

Summer English Seminar of Intellectual Property by IP Graduate School Union in Tokyo

Considering Intellectual Property Strategy for today's Japan



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A summer English seminar of intellectual property is held on the theme of "Considering intellectual property strategy for today's Japan" in the current fiscal year by setting it as the further target that the Japanese graduate schools cooperate and promote the training for the highly advanced experts of intellectual property in Asia including developing countries.

This is a summer English seminar which the member schools of Japan Association of Universities for Intellectual Property Education and Research (JAUIP) in Tokyo; Science University of Tokyo, Kanazawa Institute of Technology, Nihon University, Tokyo Institute of Technology, and Kokushikan University (participating after the following fiscal year) hold jointly, following the summer intensive course which has been held in Osaka Institute of Technology. Also, the lectures by the cooperation of Intellectual Property Association of Japan are offered.

It will be held as intensive four-day seminar early in September, and lectures will be offered in each university campus.

All lectures are provided in English by a full-time professor or associate professor, a visiting professor, or a part-time lecturer of each graduate school.

Each graduate school is established as an intellectual property graduate school, an intellectual property program of a law graduate school or engineering graduate school, or an intellectual property management field of a technology management graduate school, and it has different features of education and research, respectively. We expect they can serve various and interesting curriculum.

A student widely from Asian region is expected to join the seminar. Working people also is expected to join the seminar.

Since the date of seminar is scheduled just after the end of the summer intensive course held in Osaka Institute of Technology (refer to this brochure page 8), students of the summer intensive course of Osaka Institute of Technology can participate also in this summer seminar held in Tokyo.

Attendance fee is 3,000 Japanese yen. Fees for accommodation and meal are the responsibility of the attendees.

The seminar of this year (2012) begins in the afternoon of Thursday, September 6 and continues through the afternoon of Sunday, September 9.

Let us inform an inquiry to the following persons in charge of Tokyo summer seminar, if any.

Mail address : summer-seminar-2012@jauip.org

Tokyo Institute of Technology Professor Tomoko Saiki
Nihon University Professor Hiroshi Kato

"Considering Intellectual Property Strategy for today's Japan"

Program September 6 ~ 9, 2012

DAY 1 (Afternoon) : Tokyo Institute of Technology Tamachi Campus

- ① IP Management for Commercialization of the Outcome Researches by Universities and Research Institutes (90min)
- ② Strategic Exploitation of Intellectual Property (90min)

DAY 2: The Nihon-University Misakicho Campus

- ① Intellectual Property Policy (90min× 2)
- ② • Comparison of Patent Laws between JP and US (90min)
• Patent Business (90min)

**DAY3 (Morning) : Tokyo University of Science, School of Innovation Studies
(Central Plaza 2nd Floor)**

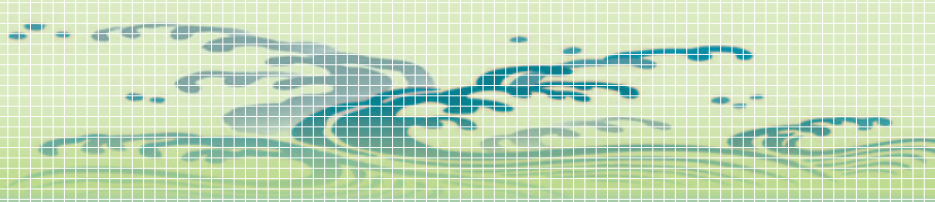
- ① IP Management of Publicly Funded Research in Japan (90min)
- ② Introduction of the role of IP in corporate activities (90min)

**DAY3 (Afternoon) : Tokyo University of Science, School of Innovation Studies
(Central Plaza 2nd Floor)**

- ① Japan's Copyright Law in the Global Age (90min)
- ② Intersection of Patent, Technology Standard and Competition Law (90min)

DAY4 : Kanazawa Institute of Technology (K.I.T.) , Tokyo Toranomom Campus

- ① Protection of Trademarks in Japan - outline and topics- (50min)
- ② Technology Branding (50min)
- ③ Present design protection in Japan (50min)
- ④ Introduction of patent licensing and patent pools (50min)
- ⑤ CIPOs (Chief Intellectual Property Officers) in Japanese Companies (50min)



Lectures List

Title: **IP Management for Commercialization of the Outcome Researches by Universities and Research Institutes**

Outline of lecture: In order to promote university-industry collaboration, first we have to have clear understandings on the different culture, mission, etc. of both parties. There are several important factors to make it realistic and successful such as commercialization processes, utilization of incubation center, venture financing. Especially patent protection is important issue for a venture company to get venture financing. Through this lecture, we can understand the difficulty, how to overcome these difficulties, also the importance of patent protection.

