

2016 JAUIP Summer IP Seminar STUDENT COURSE

Date : August 1 through August 5, 2016

Place: TUS *Morito* Memorial Hall, Tokyo, Japan

Organized by the IP Graduate School Union (JAUIP)

Greetings



- In 2012, the Japan Association of Universities for Intellectual Property Education and Research (JAUIP), a nonprofit educational organization, started the summer English seminar for intellectual property studies in Japan. The JAUIP seminar was intended for students from Asia who had interest in studying intellectual property and its management.
- This year, the JAUIP opens the fifth summer seminar for the period from August 1 through August 5, 2016 in Tokyo, Japan. During the seminar, all lectures and workshops will be performed using English. Lecturers and speakers are leading IP professors and practicing attorneys. The seminar includes a visit to and a tour of the Japan Patent Office and the Intellectual Property High Court to conclude the program.
- As a final note, the program of the student course is featured with support from such renowned institutions as WIPO (the World Intellectual Property Organization), IPAJ (the Intellectual Property Association of Japan) and JIPA (the Japan Intellectual Property Association).
- The JAUIP welcome your participation to the seminar.

Student Course Outline

- Period: Monday, August 1 – Friday, August 5, 2016
- Place: MORITO Memorial Hall (Kagurazaka, Tokyo)
- Registration fees: 3,000 yen (The fee will be collected at the front desk on Day 1.)
- Seat Capacity: 50
- Language: English
- Personal Computers:
 - Attendees are supposed to bring their own PCs with a PPT software. They are necessary for group works and presentations. Your PCs can be connected to the Wi-Fi network.
- Remarks:
 - Attendees are required to attend the entire course. Upon completion of the course, the certificate of completion will be issued to each attendee.
 - Materials to be used in this course will be downloadable from the JAUIP web site.
- Inquiry: summer-seminar@jauip.org
- Program directors
 - Prof. Hiroshi Kato (Nihon University, Graduate School of Intellectual Law, IP Property)

Student Course (8/1/2016 - 8/5/2016)

	August 1 (Mon)	August 2 (Tue)	August 3 (Wed)	August 4 (Thu)	August 5 (Fri)
	Introduction	Basic	Advanced	Advanced	Tour
Morning	Registration 10:00 -	Patent Law Hiroshi Kato 9:00 - 10:20	Unfair Competition Prevention Law Shinya Suzuki 9:00 - 10:20	University - Industry collaboration and Technology Transfer Makiko Takahashi 9:00- 10:20	Visit to the Japan Patent Office 10:00 - 12:00
	Guidance & Introduction 10:30 - 12:00	Industrial Design Law Kimiaki Suzuki 10:40 - 12:00	Copyright and Innovation in Japan Hisa Miyatake 10:40 - 12:00	Internationalization of IP System Akiko Kato 10:40- 12:00	
Lunch	12:00 - 13:30	12:00- 13:30	12:00- 13:30	12:00- 13:30	12:00 - 13:30
Afternoon	IP Strategy of Japan Satoshi Fukuda 13:30 – 14:30	Trademark Law Kentaro Hattori 13:30 - 14:50	Int’l Trade & IP Kazuhito Masui 13:30 - 14:50	IP Strategy Formulation Yoshitoshi Tanaka 13:30- 14:50	Visit to the Intellectual Property High Court 14:00 - 15:30
	Introducing Office for IP Right Protection at METI Toru Takano 14:50 - 15:50	IPAJ Session: Empirical Study on Asian IPR Toshiya Watanabe 15:10 - 16:30	Relationship between Patent and Competition Law Jinzo Fujino 15:10 - 16:30	Group Work All Attendees 15:10- 16:30	
	Design and Design Education Bill Dresselhaus 16:10 - 17:10	JIPA Session: IPR issues in Asian and Latin American Regions Yorihisa Katsunuma 16:50 - 18:20	Group Work: Remedies under a Standard-Essential Patent Jinzo Fujino 16:50 - 18:20	(Continued) Group Work All Attendees 16:50- 18:20	—
	Panel Discussion (Panelist) 17:30 - 18:20				
	Reception 18:30	—	—	Closing	—

Lecture List - Day 1

➤ “IP Strategy of Japan” - IP Strategy Headquarters & IP Strategy Program 2016 -

In Japan, Intellectual Property Strategy Headquarters, chaired by the Prime Minister, formulates and coordinates the whole government's IP strategy every year, as "Intellectual Property Strategic Program". In this JAUIP course, "IP Strategic Program 2016" established in the early half of this year will be introduced, as well as the outline of IP HQs.

