

J
P
O

縁
ENISHI

December 2015

No. 11

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.

Table of Contents

1. FY 2015 Follow up Seminar in Vietnam

2. Training Course Experience in Japan

2-1. “Report of FY 2015 JPO / IPR Training Course on Patent Examination in Specific Technical Fields for Latin American Countries”

Mr. Miguel Wilson Haiek (Argentina)

2-2. “A Travel Essay on Japan”

Mr. Venkatesan Rajamani (India)

2-3. “Tsuyu no Harema”

Mr. Harry Anugrah Mawardi (Indonesia)

2-4. “Experience of Training Course for Practitioners Specializing in Patents in Japan”

Ms. Nguyen Thi Ngoc Bich (Vietnam)

2-5. “Interview of IP Friends Former”

Dr. Suman Shrey Singh (India)

Mr. Chaundhry Asfand Ali (Pakistan)

Mr. Le Ngoc Lam (Vietnam)

Mr. Ly Sonabend (Cambodia)

Ms. Duan Xiaomei (China)

Mr. Mohd. Radhi Ahmad (Malaysia)

3. Contributions from FY 2014 Long Term Fellowship Researchers

3-1. “How the Study-cum-research Fellowship in Japan Influenced My Intellectual Property Goal in My University”

Ms. Maridit C. Pedrosa (Philippines)

4. Articles from the Former Trainees

4-1. “Brazilian Panorama Intellectual Property”

Ms. Letícia Christmann Espíndola (Brazil)

4-2. “Story of Compulsory Licensing for Pharmaceutical Sector India”

Mr. Sanjaykumar Maganbhai Patel (India)

4-3. “Spearheading an IP Education: Efforts to initiate an IP Education in the University of the Philippines”

Mr. Ace C. Acosta (Philippines)

5. Messages from Committee of Human Resource Development & Lecturers

Ms. Mika YAMANA, Professor of Intellectual Property Law,
Faculty of Law, KANSAI UNIVERSITY

6. Column: “Observations on Karaoke”

Mr. Takao Ogiya, Director General of APIC

7. Selection from TOP 100 Japanese Innovations of “Karaoke”

8. Happenings in Japan (Four-Flame Cartoon)

9. Introduction about Our Website Page (IPAA)

10. Editor’s Note



FY 2015 Follow up Seminar in Vietnam

Follow-up Seminar Held in Vietnam

On October 6 and 7, 2015, the Japan Institute for Promoting Invention and Innovation (JIPII) held a follow-up seminar in Hanoi, Vietnam. The seminar was arranged by the Japan Patent Office (JPO), supported by the National Office of Intellectual Property (NOIP) and supervised by APIC-JIPII. It was the eleventh seminar in this country since the first was held in 2001.

Participants were mainly intellectual property office officials, lawyers and law office staff members, as well as staff members of universities and companies. Thanks to the cooperation for publicity efforts from the Japanese Business Association in Vietnam, the seminar also welcomed many participants from Japanese companies doing business in Vietnam. Furthermore, many former IP trainees in the country gathered here as well. With all of them, the number of participants totaled 121.

The theme of the seminar was “Strengthening IPRs enforcement in Vietnam.” Mr. Phan Ngan Son, Deputy Director General, NOIP, and Ms. Sachiyo Yoshino, Deputy Director, International Cooperation Division, JPO, delivered opening addresses.

Mr. Nguyen Van Bay, Director, Research and Training Center, NOIP, delivered a keynote speech titled “Strengthening IPRs Enforcement in the Context of International Integration of Viet Nam” and Ms. Ayumi Kabata, Specialist for International Information, Regional Cooperation Office, International Cooperation Division, JPO, delivered a speech titled “Current Conditions of Industrial Property Rights Administration in Japan.”

After that, IP experts both in Japan and Vietnam delivered lectures on four topics over two days: “the general situation about IPRs enforcement” and “infringement of patent and design right” on the first day, and “infringement of trademark right” and “environmental improvement for effective IPRs enforcement” on the second day.

The delegates from Japan also delivered lectures: Mr. Kiyohide Okamoto, Professor, Osaka Institute of Technology, Graduate School IP, under the title of “An overview about IPRs enforcement situation in Japan;” Mr. Hiroyuki Isegawa, Senior Manager, Head of Power Product IP Office, Intellectual Property Division, Honda Motor Co., Ltd., “Infringement of patent and design rights in Japan”; Mr. Masayoshi Yasuhara, Patent Attorney, Director, OLINASU ASSOCIATES, “Infringement of trademark right in Japan”; and Mr. Takao Ogiya, Director General, Asia-Pacific Industrial Property Center, Japan Institute for Promoting Invention and Innovation, “Environmental improvement for effective IPRs enforcement - Experience of Japan.”

In response to these lectures, the following delegates from Vietnam delivered lectures: Mr. Nguyen Van Bay, Director, Research and Training Center, NOIP, Ms. Le Thi Loan, Director, IP Inspectorate Division, Ministry of Science and Technology, Mr. Do Thien Hoang, Deputy Director, Research and Training Center, NOIP, and Mr. Nghiem Hoang Linh, Legal Officer, Legal Department, Tan A Dai Thanh Group delivered speeches. Participants listened intently to each lecture and asked the lecturers many questions. This demonstrated a high level of awareness in intellectual property.

Mr. Phan Ngan Son, Deputy Director General, NOIP, who delivered an opening speech on behalf of NOIP, had participated in IP seminars in Japan several times. In Vietnam, an independent law relating to intellectual property rights was established for the first time in 2006 and thus the IP-related legal system has developed. NOIP, as the competent authorities for intellectual property rights, has handled issues concerning right enforcement in cooperation

with the Inspectorates of Science and Technology. The seminar was held just after the talks on the Trans-Pacific Partnership (TPP) reached a general consensus. Mr. Nguyen Van Bay, Director, Research and Training Center, NOIP, who delivered a keynote speech and managed the seminar as a moderator, suggested the impact that the TPP would have on the intellectual property system in Vietnam, which is a TPP member state. Participants were also highly interested in the relationship between IP and the TPP.



Mr. Phan Ngan Son, Deputy Director General, National Office of Intellectual Property



Ms. Sachiyo Yoshino, Deputy Director, International Cooperation Division, Japan Patent Office



(From second left to right)

Mr. Takao Ogiya, Director General, Asia-Pacific Industrial Property Center, Japan Institute for Promoting Invention and Innovation,

Mr. Masayoshi Yasuhara, Patent Attorney, Director, OLINASU ASSOCIATES,

Mr. Kiyohide Okamoto, Professor, Osaka Institute of Technology, Graduate School IP,

Ms. Ayumi Kabata, Specialist for International Information, Regional Cooperation Office, International Cooperation Division, Japan Patent Office,

Ms. Sachiyo Yoshino, Deputy Director, International Cooperation Division, Japan Patent Office,

Mr. Phan Ngan Son, Deputy Director General, National Office of Intellectual Property (NOIP),

Mr. Hiroyuki Isegawa, Senior Manager, Head of Power Product IP Office, Intellectual Property Division,

Honda Motor Co., Ltd.,

Mr. Do Thien Hoang, Deputy Director, Research and Training Center, NOIP,

Mr. Nguyen Van Bay, Director, Research and Training Center, NOIP

Training Course Experience in Japan

Report of FY 2015 JPO / IPR Training Course on Patent Examination in Specific Technical Fields for Latin American Countries

Mr. Miguel Wilson Haiek (Argentina),
Patent Engineer,
National Institute of Industrial Property (INPI)



Mr. Miguel Wilson Haiek

(JPO/IPR Training Course on Patent Examination in Specific Technical Fields for Latin American Countries, Jul. 13-24, 2015)

The course:

I attended this course in Tokyo, Japan, from July 13-24, 2015 as a patent examiner from Argentina representing the INPI (National Institute of Industrial Property, <http://www.inpi.gov.ar/>), following an invitation from the *Japan Institute for Promoting Invention and Innovation* (JIPII) and the *Overseas Human Resources and Industry Development Association* (HIDA).

This course included participants from different countries in Latin America: three from Argentina, two from Chile, three from Peru, three from Colombia and three from Mexico. It should be noted that all participants had extensive experience in the field of patents, which was one of the requirements to attend the course. The course lasted two weeks, and included several speakers from the JPO staff as professionals working in the private field. All participants had experience as patent examiners, and some also had experience in the field of teaching industrial property.

The course itself was mainly oriented toward deepening knowledge in specific fields of substantive examination, and improving patent examiners' level of expertise through case studies. In particular, the course focused upon the field known as ICT (Information Communications Technologies)—specifically, the problems regarding the patentability of software to work with the hardware twinned treated. Cases were also analysed whereby we could evaluate and compare key aspects of patentability, e.g.: novelty, inventive step and industrial application.

All in all, it was an intense program that was very well-received by all participant examiners, and whereby the working hours were very participative. It is also important to note the willingness of the organizers, hosts and coordinators to participate when discussing and confronting concepts of industrial property, as well as note their recognition of our long years of experience as examiners.

The course was scheduled as follows:

Mon. 13: Welcome, Japanese office visit, overview of practice exams, exchange of views

Tues. 14: Country presentations re. current office status and comparison of all offices. These presentations were made following guidelines established by HIDA. The round of questions re. Argentina was raised by members of this body, as well representatives of SME from Japan.

Weds. 15: Criteria for conducting reviews of the JPO

Thurs. 16: Search techniques for JPO database

Fri. 17: Visit to FUJITSU Corp. in Kawasaki City

Tues. 21: Practice in patent examination

Weds. 22: Practice in patent examination

Thurs. 23: Study of possible infringements

Fri. 24: Final discussion, closing ceremony

An important aspect of this course was the opportunity to exchange information with countries in the region, especially in terms of common issues such as how to treat patents. This was certainly very enriching for the daily work of the examiner, since it provided differing views on the same subject. It should be noted here that most participants have a high degree of expertise and extensive experience in their respective offices.



This seminar was highly organized, with respect to accommodation, transportation, and study material. The course also provided participants with information regarding one of the most important offices in the world with regard to industrial property.

In conclusion, we can say that these were two weeks of intensive work and advanced knowledge with regard to patent issues and analysis, which allowed the deepening and harmonization of concepts—and all aided by excellent organization.

Daily life / Overall impressions

This total immersion course also provided us with the opportunity to get in touch with an amazing country and culture.

We arrived to Narita Airport after 32 hours, with two stops in Brazil and Qatar. We arrived



to the HIDA Tokyo Kenshu Center (TKC) on Sunday night by train. <http://www.hidajapan.or.jp/en/center/about/tkc.html>

TKC provides all necessary everyday comfort. It has a big dining room, lobby and breakfast place. I could be in touch with my family using the free-of-charge Internet service there. I also noted that it is possible for any foreigner to use the Internet free-of-charge at any metro or subway station, only by showing their passport.

When we walked through the city, I noted that it is a very quiet, clean and safe. It is the cleanest city that I have ever walked in, but it is hard to find garbage cans where you can dispose of your trash. The weather at this time was hot and barely humid, with sunny days. The city has an impressive and extensive subway and train network, where it is possible to go anywhere on new and comfortable trains very quickly and at reasonable prices. I bought a PASMO <http://www.pasmo.co.jp/en/> card to pay all rides by bus, train or subway/metro. Another similar option is get a SUICA card. It's the same.

One morning when I stepped into a busy subway car, I suddenly found that I was surrounded only by ladies. My colleagues from other Latin American patent offices told me that I had to get into a different car, since this is only used for women during rush hour. I did so at the next station. I noticed the silence in the subway or metro cars, because everybody was reading, resting, texting using sms/Whatsapp, or speaking in a quiet way. It was impossible or unusual to hear anybody shouting.

Sightseeing:

I love electronic gadgets, so the **Akihabara** neighbourhood was the perfect place to discover state-of-the-art products. It is possible to spend all day there discovering and testing all types of electronic devices at affordable prices. It was hard to decide what brands to buy, since to buy earphones, for example, I could choose from among dozens of world-known brands.

Ginza/Marunouchi is the place to get perfect outfits. The neighbourhood is nice, elegant and fashionable. All leading fashion houses are located in Ginza, with global brands like Cha-

nel, Dior, Gucci or Louis Vuitton. The Sony Store and Apple Store are also located in Ginza. I was able to visit the main Tokyo train station, which has English architecture. The Shinkansen, or bullet trains, depart from here. In total, more than 3000 trains depart from here every day. The place is crowded, just like everywhere else in Tokyo.

Tokyo Sky Tree: The view here is breathtaking. It's better to book ahead of time, since it gets busy. There are two levels to see the city, and because of strong winds, we could only reach the lower level. The floor has small transparent windows, so it is possible to see the ground.

Tokyo Imperial Palace: This is a must-see spot! It is the main residence of the Emperor of Japan. It is built on the site of the old Edo Castle, and has huge gardens.

Tokyo International Forum: I went here because one architect recommended me to visit it. It's a multi-purpose exhibition centre with several halls plus an exhibition space, lobby, restaurants, shops, and other facilities. The avant-garde architecture was designed by world-famous architect Rafael Viñoly, and resembles a ship.

Ueno Park: This is a public park with 9000 trees, which holds several museums. It is a place to visit if you have ample time. Walking around in it with my colleagues from other South American countries, we met a Japanese writer who knew quite a bit about our countries.

Shibuya Crossing: If you want to watch people scramble, head to Shibuya Crossing. People will cross the street with so much precision that no one gets knocked over!

Vending Machine: The vending machine culture in Japan is unique. The proper thing to do is to buy your drink, enjoy it next to your vending machine, and deposit the empty bottle in the recycling bin next to the machine. You should never walk with your beverage or eat and drink on the streets or in public.

Company visit – Fujitsu HQ:

We travelled by train for less than one hour to visit this huge corporation. Fujitsu is among the biggest IT corporations in the world, along with IBM and HP. The most amazing thing that I could see, test and touch was a Sensory Tablet <http://www.fujitsu.com/global/about/resources/news/press-releases/2014/0224-01.html> with “haptic technology” https://en.wikipedia.org/wiki/Haptic_technology. I could play a guitar virtually (touching the cords shown on the LCD screen with my finger) and feel the cords at my fingertips. This sensation was made by ultrasonic vibrations, and the technology will be the next revolution that will become commercially available for everyone.

Final thoughts:

It is hard to summarize this experience, because the Japanese culture, way of life, good balance of “antique and new”, food, and willingness to help foreigners is unique.

Finally, I would like to express my sincere gratitude to all of the Japanese staff from JIPII-APIC, JPO, and HIDA TKC who made my trip possible. They always tried to help me with everyday issues, and treated me with high respect, warmth and hospitality. Certainly it

wasn't my first time abroad for work or vacation, but for sure it was an experience that I will never forget! I hope to travel again to Japan for leisure and to have good time with the new friends I made.