Title: **Strategic Exploitation of Intellectual Property**

Outline of lecture: One decade has passed since the Government advocated aiming at making Japan “an Intellectual Property-based Nation” and driving “Intellectual Creation Cycle (creation - protection - exploitation)” for that goal. The exploitation of IP requires most advanced and extensive efforts among three elements of the above Cycle.

This lecture focuses the practical approach to exploitation of IP by general electrical manufacturer referring to the examples of litigation, defense from imitation and essential patents to standards.

Title: **Intellectual Property Policy**

Outline of lecture: Purpose and process of the introduction and the revision of intellectual property Law in Japan are explained, and relations with the change of the intellectual property legislation and the industrial development in Japan are considered. Japan's attitude (international negotiations) for the approval and revision of treaty / agreement in the field of intellectual property is mentioned. Also, Basic Law on Intellectual Property is explained, and the current situation and the issues of the intellectual property policy are considered. The outline of examination / appeal examination in the Japan Patent Office and the patent attorney's practice are explained.

Title: **Comparison of Patent Laws between JP and US**

Outline of lecture: The patent procedural flows in Japan and the US are explained and the differences therebetween are clarified. Further, some major aspects for the patentability in both countries are explained and compared. Moreover, the method for invalidating the existing patents in both countries are explained and compared.

Title: **Patent Business**

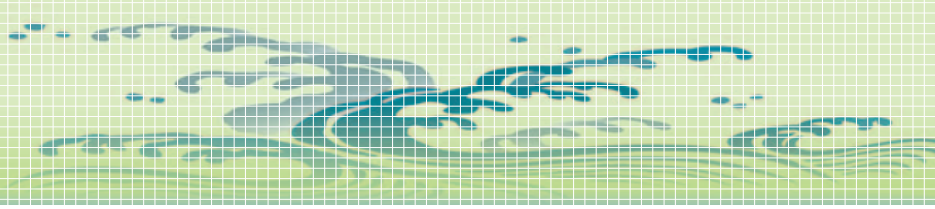
Outline of lecture: The typical method by the Japanese company for enforcing the patents to the U.S. companies is introduced.

Title: **IP Management of Publicly Funded Research in Japan**

Outline of lecture: IP Management based on publicly funded research result is described in this lecture. Japanese version of Bayh Dole Act, IP management of technology transfer, contract research with industry and startups incubation by university/public research institution are discussed.

Title: **Introduction of the role of IP in corporate activities**

Outline of lecture: IP provide the rules of fair competition in technological developments to activate corporate activities. The purpose of acquiring IP include the monopoly of business, wider range business options and income of license fees including from subsidiary companies. In the lecture, corporate IP strategy will be explained.



Title: **Japan's Copyright Law in the Global Age**

Outline of lecture: What is the task of Japan's copyright system in the Global Age when business, information, money, human resources and services come and go freely beyond national borders? In this lecture, a couple of aspects of Japan's Copyright Law will be examined in connection with the cultural trade with other countries. In particular, the focus will be placed on Japanese copyright's "protection term" of 50 years, which has been under pressure from the United States and EU to extend to 70 years. Also, the hot issue of "TPP (Trans-Pacific Partnership) and IP (intellectual property)" will be reviewed.

Title: **Intersection of Patent, Technology Standard and Competition Law**

Outline of lecture: In the ICT fields, companies attempt to protect their R&D achievements by patents and then to diffuse them as technology standards. This often causes conflicts between patents and technology standards. The lecture will discuss actual examples of such conflicts and situations where the Anti-Monopoly Law is applicable. Discussion will cover the relevant guideline for the law.

