

# 緑 ENISHI

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## *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.*

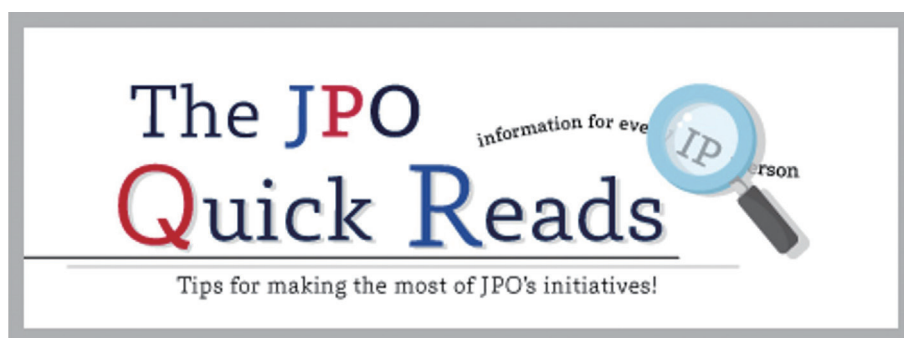
*We very much hope that the information in this publication related to intellectual property,  
and the comments from either IP Friends or lectures, will prove beneficial to you in your work.*

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# chapter 1



In “The JPO Quick Reads,” the JPO introduces its initiatives and relevant information. Weekly updates help users understand and take advantage of various JPO measures. We hope users feel welcome to the JPO service. We have received positive feedback on X and LinkedIn saying that the JPO Quick Reads are informative and enlightening, and that the updates are frequent. The URL and some recent popular topics are as follows:

## [The JPO Quick Reads]

<https://www.jpo.go.jp/e/news/quickreads/index.html>

Updates have also been posted on the following social media platforms:

[JPO Official X] [https://x.com/JPO\\_JPN](https://x.com/JPO_JPN)

[JPO Official LinkedIn] <https://jp.linkedin.com/company/japan-patent-office>

## [Recent Popular Topics]

- Prime Minister Ishiba held a presentation ceremony of the Prime Minister’s certificate of appreciation to mark the 140th anniversary of the industrial property rights system (26 May 2025)

*This year marks the 140th anniversary of establishment of the patent system in Japan!*

On April 18, 1885, the first commissioner of the Japan Patent Office, TAKAHASHI Korekiyo, promulgated the Patent Monopoly Act, the predecessor of the current Japan Patent Act. To commemorate this significant milestone, April 18th has been designated as “Invention Day” in Japan.

In celebration of Invention Day, the “Intellectual Property Achievement Awards” are presented annually to individuals and companies that have made remarkable contributions to the development and promotion of the IP rights system.

This year, in addition to these prestigious awards, the Prime Minister Ishiba honored companies that have made outstanding contributions to the advancement of the IP rights system and those that have significantly impacted the regional economy through the effective use of these rights with the Prime Minister’s Certificates of Appreciation, marking the 140th anniversary of the patent system in Japan.

- Opinion exchange between the JPO and government agencies of the Gulf Cooperation Council (GCC) (12 May 2025)

*The JPO actively cooperates with overseas government agencies involved in anti-counterfeiting efforts!*

On January 24, 2025, the Japan Patent Office (JPO) conducted an exchange of opinions with senior officials from government agencies of the Gulf Cooperation Council (GCC) countries regarding effective countermeasures against counterfeit products. Lively discussions took place among anti-counterfeiting practitioners from each agency and the JPO.

During these discussions, the JPO's anti-counterfeiting activities to raise awareness, especially video materials for consumers, received considerable attention from the GCC participants, which enhanced both parties' understanding of the importance of cooperation and knowledge sharing.

- The Japan-China Joint Intellectual Property Working Group (21 April 2025)

*Japanese and Chinese government organizations exchanged information and views on IP rights protection!*

The 11th Meeting of the Japan-China Joint Intellectual Property Working Group, held in Tokyo on January 15 and 16, 2025, was co-chaired by Mr. TAKIZAWA Go, Director-General of the Policy Planning and Coordination Department, the Japan Patent Office (JPO) and Mr. LI Ming, Deputy Director-General of the Department of Treaty and Law, the Ministry of Commerce of the People's Republic of China (MOFCOM). During the meeting, representatives from a broad range of Japanese and Chinese government organizations exchanged information and views on various topics related to protecting IP rights.

Continuing from the previous session, the dialogue with industry roundtable was held in parallel to the meeting, whereby users from both Japan and China participated and exchanged information and opinions with relevant government agencies on issues of mutual interest.