“A Travel Essay on Japan”

Mr. Venkatesan Rajamani (India)
Examiner of Trademarks and GI,
the Patent Office, Office of Controller General of Patents,
Designs and Trade Marks (CGPDTM)



Mr. Venkatesan Rajamani

*(Training Course on the Examination Practice of Industrial Property
(Intermediate/Advanced Program), Nov. 10 -21, 2014)*

I am also a lucky person to visit the highest technology country Japan. From the date arrival I enjoyed each and every second. I am proud to take part in the training program organized by APIC. I have the duty to thank the authorities who gave me an opportunity to know about the practices of Trademark Laws of different countries

As I mentioned above I am grateful to them. They maintained their class. I really appreciate their work culture by maintaining punctuality, calmness in approach, focusing the program and receiving culture of the guests and lectures, etc. This is the opportunity to appreciate and thank them from the bottom of my heart.

When I reached Narita Airport I was little bit nervous about how I would manage to reach the hotel at Ayase. But care was taken by the Japanese people, especially the Tokyo Metro employees who helped me reach the hotel without worry.

From day one I remember that at around 8.30.A.M the team of Ms. Michiko Hiyama and Asako Watanabe with their colleagues came to Kokusai Hotel at Ayase to receive and guide us the way to the training center at APIC. The first two days of the program consisted of the common subjects. The remaining days dealt with the subject oriented to Trademark laws. The other participants were from China, Indonesia, Malaysia, Mexico, the Philippines, Turkey, Thailand and Vietnam. We started our training with self-introductions. Every two hours the training would be changed with different topics on Trademark practices. The Trainees were Trademarks Attorneys, Officials of JPO and wise scholars from the department.

One fine day we all visited the Japan Patent Office where the Deputy Commissioner welcomed us all and we took a group photo. During the visit to the JPO we saw the workings of the JPO, particularly the Examination of Trademarks Application, journal publication section and Madrid Protocol Applications, etc. We got the chance to examine an application in the JPO. That moment will be unforgettable.

Every day we visited the places near APIC after the training was over. We visited the Tokyo Tower and other areas of Tokyo. The first weekend, on 15/11/2014, we decided to visit Mt. Fuji. For that we got the tickets at Kita Senju a day before the journey. We left the hotel at around 5.30 a.m. and reached Shinjuku station by 8.20 a.m. The train departed for Mt. Fuji and we reached there around 10.40 a.m. From there we traveled by bus to the slope of the mountain. The coolness of the place was a new experience for us. The -3 degree Celsius made the blood circulation of our fingers tight which felt like the blood would burst out of the

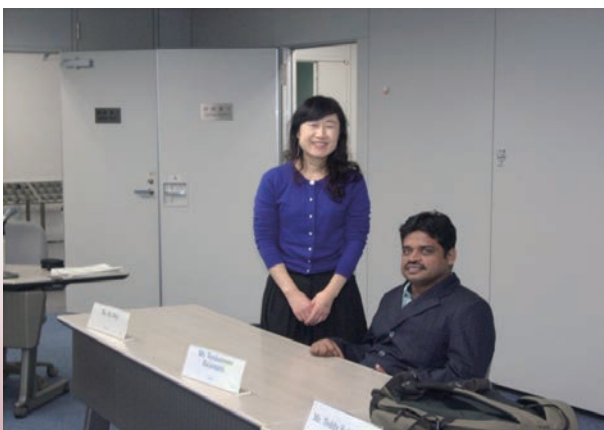
skin. It was a nice experience for us. At this juncture we had enough courage to go for a walk along the slopes of the Mt. Fuji.

When we returned from the mountain slopes we stayed for a while, then we went to see a lake which is 800 meters away from the railway station. We enjoyed the lake by walking around and returned back to the hotel by 8 p.m. The next day, on 16/11/2014, we took the Sky Bus to go around Tokyo city. During the trip we saw historical places like the Asakusa temple, Tokyo Tower, Tokyo Sky Tree, Fish Aquarium and Roppongi Hills. At Asakusa temple we saw the performance of spiritual rights of the Japanese people. The holiness of the place gave us a divine feeling. We climbed up the Tokyo Tower at night time and witnessed the lights of the whole Tokyo city and enjoyed being there for a while. We then visited the fish Aquarium where we saw the different kinds of fish, large and small, especially the penguins which were very small and made merry of the audience which was happy to watch. Next we went to Roppongi Hills. At that time the Christmas festival started and the entire area was covered with blue lights.

We went to Akihabara, the electronic city, where we bought home appliances and other electronic items for our friends and relatives. I was thrilled about the foot path laid for the persons with eye handicaps. That path runs along each and every street of Tokyo and in the Tokyo metro.

I enjoyed my trip and gained knowledge, and I am sure I will visit again with my family.

Thanking you all.



“Tsuyu no Harema”

Mr. Harry Anugrah Mawardi (Indonesia)
Assistant Academic and Researcher,
Industrial Design Department of Art & Design Faculty



Mr. Harry Anugrah Mawardi

(JPO/IPR Training Course for IP Management, Jul. 7-18, 2014)

“*Tsuyu No Harema*” may be the most fitting words to describe my experience during the Intellectual Property Management Training for 2 weeks in Tokyo, Japan. “Sunny intervals of the rainy season” is the translation of *Tsuyu No Harema*, which are a blessing in difficult situations. The training was held to coincide with the month of Ramadan for Muslims, who require their people fasting through not eating, drinking, angry, have a lust, and other desires. It was the first time for me to fast outside of Indonesia, my home. It was difficult because among all the participants, only three people were fasting, so the temptation for lunch or to have a coffee while training was hard for us to face. The understanding of and attention from the committee and our co-participants were very pleasant and helpful to us, ranging from help preparing meals to providing a break room for us to pray several times during the day.

The most memorable attention was from Ms. Atsuko when the Welcome Party was held before the time that Muslims can break their fast, so that Faizal from Malaysia and myself could not enjoy the dishes being served right away. Several times, Ms. Atsuko came to me because she was worried that I would become grumpy because we could not eat and were just sitting back. “Are you okay? Are you actually happy? We’re very sorry you cannot eat yet”, she said. “It’s okay, Ms. Atsuko. I’m feeling great and happy”. Still with alarm, Ms. Atsuko said, “I’m amazed that Faizal’s skin and your skin look very bright, even though you’ve not eaten anything since this morning. It’s just 20 minutes more. Please be patient. When the time comes to break your fast, you should rush and eat everything”. Not only was it Ms. Atsuko who was worried, but the managers of HIDA and APIC were also concerned, and encouraged me to bear the wait. “It’s 5 more minutes! Be patient!” said the HIDA manager. Finally, it was time to break the fasting, and I immediately took the sushi, sandwiches, curry, salad, and all the food there. When I ate, Ms. Atsuko re-examined my situation. She looked relieved when I started eating and walked around the tables to look for what else could be picked. This lovely gesture made us comfortable and feel optimal during this training, so the thirst and hunger did not bother us in embracing all the knowledge and experiences we had for those two weeks in Japan.

IPM was very interesting to learn, that although my background study are from Industrial Design which closer to improvisation and flexibility that almost without rules who are the opposites of Law major. But with such attractive material from Sata-sensei and Nishii-sensei, the subject that was quite heavy and multi interpretation became easier to understand. Sata-sensei presented two training sessions for the opening and closing on the subject of understanding of the invention, which is worth mentioning invention that has IP value and which are not. Sata-sensei, a professor of Yamaguchi University, was the most interesting presenter during this training course. He brought a lot of objects to help explain the material. For ex-

ample, when explaining the meaning of novelty or newness in the field of IP, he used the latest flash disk and bread warmed in the microwave as an analogy. Both are new, with the flash disk coming out on the market are being different to the other flash disks, while the newly bread are warmed in the oven. Here, there are two meanings for 'new':

1. Something that arises in situations where there are no similar cases (flash disk).

2. Something that is updated from an old condition, in other words, re-conditioning (bread).

In IP, novelty number 1 is considered valid as 'new'. Mr Sata gave an interesting explanation using bread as an example: warm bread always feels good even though it's not freshly baked. Indeed, freshly baked bread is better, but when we eat bread that was baked in the morning and reheated a few hours later, there is always a sense of awe in that it still tastes good. It's like when you are fed up, all you need is to re-heat/re-condition, and then it'll feel good again. Sata-sensei is probably an example of a modern teacher for the academic world today, where knowledge and philosophy are put together to convey the intent of the insights given so that students are better informed. How Sata-sensei taught us inspired my own teaching methods over the last year. It was one of the influences of Japanese culture and culture-based philosophy that influenced me when I returned home. This could be observed not only from Sata-sensei, but also from Nishii-sensei, who was very flexible in explaining and using interesting philosophies. Although what he taught was very exact and full of formulas, whenever there were questions such as, "How can we predict...?" Or "How can we set the value of...?" his answer was always the same: "Use your imagination". He was like Einstein, who always puts the imagination on top of any other exact science. Nishii-sensei encouraged us to use our imagination and broaden our perspective in looking at the problem by using the imagination before associating it with logic. Well, I strongly agree with this, because basically, the greatest strength of human beings is the imagination. We are born without any knowledge, and we do not have a deadline or timetable for when we have or acquire knowledge/specific capabilities. However, the imagination has always guided us on things that are new and out of the box. That afternoon, an interesting lesson that eventually became a trending topic among the participants was when Bryan from Malaysia asked, "How can we use this method of valuation to convince the client that our costs are reasonable?" Nishii-sensei paused for a moment, then smiled. He gave a short answer: *"We can't convince anybody, all we can do is make a consensus"*. It was mind-blowing, and we were all stunned and amazed by the response. For most participants coming from a legal background. Convincing are their targets play, winning is to convince the other parties to accept the claim and clause submitted by the lawyers. I was also struck, as long as I have any problems, I always try convincing others to accepting an offer that I am trying to ask. Consensus, or mutual agreement, became a term that was often discussed among participants. It is the effect from Mr. Nishii which very striking to us who have a career in the field that puts personal egos. It was amazing how this training not only paid attention to the provision of insight but also the formation of the character of its participants through philosophy, discipline, and guidance that we do not get much of in our respective countries. Mr. Sata said some other interesting things at the end of the training; *"idea is a summarization of personality, accepting your own personality by accepting others idea"*. This bring us back to the idea of mutual respect. We live not for ourselves, but with the involvement of others. We respect our own feelings to appreciate the feelings of others. This is not about not opposing our own ego, but about how we can have a more positive ego to consider the feelings of others.

Our learning was not only through IPMT, but also through the experience of living in To-

kyo, Japan as one of the world's metropolises. All the regulation and punctuality, yet it makes everything more convenient for us as foreigners because all the information is clear and facilities are easily accessible. We never got lost in Japan. The MRT is very well organized, went wherever we wanted to go, and the trips could be achieved with ease. I really liked being on the MRT in Japan. It was very neat, clean, and comfortable, and there was always an interesting moment of variants among those who boarded the MRT. It was amazing to see the variation of people who are very diverse and yet, blend very well with the surroundings of modern and also cultural environment.

My favorite area was Ueno Park, with its great buildings of luxury and sophistication, and there is a very wide area of culture and it merges with comfort. Glimpses of the history of Japanese culture were displayed by some of the monuments in Ueno, and the view of the lake covered by water hyacinths and lotuses was very beautiful. Similarly, the Imperial Palace, the residence of the Emperor of Japan, is without doubt standing strong in the middle of the growth of tall buildings in the vicinity. The palace can be reached by heading to Otemachi Station, where when you come out of the station, you are greeted by an artificial river that surrounds the Imperial Palace bordering the Palace with a group of high rise buildings. I found a different atmosphere at the Emperor's Palace, fervently, a tranquility, the same aura when I'm in Ueno Park. But it is different. The vast expanse of garden, fresh green grass, the kind of pine trees placed neatly, making the composition of the park quite roomy and comfortable. The lake that surrounds it seems very sweet, although it is not translucent, but the creatures in it were very interesting, and there are some swans and big fish swimming back and forth asking for the attention of those who approach. Until the end of our stay in Japan, a view like mentioned before are quite often found in Japan. The blend of nature, tradition and modernity, are something that hard to find in Indonesia. Even areas such as Tokyo University education are a great example of how an ideal academic environment should look like, where students can appreciate and connect with the nature and traditions while learning the advance education. The location of Tokyo University is in the Yushima area, relatively quiet area where there is almost nothing but offices, apartments, and some places to eat. At most, there is one magnificent temple located near the station. Todai (as Tokyo University is usually called) is pretty magnificent, and the buildings look similar to the lecture halls in the movies. The exterior is dominated by exposed brick, and high structures. We spent the morning session in the building for IP development, which also serves as facilitator for students who have a start-up bussiness. We were invited to a tour of the facilities in the building and each department's functions and systems.

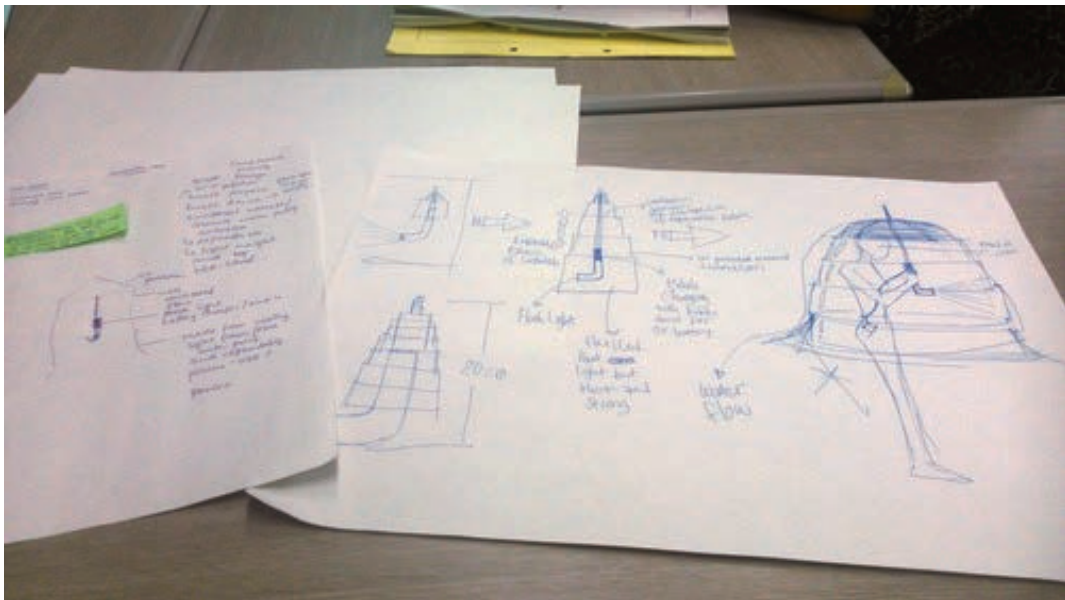
We had an interesting adventure when we had a break. I decided to take a walk around Todai. In addition to our class building, there was a forbidden park, because it is the garden of the samurai who served the landlord of that area. There are still many parts that are fascinating, where cultural and historical values are still preserved. The more amazing things came up when I drove around. European-style classic buildings with gates similar to the Roman Catholic churches adorn the Todai area. They are really beautiful, so no wonder some friends said that a lot of people want to study there. In addition to the quality of teaching and the curriculum being really good, the atmosphere was incredible. It was very lively that afternoon. In addition to the students are milling about, there was also a group of seniors drawing scenery who were scattered around many corners of Todai. Then, there was a swarm of

elementary school children who were paying a visit to Todai. And maybe some other people who were also tourists and wanted to look around and enjoy the beauty of Todai.

