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November 2013

No. 5

IP Friends Connections



This Magazine is published as part of the Intellectual Property Cooperation in Human Resource Development Program of the Japan Patent Office. The aim of this Magazine is to follow up on training programs through the dissemination of information to IP Friends, those who have completed training courses of the above program. We very much hope that the information in this publication related to intellectual property, and the comments from either IP Friends or lectures, will prove beneficial to you in your work.

[The meaning of 縁 (Enishi)]

“Enishi” refers to the bond created between people when encountering someone they were destined to meet. We have chosen this term as the title for our publication because we are all members of the Intellectual Property community, and the bonds created between us extend beyond national borders. We hope that you will use this informative publication to deepen the “Enishi” you have created with your IP Friends.

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FY 2013 Follow up Seminar in Vietnam

APIC Report on the Follow-up Seminars in Vietnam

On September 25 and 27, 2013, follow-up seminars were held in Hanoi and Ho Chi Minh City, Vietnam, as part of the Cooperation in Human Resource Development Project funded by the Japan Patent Office (JPO). This was the tenth occasion on which seminars were held as part of this project in Vietnam, with the most recent seminars held two years ago.

The seminars were held under the sponsorship of the JPO and the National Office of Intellectual Property of Vietnam (NOIP), and with the cooperation of the Department of Science & Technology of Ho Chi Minh City (DOST) for the seminar held in Ho Chi Minh City. 102 persons attended the seminar in Hanoi and 83 persons attended the seminar in Ho Chi Minh City, mainly from government agencies, universities and research institutes. Persons from law firms, intellectual property-related organizations, and private corporations also attended the seminars. The objective of the seminars was to provide follow-up for those who had completed intellectual property-related training programs in Japan, and former trainees also attended the seminars.



The main theme of the seminars was the “Management and Commercialization of IP Assets in Universities and Research Institutes.” The seminars started with addresses by Mr. Hoang Van Tan, Deputy Director General, NOIP (Hanoi city); Mr. Trinh Minh Tam, Deputy Director, DOST (Ho Chi Minh City); and Mr. Isao Honzawa, Deputy Director, International Cooperation Division, JPO. Mr. Nguyen Van Bay, Director, Research and Training Center, NOIP, then gave a keynote speech.

From Japan, Mr. Isao Honzawa, Deputy Director, International Cooperation Division, JPO, gave a lecture entitled “IP Policy and Support System for Universities in Japan”; Mr. Shinji Ohnishi, President & CEO, Kansai Technology Licensing Organization Co., Ltd., gave a lecture entitled “Industry-Academy Collaboration and IP Commercialization of Universities in Japan”; and Mr. Takao Ogiya, Director General, Asia-Pacific Industrial Property Center, Japan Institute for Promoting Invention and Innovation (APIC-JIPII), gave a lecture entitled “University IP Management in Japan.”

From Vietnam, Ms. Le Thu Ha, (PhD), Lecturer, Faculty of Economics and International Business, Hanoi Foreign Trade University (Hanoi city) and Mr. Nguyen Anh Thi, PhD, Deputy Director of Department of Science and Technology, Director of Intellectual Property and Technology Transfer Office (IPTC), Viet Nam National University - Ho Chi Minh City (Ho Chi Minh City) delivered related reports as part of a presentation entitled “Current Situation of IP Activities in Universities in Vietnam,” and made recommendations for the promotion of activities in relation to intellectual property and technology transfer. Specifically, the measures they recommended for this purpose included building a document database to provide technical information by technical field, strengthening the technology transfer network with ASEAN countries, actively participating in technology fairs and exhibitions, and engaging in technology marketing based on assessments of the value of intellectual property.

In the question-and-answer sessions, seminar attendees actively questioned the lecturers on a wide range of topics, including the specific methods for establishing technology licensing organizations (TLOs) and carrying out technology transfer, the management and utilization of research results at universities and research institutes, and details of actual marketing activities. In Vietnam, the process of commercializing intellectual property at universities and research institutes has just begun, and legislative measures are still needed. The seminar attendees demonstrated strong motivation to actively pursue this undertaking.



Report for experience of IP Trainers course

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

Mr. Usukhbayar Ariunbold, M.D., M.Biotech
Director of Office for Technology Transfer, Business Development
Health Sciences University of Mongolia
Ulaanbaatar, Mongolia



Mr. Usukhbayar Ariunbold

It was a great opportunity for me to attend the JPO/IPR Training Course for IP Trainers in Tokyo, Japan between June 24 and July 12, 2013. After several months of the in-country selection process, I was fortunate to be chosen to attend this training. I have to say that it was one of the most worthwhile short term trainings I have ever attended, and it completely fulfilled my expectations.

The training had participants from 12 different countries this year, mainly from the Asia-Pacific and South American regions. Meeting with these IP professionals from universities, private companies, government agencies and research centers, with whom I share similar duties, also contributed to my professional development and networks.

Since all participants had a similar vision to enhance intellectual property legislation, improve its management, and increase economic value for the sake of their countries, I considered this training as a tremendous opportunity for such experiences as finding best practices to handle different tasks, identifying country- or region-specific IP management, and interesting as well as effective tactics to deal with IP piracy, among others.

The training took place over a three-week period, and consisted of intensive lectures, workshops, and several site visit tours including the University of Tokyo, Japan Patent Office, Japan Institute of Invention and Innovation, and a Tokyo metropolitan high school.

The lecturers not only were knowledgeable and excellent in their subjects, but were readily available to answer our questions and to give us practical advice to use in the future. The lectures were very detail-oriented, designed from a broad understanding of IPR to very specific curricula in order to raise public awareness of IP among both developed and developing nations, as well as to cultivate knowledge-based economies, introduce age-appropriate programs from elementary school through the university level, and strengthen University-Industry-Government collaboration and other aspects of an integrated, nationally beneficial system of intellectual property.

The lectures were designed to be interactive in order to make sure that participants can fully understand the content, as well as share their opinions with fellow participants and lecturers.

Prior to the training, my home university superintendent and I discussed my objectives and potential experiences with the JPO/IPR Training Course for IP Trainers, as well as the possibility for introducing some of the programs into our university. This is the first time that someone from our university attended this training, since IP and technology commercialization activities are rather new to the healthcare and biomedical industries in Mongolia.

My objectives for the program, which may seem a bit ambitious, were to get hands-on experience with the Japanese IP system from the Japanese Patent Office, as well as experience

and gain a broad understanding regarding the Japanese approach to excavating inventions at universities, managing patent applications at the international level, arranging technology transfer agreements at universities, and incorporating venture management within university start-up companies.

Looking back from today, I can say confidently that even though it was a huge area to cover within a short period, I did achieve my goals from the training. It is clear that approaching the practical aspects of IP and understanding how technology is transferred, as well as exploring the best practical solutions to manage those intellectual assets, are different from what we learned in university.

The lecture topics were thorough, covering everything from an introduction of the Japanese patent system featuring IP-related best practices, to more specific and in-depth topics such as IP management and venture businesses start-ups in universities, IP utilization, and Industry-Government-Academy collaboration.

Since I was enrolled in the University Management Group of the training, the above topics related to the dissemination of IP education within the university were extremely important for me. Research institutes and universities have always focused on creating new inventions and protecting them for a commercial product.

It is believed that IPR education with commercial objectives has a great impact to leverage not only for scientific researchers or business professionals, but also in terms of greatly influencing the general public.

For me, one of the key messages from the “University Management Group” was regarding IPR integration in terms of commercialization activities and economic values. In this regard, for example, Professors Yoichiro Sata from the University of Yamaguchi and Shigeo Kagami from the University of Tokyo pointed out the importance of IP distribution functions among universities, and also discussed the commercial viewpoint for transferring IP into the market through licensing or start ups.

According to traditional knowledge of IPR protection, patents are sometimes filed without proper consideration of their prospective marketability; but IPs are only a real engine of a nation’s development when they are commercialized. This concept was especially interesting to rethink the mystery of faster development of a country when both developed and developing nations are aware of IPs, but unequally consider their marketability and commercialization.

However, when considering the functions of both competition and distribution of IP in industry and academia respectively, another very important element was brought into the training by University of Tokyo Professor Toshiya Watanabe in terms of the benefits and downsides of joint research management. He mentioned that joint research has become very popular in Japan, which is obviously beneficial to promote research activities among universities. As a result, a number of jointly owned patents have been increased dramatically. However, the commercialization of a jointly owned patent is more complex compared to solely owned patents due to decision-related conflicts between multiple owners.

In addition to attending lectures during the training, participants also had group assignment discussions on the topics of curriculum and textbook development and promoting IPR knowledge among the general public. While these topics were introduced to the program just recently, they were, from my point of view, the most important part of the training since it was very useful to hear all participants’ solutions to the IPR-related challenges that are being faced both in Japan and in our home countries. I am sure that participants returned home with many ideas to utilize when implementing the above-mentioned IPR activities.

