

## Report of JPO/IPR Training Course for IP Trainers from APIC

The JPO-IPR Training Course for IP Trainers was held over the three-week period from June 25 to July 13. The training course aimed to enhance the trainees' understanding of the knowledge and methods necessary to disseminate and promote intellectual property rights, as well as provide them with the opportunity to learn to efficiently and effectively promote and pass on intellectual property rights knowledge through exchanges of views among themselves.

The training course is held every year for those who are involved in intellectual property rights education, and/or dissemination and promotion of intellectual property rights systems at universities, research institutions, companies and other organizations in countries and regions of the Asia Pacific who want to acquire further knowledge within this field. This year, 19 participants attended the course from Brazil, Cambodia, China, Indonesia, Malaysia, Mexico, Myanmar, Thailand and Vietnam.

The lectures mainly provided an outline of intellectual property rights-related laws, and dealt with intellectual property rights education and management. The trainees participated enthusiastically, actively asking many questions of lecturers. This year, part of the course was conducted separately in two groups ("general" and "university management"). The former group, which consisted mainly of specialists who disseminate information on intellectual property and provide education to small- and medium-sized businesses and the general public, were taught how to provide guidance according to the needs of the targeted groups. Meanwhile, the latter group was comprised mostly of university staff in technology licensing organizations, who received instruction on how to manage intellectual property at universities.

During the course, ample time was allowed for discussion in addition to lectures, thereby ensuring that participants would be able to fully exchange opinions with one another. Moreover, some lecturers allowed for discussion time in their lectures, with the trainees divided into several groups.

On July 2, the trainees visited the University of Tokyo to attend a lecture about the roles of the Division of University Corporate Relations and TODAI TLO, Ltd. and also tour the campus. They were highly interested in intellectual property-related activities at the university, asking many questions on the establishment of TODAI TLO and the cooperation with relevant organizations.



Group Discussion & Presentation

On July 5, they visited the Tokyo Metropolitan Chihaya High School, which has an extracurricular program called CBP (Chihaya Business Project) and provides intellectual property education as part of the program. On the day of the visit, a lesson was being conducted regarding copyrights of TV programs, and an English video was screened covering topics related to copyrights. The trainees observed the activities carried out at the school

with great interest.

On July 6, they visited the National Institute of Advanced Industrial Science and Technology (AIST) and the Tsukuba Space Center of the Japan Aerospace Exploration Agency. At AIST, an outline of its activities and intellectual property management was introduced. At the Geological Museum of AIST, they received an explanation of why Japan has many active volcanoes and experiences frequent earthquakes, while looking at a chart of hypocenter distribution and recorded images of earthquakes in Japan. At the Science Square of AIST, they enjoyed viewing and interacting with two-legged robots and other exhibits that were produced using Japan's cutting-edge technologies.

At the evaluation meeting held on the last day of the training course, we received many opinions and suggestions from the trainees. Among them was the opinion that it was very beneficial to conduct the program separately in two groups, as well as the opinion that it would have been preferable to be able to attend both lectures. Furthermore, we received some requests for lectures on how to prepare teaching materials and design training plans for intellectual property education, as well as for company visits.

After experiencing deeper exchanges among themselves during the training course over the three weeks, the trainees promised to continue to keep in touch, saying that they would miss each other after the training had ended. We expect that they will continue to take steps to expand their networks in the future.



A Tour of the Tsukuba Space Center of the Japan Aerospace Exploration Agency



A Tour of the Science Square



Training Completion Ceremony



## Report of JPO/IPR Training Course for IP Trainers from the participants

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My experience at the “JPO/IPR Training Course for IP Trainers” which took place in Tokyo from June the 25th thru July 13th of this year, was to say the least very rewarding, since it completely fulfilled my expectations about it, not only in the professional level but also at a personal one. This happened by meeting people that share similar responsibilities as myself at their National IP Offices or Institutions like universities or research centers from all over the World. That alone was extremely useful, and provided me with a broader view of things. For example, about the different ways to approach or handle a task, each with their advantages and disadvantages of course, but providing a great form to find the best practices, and that was even before getting to know the Japanese way of doing things and their IP System.

