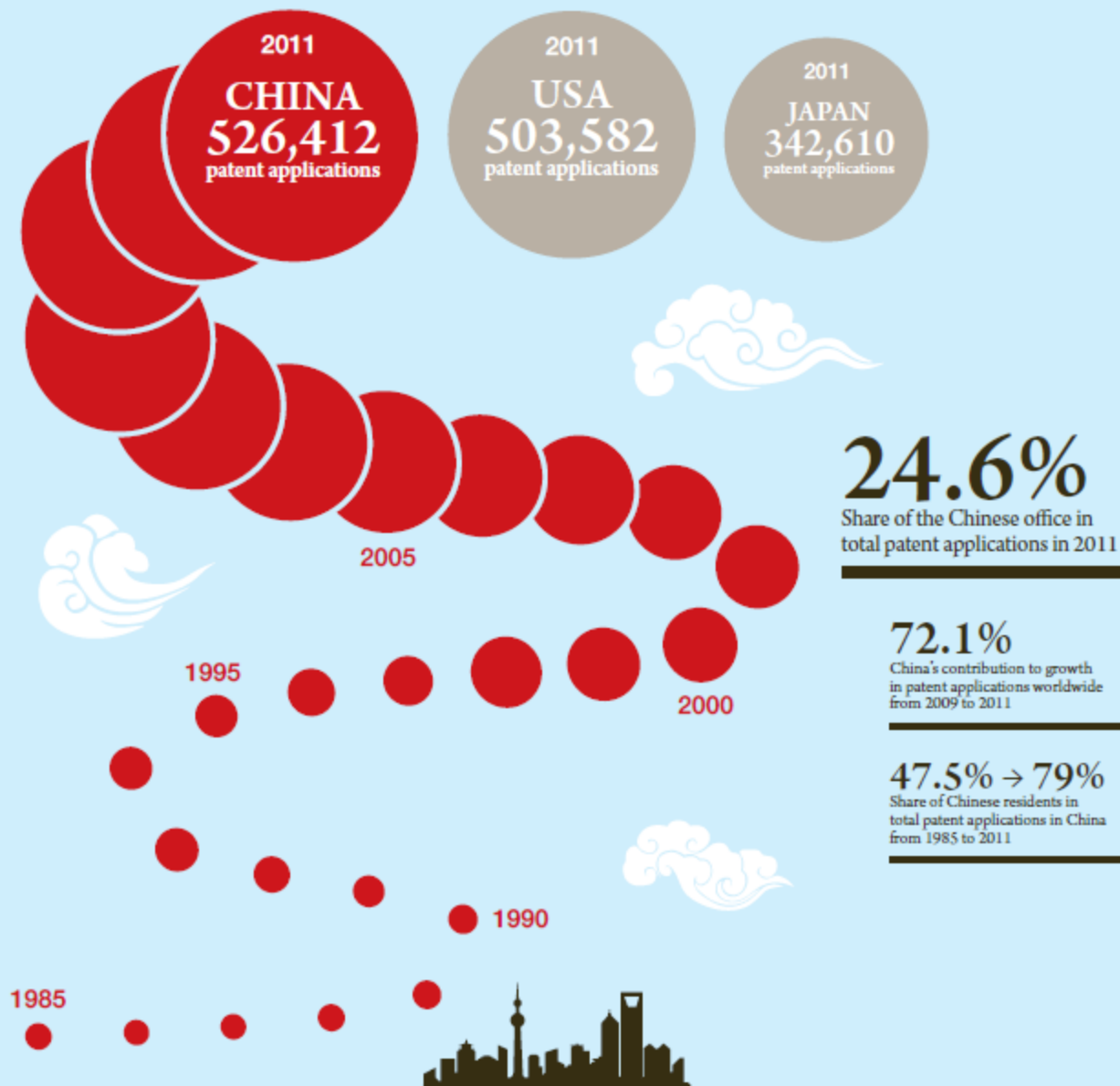
- The Beijing Treaty
- VIP
- Industrial Design
- Geographical Indications
- TK, TCE and Genetic Resources
- others

IP Global Trends

- Asia Shift
- Global Multiple Innovation
- Global IP protection systems
- The Internet impact
- Global platforms and Global databases
- Knowledge diffusion and sharing
- International collaboration (work share)
- Regional economic integration and IP regional cooperation

CHINA'S PATENT SURGE

IN 2011, CHINA BECAME THE LARGEST
PATENT OFFICE IN THE WORLD.