Besides attending very interesting lectures and discussions, participants also took study tours to visit locations including the Japan Patent Office, University of Tokyo, and Chihaya Tokyo Metropolitan High School. These tours helped me to understand many subject matters that I would not have been able to obtain from either lectures or books.

The first study tour was the visit to the Japan Patent Office, where we had a chance to talk with Commissioner Hideo Hato about international technical assistance and capacity-building activities provided by the JPO. Regarding the matter of general public awareness, we visited the Chihaya Tokyo Metropolitan High School, where I saw the IP curriculum for pre-university students, how these students responded to IP education lectures, and age-appropriate implantation methods that encouraged students to be inventive and innovative as well as value IPR that ultimately supports economic growth.

I also have to say that visiting the University of Tokyo was one of the most unforgettable memories in Japan. At the university's Entrepreneur Plaza, we attended lectures about IP Management in academia and University-Industry Collaboration by the President of TODAI TLO, Mr. Takafumi Yamamoto. Having relatively in-depth discussions about this topic was particularly important for people from universities, because the management of university technology transfer and licensing activities are critically important for higher education institutions in developing nations. This is also true for my home university, where we recently established a dedicated division.

I am confident that the knowledge and experience I obtained from this training will be a very important asset for my university, as well as other higher education institutions in my country.

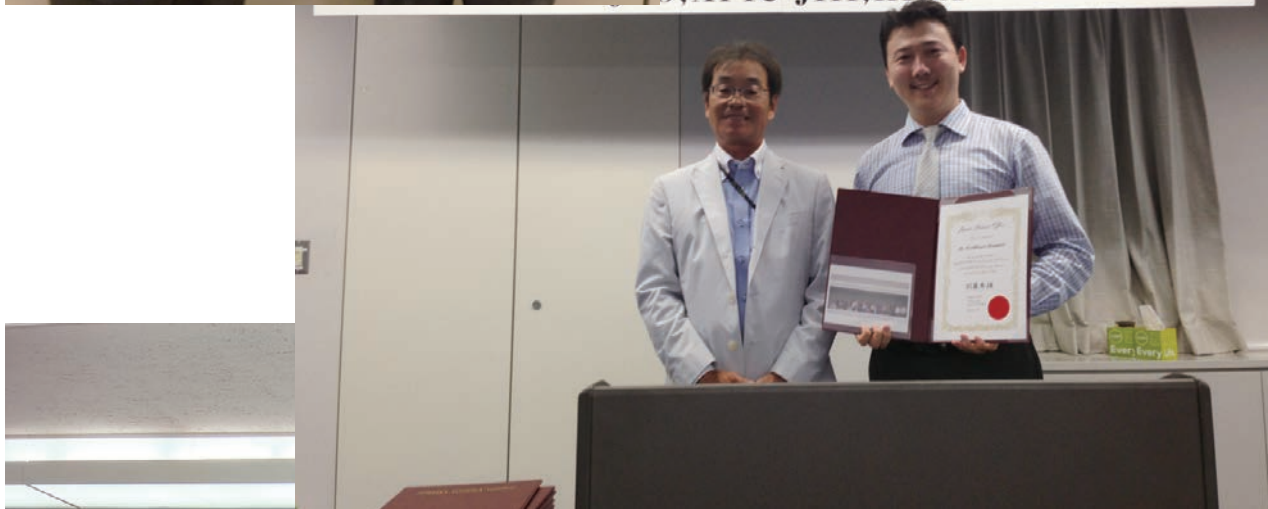
In addition, I believe that the IP friendships established during the training will remain one of the strongest professional networks for our career.

Surely, I will apply my knowledge and experience for the development of the IP system within my university, and will hopefully contribute to the development of a knowledge-based economy within my home country.

Since it was my first visit to Japan, I gained not only professional knowledge of IPR management, but I also had a chance to travel around Tokyo to experience a glimpse of this global leading nation on every aspect of technology and innovation. I was really impressed by Japan's unique and diverse culture, and people's kindness during the training.

Finally, once again it was my great honor to attend this program. I would like to extend my sincere gratitude to JPO, APIC, HIDA and JIPII officials for their kind support and hospitality that made me feel safe and welcomed; as well as to lecturers and my IP friends for valuable lectures and sharing their knowledge and ideas. Thank you to Japan, a country of innovation and technology, for the inspiration and motivation to keep me moving forward within the IP system!

(FY 2013 JPO/IPR IP Trainers)



JPO/IOR Training Course, “IP Trainers”

The JPO/IPR training course, “IP Trainers”, was held over the course of three weeks from June 24th to July 12th. 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

Introduction of FY 2013 Long Term Fellowship Researchers

Research Subject: Accessing Madrid Protocol; A Comparative Study on the Madrid Protocol Accession between Japan and Indonesia

Ms. Nuraina Bandarsyah
(Indonesia)



Ms. Nuraina Bandarsyah

My name is Nuraina Bandarsyah. I have worked as a Trademark Examiner in Directorate General of Intellectual Property Rights (DGIPR) of Indonesia since December, 2000. I am trademark examiner of Group 3 which is doing the substantive examination on designated goods in Class 13-22 and Class 34.

As we all now, that Indonesia has been facing several challenges in Accessing The Madrid Protocol. As a member of Asean Economic Community (AEC) we are obliged to modernize our IP Laws and IP systems, and to comply with certain targets, including accession to Madrid Protocol by the year of 2015. This research is conducted basically to do a comparative study on the Accession of Madrid Protocol between Japan Indonesia. The findings in this research are expected to give good inputs to DGIPR-Indonesia in making the feasibility study of the Madrid Protocol. This feasibility study will help our government to overcome the problems we are facing right now and make all the necessary changes by the December 3, 2015 deadline. This Research will focus on Japan experiences in Accessing Madrid Protocol. Regarding the intensive cooperation between the Japan and Indonesia Government on IPR and Japan's success in implementing this system, it is highly expected that this comparative study will help Indonesia to reach the same success and fulfill its obligation as a member of the ASEAN Economic Community.

Moreover, it is my honor to participate in this Six months Study-Cum-Research Fellowship program. The efforts from everyone in WIPO, JPO, APIC-JIPII in assisting my research in Japan are highly appreciated. I have enjoyed my stay and learning so much from everyone here. I hope my research will help other countries especially in development countries and of course will strengthen the friendship and the cooperation between JPO-Japan and DGIPR-Indonesia.



Research Subject: "IP management mechanism for Universities, Research Institutions and Industries of Myanmar"

Dr. Moe Moe Thwe (Ms.)
(Myanmar)



Dr. Moe Moe Thwe

I am Moe Moe Thwe, Deputy Director, in charge of Intellectual Property Section, Ministry of Science and Technology (MOST), Myanmar. MOST, as a focal Ministry of WIPO, has been trying hard for the establishment of new Intellectual Property Protection System which promotes the nation's ability to generate economically valuable IP assets leading to economic growth of the nation. I have been taking part in a leading role of drafting new IP laws of Myanmar as well as IP related activities in local and abroad since 2004. I am now having a good chance to study as a long term researcher for six month at the Japan Institute for promoting Invention and Innovation (JIPII) under the JPO-WIPO Research Fellowship Program. My research will be emphasized on the development of appropriate IP policy and national IP strategic plan for the management of Universities, Research Institutions and Industrial sectors of Myanmar in order to conducting the effective mechanism for University-Industry collaboration and dissemination of Technology leading to economic growth of the nation by analyzing the best practice of Japan as well as some ASEAN countries. I hope the outcome of this research can apply to establishment of new IP regime in Myanmar which encouraging the nation's ability to generate economically valuable IP assets and strengthening the protection of intellectual property rights in Myanmar. I would like to express my sincere thanks to WIPO and JPO for having this opportunity to study in Japan. I would like to extend my gratitude to my good friends from JPO and APIC who warmly welcome and willing to help me one way or another to have an enjoyable life in here.



Contributions from FY 2013 Long Term Fellowship Researchers

Experience in Japan

Mr. Mohd Radhi Ahmad (Malaysia)
Senior Patent Examiner,
Intellectual Property Corporation of Malaysia



Mr. Mohd Radhi Ahmad

I have been working with the Intellectual Property Corporation of Malaysia (MyIPO) for 10 years as a patent examiner in the field of mechanical engineering. Besides patent examination, I am also involved in patent drafting courses and other committees in MyIPO.

On March 2013, I was selected to participate in the Six-month Research Fellowship Program upon invitation from the World Intellectual Property Organization (WIPO). This was a good opportunity for me since there were several studies and improvements currently being considered in MyIPO at the time

I arrived in Tokyo, Japan on April in spring. This was my third time to Tokyo but it was my first time experiencing spring. Unfortunately, my arrival was at the end of spring and I did not have the chance to see the cherry blossoms. Anyway, the weather during spring was comfortable albeit a little bit cold for me.

