

## JPO/IOR Training Course, “IP Trainers”

The JPO/IPR training course, “IP Trainers”, was held over the course of three weeks from June 24<sup>th</sup> to July 12<sup>th</sup>. The course was aimed at deepening trainees’ understanding of the knowledge and methods necessary to promote and build awareness of intellectual property rights while having them acquire efficient and effective methods for such promotion and awareness-building activities through the exchange of opinions on the promotion of intellectual property rights between the trainees.

This course is held every year for persons involved in education, promotion and awareness-building with regard to intellectual property right systems at universities, research organizations, companies, etc. mainly in Asia-Pacific region countries who wish to acquire further relevant knowledge. This year, the course was attended by 24 trainees from 12 countries: Brazil, Cambodia, China, Indonesia, Laos, Malaysia, Mexico, Mongolia, Myanmar, the Philippines, Thailand, and Vietnam.

The lectures focused primarily on providing an overview of laws related to intellectual property rights and on intellectual property management and intellectual property education. The trainees participated enthusiastically in the course and actively questioned the lecturers. As was the case last year, part of the curriculum was implemented in two groups: a “General Group” and a “University Management Group”. Methods of instructing specific targets with regard to intellectual property rights were explained in the “General Group”, which was mainly provided for specialists who promote and educate the general public with regard to intellectual property. University intellectual property management methods were explained in the “University Management Group”, which was mainly provided for staff members of university TLOs (technology licensing organizations).

On July 1, the trainees visited the Tokyo Metropolitan Chihaya High School. Chihaya High School provides intellectual property education as part of an extra-curricular activity called “Chihaya Business Project (CBP)”. A trademark lecture was given on the day of the visit



Group Discussions and Presentations

which the trainees observed with great interest. The teacher held a discussion with the students after the class in which opinions were actively exchanged.

On July 3, the trainees visited the University of Tokyo, where they toured the campus and attended lectures on the roles of the headquarters office for industry, academia and government collaboration and of the TLO of the University of Tokyo. The trainees were greatly interested in the TLO and asked many questions regarding the establishment of the TLO as well as its collaboration with other relevant organizations.

Moreover, in addition to the overall discussion held on the last day, on the next-to-last day this year's course provided some time for discussion of intellectual property educational materials and teaching methods. Group presentations and discussions were held over the last two days. Many opinions were presented by the trainees which were very actively discussed.

At the evaluation meeting on the last day of the course, many trainees expressed opinions and made suggestions. Greater opportunities to attend intellectual property lectures and to visit companies were requested.

The trainees formed close personal relationships during the three week training period, and thus found it difficult to split up after the completion ceremony; they promised to keep in touch with each other after this course. We look forward to the trainees' future success and to the expansion of their networks.



Practical Lesson on the Instruction of Young People



Training Completion Ceremony