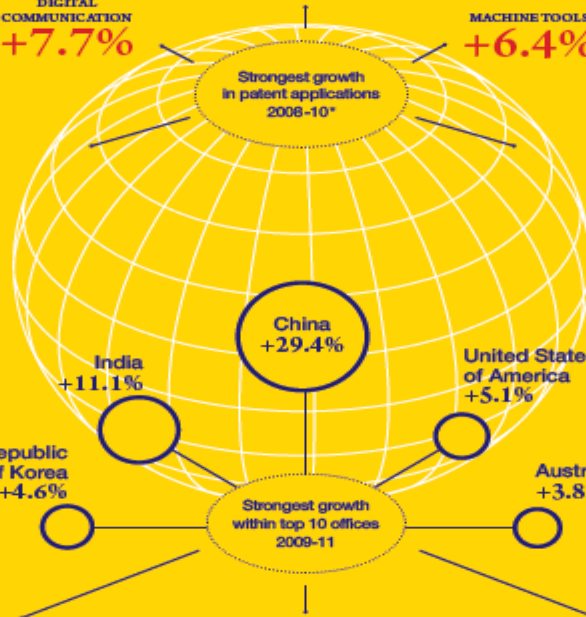
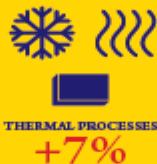


THE POST-2008 ECONOMIC DOWNTURN HASN'T STOPPED
COMPANIES FROM PROTECTING THEIR INTANGIBLE ASSETS.