I was placed at the Asia Pacific Industrial Property (APIC) which I had visited before. The workplace was nice and the staff especially my coordinators, Ms. Satoko Miyazaki and Ms. Yukiko Koyanagi were very helpful and friendly.

At the beginning of my research program, I was introduced to my research advisor, Prof. Kenichi Kumagai from Meiji University. He was also a patent examiner at the Japan Patent Office (JPO) and had lots of experience in my research topic. We met once a week at the university to discuss my research.

As one of the participants of the research program, I was required to do an internship program for a month at a patent attorney office. The office that I went to was the Shiga International Patent Office in Marunouchi, Tokyo. They prepared a few patent cases for me to deal with. I was also asked to make a presentation about the Malaysia patent system to their staff. They also helped me in providing information related to my research. I was also invited to a few other patent attorney offices to make presentations about the Malaysian patent system.

Besides the research program, I also participated in some of the training courses organized at APIC. The courses basically related to patent examination and IP management. I had the chance to meet people from other countries with different backgrounds. I also joined the IP Summer School seminar which was very interesting.

Other than doing activities related to my research, I also used the opportunity while in Tokyo to visit some places. APIC coordinators, Ms. Satoko and Ms. Yukiko took both of the researchers to visit Skytree. Two years ago when I came to Japan, it was still under construction. The day of the visit was during Golden Week and there were many visitors. We arrived at 11AM and only got our chance to go up Skytree at 5PM. We waited for 6 hours walking around Asakusa which is not far from there.

The patent attorney office where the other researcher from Philippines had his internship program invited us and the coordinators from APIC to visit Mount Fuji for hiking around a

short course (about 2.4km). It was my first time there and the weather was nice on that day. The others were worried about me since it was during Ramadhan (fasting month for muslims) and I did not drink or eat anything for the whole day. Somehow I managed to go through the activities for the whole day. It was the first time I had to fast during Ramadhan out of Malaysia. The day was longer since it was summer time. Fortunately, I succeed in fasting for the whole month. On our way back from Mount Fuji, we visited Fuji Q which is an amusement park nearby there. I tried a roller coaster ride there and I think it will be my last ride. I really regretted trying the ride. It was really scary for me. Then again, for adrenaline seekers, it may be a good place to visit. I was told that the roller coaster rides there were among the scariest in Japan.

This year summer in Japan was hotter than before. The temperature in Tokyo was higher than 35 degrees and in some parts of Japan it was even higher than 40 degrees.

Lastly, after staying in Japan for almost 6 months, I could experience the country more than in my previous short visits. I began to understand more the Japanese culture and the Japanese way of life. I hope I get more chances to visit Japan again in the future.



with Mr. KUMAGAYA of



in Shiga-International patent office.



in Fuji-Q high-land (near the Mt. Fuji Amusement park)

Japan Research Fellowship Experience



Mr. Joseph Rhei O. Lamasan (Philippines)
Intellectual Property Rights Specialist II,
Intellectual Property office of the Philippines

Mr. Joseph Rhei O. Lamasan

On April 17, 2013, I was finally scheduled to leave for Tokyo, Japan to take part in the Long Term Research Fellowship Program under the WIPO-Japan Funds-in-Trust. The fellowship program requires participants to prepare a study or research on a specific topic of their choice related to industrial property.

When I learned about the invitation sent to our office by WIPO for this program, I did not think twice about sending my application to the committee in charge of selecting the participants. Fortunately, I was chosen, which came as very good news since I have long wanted to be part of this program, and of course, since I have long wanted to experience a longer stay in Tokyo.

As I arrived at Narita airport and took a train to the Tokyo Kenshu Center (TKC) amidst the chills of the spring season, it occurred to me that I really was back in Tokyo for the third time, and had to prepare myself for the task ahead—which of course was no walk in the park.

The following morning, I met my co-researcher from Malaysia at the lobby of the TKC. We exchanged pleasantries while we waited for our coordinator from the Asia-Pacific Industrial Property Center (APIC), where we would be spending the next five-and-a-half months doing our research among other activities for the program. Our coordinators, Ms. Satoko Miyazaki and Ms. Yukiko Koyanagi, introduced both of us to their Director General, Mr. Takao Ogiya and all the staff in their office.

Soon after, I was introduced to my research advisor, Professor Hiroshi Kato from the Graduate School of Intellectual Property, College of Law at Nihon University. Once a week, I was scheduled to visit him at Nihon University for some well-needed consultations and discussions regarding my research paper. He was very cordial and very easy to have discussions with, and he really listens to other people's opinions on certain topics. I then learned that he knew some of the senior patent examiners from our office, as he used to hold lectures in the Philippines' Patent Office during his time as a Patent Examiner at the Japan Patent Office.

FELLOWSHIP PROGRAM EXPERIENCE

Part of the fellowship program was an internship in a patent attorney's firm, which was only in its second year of implementation. The program was scheduled to run for four (4) weeks. I was privileged to have my internship at Tsukuni & Associates, whose office is situated adjacent to the Japan Patent Office and APIC, with a view of Japan's National Diet Building.

Prior to the start of the internship, I met a group of affable and professional people including the Chairman, Mr. Hajime Tsukuni, and I was briefed on the details of the program. Part of the internship program was the opportunity to present the Philippines' Patent System to the patent attorneys of the firm, as well as to their clients in the Osaka area.

At the end of the internship program, my co-researcher and I were invited to present our respective countries' patent systems to the patent attorneys at Aoyama & Associates through

Mr. Shozo Uemura, the current Vice Chairman of the firm, and former WIPO Deputy Director General. It was a privilege meeting Mr. Uemura, whose credentials are very impressive. As with all the people that I met, he was also very knowledgeable in all matters related to intellectual property rights.

Throughout the process of studying and preparing the research paper, my research adviser Prof. Kato also arranged and requested our APIC coordinators to facilitate interviews with Mr. Tetsuo Tsukanaka, Deputy President of Sugimura International Patent & Trademark Attorneys; Mr. Takashi Fujita, Executive Vice President of Hiraki & Associates; and Mr. Atsushi Hiruta, Deputy Director of the Examination Standards Office of the Japan Patent Office.

Thinking back, although it was a nerve-racking experience speaking in front of those important personalities, the experience provided a once-in-a-lifetime opportunity to meet and speak with quite a number of them. Besides, it isn't everyday that you get to speak and have conversations with highly accomplished people who are all very accommodating and very professional. They were very generous, especially when it came to the subject of my paper; sharing and giving their views on the patentability of pharmaceutical inventions—an issue that has become quite controversial, at least in the developing countries.

THE JAPAN EXPERIENCE

I have been in Tokyo twice, the first time in 2007 and again in 2009 for short term patent-related trainings. Both times, I was able to visit tourist-frequented places such as Asakusa, the Tokyo Tower, the Imperial Palace grounds, Tokyo Disneyland and Sanrio Puroland. This time, with no itinerary in hand, I had twenty-four (24) weeks to think of places to visit and things to do and to see where this city will take me.

Normally, my week would consist of going to APIC for studying and researching materials needed for my paper aside from the enjoyable and seemingly endless after-office parties that my co-researcher and I had to attend to (welcome parties, among others including the one in Shimbashi with some APIC staff). On my days off, I would normally stay in the hotel for a much-needed rest and just go out whenever I wanted to. It was summer, and the weather was very much the same as that in Manila: i.e. unforgiving. Going out during the daytime was an effort, but I managed to visit nearby places for some cultural and culinary experience or for some retail therapy.

Although it was the third time that I stayed in Japan, there were some firsts in my book, which were all well worth it.

The trekking at the fifth station of Mt. Fuji was one of them. I was asked by people from the internship office if I had been to Mt. Fuji, or at least near the famous mountain, which was elected as a UNESCO World Heritage Site. Of course, you don't say no to such an invitation, and since it was also my first time to go trekking, I had to prepare myself so I wouldn't fall victim to high altitude sickness and sunburn.

As we arrived at the fifth station, I saw that there were really lots of tourists and locals in the area, eager to conquer the odds just to get to the top of *the* Mt. Fuji. As we made our way to circle the fifth station, it was worth noticing the lush greens surrounding the area, pine cones on tree branches, and trees with leaves that were facing in one direction—apparently due to strong winds that plague the mountain during the winter and rainy seasons.

Another first was the visit to the Kansai area, thanks again to the people from the internship office. They organized a business trip to meet and present the Philippines' Patent System

to some companies in Osaka, and my weekend afterwards was spent touring Kyoto and Osaka. Touring in unforgiving (very hot and humid) weather conditions was difficult. Fortunately, there was a typhoon looming around Japan when we visited Kyoto (Kinaku-ji, Ryoan-ji, part of Gion district, and Kiyomizu-dera), so the weather turned out to be favorable that day. The last day of my Kansai trip was spent with a quick tour around Osaka (Osaka Castle, river cruise to Dotonbori).

