

**“The Industrial Property Rights System in Japan”**  
**Chapter 1. The Role of the Industrial Property Rights System**

**Types of Industrial Property Rights**

As shown here, there are many types of intellectual property rights.

The four rights strongly connected with industrial activities are called “industrial property rights”. They are patent rights, utility model rights, trademark rights, and design rights.

Let’s take this mobile phone as an example.

High-technology inventions such as its compact, long-life, and lightweight lithium-ion battery are protected under “Patent Rights”.

And the device consisting of an antenna structure that won’t suffer from reduced reception sensitivity when stored inside the body is protected under “Utility Model Rights”.

Here, we can see the manufacturer’s trademark. This kind of trademark that differentiates the product from those of other companies is protected under “Trademark Rights”.

Moreover, the shape of the body, which is slimmer than current products, the pattern, the color, and other details are protected under “Design Rights”.