PATENTS

Growth rate in patent applications
worldwide from 2009-11



UTILITY MODELS



+29.6%

Growth rate in utility model applications
from 2009-11

TRADEMARKS



+9.3%

Growth rate in trademark applications
from 2009-11

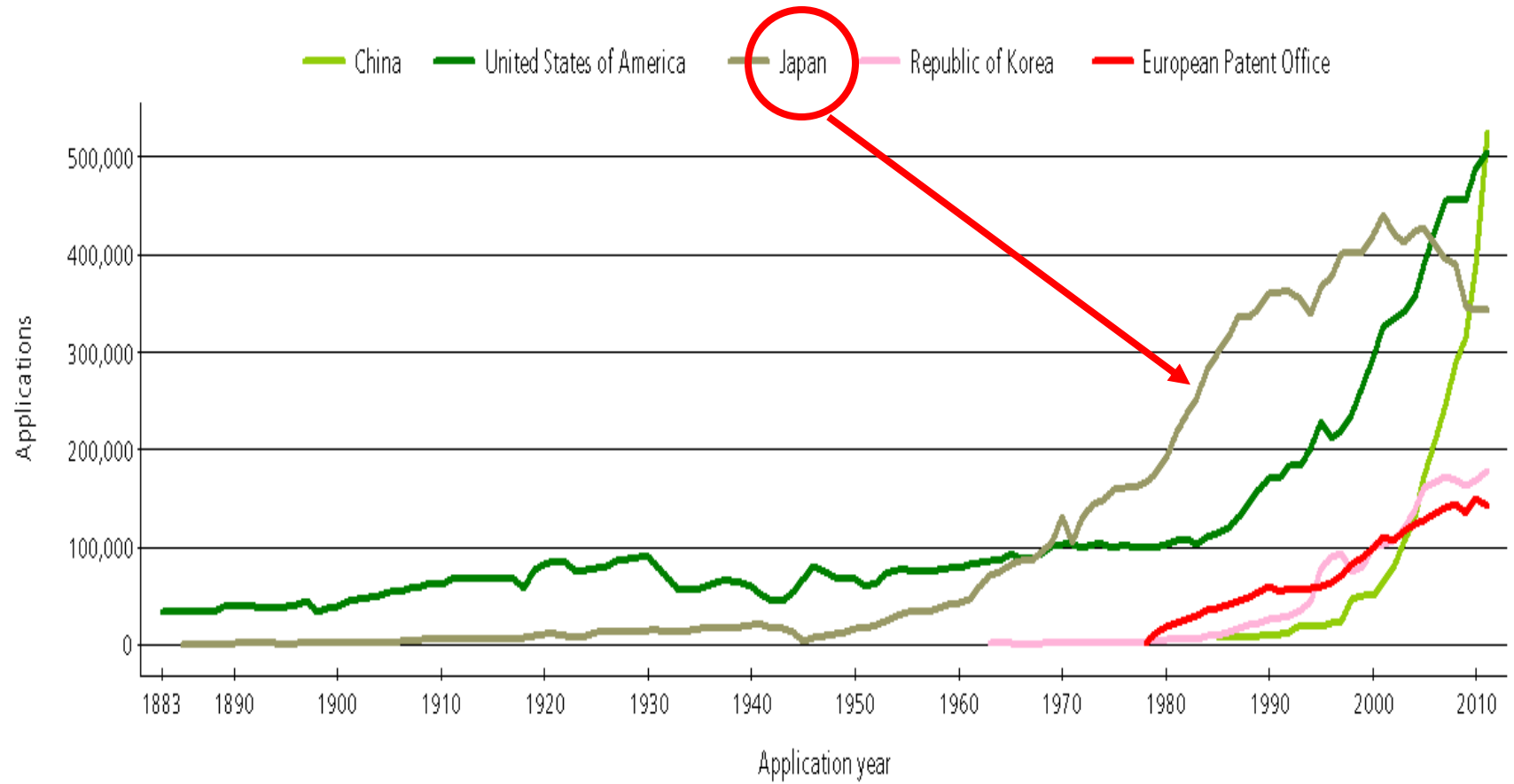
INDUSTRIAL DESIGNS



+13.3%

Growth rate in industrial design applications
from 2009-11

Trend in patent applications for the top five offices

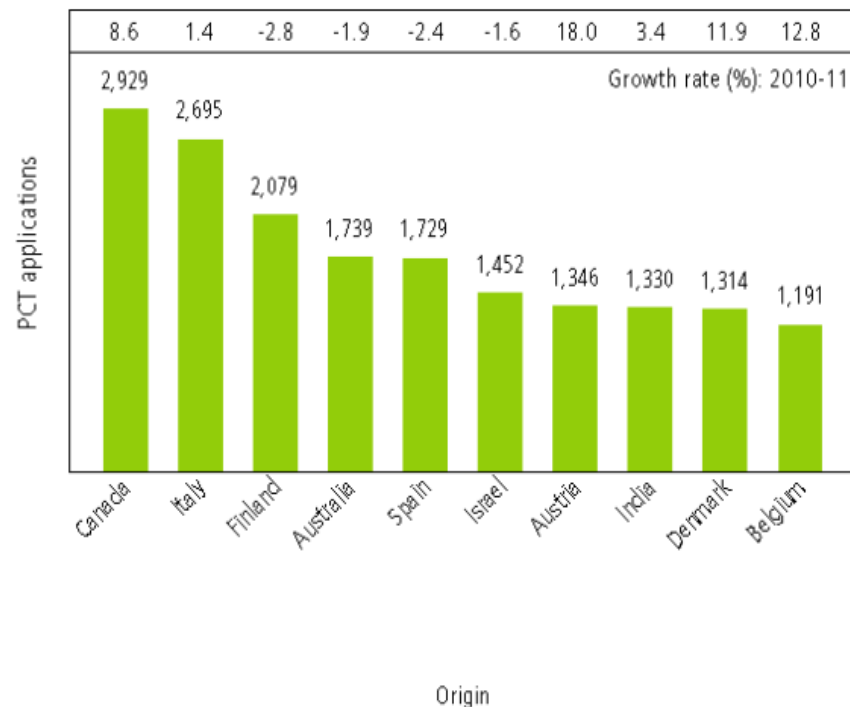
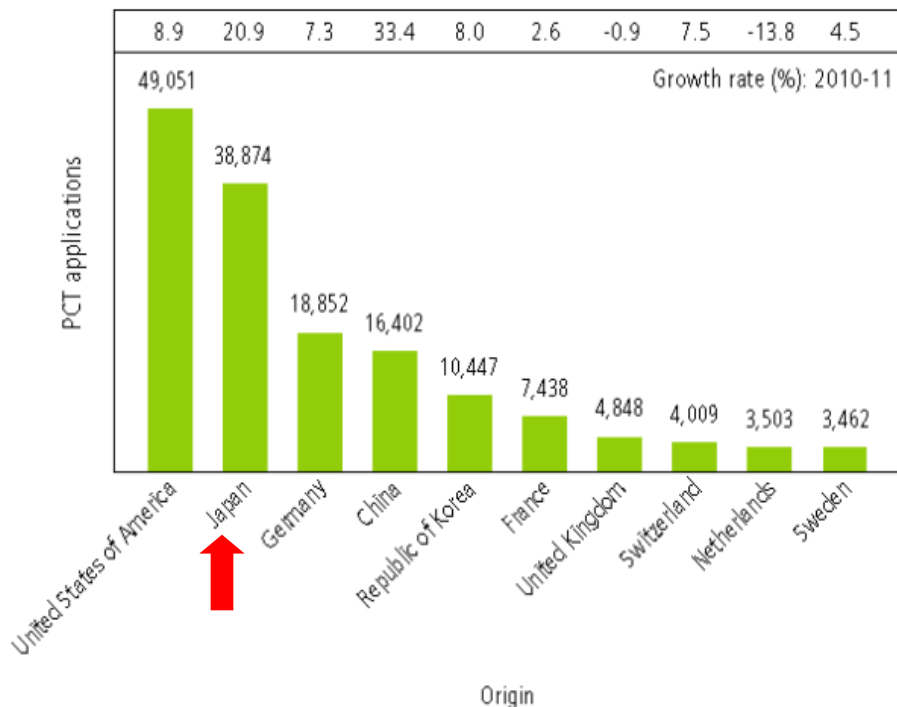