➤ “Introducing Office for Intellectual Property Right Protection at Ministry of Economy, Trade and Industry (METI)” -Learn the current situation and issues of counterfeit and pirated products-

As the general contact desk for the government's measures against counterfeit and pirated products, the Office for Intellectual Property Right Protection strives to quickly and carefully respond to inquiries and requests by IP right holders, etc. in cooperation with relevant ministries and agencies. We also make efforts to resolve issues regarding counterfeit and pirated products by cooperating with and making requests and proposals to overseas government agencies through dialogues, etc. In this lecture, I will introduce the recent activity of the Office for Intellectual Property Right Protection and the issues regarding counterfeit and pirated products.

Lecture List - Day 2

➤ **“Design and Design Education” -United States and Abroad-**

Design, and therefore Design Education, are going through radical global changes. The old and worn out ideas in America of design being taught primarily in art schools and engineering design being separately taught based on technology are going by the wayside. Two American organizations are key examples of this shift in both design and design education: Stanford University's d.school and the design firm IDEO, a professional product of the Stanford programs. In Europe, early design forces such as the Bauhaus in Germany have had an early influence on a better integration of art and technology there. In Asia, Japan has had an exceptional history of integrated design, art and technology, and more recently in such as China and Korea this integration has been getting better, though more slowly due to cultural inhibitions. Bill will elaborate on the history, current global developments, and new broadening in design and design education.

➤ **Panel Discussion “Intellectual Property Issues in Asia and the emerging countries”**

In late years, in Japan, various intellectual property policies have been promoted with a goal of "Intellect Property based Nation". While, in Asia and the emerging countries, economy has been growing, an intellectual property system has been improved, but the issues or problems are still left. Thus in this session, the intellectual property issues in Asia and the emerging countries would be discussed by the panelists. The panelists will consist of the lecturers (Mr. Kitamura, Mr. Takano, Mr. Dresselhaus) of three lectures just before this panel discussion.

Lecture List - Day 2

➤ **“Patent Law”**

- How does the Japanese Patent Law contribute to the industrial development? -

The Japanese Patent Law encourages the invention and contributes to the industrial development. By this lecture, an outline of the Japanese Patent Law is explained, and a feature of the Japanese Patent Law is discussed in comparison with the Patent Laws of the major countries. Moreover, a direction of the recent Patent Law revisions is explained, and how the Japanese Patent Law contributes to the industrial development is discussed.

➤ **“Industrial Design Law”**

- Enhanced implications on IP strategy -

Prof. Suzuki will survey the Design Law in Japan and explain the legal framework to protect a product design through proceedings before the Patent Office. His lecture will explain an emerging significance of the Design Law in the intellectual property law system.

➤ **“Trademark Law”**

- How to use trademarks to protect the brand -

In the early part of the class, the summary of Japanese Trademark Law will be explained by comparing other intellectual property law or foreign trademark systems. In the later part of the class, roles of trademarks in practical cases such as licensing or anti-counterfeit strategies will be explained. In Japan, trademarks such as sound-logo and color marks can be registered since April 1st, 2015. In this class, the effects of the said new trademarks to the practice will be discussed.

Lecture List - Day 2

➤ IP AJ Session: "Empirical Study on Asian IPR "

The role of IPR on development of Asian industry. IPR affects on technology transfer and financial direct investment as well. The author's group has conducted empirical analysis on IPR and recently studied effect of IPR system on East Asian and Asian countries. In this lecture, empirical analysis on the effect of IPR system in Asian on FDI and IPR litigation system of China will be presented and discuss the role of IPR in Asia.

➤ JIPA Session: " IPR issues in Asian and Latin American Regions"

Lecturer, who is engaged in intellectual property issues such as contract and trademarks in Ajinomoto Co., Inc., a food-manufacturing company which runs the seasoning business, starting from Japan, through Asian and Latin American countries, will introduce the actual IP strategy performed in Asian countries. Also, the lecturer has an experience of engaging in the sales manager in Latin America (Peru), and he will discuss on the real struggle against the imitation products.