Title: **Protection of Trademarks in Japan - outline and topics-**

Outline of lecture: 1. Outline

Kinds of trademarks, Requirements for registrations, Examination, Use requirements, Trademark infringement

2. Topics

New types of trademarks, 3D trademarks, Trade Dress, Well-know trademarks, Parallel importation, Trademarks for retail store services

Title: **Technology Branding**

Outline of lecture: Recently "Technology Branding" has been more focused although usage/implication of this type of brand is different from the conventional brand ones, i.e. product/corporate brand. As examples of "Technology Branding", DuPont Inc. holds "Teflon coating" for ant-sticking of flying pans. "Technology brand" is the concept by which one can bring up the image of specific technology, while "Brand" in broader sense is the concept as the form of name/ terminology/symbol/mark/design by which particular products/services will be identified from the product/service provided by others.

Title: **Present design protection in Japan**

Outline of lecture: Design is one of the most important resources for the organization to gain competitive advantage.

The goal of this course is to introduce participants to the essentials of present design protection in Japan.

Specifically, the course goals are:

- To become familiar with terminology, basic principles and cases of design related laws.
- To understand how the laws are connected.

Title: **Introduction of patent licensing and patent pools**

Outline of lecture: In this lecture, I will explain basic concept and important technical terms of patent licensing as a usage of patent and also address patent pools, which have been becoming more popular topic. Based on my experience as an in-house patent attorney and patent engineer for 19 years for the IP department of major foreign companies, IBM and Technicolor, I will explain them clearly by giving some examples.

Title: **CIPOs (Chief Intellectual Property Officers) in Japanese Companies**

Outline of lecture: The CIPO is attracting attention as a leader in enterprise management to promote strategic intellectual property management. The CIPO is a key player to link and achieve business strategy, research and development strategy, and intellectual property strategy with CEO and CTO. This lecture provides an examination result of the necessity of the CIPO in a Japanese company, background and training course of the CIPO based on my research.

Faculty List



Yoshitoshi Tanaka

Professor of Graduate School of Innovation Management, Tokyo Institute of Technology

1980-1991: Japan Patent Office, Science and Technology Agency, UCLA

1992-2002: Swedish enterprise Tetra Pak,

2002-present: Tokyo Institute of Technology. Patent attorney registered since 1994.

Director, Japan MOT Society. Member of Intellectual Property Association of Japan, Japan Society for Science Policy and Research Management, AIPPI, etc.



Hisashi Kato

General Manager, Intellectual Property Licensing Division, Mitsubishi Electric Corporation

Visiting Professor, Tokyo Institute of Technology

Patent Attorney (Japan)



Hiroshi Kato

Nihon University, Graduate School of Intellectual Property, Professor (Patent Attorney)

Previous occupation: Examiner / Appeal Examiner in the Japan Patent Office, assistant professor at Graduate Institute for Policy Studies (GRIPS)



Junichi Mimura

Nihon University, Graduate School of Intellectual Property, Associate Professor (Patent Agent registered in the U.S.)

Previous occupation: Senior Manager, IP Div., Oki Electric Industry Co., Ltd

Patent Liaison Rep, Oki America, Inc., Washington, D.C. Office



Toshiya Watanabe

Prof. Dr. The University of Tokyo

Director, Intellectual Property Association of Japan



Naoto Kuji

Executive Managing Director, Japan Intellectual Property Association
With Honda Motor, he assumed his position as Head of the IP 1999-2011.



Hisa Miyatake

Professor, Tokyo University of Science. Former Professor of Yokohama National University. Former reporter/editor, Kyodo News, Tokyo. Fellow for Nieman Foundation for Journalists at Harvard University. Former Chief Press Officer, 2002 FIFA World Cup Korea/Japan.



Jinzo Fujino

Professor, Tokyo University of Science, School of Innovation Studies, Department of Intellectual Property Studies



Hiromichi Aoki

Partner, Patent Attorney of Yuasa and Hara, Visiting Professor of Kanazawa Institute of Technology (K.I.T.) Toranomon Graduate School, Former Visiting Professor of School of Law, Hokkaido University



Yukiko Kamijo

Associate Professor of Kanazawa Institute of Technology (K.I.T) Toranomon Graduate School, Patent Attorney, Former Researcher of Research Institute for Digital Media and Content, Keio University



Kazunari Sugimitsu

Professor of Kanazawa Institute of Technology (K.I.T) Toranomon Graduate School, Ph.D, Patent Attorney, JPO granted the Distinguished Service Award for promotion of IP-Laws in 2009.