After several time walk around Todai, I was more fascinated with the atmosphere of this campus. I tried to look at a map and wondered whether there was anything on the campus that I could see other than the magnificent buildings and large trees towering. I was rather curious when I saw an icon of a large lake in the middle of campus named Sanshiro Pond. With curiosity, I hurried to the lake. It was not difficult to find because it was located right in the middle of Todai. I gasped in awe when I saw how big the lake in the middle of campus was. It was crazy! In a crowded place, suddenly there was a small forest that was silent and beautiful. There was a group of kindergarten children who were preoccupied fishing there with their teacher. I began circling the lake, and not for a moment was I not amazed and delighted to be there. This was the type of campus that I loved, and I'm always glad to have a place to be alone like this. Though it is in the middle of the campus, the lake area was very clean. No one littered. Everything was green and beautiful. Maybe if I studied here, my everyday activity would be going here, just staring out at the water or eating lunch. This was a perfect getaway place in a campus.

We, the participants, agreed that the IPMT has given us valuable experience in addition to the opportunity to enrich the science of advanced IP. We were also given an experience that helps us see the beauty of Japan through the environment, culture, and hospitality. Even now, one year later, the participants of IPMT 2014 still communicate and exchange information and insight with each other. This is an experience that makes us agree that through *Enishi*, which means connection/friendship and was mentioned in our graduation certificates to be very precise, we now have new friends and connections from countries like Malaysia, India, Singapore, Brunei, the Philippines, Myanmar, Thailand, Cambodia, and Brazil. But mainly, we are now friends with JAPAN.





“Experience of Training Course for Practitioners Specializing in Patents in Japan”

Ms. Nguyen Thi Ngoc BICH (Vietnam)
Chief Lawyer – IP Attorney,
ADVACAS Law Office



Ms. Nguyen Thi Ngoc BICH

(JPO/IPR Training Course for Practitioners Specializing in Patents, Aug. 24 – Sep. 11, 2015)

This was not my first visit to Japan, but it left an unforgettable impression on me.

Upon being accepted as a participant for the training course for practitioners specializing in patents, I was incredibly thrilled at the thought of:

- (i) Obtaining more updated and comprehensive knowledge on the patent system, examination process, drafting specifications and drawings, dealing with office actions, licensing, etc.;
- (ii) Improving the necessary skills in judging patentability, searching prior arts, using the patent information and making amendments to specifications/claims; and
- (iii) Setting up a network with IP practitioners to exchange knowledge and experience.

Undoubtedly, the training course far exceeded my expectations.

1. Prior to the course

First and foremost, I have to thank HIDA and APIC for their very specific and detail-oriented preparation for my trip to Japan, from the air ticket, navigation instructions from Narita Airport to TKC, to the notes for the participants on accommodation, weather, clothes, electricity, etc. I basically only had to follow the instructions and felt at ease, as if I was actually experiencing the course in my hometown.

The JAL flight landed in Narita as planned. The thoughtful and caring service throughout the flight, along with the service at Narita Airport itself, left a great impression of Japan on me.

At the airport, I had the chance to meet some of my fellow participants in the JPO/IPR 2015 Training course, namely Dennis, Woei & Suriyia from Malaysia and Rai, Parekh & Ritesh from India. And we all agreed that we had received wonderful service and great instructions on how to get to TKC from Narita Airport, from our guide organized by HIDA. The transportation service in Japan met my expectations about its convenience and punctuality.

When I arrived at TKC, everything had already been prepared way beforehand to greet me and the other participants. Carefully briefed and prepped, I was really content and ready for the three-week training course.

2. During the training course

The first lecture was about “International Trends relating to IP Rights and Development of

Intellectual Property Strategies,” presented by Professor Yoshitoshi Tanaka from the Tokyo Institute of Technology. It provided us with lots of new information, and an interesting view on global trends and the status surrounding the IP system and IP strategy formulation. Despite jetlag, all participants found the lecture very energetic with great discussions between the well-experienced lecturer and enthusiastic trainees from 10 different countries, namely Brazil, China, Indonesia, India, Malaysia, Mexico, the Philippines, Singapore, Thailand and Vietnam. We together discussed and came to an agreement on how to understand statistical data defining our own hypothesis and how to integrate corporate management strategy and IP strategy. It was a great ice-breaking session, giving us motivation for the following days.

The Pre-Training Report Presentation by the participants, instead of just being a boring introduction to the names, positions, and countries of each participant, turned out to be the exact opposite. During that session, we shared information about the IP system of each presenter’s country, then compared the similarities and differences, all with the hopes of finding connections with each other. On this very first day, all participants learnt each other’s names and conversed as if we had been friends for a long time. The most impressive presentation was the one given by the Brazilian participants despite their 30-hour flight to Japan and the jetlag resulting from the 12-hour time difference.

The following training sessions, hosted by APIC, or the visit to JPO, and Honda, really connected all the participants together. The knowledge and skills gained from the lecturers were really beneficial. From the macro problems, such as IP Policy, Industry-Government-Academia Collaboration, IP Utilization and Management at SMEs, Assessment of IP Asset Values, etc. to specific issues such as Searching and Brushing up Inventions, Examination Standards, Patent Information Searches and Patent Mapping, were all explained in detail, with updated sources of information by the lecturers. The specialization fields, such as Drafting Specifications, Licensing, Patent Infringement Suits as well as the exercises on Inventive Step, Novelty, etc. caught the attention of the participants, and I truly felt like those were the topics that we enjoyed discussing the most, with the situations that were brought up by the lecturers. We got the chance to talk about them, discuss them with our peers, and present our results. I learnt a lot from the lecturers, both the means to resolve problems, as well as the dedication, meticulousness and professionalism of professional IP practitioners. I also learnt from the other participants about the IP systems in their countries and their interesting methods of approaching the problems.

I had the pleasure to work with people from different countries, such as Singapore, Malaysia and India. Each time I worked with a different group, the experience was completely different. They were such amazing people and I truly learnt a lot: from knowledge, soft skills, and experience, to team spirit, cooperation and dedication towards the group project.

3. Extra activities

I had a wonderful time in Tokyo apart from the time spent during the course. We went out for dinner in some Japanese restaurants where no staff spoke English, and among us, nobody spoke Japanese, yet we were still able to order a lot of amazing Japanese dishes, based solely on our basic vocabulary and body language.

We also visited HibiyaPark, Tokyo Tower, Odaiba, and some museums. Tokyo was amazing. Without a doubt, the three weekends that we had was not enough to discover all the wonderful places Tokyo had to offer, needless to say the places in Kyoto, Nikko, or Hakone.

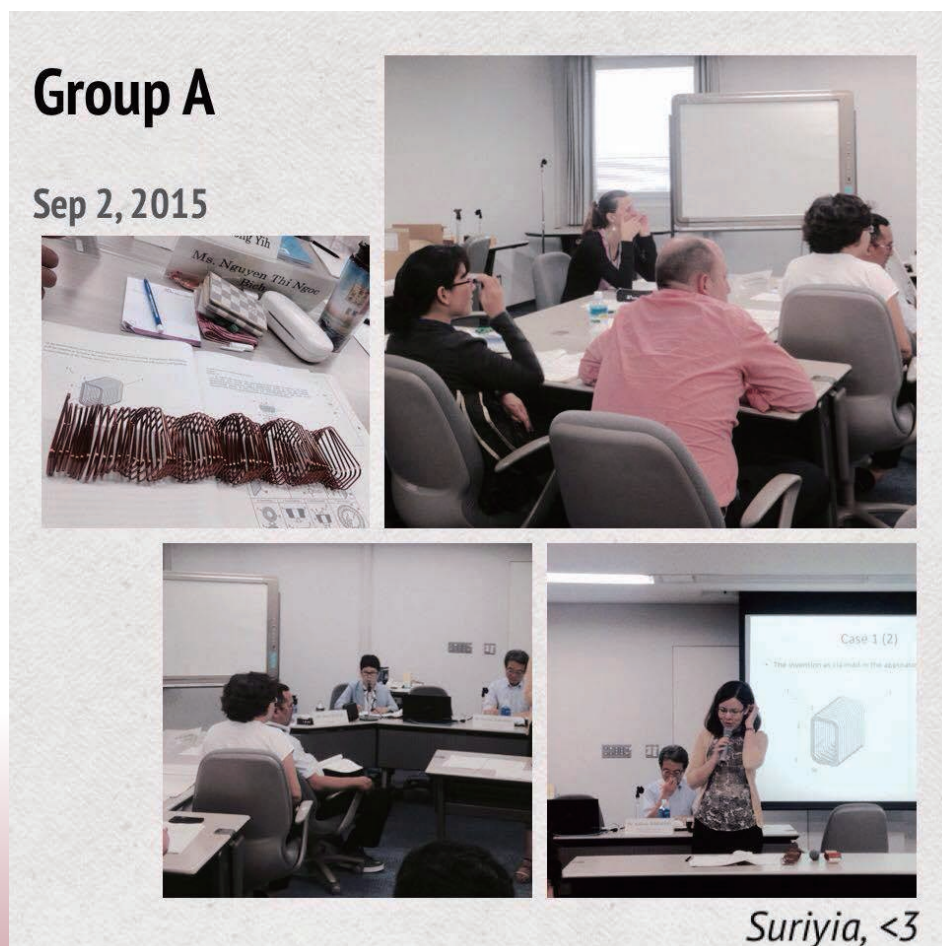
Our mornings together on the subway on our trip from TKC to APIC were also memorable. Although we all walked together to Kitasenju Station, we then had to somewhat part ways because the pink cars were reserved for women only. The afternoons after the lectures that we spent discussing what to do, where to go, and what to buy, are another thing I will never forget.

We created e-mail and FB groups to share information and the pictures that we took daily. Up until now, we still use them to keep in touch, which is great.

4. Achievements from the training course

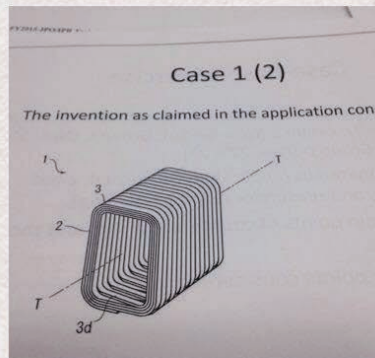
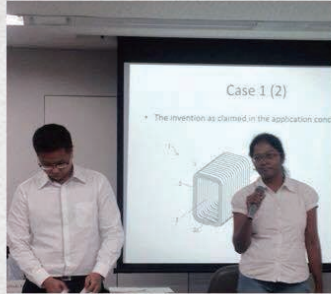
In my opinion, this training course has met all of my target goals, plus more. I had amazing teachers, giving me lots of in-depth knowledge and teaching me a way to uphold my knowledge. I had amazing friends who were willing to share their expertise and experience on being a good patent practitioner, and working in a group efficiently, and more importantly, we have created this vibrant network for long-term cooperation.

Thank you, JPO, HIDA and APIC (JIPII) for giving me a valuable chance to go to Japan and learn a lot! Thank you, Japan. Hope to see you again!



Group B

Sep 2, 2015



Join work

Group C

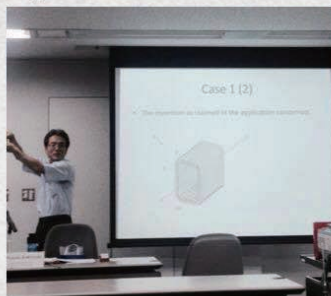
Sep 2, 2015



Thanks, Eric!

Group D

Sep 2, 2015



Joint work





“Interview of IP Friends Former”

We would like to introduce 5 IP Friends and ask them to talk about what they gained from their training course and how they utilized their new knowledge in their current jobs. They will also talk about new connections they made during the course, as well as their impressions of Japan before and after their visit here.



Dr. Suman Shrey Singh

Dr. Suman Shrey Singh (India)
Deputy Controller of Patents and Designs,
Office of Controller General of Patents Designs and Trademarks

*(JPO/IPR Training Course for Promoting Public Awareness of IP (FY2015,
WIPO/JF Long term fellow ship researcher, FY2010)*

1. What did you gain from the training course (knowledge/ achievements etc.)?

I am able to understand the way, the participating countries are progressing in creating IP awareness among general public. I found efforts of Malaysia through mass media and performing cultural activity of epic and drama play as excellent idea to reach to general public.

Information about ERIA's Study Project on IP Policies for Promoting Direct Investment in ASEAN, were also very useful for all participants. Here the discussion on policy recommendations was very useful.

Lecture about experience of JPO in providing IP Support to SMEs was also useful for participants.

Introduction about the University- Industry collaboration in Japan was also worthy information to implement in participants countries.

2. How do/ did you utilize them for your current job? (This is a related question to Question No.2)

As and when we face the same situation, these learning will be utilized to have more accurate and close approach to the objective.

3. Do you still have your personal connections which you created during the training course?

Yes, I have connections with many APIC officials who have taken care of my training needs during the stay in Japan.

4. What is your impression of Japan before/after visiting Japan?

Excellent. Sincere attempts of APIC and HIDA staff for training and comfortable stay of participants. Nihango wa sukin desuka.

Mr. Chaudhry Asfand Ali (Pakistan)
Deputy Director (Patent & Trademark),
Intellectual Property Organization of Pakistan



Mr. Chaudhry Asfand Ali

(WIPO/JF IP Management and the Formulation and Implementation under the Japan Funds-in-Trust, FY2011, WIPO/JF Long term fellow ship researcher, FY2008)

1. What did you gain from the training course (knowledge, achievements etc)?

I had learnt the details of Madrid Protocol for the International Registration of Marks. It included the procedures of the Madrid Protocol and experiences of the Japan Patent Office, Japanese Attorneys and Local Industry of Japan mostly SMEs.