Lecture List - Day 3

➤ **“Unfair Competition Prevention Law”**
- A practical measure for an Unfair Competition Prevention Law in Japan and an introduction to Japanese cases –

Mr. Suzuki's lecture treats a basic concept of an Unfair Competition Prevention Law in Japan. The lecture focus on the type of unfair competition such as (1) an indication of goods; (2) a famous indication of goods; (3) configuration of goods; (4) trade secrets; (5) technological restriction measures; and (6) misrepresentation of the place of origin, and the remedy for those type of unfair competitions. In addition, he will explain the relationship between the Unfair Competition Prevention Law and other intellectual property laws in Japan. Also, he will introduce recent Japanese cases regarding unfair competition in order to enhance student's understanding.

➤ **“Copyright Law”**
- Copyright and Innovation in Japan -

In the digital information age, information, contents will travel freely beyond the national boundaries. In this class, some ideas on Japan's copyright system in this age will be showed in connection with “innovations.”

➤ **“International Trade law and IP laws”**
- Learn the most advantageous negotiation skill from actually used text of contract -

In this lecture, I will use Software Licensing Agreement which is actually used by US company which is listed in USA and for which I have obtained a permission from this company for use in this lecture. Participants may learn advantages and disadvantages from terms of this Agreement, which consist of general legal terms and special license terms.

Lecture List - Day 3

➤ “Relationship between Patent and Competition Law” -Review of Latest Cases-

Companies attempt to protect their technological achievements under intellectual property rights (IPRs). While doing so, they also attempt to develop market by way of standardization of the invention to be patented. Inclination to standardization is strong in the ICT field. However, this often causes a violation of the competition law worldwide. Good examples are patent litigations involving smart phone products. This lecture will discuss why the enforcement of standard-essential patents (SEP) is questioned a violation of the competition law.

➤ Group Works “Remedies under a Standard-Essential Patent”

There exist many patents which are essential for the implementation of an industry standard. They are called standard-essential patents (SEPs). Consequently, litigations are taking place worldwide enforcing SEPs relating to industry standards. The hottest issue is what royalty is reasonable for a SEP. In this class, attendees are divided into small groups and each group is supposed to work on patent cases in Japan, USA and EU. Case summaries shall be distributed in advance. This group work is based on the factual background discussed in the preceding lecture on the SEP issues.

Lecture List - Day 4

- **“University - Industry collaboration and Technology Transfer”**
 - The management of IPR from academic research to promote innovative activities -

The importance of activate university research results in the context of national innovation system is increasing internationally. The key elements of successful university-industry collaboration are management rules of research results, IPR, and the R&D contract, which is well balanced for both sides. The first half of the class will examine case-study method to understand the different characteristics of both sides. Later half will cover several important topics such as TLO (Technology Licensing Organization), Startup Company, and professional skills.

- **“Internationalization of Intellectual Property System”**
 - harmonizing between universal protection and specific conditions in each country-

Intellectual Property has a so-called trans-national character, in the sense that its protection by a country is not enough. Therefore, after midst of 19th century, countries have concluded many treaties for the mutual protection of intellectual property.

In this lecture, I will firstly explain what touched off the formation of treaty-system and what treaty-system of intellectual property now is. Secondary, we will consider what character recent FTAs and EPAs leading to TPP have and what impact they make.

Lecture List - Day 4

➤ **“Intellectual Property Strategy Formulation”** - Do you really understand “strategy formulation process”? -

Utilization of IP is still not yet matured because of lack of IP Strategy. Each enterprise has to define unique IP strategy, which shall be differentiated by other enterprises because the outside environment and internal resource are different. IP people have to have better understandings on strategy making process. Then, IP expertise based on IP laws and its practices shall be integrated with the process. In this class, you can learn how to integrate IP expertise into strategy formulation process.

➤ **“Group Works”**

Based on the knowledge acquired through the whole of this seminar, each group has to make a presentation about requested theme together with discussions. The theme for group discussions and the group members will be announced on the first day in details. After group presentations and discussions, responsible Prof. members will make comments and evaluations on group achievements together with awarding.

Tour - Day 5

➤ “Visit to Japan Patent Office”

Japan Patent Office (JPO), which is one of the government offices, is in charge of an examination and appeal examination of the patent, the utility model, the design, the trademark. Recently, JPO is also in charge of intellectual property administration widely including the dissemination of IP system and etc. In this course, we actually visit the JPO, and we have observation of the JPO and explanation from examiner of the JPO and etc.