Source: WIPO Statistics Database, October 2012

Table A.5.2.2 Top PCT applicants

Rank	Applicant's Name	Origin	PCT applications			Change compared to 2010
			2009	2010	2011	
1	ZTE CORPORATION	China	517	1,868	2,826	958
2	PANASONIC CORPORATION	Japan	1,891	2,153	2,463	310
3	HUAWEI TECHNOLOGIES CO., LTD.	China	1,847	1,527	1,831	304
4	SHARP KABUSHIKI KAISHA	Japan	997	1,286	1,755	469
5	ROBERT BOSCH CORPORATION	Germany	1,588	1,301	1,518	217
6	QUALCOMM INCORPORATED	United States of America	1,280	1,675	1,494	-181
7	TOYOTA JIDOSHA KABUSHIKI KAISHA	Japan	1,068	1,095	1,417	322
8	LG ELECTRONICS INC.	Republic of Korea	1,090	1,297	1,336	39
9	KONINKLIJKE PHILIPS ELECTRONICS N.V.	Netherlands	1,295	1,433	1,148	-285
10	TELEFONAKTIEBOLAGET LM ERICSSON (PUBL)	Sweden	1,241	1,147	1,116	-31
11	NEC CORPORATION	Japan	1,069	1,106	1,056	-50
12	SIEMENS AKTIENGESELLSCHAFT	Germany	932	830	1,039	209
13	MITSUBISHI ELECTRIC CORPORATION	Japan	569	726	834	108
14	BASF SE	Germany	739	817	773	-44
15	SAMSUNG ELECTRONICS CO., LTD.	Republic of Korea	596	574	757	183
16	NOKIA CORPORATION	Finland	663	632	698	66
17	INTERNATIONAL BUSINESS MACHINES CORPORATION	United States of America	401	416	661	245
18	HEWLETT-PACKARD DEVELOPMENT COMPANY, L.P.	United States of America	554	564	591	27
19	3M INNOVATIVE PROPERTIES COMPANY	United States of America	688	586	563	-23
20	HITACHI, LTD.	Japan	190	372	547	175
21	KABUSHIKI KAISHA TOSHIBA	Japan	327	319	517	198
22	CANON KABUSHIKI KAISHA	Japan	401	379	499	120
23	FUJITSU LIMITED	Japan	817	475	494	19
24	PROCTER & GAMBLE COMPANY	United States of America	341	359	488	129
25	MITSUBISHI HEAVY INDUSTRIES, LTD.	Japan	373	391	480	89
26	SONY CORPORATION	Japan	328	347	471	124
27	MICROSOFT CORPORATION	United States of America	644	470	446	-24
27	SUMITOMO CHEMICAL COMPANY, LIMITED	Japan	353	323	446	123
29	E.I. DUPONT DE NEMOURS AND COMPANY	United States of America	509	452	424	-28
30	SCHAEFFLER TECHNOLOGIES GMBH & CO. KG	Germany		167	422	255
31	BOSCH-SIEMENS HAUSGERATE GMBH	Germany	413	371	421	50
32	HONDA MOTOR CO., LTD.	Japan	318	309	418	109
33	FUJIFILM CORPORATION	Japan	264	275	414	139
34	DOW GLOBAL TECHNOLOGIES INC.	United States of America	304	288	399	111
35	SEMICONDUCTOR ENERGY LABORATORY CO., LTD.	Japan	45	76	382	306
36	KYOCERA CORPORATION	Japan	362	279	356	77
37	PANASONIC ELECTRIC WORKS CO., LTD.	Japan	235	206	353	147
38	BAKER HUGHES INCORPORATED	United States of America	375	307	336	29
39	NOKIA SIEMENS NETWORKS OY	Finland	313	345	332	-13
40	HUAWEI DEVICE CO., LTD.	China		164	327	163