2. How do/did you utilize them for your current job?

I am utilizing my training in preparing IPO-Pakistan to accede to Madrid Protocol for the International Registration of Marks.

3. Do you still have your personal connections which you created during the training course?

I had attended the long term fellowship in 2008. Most of the people who were working at APIC are now transferred or left the Organization. I must say that the personal connections are not at that level as it was before.

4. What is your impression of Japan before/after visiting Japan?

My impression about Japan is a land of humble, hardworking and honest people.

Mr. Le Ngoc Lam (Vietnam)
Deputy Director General,
National Office of Intellectual Property (NOIP),
Ministry of Science and Technology



Mr. Le Ngoc Lam

(WIPO/JF Training Course on the Examination Practice of Industrial Property (Intermediate/Advanced Program), FY2007, WIPO/JF Training Course on the IP Management and Formulation and Implementation of Results Based IP Office Plans FY2010, JICA VietNam CounterPart FY2012, 2014)

1. What did you gain from the training course (knowledge, achievements etc)?

I have been participated in training courses under JICA Project on Enhancing capacity of IPR enforcement in Vietnam. I have gained knowledge and experiences of IPR enforcement system of Japan. I have been introduced through the training program how enforcement authorities of Japan work on IPR protection, how trade and manufacturer associations contrib-

ute in the role of IPR protectors in related fields.

2. How do/did you utilize them for your current job?

Knowledge and experiences of Japan enforcement system are very fruitful for Vietnamese IP system and could be effectively applied for IP enforcement in Vietnam. In particular, such skills and experiences are used for amending examination guidelines, for orientation for organization of enforcement activities inside the country, as well as for updating training materials for different purposes.

3. Do you still have your personal connections which you created during the training course?

I have created during the training course a network with experts and participants who were engaged in activities of IP protection and enforcement. I always keep contact with them regarding of sharing experiences and updating information in IP field, cooperating and dealing with related infringement cases.

4. What is your impression of Japan before/after visiting Japan?

Before coming to Japan, I thought Japanese IP system was so complicated and knowledge gained from this system was difficult to be applied to IP system of Vietnam. In fact, skills and experiences derived from Japanese IP system are quite suitable for applying for IP protection and enforcement activities in Vietnam.

Mr. Ly Sonabend (Cambodia)
Deputy Chief of Litigation Bureau and IPAS Administration,
Department of Intellectual Property Rights, Ministry of Commerce



Mr. Ly Sonabend

(WIPO/JF Long term fellow ship researcher, FY2012, WIPO Training Course on the Use of Information Technology in Industrial Property Administration under the Japan Funds-in-Trust, Nov. 13-27, FY2008)

My name is Ly Sonabend, I am currently is Deputy Chief of Bureau of Litigation (B/LIT) and Industrial Property Automation System (IPAS) Administrator, Department of Intellectual Property Rights (DIP), Ministry of Commerce (MoC), Kingdom of Cambodia.

After got back to my office, there were many projects which related to my research in Japan, as my office goal, we are planning to cut off the paper document during applications filing, examination process, and so on. Now a day, Cambodia IP office able to share their Trademark bibliographic data not only their own website (www.cambodiaip.gov.kh) but also to the world via WIPO global brand database (<http://www.wipo.int/branddb/kh>) and OHIM ASEAN-TMview (<http://www.asean-tmview.org>) and we are now changed our workflow of DIP in order to use less paper as much as possible.

In December 2014, my office raised some issue related IT to JPO, after a while we got re-

spond from JPO. In order to solve DIP issue related to the Trademark System, my office and JPO had exchange several emails and also setup a video conference:

During my study and research, I have learned so many things which are related to Intellectual Property as well as Information Technology in the field of IP. The intellectual property system in Japan showed me the big differences from these two countries.

In addition, it is my great honor that I have an excellent opportunity attended long-term study and research fellowship program, I truly appreciated the efforts and supports from WIPO, JPO, APIC of JIPII and DIP, I really enjoy life and research there so much.

Ms. Duan Xiaomei (People's Republic of China)
Director of Formality Examination Division,
Trademark Review and Adjudication Board (TRAB),
State Administration For Industry And Commerce



Ms. Duan Xiaomei

(WIPO/JF Long term fellow ship researcher, FY2010)

My name is Duan Xiaomei, I'm Director of Formality Examination Division, Trademark Review and Adjudication Board (TRAB) State Administration for Industry and Commerce (SAIC), P. R. C.

I have a precious opportunity to be granted a six-month study-cum-research fellowship by WIPO (World Intellectual Property Organization) in 2010. During the half year of working and studying in Japan, I finished a thirty-thousand words report in English on the "*Conflict between Trademark Right and Prior Copyright*" and submitted it to WIPO. And when I went home, for sharing my experience with academicians, practitioners and rights-holders, I translated this report to Chinese version which was published as a book by Chinese Intellectual Property Right Press in 2012.

Furthermore, in this half year, I had opportunity to get more understanding about the trademark work in JPO, I had further comprehension about Japanese Trademark examination standard, trademark appeal and trial system, and so on, which are constructive references to Chinese trademark work.

Moreover, in this half year, I had opportunity to acquaint myself with Japanese culture and the living way of Japanese people. I was impressed by the combination of modern fashion style and old tradition culture in each side of living in Japan.



Mr. Mohd Radhi Ahmad (Malaysia),
Director of MyIPO Northern Zone Office (Penang),
Intellectual Property Corporation of Malaysia



Mr. Mohd Radhi Ahmad

(WIPO/JF Long term fellow ship researcher, FY2013, WIPO Training Course on the Patent Examiners in the Field of Automotive Sector under the Japan Funds-in-Trust Training Course FY2010, JICA counterpart training course for Patent Examination FY2008)

My name is Mohd. Radhi Ahmad from Intellectual Property Corporation of Malaysia (MyIPO). Previously, I was a Patent Examiner at the Patent Examination Department for 12 years. I was appointed to my current position as Director of Northern Region Branch starting from April 1, 2015.

The training courses that I participated in Japan gave me a lot of valuable experiences. I gained knowledge about intellectual property and also met various people from other countries. Through exchanging information, we learnt about the challenges in promoting IP awareness in our countries.

In my current job, I am responsible to help the local applicants in IP protection. Some of the experience and knowledge I learnt in Japan are helpful in facilitate the awareness programs for the locals. It takes great effort but after a few months I am beginning to see the result. The number of applications from the Norther Region is staring to increase from the previous year.

Once a while I received emails from a university professor that I met regarding recent patent news in Japan. Few of the people from patent attorney offices and JPO also visited MyIPO last year. Meeting them again in Malaysia was surely a delightful moment. I am still keeping in touch with some of the participants in the courses via social media.

Before visiting Japan, I only knew from the reputation. But after the visits, I felt that it exceeds the reputation and really is a good place. I am looking forward to visit Japan again.

Contributions from FY 2014 Long Term Fellowship Researchers

“How the Study-cum-research Fellowship in Japan Influenced My Intellectual Property Goal in My University”

Ms. Maridit C. Pedrosa (the Philippines)
Assistant Professor,
University of Southeastern Philippines (USEP)



Ms. Maridit C. Pedrosa

(JPO/IPR Long term fellow ship researcher, FY2014)

I consider the trip, the training courses, and the conduct of research on Intellectual Property in Japan a humbling experience and a fulfillment of one of my prized dreams in life. It was like hitting three birds with one stone. My stint in a foreign country has introduced me to new ideas, concepts, places and people, which has made me a better person in and outside the academe.

The Intellectual Property courses I took in Japan introduced me to a deeper understanding of intellectual property, much of which was not covered by my IP training back in the Philippines. Thanks to the broad array of topics available to long-term researchers like myself in this fellowship program, I have acquired a lot of new perspectives and concepts. Before I attended the training courses, I carefully examined each topic to see which courses would be relevant to me as an Innovation and Technology Support Office (ITSO) staff in my University. I must say that my lecturers were highly competent on the delivered topics. Through the training courses, I have come to realize that I need to learn more about IP and digest the teachings, not just the materials, so that I can bring and share them back home.

One course I studied was Intellectual Property Negotiation, an essential course for me as an ITSO staff. The course provided me with information on how to market the future IPs of my university. Also, another course provided me with actual visits to the companies that are IP generators, like HONDA Motors, Astellas pharmaceutical, and TOPPAN Printing press. The tours not only gave me an orientation about their IPs, but also allowed me a glimpse into what Japan is in terms of technology. Though these courses may be different from one another, they were in general related to each other, and I found myself so interested in all the topics included. I then realized that the parts of each course which caught my attention were those that overlapped with my main academic interests; for example, the lectures and plant visits that I enjoyed most were connected to the field of chemistry. I was particularly interested in the study tour in Astellas pharmaceuticals. The plant visit made a great impact on me since I focused on chemistry in my professional life. The plant facilities and their IP management were a great source of inspiration on the work of chemistry and IP generation. I could not help myself from taking notes on the general and even specific details since it was my first ever immersion in an operational plant. I was fascinated by how chemistry works in a pharmaceutical company.

I have not only earned knowledge and skills about intellectual property in Japan, but I have also established a network and strong links with my fellow grantees. The international acquaintances I met have shared magnanimous information about their experiences and learnings in their own countries. The Japan Patent Office Officers and personnel satisfactorily

provided us, the fellows, with various avenues to exchange ideas regarding IP in our respective countries. Thus, I have been privileged to see how IP works globally.

I also appreciated the accommodating APIC staff and coordinators that I met who shared their thoughts on IP; I will forever cherish them in my lifetime, for not only did they assist me with the technicalities of IP, but they also showed me the Japanese way of life, culture, the country itself, and friendship. Aside from providing me with the basics, they allowed me to visit their home and dine with their family, they accompanied me to beautiful places other than Tokyo, took me to many Japanese restaurants, let me experience the tea ceremony and many other first time experiences that I thought would never happen. This long term research fellowship made all of these possible. Indeed, I feel blessed to have experienced firsthand the Japanese life which I had previously come across only in the pages of travel magazines and on the television.

Practically, I have accomplished a lot during my Japan experience. Besides the training courses that provided me with IP knowledge, I was able to finish my research in IP and was able to present its output, which was the main objective of my fellowship. During the conduct of the research, I was able to interview great people in Japan's government agencies, like JST and RIKEN. They were so accepting and helpful from arranging the interviews down to facilitating my survey questionnaire. Dr. Koichi Sumikura, my supervisor, accompanied me in all the interviews I conducted. He was implausibly generous in allowing me to visit other universities aside from GRIPS, and to attend his classes which broadened my IP knowledge. My exposure to a Japanese university allowed me to embrace and appreciate the beauty of diversity.

Furthermore, my IP life in Japan has come full circle because I got a chance to weave memories with two international friends named Lata from India and Monika from Indonesia. They made visiting different tourist attractions, riding different modes of transportation, and eating different cuisine so much fun. To-dos on my Japan bucket list were all crossed out. And it did not end there. I was the happiest I have ever been when I stepped foot in Tokyo Disneyland, walked and sung on a snowy day, sung karaoke with my JPO friends, visited the Imperial Palace, museums and parks, shopped, watched concerts and movies, took a road trip to Kawaguchiko, and witnessed the cherry blossoms. Lata and Monika became my long lost sisters in a foreign land. The five months we spent together in Japan felt like we had known each other from childhood. For that, I thank this fellowship for the gift of friendship boxed with memories worth cherishing for a lifetime.

My IP life will never be the same. The six month study-cum-research fellowship in Japan has enriched my IP knowledge, widened my IP network, strengthened my IP skills and has given me new perspectives on how I can better promote IP to my University and my country as whole. The hands-on training on patent examination has equipped and re-enforced me to be daring in applying the new ideas I have gained to IP implementation. Knowledge is a great weapon, but experience makes a person better and wiser. Gratefully, I have attained both knowledge and experience in Japan. As Oscar Wilde put it, the whole of Japan is a pure invention. My gratitude to the fellowship program, and my felicitations to the land of the rising sun.



With the JPO Commissioner Ito, Director Kunihisa ITO, and other JPO Personnel



With my supervisor, Dr. Koichi Sumikura, Ms. Minako Misuno, and co-researchers Lata and Monika during our final research presentation



During our plant visit at Astellas Pharma Inc.



With my supervisor, Dr. Koichi Suminkura, during my interview with JST Personnel



Cherry blossoms with Lata and Monika



Tea ceremony with APIC Coordinator, Yukiko-san



With APIC personnel headed by Director Takao Ogiya during our farewell party

Articles from the Former Trainees

“Brazilian Panorama Intellectual Property”

Ms. Letícia Christmann Espíndola (Brazil)
Analyst, Regional Department of Rio Grande Do Sul,
National Service for Industrial Apprenticeship



Ms. Letícia Christmann Espíndola

(JPO/IPR Training Course for IP Trainers, June 23 – July 4, 2014)

The issue of intellectual property in Brazil has been treated in various ways as a priority to push the development of national industry. However, the protection goals are not considered satisfactory for a country that currently has more than 200 million inhabitants. This scenario is probably due to the fact that until the mid-90s, the country's GDP was mainly based on the primary sector, while the metal-mechanic sector was based on machinery imported mainly from countries such as Germany, the United States and Japan.

Legislation on intellectual property is not recent, but it is believed that the subject began to have greater national repercussions with the new Industrial Property Law No. 9.279 of May 14, 1996, when the country began granting patents on medicines, and providing a special mechanism to those already protected abroad. This intellectual property law protects patents, utility models, trademarks, geographical indications, industrial design, and trade secrets, as well as addresses the subject of unfair competition. Thereafter, research institutes and universities were also able to begin fostering research on national genetic patrimony, and seeking the protection of such in Brazil. This IP law also triggered the matter of rewards from companies and organizations to their inventors, as a way to foster their innovative spirit and stimulate industrial development. Decree No. 2553 of 1998, which regulates the law, established that inventors working on governmental companies and universities are entitled to receive up to a third of public institution earnings from their IP technology transfer. This law also regulates technologies that are not to be disclosed in order to maintain national security. In 1998, laws related to copyrights and software were also enacted.

Understanding the need for intellectual property management, Brazil promulgated the law of innovation No. 10.973 in 2004. This requires public institutions to create Technology Transfer Offices (TTO) in order to protect inventions generated in the academic scope, manage issues relating to researchers, and encourage the sharing of public facilities with industries. Understanding IP as an institutional priority, some private institutions also began to follow the provisions of this law. The law also establishes the obligation that these TTOs shall annually provide to government information about the status of intellectual property policy implementation, as well as their staff, IP maintenance expenses, technology transfer contracts, incomes by royalties, and IP portfolios.

