

IP Horizon 5.0

Setting the scene for future IP policy initiatives

September 26, 2019

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Japan Patent Office

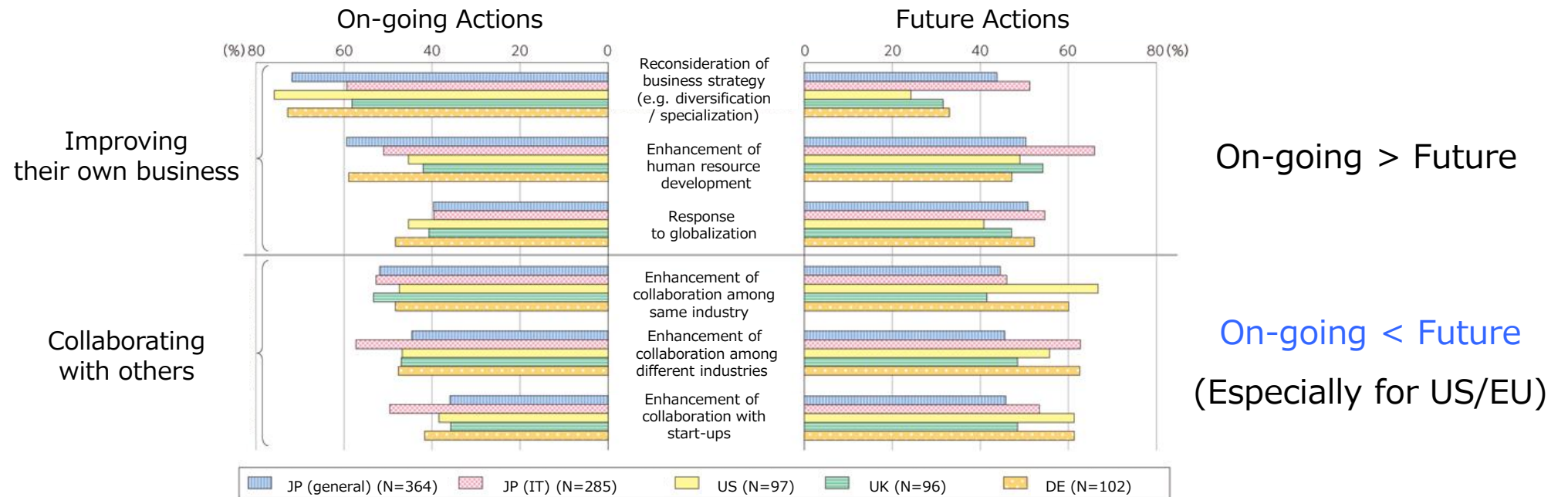
1. Importance of IP protection for new technology
2. How the JPO is updating its IP system
 - A) Strengthening IP protection
 - B) Supporting users to build global IP portfolios
3. Future Prospects for the world and IP

1) Importance of IP protection for new technology



Trend 1: Many companies plan to collaborate more with other companies, rather than improve their own business models.

Initiatives for addressing the fourth Industrial Revolution



(Source) White Paper on Information and Communications, Japan (2017)

Protecting IP technologies and knowledge is necessary **before sharing them!**

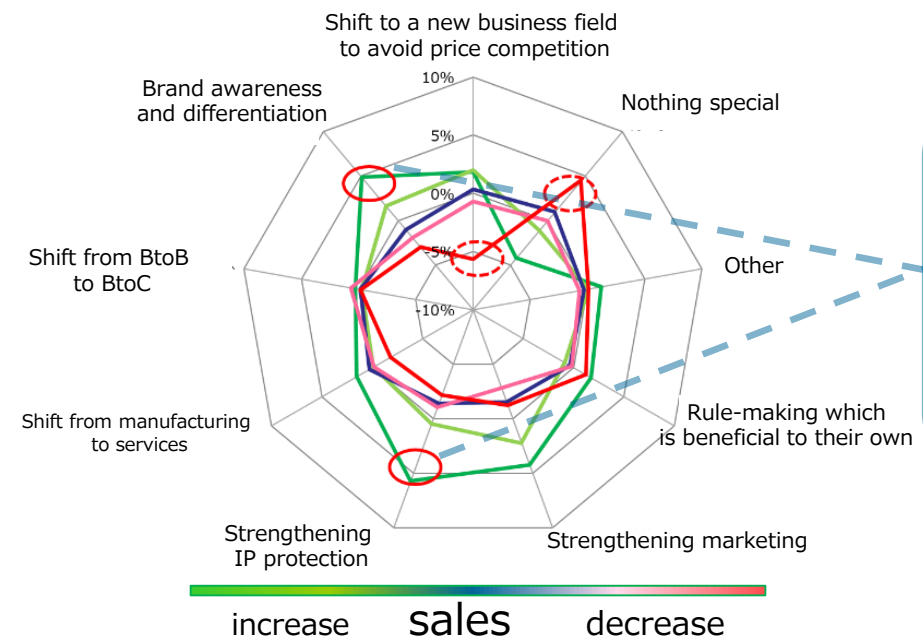


1) Importance of IP protection for new technology



Trend 2: Due to the rapid progress of technologies, products are being commoditized more rapidly in shorter time.

