



## Quality Policy on Trademark Examination

A trademark is a mark to distinguish one's goods and services from any other persons' goods and services. It guarantees a certain level of quality of goods and services and serves as an advertisement for goods and services.

It is imperative for the JPO to conduct trademark examination to determine the existence or not of distinctive features, similarity of filed trademarks and so on, with consistency and objectivity in accordance with laws, regulations and the Trademark Examination Guidelines. The JPO also must conduct trademark examination by sufficiently researching the actual status of the commercial transactions related to such trademarks. Consequently, trademarks are able to fulfil their roles based on business operators utilizing their trademark rights, and doing so makes smooth consumption by consumers possible based on trust in the trademarks.

This quality policy outlines the fundamental principles of quality management in terms of maintaining and upgrading the quality of trademark examination and contributing to the protection and enhancement of brands and the smooth consumption of goods and services.

Under the leadership and participation of top management, each and every staff member involved in trademark examination in the JPO is to perform work in compliance with the following fundamental principles, demonstrating a strong sense of responsibility and motivation.

***We contribute to the protection and enhancement of brands and the smooth consumption of goods and services:***

The JPO performs appropriate trademark examination and grants trademark rights, enabling trademarks to fulfil their role based on the adequate utilization of trademark rights by their rights holders and contributing to the protection and enhancement of brands and the smooth consumption of goods and services by consumers.

***We conduct consistent and objective trademark examination:***

The JPO conducts trademark examination to determine the existence or not of distinctive features, similarities and so on, with consistency and objectivity in conformity to treaties, laws, regulations and the Trademark Examination Guidelines; and by sufficiently researching the actual status of commercial transactions.

***We promote the utilization of the trademark system by closely communicating with applicants:***

In order to enhance the transparency and predictability of trademark examination, the JPO constantly reviews the guiding principles of the Trademark Examination Guidelines. Individual examiners formulate logical and persuasive written notifications that anyone can easily understand, supporting the acquisition of rights. Based on these points, the JPO enhances close communication with applicants, etc. and promotes the utilization of the trademark system.

***We actively share information with relevant persons inside and outside Japan in order to improve the quality of trademark examination:***

The JPO shares information with people connected with the trademark system and works to implement initiatives for improving the quality of trademark examination by putting such information to practical use.

***We consistently improve operations:***

Each and every staff member involved in trademark examination continually deliberates and evaluates the operations of trademark examination and examination management to improve our operations, never feeling satisfied with the status quo.

***We raise the knowledge and capabilities of our staff:***

The JPO cultivates human resources involved in trademark examination by having them conduct their daily work and attend training programs. At the same time, each and every staff member involved in trademark examination is to raise the level of knowledge on and capabilities in trademark examination by initiating his/her own voluntary efforts.

The JPO periodically reviews this policy on quality, so as to always maintain and even further improve its rationale and effectiveness.