➤ “Visit to Intellectual Property High Court”

The Intellectual Property High Court (IP High Court) is established in April, 2005 as the court of law which is mainly in charge of the suit related to intellectual property rights. Since then, it has contributed to the solution to dispute concerning intellectual property rights. In this course, we actually visit the Intellectual Property High Court, and we have a observation of IP High Court and a message from director of IP High Court and etc.

Faculty List (1)



Satoshi Fukuda

Counselor, IP Strategy Headquarters, Cabinet Office, since April 2016
Previous occupation:
Patent Examiner/Patent Appeal Board Examiner, JPO. Deputy Director, IP Policy Office, Economic and Industrial Policy Bureau, Ministry of Economy, METI. First Secretary, Permanent Mission of Japan to the International Organizations in Geneva, MOFA.



Toru Takano

Project Manager/Attorney, Ministry of Economy, Trade and Industry (METI); Office for Intellectual Property Right Protection
2013.1- Endeavour Law Office
2015.7- METI; Office for Intellectual Property Right Protection



Hiroshi Kato

Professor, Nihon University, Graduate School of Intellectual Property.
Patent Attorney.
Previous occupation:
Examiner / Appeal Examiner in the JPO.
Assistant professor at Graduate Institute for Policy Studies (GRIPS).



Bill Dresselhaus

Joint Invited Professor of Product Design and Design Management at Hongik University in Seoul, Korea.

He instructs in areas of creative design and management. He is President/CEO of Dresselhaus Group, Inc., a design education consultancy. He was the second Product Designer at Apple Computer and Manager of Product Design in the Lisa Division. He was the Principal Product Designer of the Apple Lisa, forerunner of the Mac. He was Manager of Product Design and Activating Director of Opto-Mechanical Design at InFocus Systems. He has two masters degrees in engineering and executive training in industrial design.



Kimiaki Suzuki

Professor, Graduate School of Innovation Studies, Tokyo University of Science.
Patent Attorney.
Previous occupation: Canon inc. and Japan Patent Office(JPO).

Faculty List (2)



Kentaro Hattori

Attorney at Law and Patent Attorney
Partner, Takeda & Hasegawa Law Offices



Toshiya Watanabe

Professor, Policy Alternatives Research
Institute, The University of Tokyo.
Director of Division of University Corporate
Relations, The University of Tokyo.
President, Intellectual Property Association
of Japan (IPAJ) .
Chairman of Planning Committee
of Cabinet IP Headquarter Council.



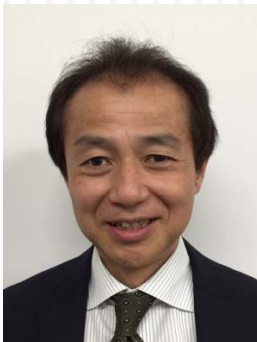
Shinya Suzuki

OKI Data Corporation, Intellectual Property
Office. Attorney at law (New York),
Patent Attorney in Japan.
Graduated from George Washington
University Law School (Master of IP Law).
The Fulbright Fellowship Award 2013.



Hisa Miyatake

Professor, MIP, Graduate School of
Innovation Studies, Tokyo University of
Science . Director, Japanese Society for
Rights of Authors, Composers and
Publishers (JASRAC) .
Former Professor, Yokohama National
University. Fellow, Nieman Foundation for
Journalism, Harvard University. Former
reporter/editor, Kyodo News, Tokyo Former
Communication Director, Japan's Local
Organization Committee of 2002 FIFA
World Cup Korea/Japan



Yoriyisa Katsunuma

Associate General Manager, Intellectual
Property Dept., Licensing and Trademark
Group, Ajinomoto Co., Inc.

Engaged in Ajinomoto del Peru from 1998
to 2002

Faculty List (3)



Kazuhisa Masui

Attorney, Shiba International Law Offices
Director, Earth Tax Group
Visiting Professor, Kitami Institute of Technology and Okayama University
Visiting lecturer, Kokushikan University
Head, Allen Systems Group Inc. Japan Office
Managing Director, BroadVision Japan KK
Managing Director, AMEC Asia KK.
Managing Director, Coastal Japan KK



Makiko Takahashi

Professor, Graduate school of innovation management, Kanazawa Institute of Technology. Committee member of R&D and Innovation (METI), Vice president of Research manager and Administrator network Japan (RMAN-J)



Akiko Kato

Associate Professor, Nihon University, Graduate School of Intellectual Property
Previous Occupation: Professor, Faculty of Law/Economics, Kanto-Gakuen University.
Researcher, Institute of Intellectual Property, Japan



Jinzo Fujino

Professor (adjunct) of Tokyo University of Science, School of Innovation Studies, MIP;
Lecturer, The University of Tokyo, School of Information Science and Technology;
Member of IP Management Experts Network



Yoshitoshi Tanaka

Professor, Graduate School of Innovation Management, Tokyo Institute of Technology.
Patent attorney registered.
Member of Japan MOT Society, Intellectual Property Association of Japan, Japan Society for Science Policy and research, AIPPI, etc.