PCT applications for the top 20 origins



Note: Data refer to the international phase of the PCT system- Counts are based on residency of the first-named applicant and the international application date-
 Source: WIPO Statistics Database, October 2012

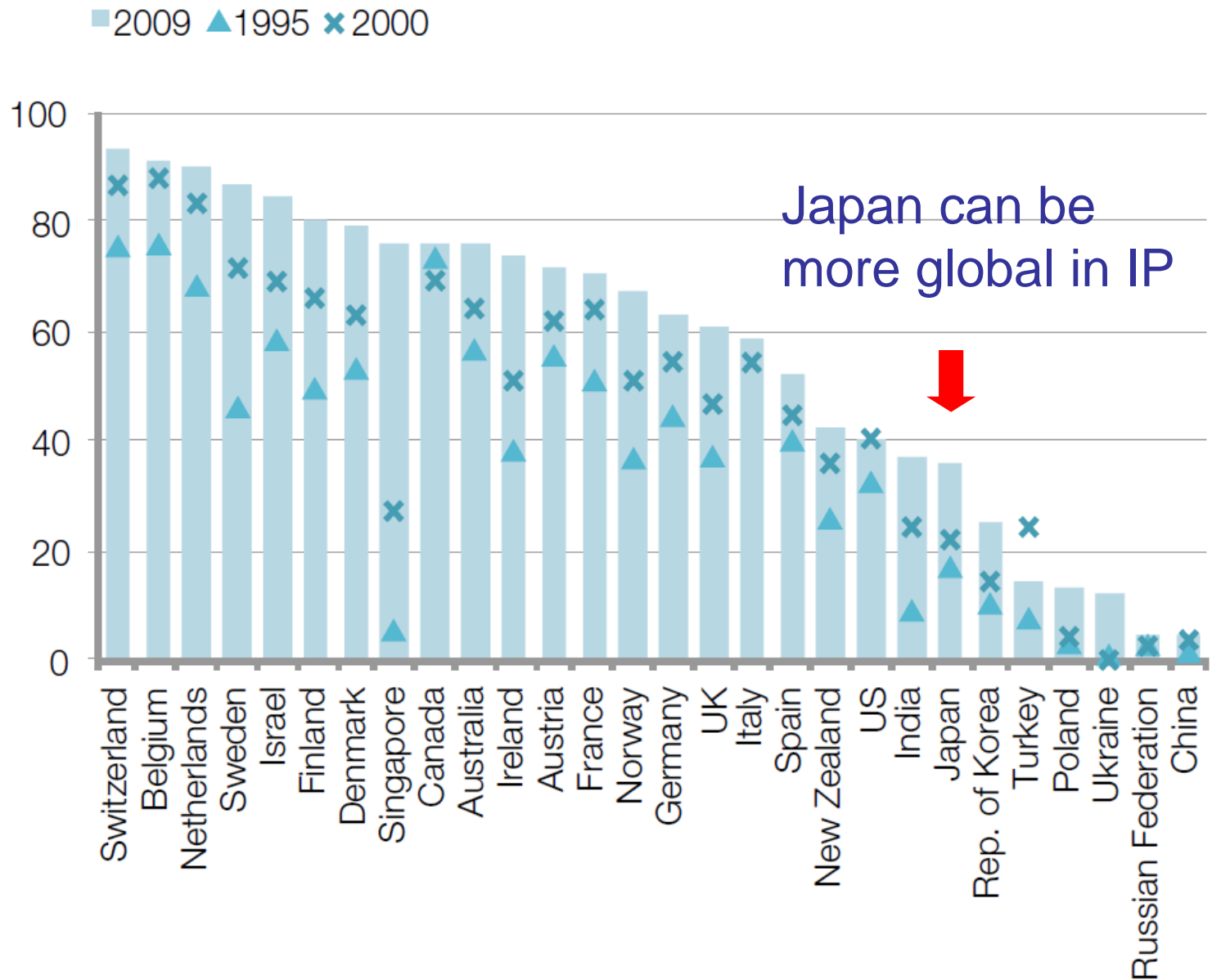
Global Technical Infrastructure

- IP Office software (WIPOScan, WIPO IPAS)
- Databases (Patentscope, Global Brand Database)
- Platforms for Global IP Protection (PCT electronic data interchange and e-PCT, DAS for the priority document exchange, WIPO CASE)
- Platforms for Global Partnerships (WIPO RE:SEARCH, WIPO GREEN)