I did go to other places around Tokyo as often as I could during the early months of the program, since it wasn't as busy as the in the later months—usually to Shibuya, Shinjuku, Harajuku (including the famous Cat Street); Roppongi Hills and Nogizaka, where I visited the Mori Art Museum and The National Art Center, Tokyo (which has exquisite architectural structure), respectively. Overall, the Japan experience was overwhelming at times: so many places to see, and yet still so little time. More than the places and the sights that I visited, however, this was an experience to live in a city that is so organized and convenient—and to marvel at a city where modernity meets the traditional.



in TSUKUNI & ASSOCIATES



"KINKAKU-JI" Do you know It ?



Osaka Castle



We'd like to try to climb about Mt. Fuji !

Message from Internship mentors

Internship Program for an Examiner of the Malaysian IP Office (MyIPO) One-month internship program for Radhi-san

Shiga International Patent Office

Introduction

We hosted Mr. Mod Radhi Ahmad (hereinafter referred to as “Radhi-san”), an examiner of the Malaysian IP Office (MyIPO), at our firm, Shiga International Patent Office through a one-month internship program from July 2 to July 28, 2013. His primary objective for joining the training course at the Japan Institute for Promoting Invention and Innovation was to study the Japanese Utility Model system, which has been implemented for many years, and to present the effective utilization of the Utility Model system in Malaysia based on his field research in Japan.

Internship program at SHIGA

Considering his primary objective for the training course, we prepared a curriculum through which Radhi-san could gain experience and knowledge about the Japanese Utility Model system through training, meetings, and lectures with our staff members and our clients as much as possible. Radhi-san basically received training from one person in charge of his program and two trainers who are our patent attorneys with broad experience and expertise in Japanese IP practice.

However, since we handle few utility model cases, we were unfortunately not able to provide him with sufficient practical experience in handling utility model cases. Therefore, we offered opportunities for Radhi-san to prepare comments for patent cases to which Office Actions (OAs) were issued.

Our preparation for and management of the internship program

We had a hard time finding appropriate cases in order for Radhi-san to experience preparing comments to the OAs during patent prosecution. However, we prepared several cases whose patent specifications were written also in English, and whose cited examples were either English literature or Japanese literature which had corresponding English literature. He carefully looked through all documents for comments. We discussed his prepared comments, pointing out what was good or what was bad and teaching him how to prepare comments effectively in Japan.

On this occasion, we set up a meeting with one of our Japanese clients to exchange opinions in view of Japanese applicants. During the meeting, Radhi-san also made a presentation on the Intellectual Property system in Malaysia. Thanks to his thorough preparation, our client deepened its understanding about the Intellectual Property system in Malaysia. Furthermore, we arranged a seminar in which Radhi-san delivered a lecture regarding the Intellectual Property system in Malaysia for our staff members. In addition, we provided opportunities with

Radhi-san to exchange information and opinions with our patent attorneys who have experience handling utility model cases. We welcomed his research supervisor, Professor Kumagai from Meiji University, to our office and had a meaningful discussion about the utility model system.

Different Lifestyle

Our initial concern was whether Radhi-san would be able to get through the extreme heat wave of this summer in Japan. He is a Muslim and was not able to drink water or take food during the day for Ramadan, which most of the internship period overlapped with. Although we were worried about his health owing to the extreme heat wave of the summer, he completed his internship program without any problems.

Conclusion

We believe that Radhi-san learned more about Japanese perspectives and attitudes towards intellectual property issues through his presentations and discussions with our staff members and our clients. We also hope that he understood Japanese applicants' positions that differ from those of examiners through this internship program, which included preparing comments to the OAs of patent applications.

Remarks

Radhi-san is a gentle and open-minded person and was truly industrious in his attitude towards learning about the Japanese IP system. Since he responded to everything with calmness and judged things in the light of cultural differences, our staff members and our clients felt comfortable with him. We believe that this internship was beneficial for him. We truly hope that Radhi-san pursues his career as an examiner at the MyIPO and continues his dedication to develop the Malaysian Utility Model system. This one-month internship has also been valuable for myself and our staff members. We appreciate your offering us the opportunity to host Radhi-san.



Radhi-san with our colleagues

TSUKUNI & ASSOCIATES

written by Ms. Yuriko Sumino,
Patent Attorney

From July 8 to August 2, 2013, our firm hosted Mr. Joseph Rhei O. Lamasan, a Patent Examiner from the Intellectual Property Office of the Philippines, as an intern. According to the information provided by the Japan Institute for Promoting Invention and Innovation (JIPII), the purposes of the internship opportunities provided by Japanese patent firms to overseas examiners are to be as follows: (i) to instruct interns (i.e., patent examiners) in the measures taken by counterparties (i.e., patent applicants, patent attorneys, etc.) in response to the various notifications etc. sent during patent examinations and thereby contribute to enhancing examiners' future performance, and to contribute to improving and enhancing the examination practices of their IP offices as a whole in the future; (ii) to help interns conduct research activities by offering internship programs that suit their expectations; and (iii) to provide companies offering internships with an opportunity to establish a network with examiners in countries in which an increasing number of applications are being filed by Japanese companies and also to obtain information on the examination practices in said countries. 2013 is the inaugural year for this program, which is intended to provide opportunities for long-term training in Japan. I was one of the three patent attorneys asked to assume responsibility for the internship program provided by our firm because I was already working as a contact person for patent attorneys' agents who visit our firm from overseas and also because my age and specialty - the medical and pharmaceutical fields - are both similar to Joseph-san's.

I met Joseph-san in person three weeks prior to the commencement of the internship program, and after meeting him, I was filled with anticipation for the exciting days to come. Internship activities were scheduled from 10:00 am to 5:00 pm on Monday and on Wednesday through Friday, in principle. The internship program was prepared by our firm in line with the above-mentioned internship purposes. In order to help Joseph-san understand what Japanese patent firms do, we asked him to study certain cases in which patents had already been granted. He analyzed the procedures and communications our firm went through with the JPO and each client from the time we received a client's request to file a patent application until a patent was granted, reasons for refusal of which patent applicants were notified by the JPO, and the actions our firm took against such notifications. We selected medical or pharmaceutical cases given the subject of his research. We also asked him to give a presentation on the patent system in the Philippines. In addition, since we have a client that was interested in patent acquisition in ASEAN countries, we asked him to visit the client company in the Kansai region. We also took him to the Intellectual Property High Court to hear the judgment in a lawsuit seeking rescission of a JPO invalidation decision.

We also had a good time in addition to the internship activities. At a dinner party held on the first day of his internship, we drank a lot of Japanese sake though it was Monday. On another day, before going to the Intellectual Property High Court to hear the judgment, we ate tonkatsu (fried pork cutlet), as it is commonly believed that eating tonkatsu will bring victory because "katsu" is a homophone of the verb "勝つ(katsu)", meaning "to win" or "to be victorious". On one holiday, we went to a "maid cafe" in Akihabara in order to deepen Joseph-

san's understanding of the Japanese otaku culture. On another holiday, in response to a strong request from Mr. Tsukuni, Chairman of our firm, we went to Ochudo on Mt. Fuji (a hiking course that circles Mt. Fuji halfway up the mountainside) together with Joseph-san and Radhi-san (another long-term intern), and also with Ms. Miyazaki and Ms. Koyanagi from JIPII. We had a great hike, and enjoyed a close-up view of Mt. Fuji under fair skies. We also visited Fujikyu Highland (an amusement park) where we rode a roller coaster that Joseph-san and Radhi-san might not have found so enjoyable!

Looking back, we have many fond memories of Joseph-san's one month internship. For me personally and for our firm, this internship program turned out to be a very valuable experience. We hope to maintain our friendship with Joseph-san, and hope that he enjoyed his internship in Japan as much as we enjoyed hosting him.



front of our Office



Welcome party for Joseph san



around AKIHABARA

Messages from Lectures

The Significance of Sharing Intellectual Property Law Knowledge as an APIC Training Program Lecturer

Mr. Masayoshi Sumida
Professor, Tokai University Law School
Attorney-at-Law



Mr. Masayoshi Sumida

For the last several years, I have served as a training program lecturer at the Asia-Pacific Industrial Property Center (APIC), which is affiliated with the Japan Institute of Invention and Innovation (JIII). In my lectures, I provide information and commentary on the latest court rulings and academic theories relating to intellectual property (IP) laws in Japan to trainees from overseas (IP law experts, corporate IP division staff, and government officials in charge of IP policy). At the same time, these lectures give both me and the attendees an opportunity to share our knowledge of intellectual property law.