Voices from past participants

➤ Taiwan, Graduate student

I learned so much knowledge about the Japanese Intellectual Property laws. This seminar was very useful and impressive. I understood how JAUIP, JIPA and each university are actively strengthening the influence and networking in IP field, which also impressed me.

➤ China, Graduate student

I participated in this seminar, and enjoyed the English lecture about the intellect property by the teacher of each graduate school. Also, it could study in company with the students of other countries, and I could spend a very fresh week. I am going to improve my knowledge of IP and English skill, and I would like to participate in next seminar again.

➤ Malaysia, Public servant

I think this seminar was very successful. The seminar covered all the important topics about IP, which were very beneficial for IP professionals and also for the students. I think the results from attending this seminar were very great.

➤ Philippines, Public servant

In this seminar, the view of the teachers at Japanese universities could be studied widely, which was a very good experience for me. Moreover, the management of the companies and the intellectual property strategy were introduced, which impressed me very much. I would like to introduce this seminar to various persons.

Access Information

TUS, Morito Memorial Hall

Tokyo University of Science Morito Memorial Hall

(4-2-2 Kagurazaka, Sinjuku-ku, Tokyo,
JAPAN)

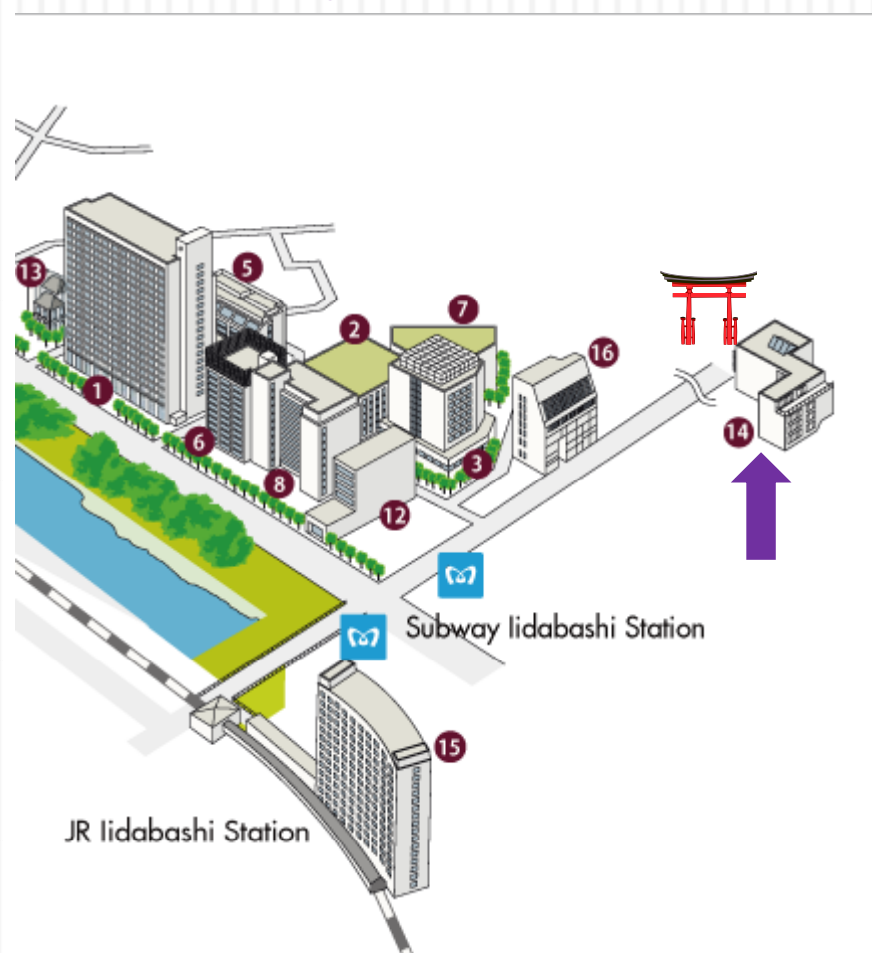
<http://www.sut.ac.jp/en/campus/kagurazaka.html>