Diffusion of Knowledge

- Technology Innovation Support Centers
- ARDI
- ASPI

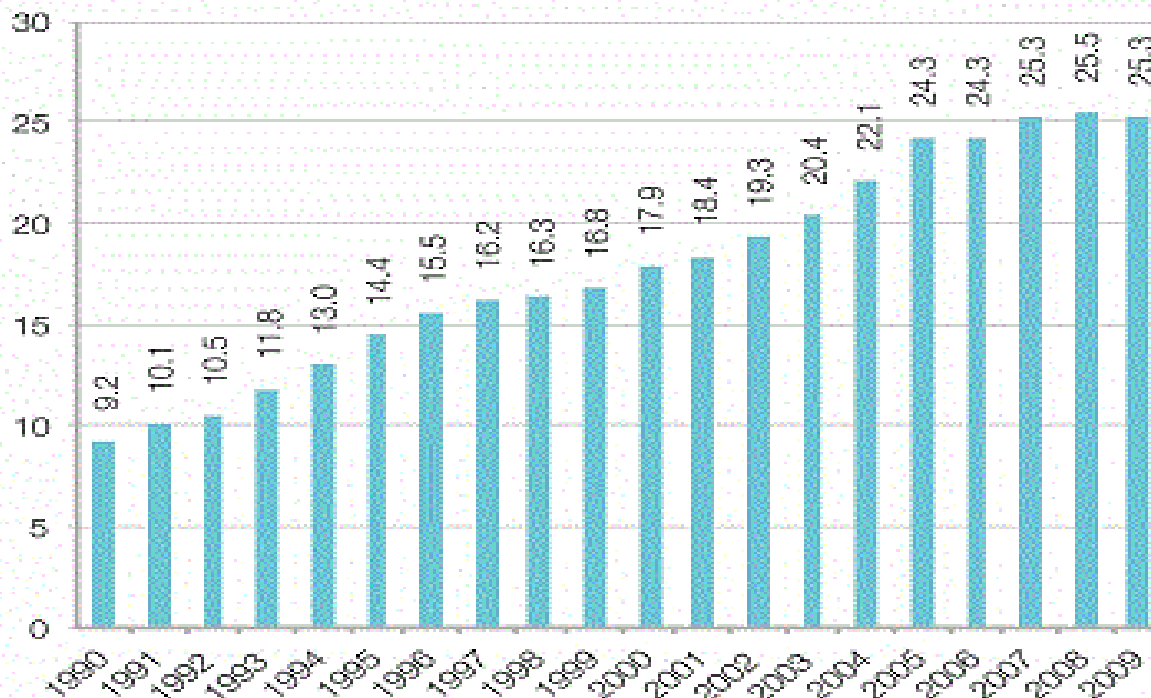
Filings abroad as a percentage of resident patent applications, selected countries, 1995, 2000 and 2009



Source: WIPO Statistics Database, September 2011.