The year 2006 saw the creation of the National Forum of Innovation and Technology Transfer Managers - FORTEC (www.portalfortec.org), a non-governmental organization whose

main goal is to disseminate knowledge of intellectual property among all institutions with TTOs, and to share their best practices. FORTEC has over 200 member institutions today, and plays a significant role in the Ministry of Science, Technology and Innovation of Brazil—defending the group's interests and building relevant legislation about innovation, IP and technology transfer.

The country initiated the protection of cultivars in 2007 via Law No. 9456 (April 25, 1997) to protect and foster the national agriculture sector, as well as Law No. 11484 (May 31, 2007) of integrated circuit topography and other issues such as Digital TV.

Beginning in 2004, the country takes its first steps toward structuring property management groups. The Brazilian National Institute of Industrial Property – INPI (www.inpi.gov.br) has made major nationwide efforts since 2006 to disseminate information regarding the issue of industrial property, providing presence courses all over the country. WIPO has also made many efforts to provide courses on patent drafting, technology agreements and successful technology licensing, among others. In 2008, National Industry Confederation – CNI (www.portaldaindustria.com.br) also made some efforts together with INPI in a way to disseminate IP among the country, launching some dedicated publications to students, trainers, employers, lawyers, pressmen (<http://www.portaldaindustria.com.br/cni/canal/proprieda-de-intelectual-to-das-publicacoes/>)

One of the biggest problems in Brazil is that there is a clear separation between those dealing with IP: lawyers, who are responsible for the protection process toward the Brazilian National Institute; and TTO managers. On the lawyers' side, contrary to what is practiced in Japan and Europe, there is no requirement to be certificate by an national IP qualifying test. In theory, a newly graduated lawyer who has passed the generic test of the Brazilian Association of Lawyers – OAB (www.oab.org.br) is entitled to be a legal representative of inventors and institutions, and to undertake legal procedures in that regard. There is not much to worry about with regard to trademark protection in Brazil, which is quite simple. In addition, information regarding the avoidance of using others' brands due to unfair competition has been widely disseminated.

The matter of patents is quite complex, by contrast, and involves a range of rights and duties, as any slip or ignorance can contribute to break an industry strategy. What we see in practice, therefore, is the difficulty of relying on a particular law office to provide services, since patents for example, require advanced knowledge of international law, uniformity of writing patents, and especially good use of technical information available in databases. From the standpoint of public and private institutions with a considerable number of technologies to be protected every year, sometimes it is necessary to make some kind of public competitive bidding for hiring these professionals, so there is a need to clearly define the professional experience required in order to avoid beginners or bad service suppliers.

Meanwhile, a clear career in public institutions related to TTOs—such as TTO managers or information analysts—has not existed until now. Those who perform this function within Federal Institutions are usually relocated from some technical department, and learn all IP complexities in a short time. As there is no specific career, there is also no opportunity for professional growth within the institution, which ends up generating regular changes of staff,

since such professionals usually move to another company or career every year or two. Moreover, besides having a small TTO staff, these managers are usually supported by short-term scholarship students who are granted with government funding for one or two years.

The situation for researchers is even more difficult. Most doctoral students in Brazil work primarily in universities, and their theses are usually not related to industrial issues, as their scholarships are mostly financed by government funding. Most industries do not have doctoral or master students on their staff, because they have no financial capacity to maintain their own research centers—preferring usually to partner with universities. Most doctoral students also have no background in searching prior art on patents for their thesis, and therefore do not know how to disseminate this important patent information tool for their students. They are experts in international publications and article searches, as Brazil has an excellent rank in the publication world index (13th). Moreover, the curriculum of these researchers are evaluated by the government according to the number of publications in high-level journals and not by the number of patents registered in their name. This panorama is gradually changing by showing to scientists the importance of ensuring the protection of inventions before publications, in order to prevent public domain of all knowledge developed.

In this issue of public domain, Brazil has adopted a grace period of one year. What usually happens, however, is that when doctoral theses or master dissertations are published, several articles compromising the novelty of the technology are sent to magazines. It is not unusual to see a great company product going to market without IP protection, and later not being able to protect it anymore.

When statistics about Brazilian patent and utility model applications are analyzed by WIPO data, it may be observed in Table 1 that the number of applications increased 68% between 2003 and 2013, totaling 33,916 records. However, the number of patents filed by Brazilian residents basically remained stable, increasing only 3.8% during this 10-year period, which

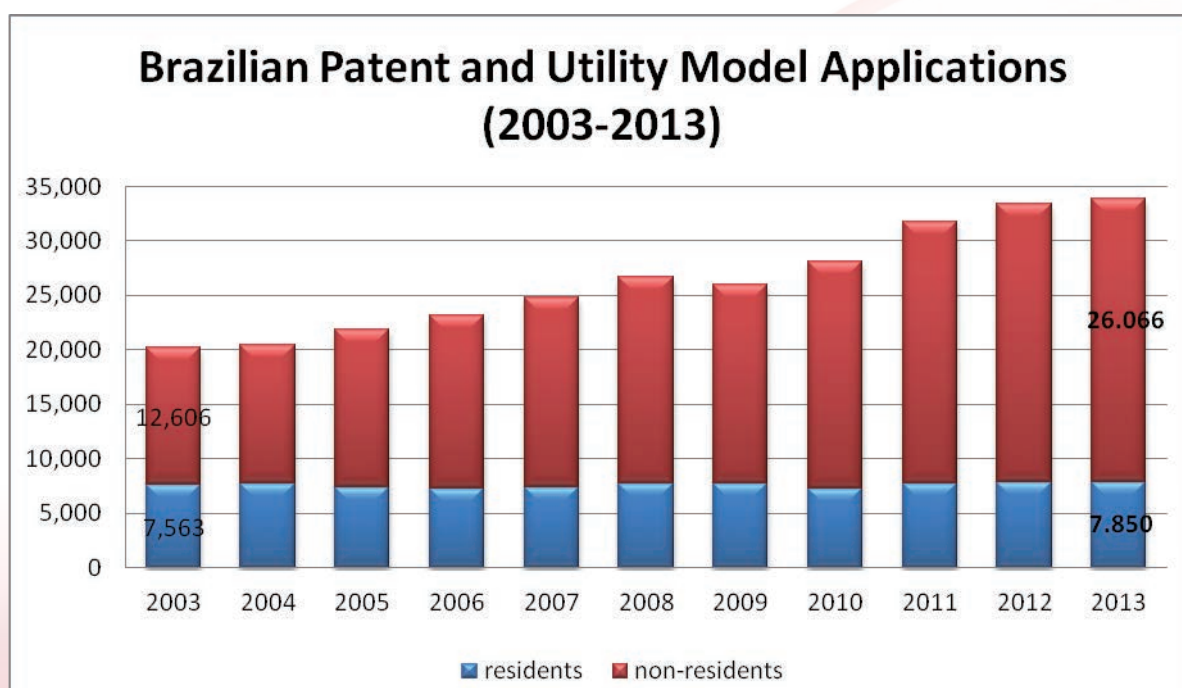


Table1: Number of patent and utility model applications between 2003 and 2013

Table 2: Brazilian PCT Applications (2010-2014)

year	2010	2011	2012	2013	2014
Brazil PCT Applications	487	562	588	657	581

means that the importance of patents protection is not well disseminated between the country. Non-resident applications grew 106.8% during the same period, which means that the country is being seen worldwide as an attractive market for large multinationals.

The number of applications in Brazil still seems tiny when compared to the fact that approximately 2.6 million patents were applied for worldwide in the year 2013, while the Brazilian contribution to global technological development this same year was 0.3% (7850 applications).

Another relevant aspect to this scenario is that traditional Brazilian industries are not making much use of the “freedom to operate” among these technologies not protected in Brazil. How much public funding is being spent for developing technologies without proper prior art searches? How many technical problems of the industry could be solved in a faster way using patent information?

Evidencing the immaturity on understanding the international patent system, Table 2 shows that the number of patent applications under the Patent Cooperation Treaty – PCT is also insufficient, recording a decrease of 11.5% in 2014 compared to the previous year. The overall number is less than 10% of total Brazilian resident applications in 2013. Of course, the high costs of protection abroad should also be taken into account, but this movement should be understood as a corporate strategy to achieve new markets.

The major complaints of companies and applicants are those of delays in the analysis of patent applications by the Brazilian IP Office, which can take up to 10 years depending on the technological field. 2972 patents were granted in 2013, with only 385 applied for by residents. This is one-tenth of the number of patents that are submitted annually to the INPI. The number of INPI patent analyzers in 2014 did not exceed 200, and the backlog is more than 900 patents for each examiner. Government efforts are being made to increase the number of examiners, as well as possibly create a task force to decrease the backlog. Suggestions such as taking into account other national offices’ analyses were also evaluated.

In face of all these issues, foreign countries may think that Brazil does not really have much research. But when technical publications in magazines are analysed, however, we see that this is in fact the opposite. Righetti shows that between 2003 and 2013, Brazil climbed 11 positions in the production ranking of scientific articles—reaching a score of 42,931 articles published in 2013. Many of these are related to the field of health and engineering, and those not related to health and medicines have likely not been previously protected by patents—thereby compromising years of investment in research, which will become public domain by publication.

Industrial Design Applications are also a growing trend in Brazil. Cases of dual protection by patents and industrial designs are occurring, mainly because protection does not require

merit exams and lasts for 25 years—being a more streamlined form of concession. There were 6847 applications in 2013, with 3818 requests originating from Brazil. In general, not much is discussed about design protection, which is a mechanism that is basically used by the national fashion industry such as clothes and shoes, and some multinational companies.

Thanks to diversified climates and geographic characteristics in the country, the protection of products by Geographical Indication (GI) is also growing. In this context, some sector studies were conducted to identify the characteristics of each renowned Brazilian product, and its technical and economic feasibility to foster the regional industry. The Brazilian Office has granted 42 geographical indications for Brazilian items, including meat, leather, fruits, honey, wine and sweets. This recognition standardizes the production of these goods in order to become notorious nationally and internationally—thereby adding value to local production chains. INPI also recognizes eight international grants to Green, Douro and Porto wines (Portugal), Cognac and Champagne (France), Franciacorta wines (Italy), Prosciutto San Daniele (Italy), and Napa Valley wines (USA).

Trademarks are very significant for Brazil, numbering 132,330 from residents and 31,092 from non-residents in 2013. Approximately 36,000 trademarks were approved by INPI this same year.

Thus, as a national priority, Brazil should work to increase awareness among researchers regarding the importance of intellectual property for the progress of their research. The problems are how to make scientists learn this bit of complex law that is so important to their work? How to train all of them in prior art searches? How to convince them that analyzing the content of patents is much richer for research than analyzing articles? How to make the triple helix of lawyers-companies-research institutions work collaboratively instead of in the exclusionary way that they have been working until now? How to encourage these researchers and professors to seek patent protection before article publication? Shall we share the profits earned by the institution?

However, this problem does not exist only in Brazil. It is not uncommon to traveling to Europe and asking patent examiners or IP managers how they learned about IP and get the answer that they usually learned about it at work, after graduation. In the 2013 EPO Patent Information Conference, it was discussed that the position of patent information analyst was still barely known in Europe, and that something should be done to change this. When a Japanese researcher was asked following the 2014 IPR course in Japan whether he knew about patents, he showed his project and said that he knew his university had a TTO since his projects were submitted to the office—but he “thought” there existed some legislation about IP, and was not actually sure.

As learned through the experience of the IPR course in Japan in 2014, it is also necessary to develop creativity and a critical sense among teenagers and children in Brazil’s schools. Also IP trainers in Brazil should learn how to foster IP in the mind of children, teenagers, researcher and general public, in order to increase the general awareness. Youngsters are usually curious, and acquainting them with information on technologies of interest may motivate them regarding patents and encourage them to become scientists and improvers of technology. This would be a virtuous cycle of technology for the country’s development in the

coming years.

For TTO managers working in Brazil's renowned research institutions, it is virtually impossible to manage the technological information that is generated. Many universities have more than 20,000 students, and there is no way for a person to control the tradition that "scientists must produce scientific literature through articles and conferences". The professionalization of these TTOs is hence urgent in order to raise Brazilian companies' awareness regarding the importance of intellectual property for the development of national industry and IP inclusion in undergraduate curricula. A few teachers today are aware of this matter, so some students will learn about IP at the master's level, and a minority only at the doctorate level. Some will learn the importance of patent information only when they attempt to protect their invention in the future, but will not succeed in doing so because of other patents that previously disclosed the same technology.

The industry mentality should also change in order to reflect about the following understandings:

- a company can produce a range of products without paying royalties to some applicant that has not filed a patent on Brazil;
- the price of protecting technology is lower than the benefits that the company will earn from market exclusivity;
- a company should encourage its employees to become more innovative and produce innovation, which will be good for the company, the staff, and Brazil.

In the Brazilian IP context, there are few national industries undertaking intellectual property from other sectors than the pharmaceutical. In reality, major industries that work with IP in Brazil are usually multinationals, and even in their portfolio, there must be many products that were protected abroad and whose protection has not been replicated to Brazil. It is then up to Brazilian researchers or entrepreneurs to explore this opportunity of freedom to operate availability.

With all of these issues taken into account, lawyers and judges should also be professionalized in IP in order to defend the rights of intellectual property and litigation for all.

What should be learned from the Japanese experience in the IP context is the understanding that a great nation can be established only when national companies understand how important IP issues are for their business, and that the costs thereof are not so high when compared with profits from the intended market exclusivity. Another important factor is the culture of TTO process organization, whereby all process of the TTO, such as protection, information management and document standardization, are controlled and processed. Last but not least, the experience in the IPR Training 2014 taught participants how to think regarding what should be taught to different public, as well as how to manage and interact with people of various countries—some still without IP laws—that are trying to develop IP in their country. It is clear that the IP professionals are driven by "passion", and the belief that this will help many countries show their potential to the world.