- ◆ **JR**
West Exit at Iidabashi Station on Sobu Line,
8 minutes on foot
- ◆ **Subway**
B3 Exit at Iidabashi Station on :
Tokyo Metro Yurakucho Line,
Tozai Line, Namboku Line,
Toei Subway Oh-edo Line ;
5 minutes on foot

For access to the Morito Hall, a land-mark is the shrine, Bishamonten, which is on the hill top of the Waseda Dori Street. The Morito Hall is located at the end of an alley which is across the Waseda Dori Street right beside the shrine.

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Morito Memorial Hall



Access Information

Intellectual Property High Court

Intellectual Property High Court

(17th floor of the Tokyo Court Complex,
Kasumigaseki 1-1-4, Chiyoda-ku, Tokyo)

<http://www.ip.courts.go.jp/eng/info/access/index.html>

ACCESS ROUTES:

Approximately 3 minutes walk from Sakuradamon Station, Tokyo Metro Yurakucho Line

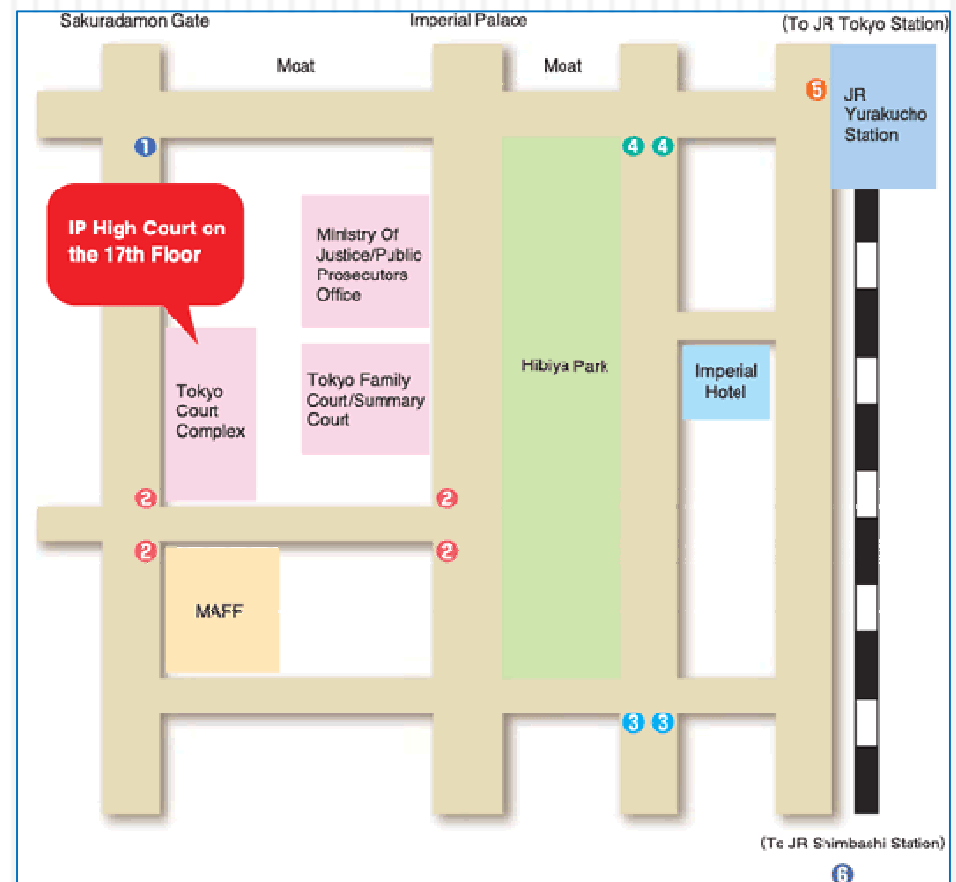
Approximately 2 minutes walk from Kasumigaseki Station, Tokyo Metro Marunouchi Line, Hibiya Line, and Chiyoda Line