I had a similar experience while studying at the Max Planck Institute for Intellectual Property and Competition Law in Munich, Germany from 1994 to 1996. During this period, I had the chance to interact meaningfully not only with German researchers but also with researchers from all around the world. However, my experience may be different from the experience that APIC provides in the following respects.

First, at the Max Planck Institute, interactions took place mostly among people engaged in the same research topics, whereas APIC provides the opportunity to interact with a wide variety of people. Secondly, interactions at the Max Planck Institute were in reality more likely to take the form of one-way communication from prominent scholars and professors in Germany, whereas interactions at APIC are more multilateral.

On September 20, 2013, I received an email from Mr. Suebsiri Taweepon, who practices law in Thailand (Tilleke & Gibbins International Ltd.) and who attended the Training Course for Patent Experts at the APIC entitled “Patent Law & Peripheral Law.” He attached a newsletter in which he had written about a Supreme Court decision in a case which he had personally handled and won in 2012. This was a copyright infringement case in which two famous fashion models had sued the organizer of a fashion show for infringement of their copyrights to the “catwalks” they had performed on the runway. The Supreme Court dismissed their copyright infringement claim.

Actually, he offered this case example in response to my request. During the lecture on the day that I received his email, I had discussed a decision rendered by the Tokyo District Court on July 19, 2013 in the first case in Japan in which copyright infringement had been alleged for a fashion show as a whole and for fashion models’ rights as performers in relation to their makeup and hair styles, combinations of clothes and accessories, postures and movements. In connection with this court decision, I had asked trainees to offer information on similar cases in their countries if they knew of any.

In this manner, APIC training programs further develop knowledge and provide both lecturers and trainees with greater opportunities to share information on intellectual property law.

Articles from the former trainees

A way to boost the use of IPR in Brazil

Mr. Alexandre Pinhel Soares (Brazil)
Engineer, Department for Electrical and Electronic
Equipment, Furnas Centrais Electricas S.A.



Mr. Alexandre Pinhel Soares

In order to standardize the collection and interpretation of data on technological innovation, the Organization for Economic Cooperation and Development (OECD) developed in 1990 a set of practices known as the Oslo Manual. This document was adopted in Brazil by the Ministry of Planning, Budget and Management, through the Brazilian Institute of Geography and Statistics (IBGE), for the preparation of the triennial surveys known as PINTEC - Technological Innovation Survey.

These surveys seek to discover what factors influence the innovative behavior of firms, what their strategies to innovate are, what obstacles they encountered, and what results.

Complementing the last PINTEC (2006-2008), a specific survey on 72 Brazilian federal state companies was carried out. These companies have significant activities in innovation, are headquartered in Brazil and 43 are large corporations (over 500 employees). This research was published in October 2010, and is the most complete and current study on the subject.

The surveyed companies operate primarily in the fields of energy, construction, trade, transport, storage, mail, finance, insurance, real estate, and research.

In general, 68.1% of federal companies did some innovation, versus only 38.7% of private companies. In processes development, 29.2% of federal companies have implemented novelty in their sectors in Brazil, versus only 2.4% of private companies. In creating new products for the domestic market, the data is similar: 27.8% versus 4.4%.

Although this scenario could be explained by the fact that some federal companies are the only producers of certain goods or are the unique providers of certain services in Brazil, there are important differences in the approaches of these two kinds of companies concerning innovation, as we will come to see.

In the foreign market, the situation is similar. Based on the main innovative process developed, 9.7% of federal companies innovated in their sectors in the world, against 0.1% of private companies. As for innovations in product, 6.9% of federal companies launched international products, against 0.3% of private companies.

One explanation for this difference in results could be the fact that the main expenditure of federal companies with innovation is in R&D activities, while private companies focus on the acquisition of equipment.

This focus could be related to the search for short-term positive results in the market, and could be the factor that makes private companies fail to place too much importance in research partnerships and internal R&D activities. These actions were considered important by 42.9% of federal companies versus only 11.9% of private companies. A similar situation is seen in the cases of acquisition of external R&D (34.7% versus 4.2%) and acquisition of other types of external knowledge (51% versus 11.6%).

About 75% of federal companies consider training as the most important activity to obtain

innovations, showing that the employee's qualifications are crucial. This view is not too different in the case of private companies: 59.9% believe that training is very important. But there is an aspect that may be making a difference: federal firms have more staff with Masters and PhDs working in R&D (27.5%) compared to private companies (12%).

Coming to the aspect of intellectual property rights (IPR), only 43% of federal companies have used some kind of protection, but when compared with other Brazilian companies, they showed more concern with this subject. This comparison is showed in table 1.

Table 1 – Comparison regarding the use of IPR in Brazilian companies (PINTEC 2006-2008)

IPR	Federal companies (%)	Private companies (%)
Trademark	26.5	25.0
Patents	20.4	8.8
Copyright	14.3	2.8
Trade secret	12.2	8.5

Source: IBGE

From this data, it was concluded that, in Brazil, federal companies innovate more than the private companies and that this development is due to more investment in R&D, more qualified internal staff, and more cooperation with research institutes and universities.

But despite this superiority of federal companies in terms of innovation capacity, they also do not usually use IPR, and the impacts of their innovations rarely are important in the international market.

This undesired reality can be faced by putting the federal companies together with the National Institute of Industrial Property to develop training tools to qualify the employees regarding the IPR issues.

Federal companies may thus develop their own culture on IPR to generate benchmarks that can be used by all domestic companies, boosting the understanding and use of IPR in Brazil.

In this way, is very important to participate in foreign courses such as those offered by the Japan Patent Office. This brings valuable knowledge to the country, helping in this quest for excellence in the use of IPR.

References: PINTEC (www.pintec.ibge.gov.br)

(JPO/IPR Advanced IP Protection Practitioners, July 8-26, 2013)

Bridging the Gap between Academic and Business Sectors: The Awakening of Thai Universities

Ms. Panuwan Chantawannakul (Thailand)
Associate Professor Department of Biology,
Faculty of Science Chiang Mai University



Ms. Panuwan Chantawannakul

The protection of private property has become embedded in human civilization, including the protection of the “ideas” that exist in our mind. The basic concept is to make exclusive rights for ideas, and deprive others from making use of them. Intellectual property protection (IPP) encourages inventors in the process of creation, and the public benefits from the disclosure of the innovations. “Open innovation” is a key factor underpinning national growth and development within a knowledge-based economy.

In the fast pace of the technology era, Thailand is the one of the leading countries in South-east Asia in terms of its rich natural resources. Regarding national competitiveness, based on the 2012-2013 global competitiveness report put out by the World Economic Forum, Thailand ranked 38th among a total of 144 countries. However, innovation and technical readiness obtained low scores. Thailand’s exported products are still based on agricultural sectors such as rice, sugar, natural rubber, and chicken meat. Even though the automobile and electronic manufacturing businesses in the country are rapidly booming, Thailand still imports high priced technology. It seems that high dependency on foreign technology, as well as low investments in both private and public R&D, have impeded national economic growth from running at its full capacity.

Universities play major roles in workforce human resource development for the nation, as well as for building “knowledge” for society. However, the lack of effective links within the private sector—especially between Small to Medium Enterprises (SMEs) and universities—is of great concern due to the fact that SMEs comprise almost all of the enterprises in Thailand. As is generally known, SMEs have the common features of limited finance and human resources in R&D investment, meaning that it is not easy for them to create their own inventions. Universities and research institutions in the country therefore serve as technology reserves, where such companies can gain access to technologies that can reduce their cost of production or produce new product and services—thereby allowing them to maintain the competitiveness or “viability” of their business. The government has enthusiastically devised many strategic plans to promote innovation and technology transfer between universities and business enterprises through extra funds, and establish infrastructures and organizations to support their activities.

In the case of Thai universities, innovation and intellectual property protection have been of great interest. Chiang Mai University, which is located in the north of Thailand, has produced high numbers of publications—resulting in its being ranked among the top five universities in Thailand. However, it applied for only a small number of patent registrations until the establishment of a technology licensing and university business incubator office or TLO/UBI office, as well as a regional science and technology park (STEP). With both organizations aiming to register and market university-developed technology, the number of patent applications and academic-industrial collaborations have vastly increased. Such efforts will allow the

university to increase its capacity to influence and promote the business growth of regional enterprises, as well as nurture a creative society and vibrant environment for university and industry linkages.

Nevertheless, transfer lab bench research to product market is not always a bed of roses, as it requires mutual understanding between both the academic and business sectors. Conflicts between these sectors always revolve around the fact that academia needs publications, while industry partners need to keep IPRs secret for their business. When developing projects, many facets must be taken into consideration prior to the linkage taking place. Academic and industry partners must therefore share common interests, agreed mutual benefits, and commitments to such research and development. IPRs should also be evaluated to determine where the product will be produced and marketed. Material transfer agreements (MTA) and licensing agreements are required to share benefits and put the lab bench research on market shelves. Without any form of protection, output from research would be in the public use.