Figure 1.14: International collaboration is increasing among inventors

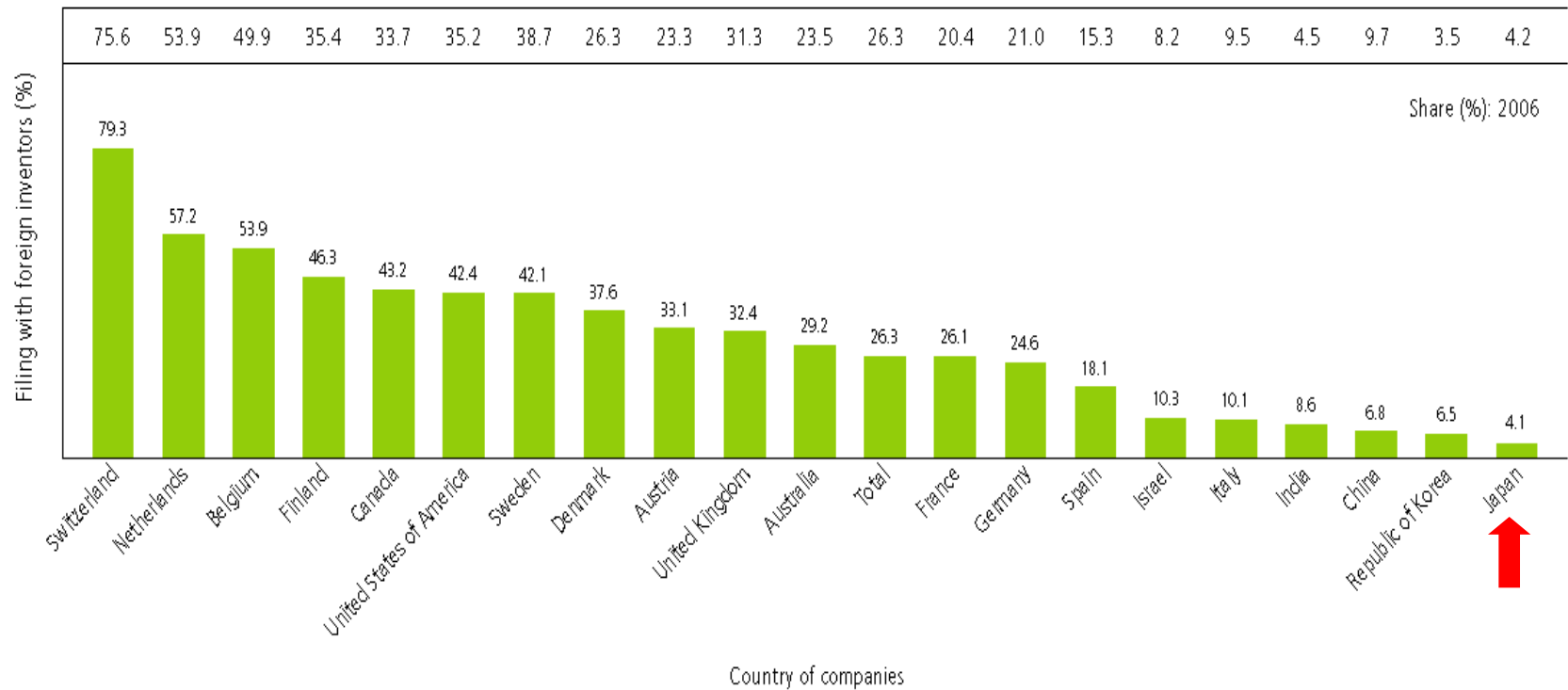
Patent applications filed under the Patent Cooperation Treaty (PCT) with at least one foreign inventor, as a percentage of total PCT filings, 1990-2009



Note: The data reported above are based on published PCT applications.

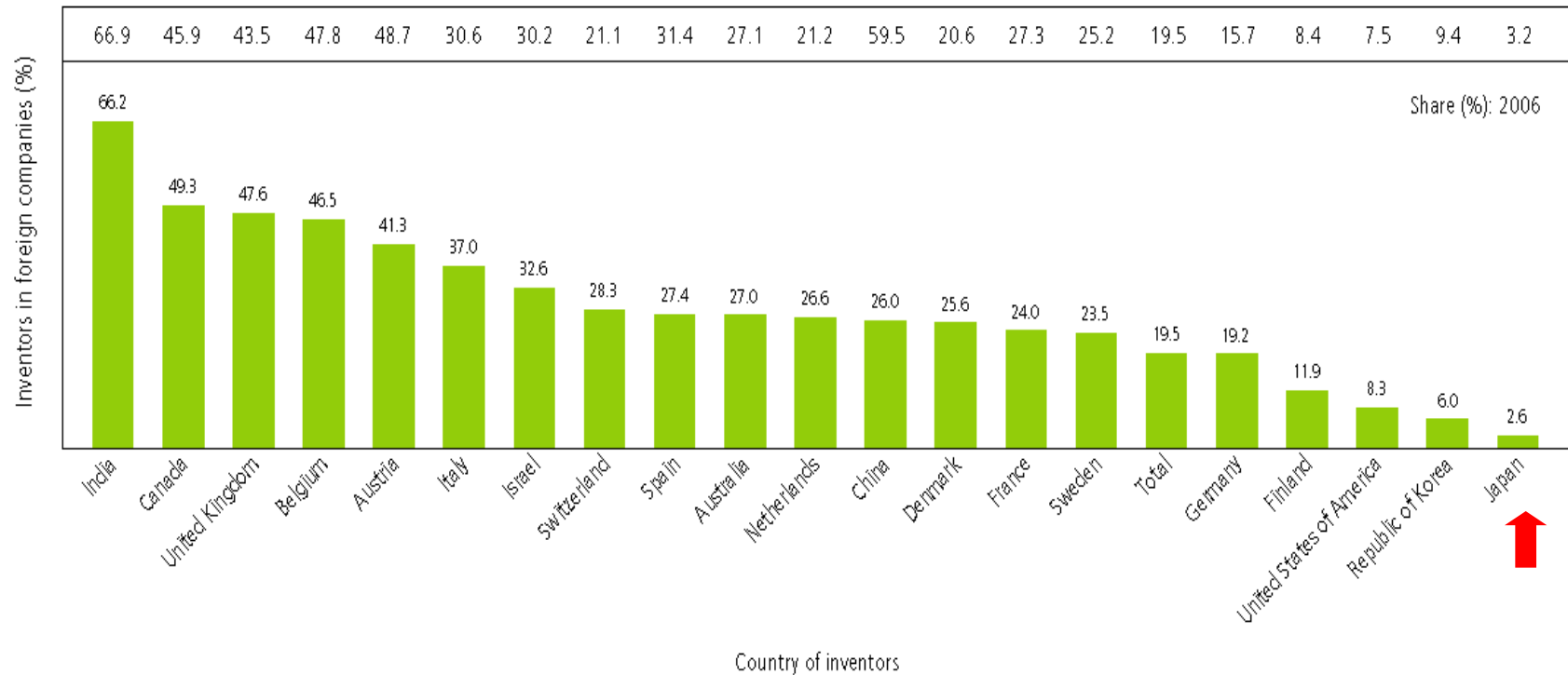
Source: WIPO Statistical Database, July 2011.