Initiatives for optimizing products' life cycle and recent 3-year sales



Successful companies work on **strengthening IP protection, brand awareness, and differentiation**, more than **lagging companies**

(Source) White Paper on Manufacturing Industries, Japan (2016)

The key for success in business is to **strengthen IP protection** and to **build brand awareness!**

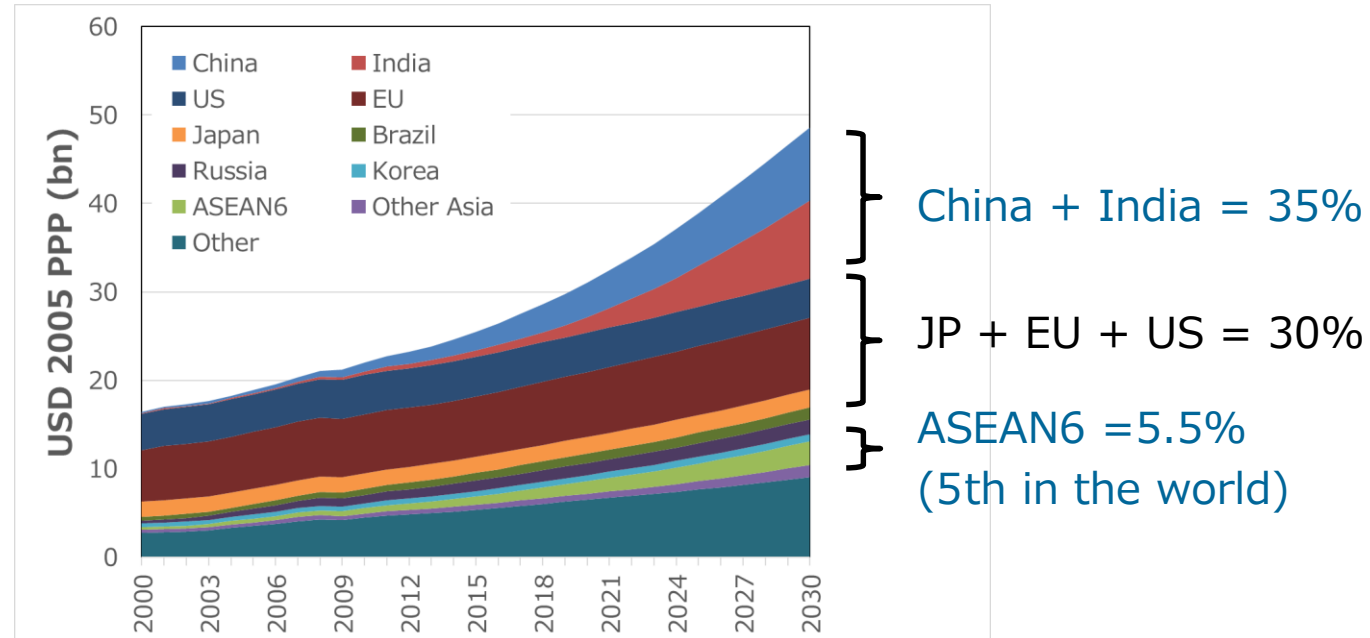


1) Importance of IP protection for new technology



Trend 3: Majority of middle-income class, who are potential consumers of value-added products & services, will be in non-western countries.

Global middle-income class consumption (USD 2005 PPP)



(source) Kharas (2010) "The emerging middle class in developing countries", OECD Development Centre Working Paper No. 285
Data visualization is made by the JPO

Building a global IP portfolio is essential to growing business in emerging markets!



Enhancing Design Protection (2019)