Here are some moments from this experience of going to Japan to be part of the 2014 IPR group:

References

1. Instituto Nacional da Propriedade Industrial – www.inpi.gov.br
2. Instituto Nacional da Propriedade Industrial –Brazilian Geographical Indications:http://www.inpi.gov.br/menu-servicos/indicacao-geografica/arquivos/lista_com_as_indicacoes_geograficas_concedidas_-_10-03-2015.pdf (accessed 19 June 2015)
3. Righetti, Sabine. Brasil cresce em produção científica mas índice de qualidade cai. Folha de São Paulo em 22 de abril de 2013. <http://www1.folha.uol.com.br/ciencia/2013/04/1266521-brasil-cresce-em-producao-cientifica-mas-indice-de-qualidade-cai.shtml> (accessed 19 June 2015)
4. World Intellectual Property Indicators. WIPO - Economics and statistics series 2015 <http://www.wipo.int/ipstats/en/> (accessed 19 June 2015)
5. World Intellectual Property Organization www.wipo.int

“Story of Compulsory Licensing for Pharmaceutical Sector India”

Mr. Sanjaykumar Maganbhai Patel (India)
Deputy Manager-IPR Formulation,
Alembic Pharmaceuticals Limited



Mr. Sanjaykumar Maganbhai Patel

(JPO/IPR Training Course for Patent Experts, Aug. 27 – Sep. 14, 2012)

Abstract

Compulsory licensing is a very effective legal tool which can allow third parties to produce and manufacture intellectually protected products or processes at reasonably lower prices, and at a constant sufficient quantity through licensing so that society does not remain deprived of any product or have to pay a very high price for the same. To date, healthcare and pharmaceutical sectors are the only sectors of interest for compulsory licensing. After the grant of first compulsory license to M/s Natco Pharma for producing Nexavar® (Sorafenib Tosylate), which was patented by M/s Bayer, India has also joined the list of such countries which have granted compulsory licences to safeguard public health. The main purpose of the compulsory license is to prevent the patentee from abusing intellectual property rights, rectify unfair trade practices, and to consider the easy availability of the basic health needs of society at reasonably affordable prices.

Introduction

Compulsory license is a self-explaining word meaning a license agreement under any compulsion and not by choice. The compulsory license can be better defined as an involuntary license between a willing licensee and an unwilling licensor, imposed and enforced by the controller of patents. The compulsory license was introduced and implemented through many international arrangements like WTO Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS) and World Intellectual Property Organization (WIPO)^[1].

Compulsory license and Pharma sector

To date, healthcare and pharmaceutical sectors are the only sectors of interest for compulsory licensing, or in other words, it is the only sector which has the requirement of compulsory licensing. As per the survey, from 2001 to 2007, nearly 52 developing and least developing countries have allowed compulsory licensing for anti-cancer and anti-HIV drugs, which would otherwise be priced very high by the innovator due to patent protection^[2]. When we talk about the pharmaceutical industry we cannot forget India, as India is one of the largest suppliers of pharmaceutical products all over the globe, and a majority of Indian pharmaceutical organizations are involved in generic drugs, and the Indian Patent Act includes the statutory provision of compulsory licensing.

Compulsory license provisions in the Indian Patent Act

As per the Indian Patent Act, compulsory license related provisions are covered under section 84 to section 94.³ Section 84(1) says at any time after the expiration of three years from the date of the grant of a patent, any person interested may make an application to the Controller for the grant of a compulsory license on a patent on any of the following grounds, namely:

- (a) that the reasonable requirements of the public with respect to the patented invention have not been satisfied, or
- (b) that the patented invention is not available to the public at a reasonably affordable price, or
- (c) that the patented invention is not worked in the territory of India.

It is crystal clear from above clause that the very first requirement is expiration of three years after the grant of a patent. The reason behind this may be to give respect to the invention and exclusive right to patentee to get benefit from the exclusive right for three years from the grant of the patent. Secondly, the third party seeking a compulsory license can apply for a compulsory license showing fulfilment of any of the above three criteria along with the proper justification and proof to support the argument. However, while considering any application for a compulsory license, the controller will look in to many other factors too, like the ability and capacity of the applicant to work the invention for public benefit at reasonable prices, and also whether the applicant has made efforts to obtain a license from the patentee on reasonable terms and conditions and such efforts have not been successful within a reasonable period of at least as six months.

As per section 92, if the Central Government is satisfied, in respect to any patent in force in circumstances of national emergency or in circumstances of extreme urgency, or in the case of public non-commercial use, it gives notification in the official gazette and subsequently on receipt of the application, compulsory license is granted as per the terms and conditions the controller thinks fit.

In the Indian Patent Act there is one more special provision under Section 92-A, which is meant for the compulsory license for export of patented pharmaceutical products in certain exceptional circumstances. In this case the compulsory license can be granted to manufacture any patented product and process in India with the condition that such products are to be exported to any country having insufficient or no manufacturing capacity in the pharmaceutical sector for the concerned product to address public the health problem, provided compulsory license has been granted by such country or such country has, by notification or otherwise, allowed importation of the patented pharmaceutical products from India. The very main purpose of the compulsory license is to prevent the patentee from abusing intellectual rights, to rectify unfair trade practices, and to consider the easy availability of basic health needs of the society at reasonably affordable prices. The Indian patent act has inserted certain check points to prevent abuse of this provision by third parties by way of the possibility of revision of terms and conditions of license and revocation of license. The controller can revise the terms and conditions after receipt of an application by any party after one year of the grant of a license based on re-evaluation of the factors considered at the time of granting the compulsory license. The controller can also revoke a granted compulsory license on receipt of an

application any time after two years from the grant of the license by the patentee on the ground that the patented invention has not been worked in the territory of India or that reasonable requirements of the public with respect to the patented invention has not been satisfied or that the patented invention is not available to the public at a reasonably affordable price

First compulsory license of Indian patent scenario since 1970: M/s Natco Vs M/s Bayer^[4]

M/s Bayer is patentee holding compound patent IN215758 which covers the Sorafenib Tosylate which is marketed as Nexavar® for the treatment of hepatocellular carcinoma and renal cell carcinoma. M/s. Natco applied for a compulsory license of IN215758. Natco argued that a) the drug was not easily available to the public based on the Form-27 filed by M/s Bayer in year 2009 and 2010, b) M/s Bayer was selling Nexavar® at a price of INR 2,80,000 per month in India. After reviewing the application for compulsory license from M/s Natco, in light of the evidence provided and justifications, the controller finally granted the first compulsory license in Indian patent history in March 2012, based on terms and conditions from which few are listed here^[5].

- The price of the licensee shall not exceed Rs. 8880 for a pack of 120 tablets.
- The licensee shall manufacture the drug at his own manufacturing facility and shall not outsource the production.
- The license is non-exclusive and non-assignable.
- The licensee shall pay royalty at the rate of 6% (Later revised to 7% by IPAB) of the net sales of the drug on a quarterly basis.
- The licensee shall supply the drug covered by the Patent to at least 600 needy and deserving patients per year free of cost.
- The licensee is solely and exclusively responsible for its product and for all associated product liability.

The decision of granting the compulsory license was welcomed by the Indian generic pharmaceutical industry as one of the approaches to coping with patent related hurdles, but they have to move forward with caution and as per statutory requirement laid down in legislation. If the guidelines mentioned in the Act are not properly followed, it will not help only based on arguments with sentiment of public health.

Subsequent followers after Nexavar® case

Following earlier in January 2013, the Department of Industrial Policy and Promotion (DIPP) initiated the thought process of issuing compulsory licenses for Herceptin® (Trastuzumab) which is used in the treatment of breast cancer, Ixempora® (Ixabepilone) which is used in treatment of chemotherapy, and Sprycel® (Dasatinib) which is used in treatment of leukaemia^[6]. However, as per recent developments in this matter, approval was given only to Sprycel® (Dasatinib), and the remaining two drugs are either under discussion or were rejected for the time being from consideration of compulsory licensing.

BDR applied for compulsory licence for Sprycel®

Interestingly, BDR Pharma, a Mumbai based pharmaceutical company, had applied for a compulsory license for Sprycel® (Dasatinib) in March 2013, even before the thought process of DIPP. More interestingly, the compulsory license application of BDR Pharma was rejected by the Controller General who provided the statement that BDR Pharma was not successful in establishing the “prima facie” case in support of their application for a compulsory license^[7]. As discussed above regarding provision of a compulsory license, the controller also considers the reasonable efforts made by the applicant to obtain a voluntary license from the patentee, and in case of BDR Pharma the failure to establish this was one of the main reasons for rejection.

Lee Pharma applied for Onglyza®

Lee Pharma, a Hyderabad based pharmaceutical company, applied for a compulsory license for Onglyza® (Saxagliptin) in June 2015. Lee Pharma provided supportive arguments with the below mentioned points;

- 1) Reasonable efforts for voluntary licence
- 2) Even after 8 years of grant of patent, manufacturing is not happening in India and the drug is imported into India
- 3) Cost factor
- 4) Population affected by type II Diabetes, a disease for which Onglyza® is prescribed

As per latest development in the case, the controller has issued the notification under Rule 97(1) of the Indian Patent Rules, 2003 saying that the applicant has failed to establish the “prima facie” case to allow a compulsory licence. The Controller agreed to the fact that Lee Pharma had tried reasonably for a voluntary licence but failed to establish a prima facie case u/s 84(1) of the Indian Patents Act based on the points below;

- a) Availability of equally effective DPP-4 inhibitors for treating type II Diabetes
- b) The difference between cost of tablet by patentee and Lee Pharm is much narrower
- c) Absence of any information or data about the local manufacturing capability of patentee

Thus, now after notification by the controller, Lee Pharma has one month to apply for a hearing to provide further information or argument to support their position for a compulsory licence which is going to expire on September 12, 2015.

What's next?

Whether there is failure or success in getting a compulsory licence, it is a good move by the Indian generic pharmaceutical companies to approach compulsory licencing and contribute towards the corporate social responsibility in one or other way. The effective use of the provision of compulsory licensing can reduce the cost of healthcare products protected by patents. Compulsory license applications filed by BDR Pharma and Lee Pharma are a good example for big Indian generic companies to think in this direction and target all drugs for the treatment of cancer and HIV which are otherwise a very costly affair.

References

- [1] Overview: the TRIPS Agreement available at http://www.wto.org/english/tratop_e/trips_e/intel2_e.htm#anticompetitive (accessed on 30 Dec 2013).
- [2] Compulsory licensing and the anti-competitive effects of patents for pharmaceutical products: from a developing countries' perspective available at http://www.idra.it/garnetpapers/C14A_Kaushik_A_Jak_tar.pdf (accessed on 30 Dec 2013)
- [3] The Patent Act, 1970 as available at http://www.ipindia.nic.in/ipr/patent/patent_Act_1970_28012013_book.pdf (accessed on 30 Dec 2013)
- [4] India's First Compulsory License Granted! available at <http://spicyip.com/2012/03/breaking-news-indias-first-compulsory.html> (accessed on 30 Dec 2013)
- [5] Terms and conditions referred from the decision of controller available at http://www.ipindia.nic.in/iponew/compulsory_license_12032012.pdf
- [6] Referred from India recommends compulsory license for anti-cancer drug available at <http://www.worldipreview.com/news/india-recommends-compulsory-licence-for-anti-cancer-drug> (accessed on 30 Dec 2013)
- [7] Decision from Indian patent office available at http://ipindia.nic.in/iponew/Order_30October2013.pdf.

“Spearheading an IP Education: Efforts to initiate an IP Education in the University of the Philippines”

Mr. Ace C. Acosta (the Philippines),
IP and Technology Transfer Officer / Lecturer University of the
Philippines Diliman



Mr. Ace C. Acosta

(JPO/IPR Training for IP Trainers, FY2015)

Never in my life have I imagined that I will be in the field of Intellectual Property (IP). It was never an option for me growing up, in fact I only got to know this concept when I started working for the University of the Philippines (UP). Back in 2011, I was hired by UP as an Information Officer and not as an IP Officer because my expertise is on information and communication having graduated with a degree in Organizational Communication from the same University but due to the sudden resignations and backlogs in the IP and Technology Transfer Unit under the Office of the Vice Chancellor for Research and Development of the University, I was asked to change my job as an Information Officer to an IP Officer with the promise of training and exposure, the “adventurous person” in me willingly took the risk of getting a job that I am totally unaware of but the risk paid because ever since that sudden change of career, I really fell in love with the world of IP that I am thinking of spending the rest of my life doing just IP. ☺

Going back to my story of how I got to know IP was a reflection that IP is not really introduced or being taught in the Philippines. It may happen that you get to die not knowing what IP really is here in the Philippines. This is probably one of the reasons why piracy and counterfeit goods are prevalent in the Philippines, why originality is a big concern both in the technical and creative world and why plagiarism, cheating and copying are really present in schools and even in work. These activities can be concluded as the result of not having a formal IP Education in the Philippines.

The concept of IP is not introduced in students here in the Philippines unlike in other countries like in Japan. Although we regularly see copyright, trademark signs and hear about patents from establishments and products these concepts are rarely (not at all) talked about in schools, universities and in businesses. The Philippine government and politicians also rarely talk about these things. The only time that IP is being taught or discussed regularly is at law schools, where law students have around 1 or 2 subjects about IP but aside from law schools, IP is not at all taught or discussed formally.

Being in the IP field for 4 years, I learned a lot about the system, its importance and its impact it can make to our society and that’s probably one of the reasons why I fell in love with IP and upon thorough study of it, I realized that this is something that is worth sharing to all types and kinds of people. Artists, scientists, business people, teachers and most especially students should know about IP, that’s why in 2014, together with my team in the IP and Technology Transfer Unit under the Office of the Vice Chancellor for Research and Development of the University of the Philippines we spearheaded a big IP campaign in the whole University where we conducted free lectures, seminars and opened social media accounts (Facebook, Twitter) to reach the whole campus and teach them to become IP aware. Our lectures were interactive and we made sure that it is something that everyone will enjoy and relate to. We created logo to have a unified branding and we wrote letters to all the deans

and heads of the colleges and institutions in the university to allow us to hold this IP Campaign while at the same time giving a easy-to-read brochure about IP. In a span of just 10 months, our team already reached a total of 1,000+ faculty, students and researchers in the University out of 16 institutions considering we are just only 5 in the team. We got high ratings during evaluations and almost every attendee was encouraged to seek IPR protection or to know more about IP through our unit. On an average our unit only gets 5 invention disclosures per year from year 2008-2014. After the campaign, (just this year) we already got a total 10 disclosures already, a 100% increase from the average (considering we still have 3 months before the year ends).