The lectures throughout the program were very well rounded; including specific actions taken by the Japan Patent Office (JPO) in order to strengthen the Japanese IP System, and the practices used by the Office to reach and to raise public awareness on IP matters. The program also included the point of view of some of the stakeholders which included education institutions, enterprises and the Japan Patent Attorneys Association.

On this matter, one of the JPO's strategies has been to disseminate the advantages of the IP System, especially for the Small and Medium Enterprises (SMEs), which number as many as 4 million plus in Japan.

In my personal opinion this has been a great approach, since large enterprises already know and enjoy the benefits of a good IP rights protecting policy, and where SMEs do not even when a good IP policy provides a way to protect their investments, which may consist of different types of IP rights, and it also helps in the development of pride about their products or services within the enterprises.

On the other hand, the clients find it a whole lot easier to bond with products and services when there are IP rights involved and to take actions against third parties when an infringement occurs.

But in order to achieve this, as we saw during the training, it was necessary a take few measures like the following examples:

- Human resource training, through explanatory meetings (beginners' strategies), specialized seminars, symposiums and electronic magazines.
- Providing specialized IP consultation.
- Incentives for the research and development of new products or services and their use in commerce.
- Providing advice for the development of marketing strategies for IP rights.
- Guidance to the users in order for them to obtain information and take advantage of information in the state of the art and its possible application.

During the training we got the opportunity to meet the General Manager of the IP Search System Department from Hitachi Techno-Information Services, who gave us the enterprise's point of view. One of the main aspects that he mentioned during his presentation was that having the appropriate technological information is key for a business in order to determine research and development policies within an organization. He also mentioned the importance of giving employees the necessary tools, including the technological infrastructure, to make the most of every single piece of information available as state of the art, and at the same time, if it is the case, the means to protect the enterprise's IP rights.

As for the Higher Education Institutions, the development of new technologies should always have in mind the needs or objectives of the enterprises, which will be the end users of those developments and enterprises, on their part, and will have to take into consideration the needs of the market at a particular time.

As proof of what was mentioned above, there is a basic fact that no one can forget: "In order for any development to be successful, at one point it needs to reach the market."

So with that in mind, the number of patents is not so important anymore for the development of a nation. Inventions will only acquire value if they get commercialized and contribute to the benefit of society. How do they accomplish this? Well, for the most part the IP Authority, but also the enterprises and the education institutions should come together and share their knowledge and information among themselves.

Another important element has been the Japan Patent Attorneys Association; one of the members gave us a presentation on how the associates, as IP professionals, contribute in the dissemination of the system throughout Japan by proving training at different levels, even when their main purpose is to represent the general public on IP matters.

Nowadays protection and respect for IP rights can be seen all over Japan, and the roll of



Closing Ceremony "JPO/IPR Training Course for IP Trainers"  
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those involved in the IP System as mentioned above is evident. Of course, this has not been an easy task and has taken many years to accomplish, but the stakes and rewards are much higher.

I truly believe that those accomplishments are fruits of well defined strategies in the education system from very early stages in life, so that by the time students grow up it is natural for them to understand and respect IP rights. This has proven to be very effective in creating public awareness.

This is something that I really want to highlight, and in the appropriate time, I will do wherever is in my power to implement those policies in my home country where respect for IP rights is for many reasons far from ideal and has a long way to go before reaching the desirable levels.

Taking the right steps in implementing a model like the one used in Japan, Mexico would in time help to change the way people think about other people's IP rights. And who knows, maybe in the near future, in one way or another, help them to enjoy the benefits of IP themselves.

Now, I would like to thank all those involved in the training course for their lectures and for the ideas and knowledge they shared. You can be sure that I will apply them in my everyday work and hopefully somehow that knowledge will improve my country's IP system.

Finally I would like to say thank you to my colleagues, the coordinators of the course, and the personnel of the JPO, APIC and HIDA for their kindness and hospitality in making me feel at home while away from home, and for letting me be part of such an important program.