Tsutomu Kigoshi

Director of Patent, Thomson Engineering Laboratories, Ltd., Patent Attorney (Japan) Visiting Professor of Kanazawa Institute of Technology (K.I.T) Toranomon Graduate School, Former manager of IP department of IBM Japan



Koichiro Kato

Professor of Kanazawa Institute of Technology (K.I.T) Toranomon Graduate School, Ph.D, Patent Attorney



The Summer Intensive Course by the Graduate School of Intellectual Property, Osaka Institute of Technology(OIT)

The Intensive Course will be held annually at the summer time for about a week and in this year from August 27 through September 5, 2012. All the lectures will be provided in English.

Title of the subject

1. “Advanced Study of the United States Intellectual Property System”

Outline of the subject

This course covers the United States Intellectual Property(IP) Laws including the patent law, the trademark law and the copyright law, in comparison with laws of Japan and other countries. It begins with an introduction to US legal and judicial system. We will also focus on patent practices, such as claim drafting, US legal system and case laws.

Lecture	Contents
Introduction to US Patent System	Basics of US patent requirements, namely patentability, novelty, un-obviousness, disclosure, and best mode, will be given. Infringement and fraud will be referred to.
Features of the U.S. Patent System	The inventor-ship, the traditional first-to-invent system, the recent amendment to the patent law introducing the first-inventor- to-file and other unique changes made.
Patent Case Law	Judicial system and litigation in US will be broadly explained. And case law will be explained in detail.
Claim Drafting	Basic rules of US Patent Claim drafting will be given with the concrete examples.
Trade Secret Law	Protection of trade secret by State Laws, ALI and Federal Laws will be explained in detail including FOIA, EEA etc.
Trademark and its Practice	Characteristics including first-to-use doctrine, protection by common law, Lanham Act, kind of trade marks, infringement and dilution will be explained too.
Copyright Law	Introduction to Copyright Law will be given including subject matter of protection, content of the right, exemption of right, infringement etc.
Group Discussion	Students will make presentations on intellectual property issues and discuss with professors and other students.

Title of the subject

2. “Advanced Study of Comparative Patent Law”

Outline of the subject

This course covers patent laws in the European Union and other countries, the European Patent Convention, in comparison with laws of Japan and other Asian countries. We will also focus on international IP license practices.

Lecture	Contents
Introduction to Comparative Patent Law	This lecture will clarify the different interpretation of patent protection among US, EPC member countries and Japan.
World-Wide IP Enforcement and Licensing	IP Enforcement and Licensing will be compared with different countries' system based on concrete examples.
European Patent System	Basic knowledge of patent system in Europe will be given, especially compared with domestic patent and PCT.
German IP Law	German Patent Law and Community Trade Mark and Design regulation will be compared with US or Japan.
International IP License	International IP License including non-typical IPRs (i.e. trade secret, digital contents etc.) will be discussed.
Patent System in the History of Technology	Patent system in the history of technology will be analyzed with the comparison among UK, US, Germany and Japan.
Group Discussion	Students will make presentations on intellectual property issues and discuss with professors and other students.

Lecturers :

All lecturers for the above two courses are professors of universities, lawyers and patent attorneys at home and abroad. The coordinators of this course including the group discussion are the OIT professors.

Course coordinator :

HIRAMATSU Yukio, Professor, Graduate School of Intellectual Property, OIT

Speciality: Standardization and IP

MATSUI Akihiro, Lecturer, Faculty of Intellectual Property, OIT

Speciality: International Law

TAKADA Kyoko, Lecturer, Faculty of Intellectual Property, OIT

Speciality: Civil Law

For more information, visit : <http://www.oit.ac.jp/ip/graduate/curriculum/summer.html>

Notes

- The above subjects are included in the regular curriculum of the OIT Graduate School.
- The students of the university which concluded MOU with OIT may take this course without tuition fee. Other students are required to pay the designated examination fee and tuition fee to be registered as credited auditors.