Last summer, I was selected to participate in a JPO/IPR training course in Tokyo, which was organized by the Overseas Human Resources and Industry Development Association (HIDA), Asia Pacific Industrial Property Center (APIC) and the Japan Patent Office (JPO). Here, I was able to exchange case studies and information on IPR management with other university members in the Asia-Pacific region. A major challenge of many countries is that of promoting incentives for national citizens to be creative thinkers, and to realize the values of their own intellectual property until they are put to use.

Taking a position as the Assistant Dean in research and international relations in the Faculty of Science at Chiang Mai University has given me an opportunity to take part in shaping faculty research orientations to meet community needs. All stakeholders from the local community and SMEs were invited by the Faculty to join a face to face meeting with leading researchers in the University. The problems gathered during the discussion vary from short-term technical ones to long term research—for instance, the quality assurance of raw materials used for industries, and the development of new products for market. During the meeting, I was amazed by the active participation of local people and business sector representatives to develop their business based on science and technology.

One of the key factors in commercializing technology-derived products is adequate intellectual property protection that could create a good climate for long-term, high-risk, investment-style business. The rigor of IPP is crucial, since it plays a vital role not only to accelerate the international flow of technology; but also the scientific co-operation in both developed and developing countries. The political regime is also interwoven with technological progress.

Prof. Dr. Tawee Tunkasiri, in the Department of Physics and Material Science, added that “one of his collaborations with a Japanese company has involved working together for ten years to develop metal coating on materials by using advanced technology”. This is an excellent example of a researcher collaborating with an international company, which also shows that locally-created technology could be transferred not only to local communities, but also to the international arena.

To conclude, I do strongly hope that our Thai universities would have fully accomplished our third mission to serve the community and contribute to tax payers and society through intellectual property to move our country forward to become a nation based on technological creation rather than manufacturing. I would also like to express my sincere thanks to the Japanese government for all support during my stay in Japan, and the great generosity to provide an IP course for members of Asian Pacific countries. “The Land of the Rising Sun” is the great nation of beautiful minds.

(JPO/IPR IP Trainers, June 24—July 12, 2013)



Associate Prof. Dr. Sampan Singharajwarapan, the Dean of Faculty of Science at Chiang Mai University, speaks during the opening ceremony for a seminar titled "University Research Into Industry and Community for ASEAN Community Preparations" held on August 15th, 2013. (Photograph by Sainatee Jaihom)



Representatives from the Federation of Thai Industries, local communities and Chiang Mai university researchers speak during a meeting titled "University Research Into Industry and Community for ASEAN Community Preparations" held August 15th, 2013. (Photograph by Apiroj Lekyong)

Column: “The pleasures of Aging Gracefully”

Mr. Takao Ogiya
Director General of APIC



Mr. Takao Ogiya

By the time this Article is published, I will be 59.

When I was young, I envied the unhurried grace of elderly people walking slowly on the road, and I believed that the calm engendered by rich life experience was its source. I am now old enough to realize that I was wrong. The graceful gaits of the elderly do not represent a preference for calm behavior; rather, they are simply a consequence of loss of leg strength and the resultant inability to walk fast.

As we get older, the deterioration of physical ability is inevitable. After our physical abilities reach their peak in our 20s and 30s - although this varies from one person to another - all we can do is to slow down the deterioration. This physical ability curve may be observed in all human beings except for exceptional cases such as suicide, war, accidents, etc.

On the other hand, the spiritual growth curve does not seem to necessarily be linked with age.

The following pyramid-shaped figure illustrates the concept of the “hierarchy of needs” explained in the self-actualization theory of American psychologist Abraham Maslow. The pyramid consists of “physiological needs,” “safety needs,” “love and belonging needs,” “esteem needs,” and “self-actualization needs” with basic needs at the base.

Once “physiological needs,” the fundamental biological requirements for human survival, and “safety needs,” which relate to physical and economic safety, etc., are satisfied, “love and belonging needs” are said to emerge. “Love and belonging needs” involve a desire to be accepted and loved by others. People with unmet needs of this type tend to suffer from loneliness, social anxiety, and clinical depression.

The “esteem needs” involve a desire to be appreciated and respected by others. These needs may be divided into two levels. Low-level “esteem needs” relate to the need to be respected by others and therefore result in the pursuit of higher social status, greater income, and better reputations. High-level “esteem needs” relate to self-esteem; in other words, accepting and respecting yourself the way you are. People with unmet needs of this sort tend to suffer from inferiority complexes and weakness.

However, even if the above-mentioned four types of needs are met, we will not be truly satisfied. We have a desire to make full use of our abilities and potential. These are called “self-actualization needs.”

Some rank the four types of needs from “physiological needs” to “esteem needs” as “deficiency needs,” and the remaining stage as “being needs.” “Deficiency needs” are different in nature from “being needs”, as they must be met in order to live a healthy life, while “being needs” - the pursuit of self improvement - do not cause problems if they are left unmet. How-

ever, in some cases, the fulfillment of “being needs” could enable a person to endure a situation in which “deficiency needs” are unmet. Beyond “self-actualization,” there is a stage called “self-transcendence.”

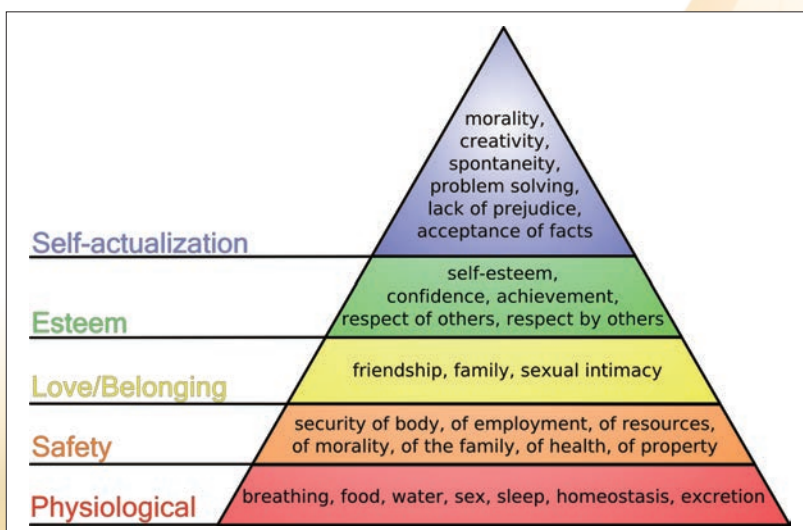
Spiritual growth is deeply connected with the pursuit of the satisfaction of “deficiency needs” and “being needs,” and especially with efforts to achieve “self-actualization.”

All of us want to be accepted, appreciated, and loved by others. Some people spend most of their lives seeking to satisfy these needs. Most have to face the end of their days feeling dissatisfied. Such situations would seem to indicate insufficient spiritual growth. Those who have found and devoted themselves to the pursuit and accomplishment of their purposes and life missions live radiant lives. Such people usually have positive attitudes and warm, gentle personalities, creating a kind, caring atmosphere. They accept others the way they accept themselves, and they speak in a way that energizes others.

However, not all of us can clearly recognize the purposes and missions of our lives. For most of us, life is a journey along which we search for the purpose and meaning of life. This “self-exploration journey” seems to continue until the very end of our lives. During this journey, we experience many things and grow spiritually one step at a time. This means that every person has his or her own unique spiritual growth curve. The spiritual growth curve of a person who cannot progress beyond the level of “deficiency needs” will stop growing at a low level, while the growth curve of a person who pursues “self-actualization” will rise sharply.

On the premise that the comprehensive growth curve of a person can be drawn based on the aggregate of his/her physical ability and spiritual growth curves, it is understandable that the level of spiritual growth has a great influence on the comprehensive power of each individual. A person with insufficient spiritual growth would be distressed by the deterioration of his/her physical abilities due to aging and would consequently lose hope. This may be described as “aging ungracefully.” On the other hand, a person who keeps growing spiritually will be able to apply life experiences to the development of his/her character. Such a person will be able to accept everything with pleasure and appreciation and keep pursuing his or her dreams without losing hope. This may be described as “aging gracefully.”

Hopefully, we can all age gracefully.



Introducing New Technology from “Cool Japan! *MONOZUKURI* Japan!” ~ “Technical Marketing Ability Is Our Core Strength”~ (FISA Corporation)

Technical Marketing Ability Is Our Core Strength —FISA Corporation Takes Pride in Its Patents



Mr. Susumu Saito, President FISA Corporation

FISA celebrated its 50th anniversary in 2011.

FISA's current main product, a plastic injection molding nozzle called the “Plagate,” is an invention of the second-generation president (the father of Mr. Susumu Saito).