Getting more disclosures is just one of the good effects of the IP campaign, but another significant (probably more significant than the disclosure) effect is that the concept of IP got the attention of faculty members of the university, specifically heads of the departments and deans of the college. After one of our campaigns in the College of Engineering one department chair approached our team and opened to us a possibility of opening a subject (elective) on IP and Technology Transfer that will be offered to undergraduate engineering students and just after 2 months of careful study, the subject opened and was taken by a total of 20 undergraduate students from the college of engineering in the 1st semester of 2015 (January – May 2015). This was a significant event in the sense that this is the first time in the university (maybe even in the whole Philippines) that a subject tackling IP and Technology Transfer was opened and offered to undergraduate students. After 1 semester the course got positive responses from both the students and the faculty and also right after 1st semester *I was accepted to be enrolled in the IP training for IP trainers in Tokyo, Japan.*

The training in Japan sponsored by JPO, APIC and HIDA which took almost 3 weeks was an eye opener for me. Not only did I learn a lot about IP but most importantly I learned the Japanese way of teaching IP and creativity that it helped me improved as an IP trainer and an IP practitioner. The interaction with my fellow participants gave me new hope about IP in the Philippines and encouraged me to further expand the IP Education in the Philippines that's why when I got back to the Philippines, I immediately got back to work and set-up an appointment with my department chair and the dean of the college of engineering to discuss the potential of an IP education in our university and eventually in the whole Philippines. Immediately after the meeting, the dean instructed its department chairs to open to its students the IP and Technology subject so that's why just this semester from 20 undergraduate students, the students increased to 35 undergraduate students but the demand was up until 100 undergraduate students but because of limited resources and lack of time, the department decided to just accept only 35 but still this was a significant improvement from having no IP subject to having a potential of 100 students willing to take up the subject. The reason for this was because of my presentation of how Japanese people do the IP education and how it helped them grow their economy, creativity, innovativeness and integrity which I think most Filipinos lack.

Aside from the College of Engineering, other institutions in our university also wanted an IP and Technology Transfer subject, colleges like the College of Fine Arts and the Technology Management Center came to our unit and asked on the process of opening one. Also, the university high school, the UP Integrated Schools also wants to add to their curriculum an IP subject. All of these are in the stage of exploration and development but still this is significant news in terms of spearheading an IP Education with this our unit has a big burden of filling up these potential needs.

With our university being the national university and the leader in education in the Philip-

pires it may be soon enough that other universities will follow our path of IP education thus from “nothing to something” — “No IP education to having an IP Education”— may soon happen in the Philippines especially now that the Intellectual Property Office of the Philippines is very aggressive in disseminating IP and making sure that all Filipinos are IP aware. IP education in the Philippines may soon become as real as possible thanks to the help of countries like Japan who continues to support and share its rich knowledge and experience to its neighboring countries especially on Intellectual Property.

Messages from Committee of Human Resource Development & Lecturers

Japan's Introduction of an Intellectual Property System before Establishment of its Constitution

Ms. Mika YAMANA,
Professor of Intellectual Property Law,
Faculty of Law, KANSAI UNIVERSITY



Ms. Mika YAMANA

According to the World Intellectual Property Indicators 2013, published by the World Intellectual Property Organization (WIPO) on December 16, 2014, the number of patent applications filed around the world in fiscal 2013 stood at 2,570,000, up 9% year-on-year. Among them, China ranked first for three consecutive years with 825,136 applications (up 26.4% year-on-year), followed by the U.S. in second place with 571,612 applications (up 8.7%), Japan in third place with 324,749 applications (down 4.2%), South Korea in fourth place with 204,589 applications, and the EPO (Europe) in fifth place with 147,987 applications. The number of applications has been rapidly increasing in China recently, and it can be said without exaggeration that to a certain degree the number of patent applications is proportional to the economic growth of the country. This signifies that a patent system is more actively utilized in countries that have developed economically.

On the other hand, a historical view suggests another interesting aspect. In Japan, the Patent Monopoly Ordinance as a prototype of patent law was enacted in 1885, when the Constitution of the Empire of Japan had yet to be promulgated. (The Trade Marks Ordinance in 1884 was the first trademark law enacted in Japan.) When the Edo shogunate opened the country after the long national isolation, the Ansei Treaties were concluded with the major Western countries. Because these treaties accepted extraterritoriality, the loss of tariff autonomy, and other inequalities, the subsequent Meiji government made every effort to revise these unequal treaties. In the negotiation process to that end, the protection of intellectual properties was used as one of the cards. In the negotiations aimed at revising the unequal treaties, the Meiji government suggested the protection of intellectual property rights of foreigners in Japan. Prior to the Constitution establishing the country's basis, the Meiji government demonstrated Japan's modernization through the protection of intellectual property rights and accelerated the transfer of technologies from Western countries. This was a key factor that enabled Japan as a newcomer to develop into a technological superpower.

This has some similarity to the case in the UK. It is said that the granting of patents in the UK can be traced back to the administration of King Edward III in the early 14th century. It was in 1552 that a patent as an exclusive monopoly right, where nobody could work on an invention without authorization by the patentee, was granted for the first time. Subsequently, patent rights played a significant role in the acceptance of Protestant craftsmen into the UK as workers for industry from continental Europe that had been devastated due to the French Wars of Religion and other events. Under the patent rights in those days, industrialization was required using the patented technology within a specified period. As such, technologies that craftsmen brought into the UK made a substantial contribution, particularly in the textile industry, which is considered to have led to the subsequent Industrial Revolution.

While it is usually thought that intellectual property systems are primarily utilized in coun-

tries that have developed economically and technologically to some degree, the cases above suggest that, in fact, intellectual property systems can also function as a development driving force for emerging countries and regions. I hope for reviews on how intellectual property systems in different countries have functioned and are expected to function as a driving force for technological and economic developments.



Column: “Observations on Karaoke”

I love karaoke and often head out to karaoke boxes with colleagues and friends to sing my favorite songs. Sometimes I enjoy karaoke in the company of trainees visiting from overseas.

It is a well-known fact that karaoke originated in Japan. In the late 1960s, drinking establishments began attaching microphones to their jukeboxes—which until then simply played background music—enabling patrons to sing along to the tunes. This is believed to be the precursor of karaoke.

The 1970s saw the arrival of cassette tapes of popular songs minus their vocal tracks. These tapes were adopted by the aforementioned early karaoke systems, attracted attention as a potentially lucrative business, and became widespread across the country. The term “karaoke” also became a household name.

A rush of technical innovations followed, adding features to the karaoke machine such as lyrics display, music videos, and scoring. The late 1980s debut of the “karaoke box,” which made it possible for small groups of people to enjoy karaoke casually in the relative privacy of an enclosed space at affordable prices, turned karaoke into a pastime of nationwide popularity.



A jukebox

That karaoke was invented in Japan, and became widely accepted to the extent that it is now arguably part of the culture, is deeply related to our national psyche, I tend to think.

The Japanese people have always loved singing. Chinese poetry introduced from the continent in or around the 7th century, when Japan was in the process of becoming a unified state, inspired a popular pastime, which involved composing short poems expressing personal feelings, to go with given, prescribed melodies. In the 8th century, the first anthology of such verses, *Manyoshu*, was compiled, which contained not only works by royalty and the nobility but also works by common people as well, suggesting that songs were already familiar to all reaches of society.

The day-to-day lives of ordinary folk gave birth to songs unique to each region, which were inherited by successive generations, though these were mostly songs without any instrumental accompaniment.

During the late 19th and early 20th centuries, elementary school education in Japan began to include music in the curriculum. The purpose was to “nurture an aesthetic sensibility and culti-



A traditional folk song performance

vate refinement by singing simple songs,” and the focus of classroom activities was again on the performance of vocals-only songs. The Japanese fondness for songs only seems natural given such a historical background.

Under normal circumstances, Japanese society tends to shun behavior that makes one stand out, intentionally or unintentionally. Japanese culture is traditionally averse to direct articulation of views and ideas. In a society like this, songs have been essential means of communicating one’s real feelings, albeit indirectly. In a country where conversation has traditionally been carried out in hushed tones, because of constant worries over what others overhearing might think, people do not feel bold enough to cause loud noises even at home, theoretically the most private of spaces, lest they offend the neighbors. The karaoke box, where we can sing our favorite songs as loud as we like without worrying too much about others, therefore, proved a haven for the Japanese—a rare, private space where people could for once let their hair down, emancipated from social restraint.

It is also true that Japanese people above a certain age tend toward the agoraphobic. The majority of Japanese grown-ups would not even dream of singing or dancing in front of numerous strangers at nightclubs or other similar establishments. We feel much more at home among people we know, in an enclosed space occupied solely by ourselves. Sharing time and space with those we are comfortable with, and singing favorite songs without worrying about what others think, provide a very effective means of refreshing the mind and relieving daily stress. Another property unique to the karaoke box is its capacity to make people feel much more at ease with each other, encouraging greater empathy.

Moreover, karaoke enables the singer to occupy center stage—at least during the song—allowing total immersion in a world of one’s own. Fellow karaoke goers tolerate this, because they know that once it’s their own turn, they too can indulge in the same pleasure. This unwritten rule satisfies the intrinsic human need for self-esteem. Working life does not offer that many chances of playing a leading part. Such a part also requires great effort. But in the world of karaoke, anyone can become a star effortlessly and unfailingly.

Karaoke is the rare chance to instantly play the coveted star role, to step aside from everyday life for a brief moment, and do things one has always wanted to do but couldn’t, or something one wouldn’t even dream of doing, without reserve or hesitation.

Hence the Japanese frequent the karaoke box, seeking the extraordinary experience that is easily available. Singing our favorite songs at top volume, we rid ourselves of the day’s stress, immerse ourselves in the euphoria of center stage, and make ourselves ready to head back to the workplace the next day feeling totally refreshed.

Karaoke also offers a great opportunity to learn about the Japanese and Japanese culture. It is a chance to catch a glimpse of the Japanese in their raw, uninhibited state.

I cordially invite you to Japan, where you are most welcome to join me for karaoke.



A karaoke box

Selection from TOP 100 Japanese Innovations of “Karaoke”

Summary

Karaoke is an entertainment involving singing or playing instruments accompanied by pre-recorded backup music. According to the All-Japan Karaoke Industrialist Association (JKA), it is estimated that some 46.8 million people enjoyed Karaoke in 2012, making it one of the major types of entertainment for Japanese people (Fig. 1). The Karaoke industry has developed through various inventions and ideas by many people since the 1960s.

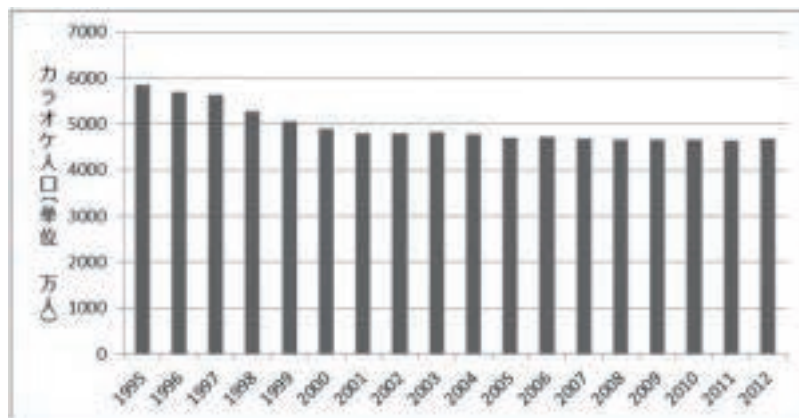


Fig. 1 Number of people enjoying karaoke

*The figure is derived from *Leisure White Paper 2000* (Institute for Free Time Design) for 1995 to 1999, and estimates by the All-Japan Karaoke Industrialist Association for 2000 to 2012.

Source: Drafted from *Karaoke White Paper 2013* (All-Japan Karaoke Industrialist Association)

Karaoke involves various markets, which the JKA categorizes into three types: 1) the nighttime market including snack bars and *izakayas* (Japanese-style bars) (a market worth approx. 182.3 billion yen), 2) the daytime market including *karaoke boxes* and tea rooms (approx. 391.2 billion yen), and 3) other markets including banquet rooms, health spas, hotels, and sightseeing buses (approx. 41.1 billion yen) (market scales are estimated values for FY2012)¹. Karaoke has become one of the biggest entertainment industries, worth approx. 67.5 billion yen for karaoke equipment alone and approx. 614.6 billion yen for end users such as karaoke fees².

While the karaoke industry has had various effects on society, it has contributed to music culture in two main ways. Firstly, it led to an improvement in the nation's singing ability. In Japan, music has always been a compulsory subject in the compulsory education system, with singing lessons being especially important³. Singing was also cultivated as a form of national entertainment, including amateur singing contests on the radio which became very popular just after the Second World War⁴. When karaoke was introduced amid this background, the whole population, irrespective of age or sex, gained more opportunities to sing songs on a daily basis, and thus singing and vocal music became a national culture. Secondly, karaoke also greatly affected the popular music market. Hiromichi Ugaya stated in “What is J-Pop? – A gigantic music industry” that the ranking of music sales became closely correlated to the songs that were being sung at karaoke in the 1990s⁵. Many million bestsellers emerged that

were also sung at karaoke.

Karaoke has become a global word as the entertainment has spread worldwide from Japan. In the neighboring countries and regions of China, Korea, and Taiwan, where people are familiar with Japanese songs including J-Pop, a karaoke culture similar to that in Japan became popular although by different means⁶. Also in San Francisco and Hawaii in the US, South and Central America⁷, and even in the UK and Russia, karaoke equipment for personal use has become very popular.

Background of Innovation

The following three innovations helped karaoke to become a major entertainment industry: the invention of karaoke equipment, the creation of karaoke boxes, and the conversion to online karaoke enabled by networking of digital accompaniment data.

(1) Invention of karaoke equipment

The word *karaoke* was originally a technical term used in the radio broadcasting industry. Compared with a live performance or orchestra, a tape recording of accompaniment without a vocal song was called a *kara* orchestra, literally meaning empty, which was then shortened to *karaoke*⁸. The karaoke tape enabled singers to promote themselves with just a few other people by taking only karaoke tapes to a local radio station or other performance venue.

Amateur singers started singing with karaoke tapes in the late 1960s. Meanwhile, karaoke equipment was developed in various places⁹. In 1967 in Tokyo, Shigekazu Negishi, who ran a car audio system assembly business, made a prototype in his workshop¹⁰. It was released as a package containing three items: a microphone, a tape, and a lyric sheet. In the Kansai region, Toshiharu Yamashita, who worked as a singing coach for amateurs and advocated a national singing movement, sold an 8-track playback deck called *harp*, which contained a microphone mixing circuit and accompaniment tapes, and thus kick-started the karaoke trend. At the same time, Daisuke Inoue, a singer who played his own musical instruments in Kobe, devised karaoke equipment by using a track tape, which had been used for car audio systems to easily cue music while driving¹¹, as recording media. He also developed equipment to mix the sound from the 8-track tape deck and voice from the microphone and incorporated a small amplifier and a coin-operated timer, enabling the equipment to run for 5 minutes with a 100-yen coin. The equipment had a square front measuring just 30 × 30 × 25 cm (W × H × D) so that it could fit in even small snack bars¹². The original equipment, called *8 JUKE*, was completed around 1971 and was very popular.