Osaka Institute of Technology, Omiya Campus

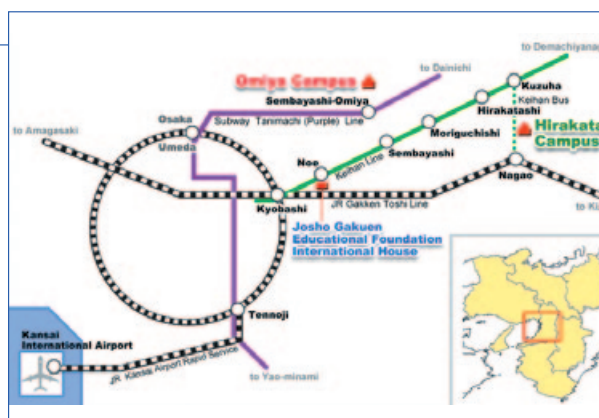
Address :

5-16-1 Omiya, Asahi Ward, Osaka City, Osaka 535-8585
Japan

Access from Kansai International Airport :

Access Information on Web :

<http://www.oit.ac.jp/english/about/access.html>



Access Information

Tokyo Institute of Technology Tamachi Campus

<http://www.titech.ac.jp/english/about/campus/t.html>

Address :

3-3-6, Shibaura, Minato-ku, Tokyo,
108-0023

Access :

Located one minute walk from Tamachi Station,
accessible via JR Yamanote line or Keihintohoku line.



Getting to the Nihon-University Suidobashi Campus

<http://www.nihon-u.ac.jp/en/academics/graduates/ip.html#Access and Contact>

Address :

2-3-1, Misaki-cho, Chiyoda-ku, Tokyo,
101-8375

Access :

JR Suidobashi Station (JR Sobu Line) 5 minutes' walk
Suidobashi Station (Subway Mita Line) 6 minutes' walk
Jinbocho Station (Subway Hanzomon Line, Mita Line,
Shinjuku Line) 8 minutes' walk
Kudanshita Station (Subway Tozai Line) 7 minutes' walk



Tokyo University of Science, School of Innovation Studies, Department of Intellectual Property Studies

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

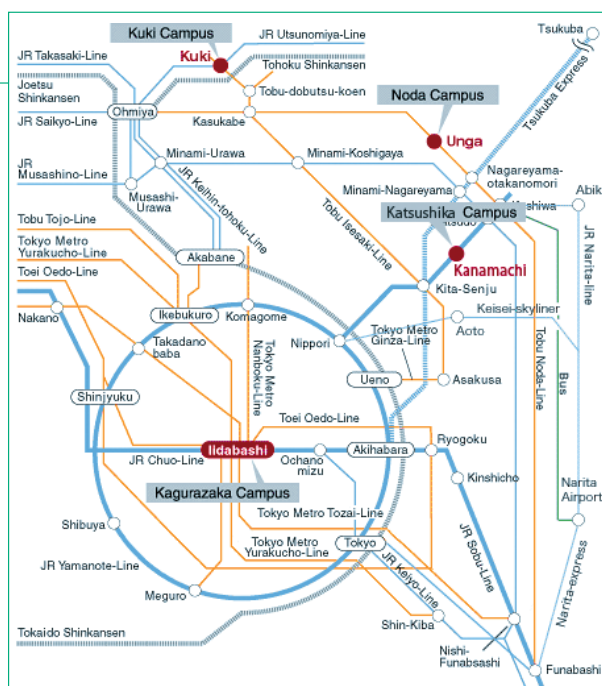
Address :

〒102-0072 Central Plaza 2nd Floor, 25-1-12, Iidabashi 4-chome, Chiyoda-ku, Tokyo, Japan

Access :

JR Sobu Line, West Exit 1-3 minutes on foot

Subway: B2a Exit at Iidabashi Station on: Yurakucho Line, Tozai Line, Namboku Line and Oh-edo Line : 3 minutes on foot



Kanazawa Institute of Technology (K.I.T.) , Tokyo Toranomon Campus

<http://www.kanazawa-it.ac.jp/tokyo/map.htm>

Address :

Atago Toyo Bldg. 12F, 1-3-4 Atago, Minato-ku, Tokyo 105-0002 Japan

Access :

You can access by following 3 ways.

- (1) Eight minute walk from Toranomon Station (G07) , accessible via Tokyo Metro Ginza line
- (2) Eight minute walk from Kamiyacho Station (H05) , accessible via Tokyo Metro Hibiya line
- (3) Eight minute walk from Onarimon Station (I06) , accessible via Toei Subway Mita line



Japan Association of Universities for Intellectual Property Education and Research (JAUIP)

<http://www.jauip.org/index.html>

< Inquiries >

Tokyo University of Science, MIP Campus

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About Summer Seminar

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