Share of PCT applications with at least one foreign inventor for top 20 origins



Note: Counts are based on corporate applicants only (thus excluding natural persons)- Due to confidentiality requirements, PCT data are based on the publication date- Source: WIPO Statistics Database, October 2012

Inventors in foreign-owned PCT applications, 2011



Note: The data reported above refer to the international phase of the PCT procedure and are based on publication date.
 Source: WIPO Statistics Database, October 2012

Global Partnerships for Innovation

- Multiple innovation in several countries
- Global manufacturing, distribution and services
- Global hunt for talents in global innovation
- Collaboration of public research institutes and private sector became global (Global Public Private Partnerships)

WIPO's projects for global partnerships

- WIPO:RESEARCH (launched in 2012)
- WIPO:GREEN (to be launched soon, seeking active participation by industry of Japan)

WIPO RE:SEARCH

- Launched in October 2011
- an open innovation platform bringing together a broad coalition of public and private-sector partners to catalyze research into the discovery, development and delivery of drugs, vaccines and diagnostics for neglected tropical diseases (NTDs), malaria and TB
- In August 2012, AstraZeneca concluded agreements with iThemba Pharmaceuticals (South Africa), the University of California, San Francisco (USA) and the University of Dundee (UK) to study novel treatments for tuberculosis (TB), Chagas disease, sleeping sickness and schistosomiasis (snail fever).
- WIPO Re:Search has grown from 30 to over 50 members from all five continents.
- Organizations agree to make available IP assets (such as pharmaceutical compounds, drug discovery technologies, regulatory data and know-how) to qualified researchers anywhere in the world on a royalty-free basis

WIPO GREEN

- WIPO's global platform and unique database of green tech
- Designed to match the available technologies, know-how and expertise of “technology providers” with the expressed needs of “technology seekers”
- to provide additional marketing and partnership opportunities on the other hand
- Participation by innovative Japanese companies was the original driver for WIPO GREEN
- Invite more Keidanren members to participate
- With more JP leading companies, WIPO Green promises to stimulate innovation for the development of environmentally sound technologies and accelerate the adaptation, adoption and deployment of green technologies

WIPO GREEN; Current Participants

■ Partners (technology providers)

- * CERN (Switzerland)
- * General Electric Company (United States)
- * Massachusetts Institute of Technology (United States)
- * Simpa Networks, Inc. (India)
- * Stanford University (United States)
- * University of Geneva (Switzerland)
- * UTM, Universiti Teknologi Malaysia (Malaysia)

- * Fujitsu Limited (Japan)
- * JGC CORPORATION (Japan)
- * Hitachi, Ltd., (Japan)
- * Honda Motor Co., Ltd. (Japan)
- * Quantum Design Japan, Ltd. (Japan)
- * Rural Environment Research Association (Japan)
- * Waseda Environmental Institute (Japan)

■ Recipients (technology seekers)

- * Association pour la Gestion de l'Environnement et le Developpement - AGED (Burkina Faso)
- * KOE Technology Investment co., Ltd. (China)
- * Shanghai Technology Transfer Exchange (China)
- * SIG (Switzerland)

ウェブサイト

www.wipo.int/japan

コンタクト

世界知的所有権機関 日本事務所

〒100-0013

東京都千代田区霞が関1丁目4-2

大同生命霞が関ビル7階

電話: 03-5532-5030