This product was invented around 1974. Since then, the company has recognized the importance of intellectual property and has obtained about 20 patents in connection with the “Plagate.”

In the process of plastic molding, some runner is usually produced.ⁱ The “Plagate” is a molding nozzle that can mold the product alone without producing any runner. This is called “hot runner molding.”

The merits of the hot runner system include not only the elimination of material waste in the runner but also, more importantly, fast and efficient processing. The third-generation president, Mr. Susumu Saito, explained, “The thickness of the product itself is extremely thin. However, the runner is rather thick. Immediately after the molding process, both the product and the runner are very hot and need to be cooled down.” Although the runner is unnecessary, it takes time to cool it down because it is thick. On the other hand, in the case of the hot runner system, only the product needs to be cooled down. This results in speeding up the process.

For example, the hot runner system is very useful for short-period mass production.

By placing a nozzle onto the runner, the “Plagate” can efficiently produce products without any runner. There are eight major manufacturers in the world that use the hot runner system.ⁱⁱ FISA is the only one that has adopted the “Spring gate cutting mechanism.”

Mr. Saito said, “The conventional hot runner system opens and closes the gate by oil pres-

i The flow passage that allows the raw materials of a metal product, plastic product, etc., to flow into a mold cavity.

ii YUDO (South Korea), Husky (Canada), Mold-Masters (Canada), Manner (Germany), FISA (Japan), Seiki (Japan), Ewikon (Germany), Hotsys (South Korea)

sure, air pressure, etc., in order to inject resin. The “Plagate” uses a spring instead.”

“The opening and closing by use of oil pressure or air pressure requires specialized control devices, causing problems in terms of cost and design such as the resultant increase in the thickness of the mold”.

On the other hand, the “Plagate” opens and closes the gate by using a spring built inside the nozzle. Usually, the gate is in the closed position due to the force of the spring. The gate opens only when the resin pressure from the molding machine exceeds the spring elasticity. When the resin pressure decreases, the gate closes again.

The “Plagate” was born from a continuous process of trial and error because the engineers had to overcome various technical challenges such as the selection of the most appropriate materials and the achievement of the optimum level through proper combination. The clearance of built-in parts is 1 to 2 μ . Metal contraction starts at 500°C. Since molds are used in mass production, in other words, in the production of thousands of products, it is a key factor to achieve excellent sliding property, which is necessary to prevent wearing. In this way, the field of molding requires deep expertise and highly advanced technology.

Mr. Saito has full confidence in the quality of FISA’s user support. He said, “The molding industry has long been known for frequent device-related and part-related troubles. This is why it is extremely important for mold manufacturers to have not only technological competence but also marketing power to ensure efficient problem solving.”

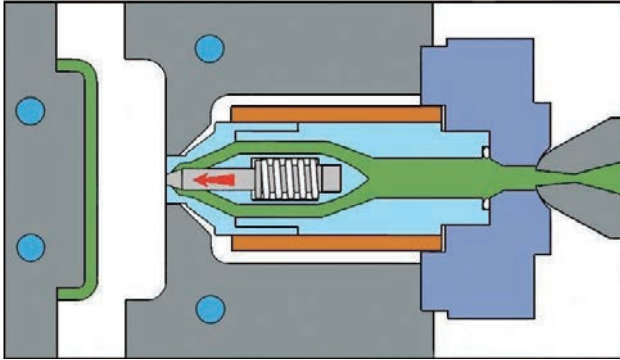
Once trouble occurs, it takes overseas maintenance companies about two weeks to complete maintenance activities. On the other hand, FISA can arrive at the troubled site within 24 hours in principle. FISA calls this ability, “technical marketing ability,” i.e. marketing ability combined with technical ability supported by patented technologies and know-how. In order to enhance its “technical marketing ability,” FISA places importance on human resource development based on this philosophy. He said, “We nurture our employees’ pride that they represent a manufacturer. This pride comes from intellectual properties, which comprise the core of our company and boost employee moral. Since our company is a manufacturer, we need to be able to fulfill special orders. It is our company’s mission to meet users’ requests and keep the users’ trust. Technological competence (intellectual property) and marketing power are two wheels at the ends of an axle. Company management cannot make good progress on a single wheel. The marketing department cannot interact with users confidently without solid technical substantiation (intellectual property).” Mr. Saito emphasizes that dealers and manufacturers need to play different roles. This is a belief that Mr. Saito inherited from his father.

Furthermore, FISA always puts the users’ convenience first. The Plagate is designed to be maintained by the users themselves if any trouble occurs with it.

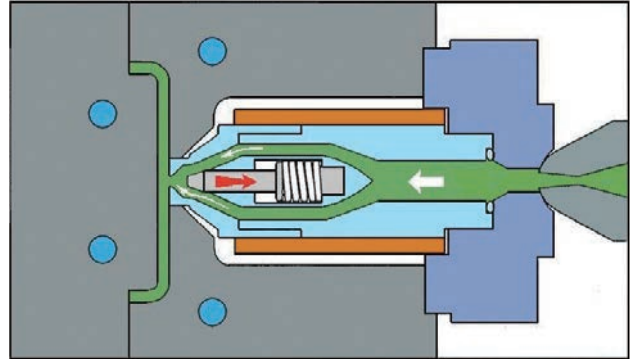
“Nozzles must be easily replaceable because they are consumables,” said Mr. Saito. Although such design could increase the risk of reverse engineering by counterfeiters, he is confident that the genuine product is completely different from any counterfeit product in terms of the level of technology.

Mr. Saito said, “In the future, we will try to expand our business activities from the domestic market to Asian markets. Price is not the only factor that affects competitiveness. We want to take advantage of our technical marketing ability in overseas markets as well.” In 2009, FISA established a marketing center and a factory in Thailand and implemented a new business model, i.e., the production of molds and the provision of maintenance service in Thailand. Since it is often the case that the specification of a mold needs to be modified several times before delivery, if trouble occurs, the mold needs to be sent back to the manufacturer. If mold

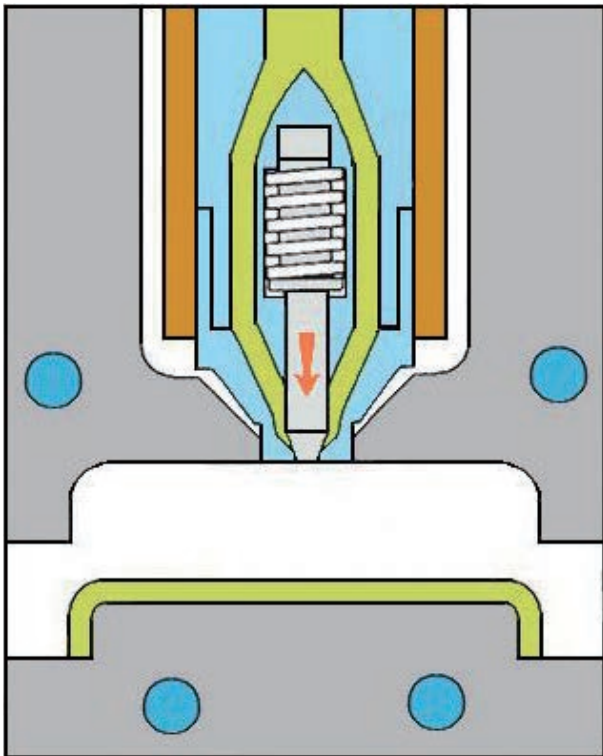
manufacturers that have expanded their business to Asian markets use FISA's factory in Thailand in order to solve the time-lag problem, they will be able to deal with specification modifications and trouble management in a more efficient manner. What FISA is going to do in Thailand may be summarized as the provision of maintenance service on behalf of other companies. FISA's future evolution into a "small but global" company will keep attracting attention. FISA might be coming to your country, too.



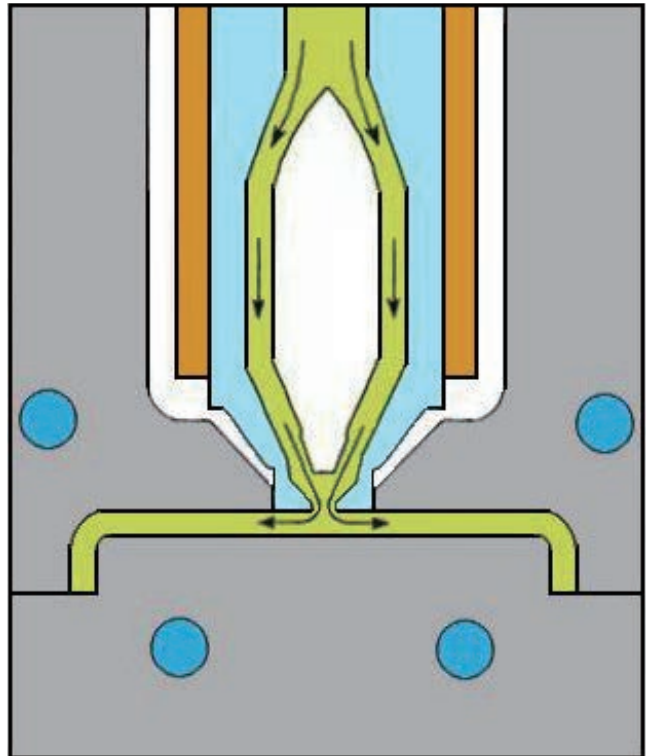
1. When there is no resin pressure, the spring will force the piston to close the gate.