Approximately 10 minutes walk from Uchisaiwaicho Station, Toei Mita Line

Approximately 13 minutes walk from Hibiya Station, Toei Mita Line

Approximately 15 minutes walk from Yurakucho Station, JR

Approximately 15 minutes walk from Shimbashi Station, JR



Access Information

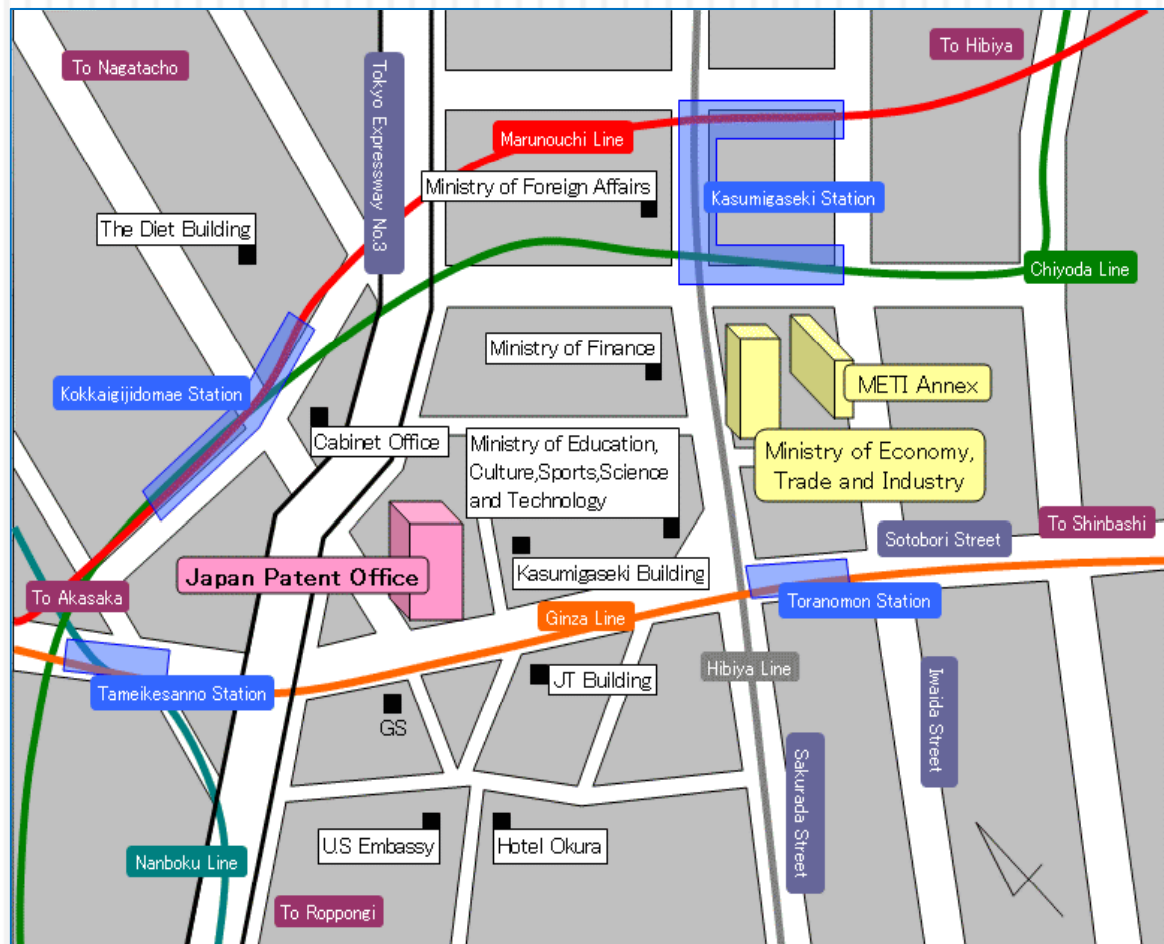
Japan Patent Office(JPO)

JAPAN PATENT OFFICE

3-4-3, Kasumigaseki,
Chiyoda-ku, Tokyo

http://www.jpo.go.jp/cgi/link.cgi?url=/shoukai_e/soshiki_e/tizue.htm

5 min. on foot from Kasumigaseki Station,
Marunouchi Line, Chiyoda Line or
Hibiya Line
5 min. on foot from Kokkai-Gijido-
Mae Station,
Marunouchi Line or Chiyoda Line
3 min. on foot from Toranomom
Station,
Ginza Line



Inquiries



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