- The signing ceremony of the MOU between IIPPF (Japan) and DMS (Vietnam) (7 April 2025)

*The JPO promotes public-private and international cooperation with the goal of eliminating the counterfeiting of products!*

On December 20, 2024, Mr. Tran Huu Linh, Director General of the Vietnam Directorate of Market Surveillance (DMS), and Mr. KOBAYASHI Toshihiko, Chairperson of the International Intellectual Property Protection Forum (IIPPF), signed a Memorandum of Understanding (MOU) between IIPPF and DMS for a closer cooperation in addressing the problem of counterfeits in the Vietnamese market. The signing ceremony was held at the Japan Patent Office (JPO), which supports the activities of IIPPF, and witnessed by Mr. ONO Yota, Commissioner of the JPO.

The DMS has the authority to seize counterfeit products in Vietnam. The DMS is also an important administrative organization that leads the local market surveillance agencies. With the signing of this MOU, it is expected that collaboration with individual Japanese companies, which is essential for DMS in its efforts to crack down on counterfeit products in the market, will be further strengthened, allowing for quicker and more effective action against counterfeit products.

➤ Meeting with WIPO Director General Tang (17 March 2025)

*WIPO DG Tang held a meeting with Minister MUTO and JPO Commissioner ONO!*

On February 13, Mr. MUTO Yoji, Minister of Economy, Trade and Industry, held a meeting with Mr. Daren Tang, Director General of the World Intellectual Property Organization (WIPO). They both agreed to strengthen collaboration between Japan and WIPO to hold an international forum at the Expo aiming to promote the use of intellectual property in solving social issues.

On the same day, Mr. Tang met with JPO Commissioner ONO at the JPO. During the meeting, they noted their shared understanding that they are going to contribute to the promotion of WIPO GREEN utilization through the holding of an international forum at the EXPO 2025 and give awards to companies that utilize intellectual property. They also exchanged views on the expansion of WIPO GREEN initiatives through the Funds-In-Trust Japan Intellectual Property Global (FIT Japan IP Global), and the cooperation on WIPO GREEN Ambassador Program.

➤ Initiatives on DE&I and Innovation (10 March 2025)

*The JPO released JPOtube: “How DE&I drives innovation”!*

In 2024, the JPO interviewed IP professionals at the forefront of Diversity, Equity and Inclusion (DE&I), which has been released as JPOtube (Part I/Part II).

In the Part I, we interviewed the international group “The Diversity Pledge” and the participating company, Mujin, Inc. We explored the secrets behind the innovations that arise from combining diverse talents, including those of women and foreign personnel. In the Part II, we also interviewed the Korean Intellectual Property Office (KIPO), which is actively engaged in supporting women’s empowerment.

The JPO continues to promote DE&I initiatives in order to achieve a society in which individuals with different backgrounds and values are encouraged to ignite creativity.



## FY2025 JPO/IPR Training Course List

	Course Title
1	Patent Examination (Basic Program)
2	Patent Examination Management for Managers
3	Design Substantive Examination and Accession to the Hague Agreement
4	Practitioners Specializing in Trademarks
5	Practitioners Specializing in Patents
6	Patent Examination for Middle Eastern and African Countries
7	Operational Patent Examination Training Program (OPET)
8	Support for Small and Medium Enterprises
9	Information Technology
10	Anti-Counterfeiting Measures for Practitioners
11	Academia-Industry Collaboration and Technology Transfer
12	IP Trainers
13	Patent Examination in Specific Technical Fields
14	Substantive Examination of Trademarks
15	Trial and Appeal Systems

\*For more information, please contact the IP Office in your country.

## Articles from Former Trainees

### Utilization of IPRs in Bangladesh as an Emerging Economy: Turning Challenges into Opportunity

**Mr. Amin Mohammad Tajul Islam (Bangladesh)**

Deputy Director (Patents)