2. When there is resin pressure, the piston will retreat and the gate will open. When the cavity is filled and the resin pressure decreases, the spring will put pressure on the piston and the gate will automatically close completely.

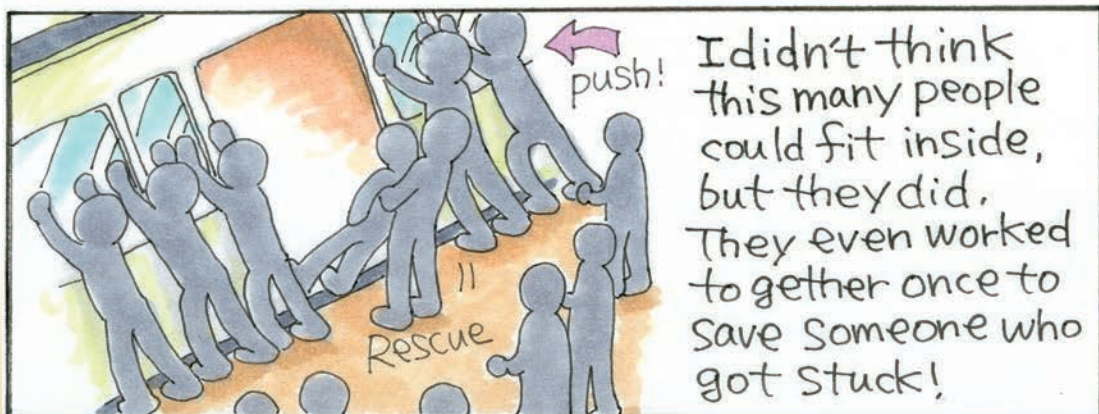
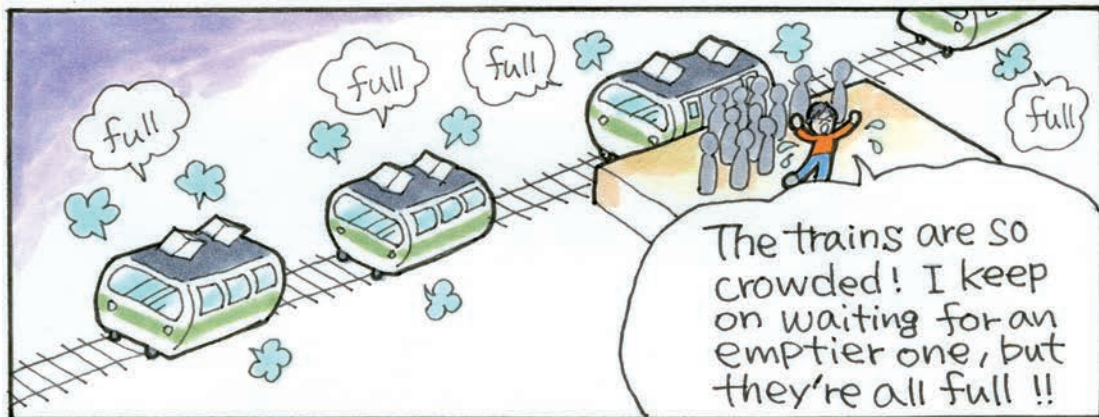


3. With pressure from the spring on the piston, the gate remains completely closed, resulting in no stringiness or roughness.



4. The resin channel inside the nozzle is streamlined to prevent against the occurrence of burning, etc., from resin stagnation.

Happenings in Japan



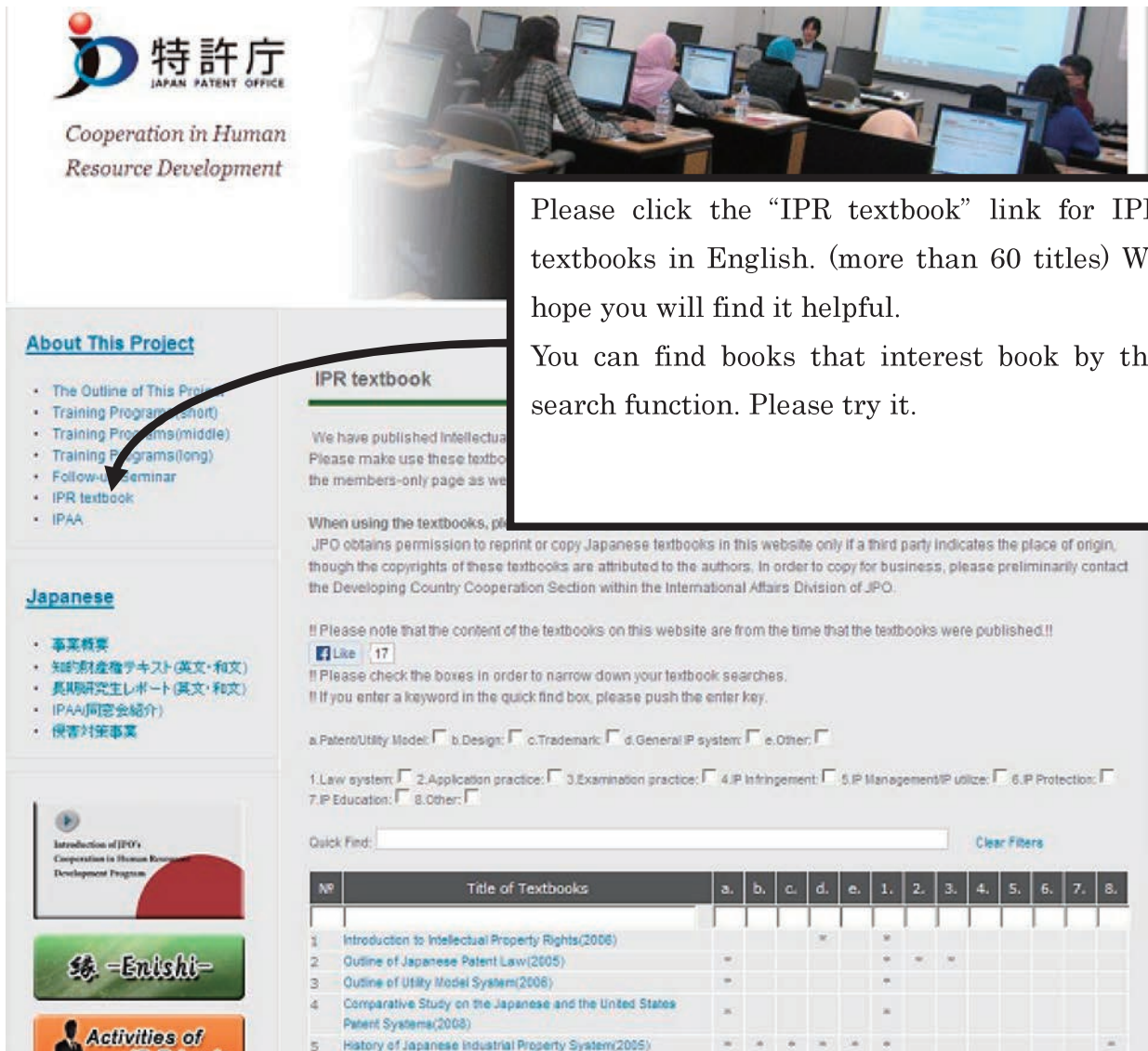
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Editor's Note



Hello. How are you? I'm "Mitty".

On September 8, it was announced that the 2020 Olympics and Paralympics will be held in Tokyo. We're glad to hear this good news. We'll be hosting these events for the first time in years. You may think, "What? In TOKYO? It's a very cramped and crowded city! Where will it be held there?" Almost all of the games will take place in the Odaiba area (which you know well). This magazine's four-panel comic strip introduces "rush hour traffic by train". If it gets any more crowded, I won't be able to ride the train! But we'll trust in the new traffic network that will be in place for the events.

Japan will see changes for the 2020 Olympics and Paralympics in Tokyo. We await your next visit. Allow us to show you our hospitality ("O · MO · TE · NA · SHI") on your visit to Tokyo. We are looking forward to seeing you again soon.



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Address: 4-3, Kasumigaseki 3-chome, Chiyoda-ku, Tokyo 100-8915, Japan
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