Similar equipment was manufactured elsewhere, such as small jukeboxes that were remodeled to allow customers to sing along, in the early period of innovation¹³.

From around 1972, Taikan, Nikkodo (later BMB), Daiichikosho and other manufacturers, which later became major enterprises, entered the market, followed by existing audio manufacturers including Clarion and Matsushita Electric Industrial in the late 1970s. Especially in the car audio industry where 8-track tapes were being replaced by cassette tapes, some companies produced karaoke equipment using surplus facilities that had produced 8-track tapes. In 1982, Pioneer released karaoke equipment with a laser disc that played video as well as music. As the recording media shifted from tapes to laser discs and compact discs (video CDs), the production of karaoke equipment required increasing amounts of capital.

Other key stages in equipment were a CD changer developed by Sony and Daiichikosho around 1984. This CD changer allowed music to be chosen by a remote controller, saving the



Fig. 2 "Music box" produced by Shigekazu Negishi
Photo courtesy of All-Japan Karaoke Industrialist Association

work of having to change discs and tapes by hand.

(2) Creation of karaoke boxes

The second innovation in the karaoke industry was the creation of karaoke boxes (rooms). The karaoke boxes changed the style of karaoke from singing in front of others in a shared room to singing in a separate room. Enjoying singing with friends without being watched by others made karaoke even more popular and attracted a wider range of customers. The daytime use of karaoke has increased since the arrival of the separate karaoke room; karaoke used to be a nighttime activity in snack bars. As a result, families, women and young people including high-school students became new customers.

The first karaoke box was created in 1985 by Yoichi Sato, a former truck driver in Okayama. He remodeled a truck container and fitted it with karaoke equipment¹⁴. Noticing the convenience of container boxes, Sato placed the container boxes in open spaces including parking lots and started a business. He later placed the containers in open spaces alongside roads. As construction-related procedures were unnecessary and as it was easy to install and remove the containers, landowners were more relaxed about the business and it was easier to negotiate land use with them.

Clarion and Daiichikoshō and Victor Company of Japan joined the karaoke box market in 1987 and 1988 respectively and set up container boxes throughout the country. The karaoke box, which used to be located alongside roads in rural areas, developed into larger stores, with separate rooms in buildings in cities¹⁵. After Daiichikoshō opened karaoke boxes in Sangenjaya in Tokyo in 1990, karaoke boxes in city centers became popular as a place to spend the night cheaply for people who had missed the last train home. The increasing number of unused buildings following the collapse of the bubble economy encouraged the spread of karaoke in cities, facilitating the opening of new urban-type karaoke stores. Various businesses such as entertainment arcades and sports centers also started to join the karaoke industry. Join of Shidax, which is a major catering service company, allowed cooked food to be served. In this way, various services were developed and added to the industry.

Since karaoke boxes were a new business, legal measures were required. The infrastruc-

ture of karaoke boxes as an industry was established through communication with the police, to avoid the boxes becoming places for juvenile delinquency¹⁶.

(3) Creation of online karaoke

The third innovation was the networking of music data. As the number of tracks stored in the equipment increased, more places were needed to store the laser discs, causing logistics difficulties of delivering new songs to major chain stores every month. This workload was reduced by distributing tracks through communication networks, which also had the merit of always providing the latest tracks for enjoyment.

Networking was backed by the technical development of the MIDI standard and the establishment of desktop music in the music industry. MIDI is music score data having 16 or 32 tracks, and 16 tracks of “concert” data can be reproduced by using a source chip meeting the MIDI standard. MIDI is a standard for musical scores for playing music on computers. MIDI was developed in 1983 to connect different synthesizers manufactured by different companies¹⁷. As a result of Roland’s opening of the patent of the DCB bus as the standard interface, a common standard was established for both domestic and overseas companies. Thanks to this standard, music composition using personal computers connected to musical instruments, called “desktop music”, became popular. People could now play music with electronic instruments by inputting data to computers even if they could not play actual musical instruments.

Though MIDI was originally the standard for synthesizers, Yuichi Yasutomo, an engineer of Brother Industries, transferred MIDI to karaoke. Yasutomo was exploring a new way of utilizing the “TAKERU” system which he had developed, for downloading software for sale. When Yasutomo was asked by a company to sell the MIDI data of a track through TAKERU, he was inspired to remodel TAKERU and use the data for a karaoke system.

In the era of slow network speeds, the amount of music data that could be transferred was small. Since MIDI was the music data standard for synthesizers and transfers only the score data, it was ideal for narrow-band communication lines. Karaoke equipment at that time typically contained 3000 tracks, so it was necessary to prepare 3000 MIDI data to establish online karaoke. Although only 300 tracks had been completed when XING was established in 1992, 3000 tracks of MIDI data were completed within 18 months from the establishment. To compose MIDI data, composers listen to the original music, convert it into score data that can be reproduced with a synthesizer, combine it with lyric data, and then make the final arrangements¹⁸. Each company set up special subsidiary companies to carry out such labor-intensive work. As of 2012, there are now over 200,000 tracks of music, which can be used as the ring tone of incoming calls on cellphones.

Though MIDI music requires little data, it was also important to design the networks to distribute them via narrow-band lines¹⁹. Yasutomo used TAKERU as a host computer, because it was installed in 300 sites across the nation. The computer in the head office and host computers in these 300 sites synchronized data every day, and the equipment in karaoke stores and host computers also synchronized data every day. As a result, each store could operate karaoke with only an ordinary telephone line, without requiring a dedicated line. Since dedicated communication lines were expensive and a different telephone number was required to set up an ISDN line, operation using existing analog telephone lines was a critical requirement for the spread of online karaoke.

Online karaoke could be considered a “destructive technology” for existing karaoke²⁰. Before online karaoke emerged, the main focus of technical innovation in the karaoke equipment industry was improving the quality of music played and creating videos to accompany the

songs. MIDI was inferior in quality to the existing karaoke, but far superior in updating the latest tracks and convenience²¹. The existing karaoke manufacturers lagged behind this innovative trend for 2 to 3 years²². Taito first joined the online karaoke market, followed by XING of Yasutomo, the second major company in the industry. From 1994 to 1995, Giga Networks, which was a subsidiary of Ricoh, Daichikosho, and Osaka Usen Broadcasting, which was a cable broadcasting operator, joined the online karaoke market.

The number of rooms in karaoke boxes peaked around 1996 at 160,680 rooms (Fig. 3), then fell gradually, reaching approx. 130,000 rooms in 2012. On the other hand, karaoke stores became larger as shown in Fig. 3, and the equipment/online system manufacturing industry became dominated by two major companies, Daichikosho and XING, due to reorganization of the industry²³.

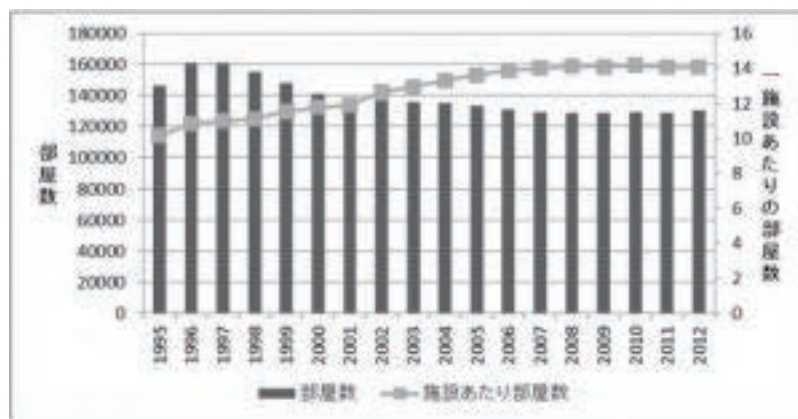


Fig. 3 Number of karaoke rooms and those per facility

* Number of rooms is derived from *Basic Research for Leisure Demand and Industrial Trend* (Institute for Free Time Design) for 1995 to 1999, and estimates by the All-Japan Karaoke Industrialist Association for 2000 to 2012.

Source: Drafted from *Karaoke White Paper 2013* (All-Japan Karaoke Industrialist Association)

Descriptions in the text

Note Names of companies and products are trademarks or registered trademarks.

Note “Co., Ltd.” etc. are omitted from company names.

Note Honorifics are omitted for people’s names.

References

1. All-Japan Karaoke Industrialist Association, *Karaoke White Paper 2013*, <<http://www.karaoke.or.jp/05hakusyo/p4.php>> (Accessed on February 6, 2014)
2. Ibid., <<http://www.karaoke.or.jp/05hakusyo/p5.php>> (Accessed on February 6, 2014)
3. Yoichiro Maekawa, *Karaoke shinkaron (Karaoke evolutionary theory) – Karaoke wa naze hayaritsuzukerunoka (Why does karaoke continue to be popular?)*, Kosaido Akatsuki 2009, p. 34
4. Hiromichi Ugaya, *Karaoke hishi (Secret history of karaoke) – Souikufu no sekaikakumei (World revolution of innovation)*, Shinchosha Publishing 2008, pp. 65–71
5. Hiromichi Ugaya, *J-pop towa nanika (What is J-Pop?) – Kyodaikasuru ongaku sangyo (A gigantic music industry)*, Iwanami Shinsho 2005
6. Maekawa, op. cit., p. 36
7. Ibid., p. 38

8. Ibid., p. 23
9. Ugaya, op. cit., (4), p. 20
10. Ibid., pp. 49–53
11. Ibid., p. 37
12. Ibid., p. 39
13. Ibid., p. 60
14. Ibid., p. 77, pp. 80–83
15. Ibid., pp. 97–98
16. Maekawa, op. cit., p. 105
17. Ugaya, op. cit., (4), p. 150
18. Ibid., p. 174
19. Ibid., pp. 138–139
20. Christensen C. (1997), *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail*, Boston, Mass: Harvard University Press
21. Ugaya, op. cit., (4), p. 134, pp. 141–142
22. Sakuya Yoshimura and Tatsuya Kubota, *Karaoke kiki gyokai (Karaoke machine industry) -2 shaniyoru fukusenntaisei no seiritsu (Establishment of duopoly system by two companies)*, Hitotsubashi Business Review vol. 59, no. 4, 2012, p. 152
23. Ibid., p. 145

Other references

- Leisure Development Center, *Leisure White Paper 2013*, Leisure Development Center, 2013, pp. 38–39
- All-Japan Karaoke Industrialist Association, *Karaoke White Paper 2010*, All-Japan Karaoke Industrialist Association, 2010, pp. 2–3
- Hiroyuki Kaji, *Karaoke: Landmark products made in Japan*, 2012, pp. 47–74
- Ken Fukazawa, *Endless battle in bar strategy for rapid growing karaoke*, Weekly Magazine Diamond, 1995, pp. 38–39
- All-Japan Karaoke Industrialist Association, *A History of Karaoke*, 1999, pp. 4–21, pp. 47–49

Happenings in Japan (Four-Flame Cartoon)



Introduction about Our Website Page (IPAA)

We'd like to inform you of new Alumni Association members, their contact information and current activities.

You can see this site on our website. Please check it soon.

→ <http://www.training-jpo.go.jp/en/index.php/190>

IPAA(Intellectual Property Alumni Association)

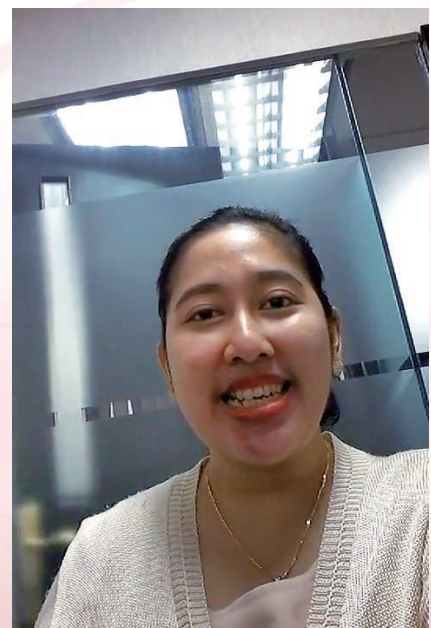
Our alumni have established Intellectual Property Alumni Associations (IPAA) back in their home countries, which help coordinate follow-up seminars organized by JPO, as well as additional activities. We will continue to cooperate with each different IPAA in order to disseminate IP awareness within developing countries in the future.

1 India	
2 the Philippines	●(Message of Former from the Philippines)
3 Indonesia	●(Message of Former from Indonesia)
4 Thailand	
5 Malaysia	

"Welcome to APIC"



from the Philippines



from Indonesia

Editors' Note

Hi! It's Mitty. How are you doing?

There is only one month left in the year, and it is winter in Japan. This issue includes articles on the top 100 Japanese innovations and a column from our Director General about karaoke. Do you like karaoke?

We often go to karaoke in Japan and karaoke culture is very familiar to us. Karaoke was also invented in Japan. I went to karaoke with a long-term researcher from Indonesia two years ago, and she sang the Japanese song "Kokoro no Tomo (Soul Friends)." When I heard her sing, although we were from different countries and cultures, we became "soul friends." One of the lines in the song is, "If you're tired from your journey, please just call me, Kokoro no Tomo." Life is like a journey, and on part of your journey, you came to Japan to join our training course. One day, when you think back on those times, we hope that you feel we became Kokoro no Tomo. We meet many trainees through our project, and sometimes enjoy going to karaoke with them. We all have different languages, but it's very exciting for me to see us come together through song. We are also connected as IP Friends, but beyond that, we are connected with people all over the world through Intellectual Property. We're looking forward to hearing your opinions about the articles in this issue. Enjoy!



Publication of this Magazine is consigned to the Japan Institute for Promoting Invention and Innovation by the Japan Patent Office.

[Consigner]



Japan Patent Office(JPO)

Address: 4-3, Kasumigaseki 3-chome, Chiyoda-ku, Tokyo 100-8915, Japan
Telephone/Facsimile: 81-3-3503-4698 / 81-3-3581-0762 (International Cooperation Division)
Web site: <http://www.jpo.go.jp/>

[Publisher]



Asia-Pacific Industrial Property Center(APIC),

Japan Institute for Promoting Invention and Innovation (JIPII)

Address : 4-2, Kasumigaseki 3-chome, Chiyoda-ku, Tokyo 100-0013, Japan
Telephone/Facsimile: 81-3-3503-3026 / 81-3-3503-3239
Email: apic-jiii@apic.jiii.or.jp
Web site: <http://www.training-jpo.go.jp/en/>