■ GUIs



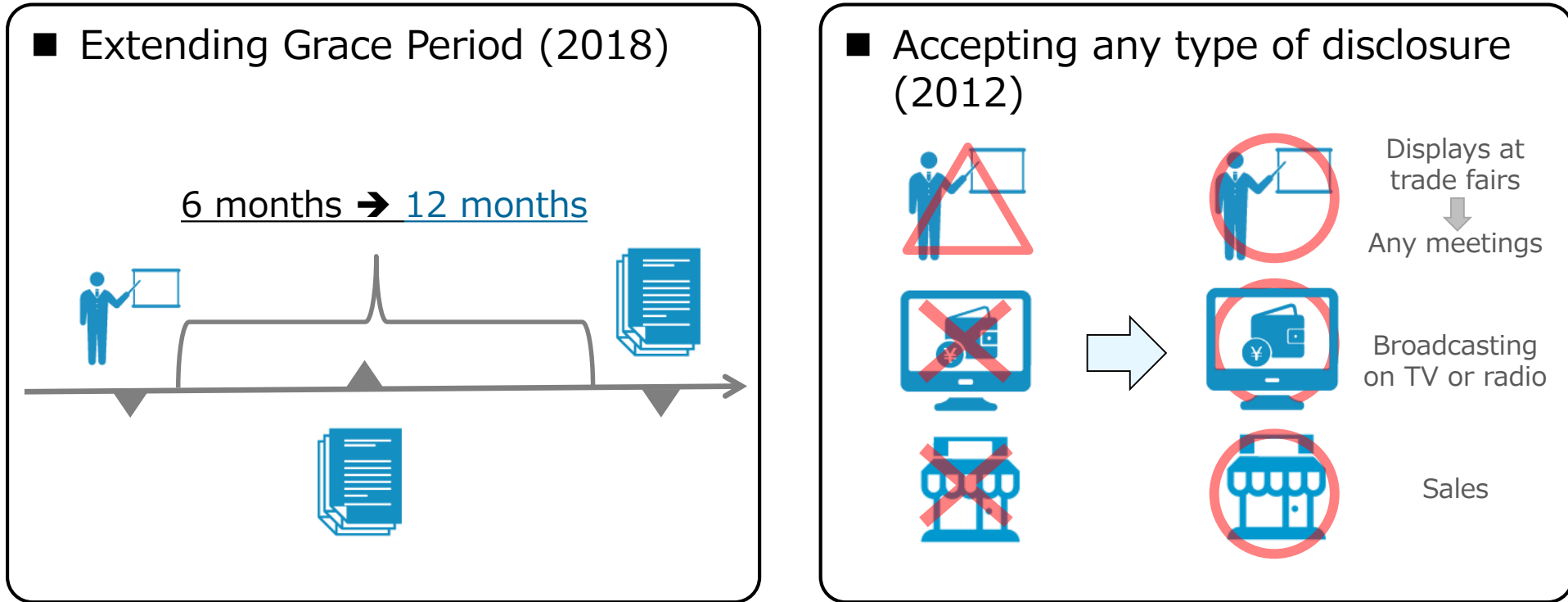
■ Interior/Exterior designs of buildings



■ Enhancing Related Design system



Improving Grace Period



Encourage **SMEs** and **universities** to protect their IP

Non-traditional trademarks (2015)

Sound



Registration No. M1177675
Right holder: Bayerische Motoren Werke Aktiengesellschaft

Color



Registration No. 5933289
Right holder: Seven-Eleven Japan Co., Ltd.

Position



Registration No. 6034112
Right holder: Nissin Foods Holdings Co., Ltd.

Motion



Registration No. 5804316
Right holder: Wacoal Corporation

Hologram

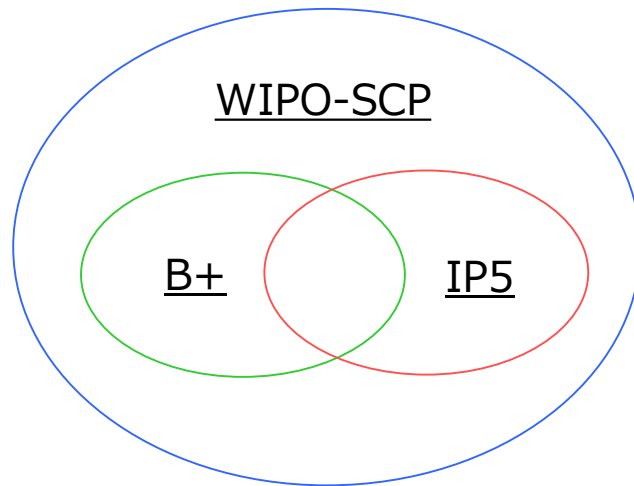


Registration No. 5804315
Right holder: Sumitomo Mitsui Card Co., Ltd.

	Total	Number of applications by type of trademark				
		Sound	Color	Position	Motion	Hologram
Number of applications	1,832	656	537	446	173	20
Number of registrations	489	287	7	71	110	14

(As of September 1, 2019)

Harmonizing global IP system



Global IP protection mechanism

JPO's status on global protection mechanism

Treaty	Since	JPO In Force	Total Application #	JP share (rank)
PCT	1970	1978	243,464 (2017)	19.8% (#3)
Hague (Geneve Act)	1999	2015	19,429 (2017)	4.3% (#7)
Madrid Protocol	1989	2000	57,139 (2017)	4.4% (#8)

We will continuously focus on...

- Building awareness in users worldwide about the importance of IP so that protecting and utilizing IP leads to creating innovations
- Updating our IP system in line with advances in emerging technologies and industrial development
- Supporting users to create global IP portfolios by:
 - working to harmonize global IP systems
 - making the PCT, Hague, and Madrid systems more user-friendly