Department of Patent, Industrial Design and Trademarks



*JPO Study-cum-research Fellowship Program*

*(October 15–December 25, 2024)*

*JPO/IPR Training Course on Patent Examination Management for Managers*

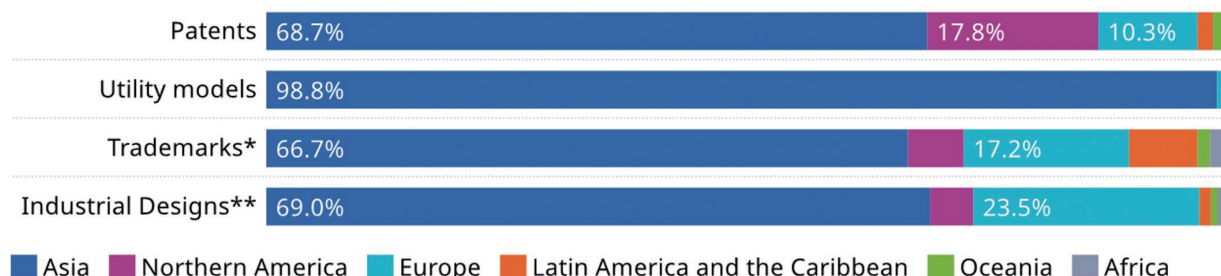
*(July 18–July 24, 2024)*

**Intellectual Property Rights (IPRs)** are often regarded as the property of rich countries, and the emerging economies of the world normally hesitate to establish effective IPR systems, which they consider as venturesome or risky. In today's knowledge-driven global economy, however, IPRs have become pivotal in stimulating innovation, attracting investments, and fostering sustainable development. For emerging economies—which refers to those transitioning from low-income to middle-income status—the effective utilization of IPRs therefore represents both a challenge and a tremendous opportunity. When harnessed strategically, IPRs can fuel industrial growth, empower local innovators, and integrate these economies more effectively into the global value chain.

#### Understanding IPRs and Their Role in Development

IPRs are legal rights granted to creators and inventors to protect their innovations, creations, and brands. They include patents, trademarks, copyrights, industrial designs, geographical indications, and trade secrets. These rights incentivize innovation by granting exclusive commercial use for a specific period, ensuring that creators can benefit from their work.

In emerging economies, which are often rich in creativity, biodiversity, traditional knowledge, and low-cost technical talent, IPRs can become a powerful tool for economic transformation. The effective utilization of IPRs in these nations is often hindered, however, by infrastructural gaps, limited awareness, enforcement challenges, and underdeveloped legal frameworks.



Notes: \* refers to class count – the total number of goods and services classes specified in trademark applications.\*\* refers to design count – the total number of designs contained in industrial design applications. Northern American offices do not offer utility model registration and therefore are not included in the bar for that particular IP right.

Figure-1: Percentage shares of IP filing activity by region, 2023  
(Source: <https://www.wipo.int/edocs/pubdocs/en/wipo-pub-943-2024-en-wipo-ip-facts-and-figures-2024.pdf>)

Figure-1 shows IP filing in different regions of the world. It is clear here that Asian countries are prominent, with China, Japan and the Republic of Korea at the front line. Despite North America, Latin America and Europe belong almost the same size, North America and European countries are quite far ahead in IP filing due to their economic and technological advancement. In the case of Africa, even though it is a large continent comprising a huge number of countries, this region contributes only a very nominal level of IP filing due to the economic and technological situation, which is significantly behind to other world areas.

## Challenges Facing Emerging Economies in IPR Utilization

**1. Weak IPR Infrastructure and Enforcement:** Many emerging economies lack robust IPR laws, or the institutional capacity to enforce them. This results in high levels of counterfeiting and piracy, which discourages both local and foreign investors from investing therein. In Bangladesh, DPDT and the Copyright Office are the sole IP offices bearing nominal level of manpower. Moreover, plant varieties, layout design and trade secrets are not protected due to the lack of a legal framework. There is also no specialized “IP court”, so innovators do not feel that there will be a proper response or remedy in case of infringement.

**2. Limited Awareness and Education:** There is often a lack of awareness among entrepreneurs, small businesses, and researchers about the importance of protecting intellectual property and its utilization. They consider IP as complex, and difficult to benefit from. This leads to underutilization of the IPR system, and lost economic potential. In Bangladesh, a large number of consumable goods such as textiles, electronic products, and books are counterfeited and pirated in both the technological and branding aspects. In many cases, these are infringed deliberately. The government also became reluctant to act, since proper IP enforcement may cause unemployment.



**3. Inadequate R&D Investment:** Emerging economies generally spend a lower percentage of their GDP on R&D. Without strong investment in innovation, there are fewer inventions and creations eligible for IPR protection. In Bangladesh, even large business entities invest only a nominal amount in R&D. In many cases, they are not visionary; and consider this to be a waste of money.

**4. Technological Dependence:** Many emerging economies are facilitated by TRIPS waivers or exemptions. Therefore, their national economic infrastructure, as well as their domestic and export-oriented trade, has not been cultivated on the basis of IP compatibility; but rather, on pirated and counterfeit goods. In the case of high-tech products, they depend on imports. Therefore, reliance on imported technologies and foreign patents can limit the development of indigenous IP, making these economies passive consumers rather than active creators in the global innovation ecosystem.

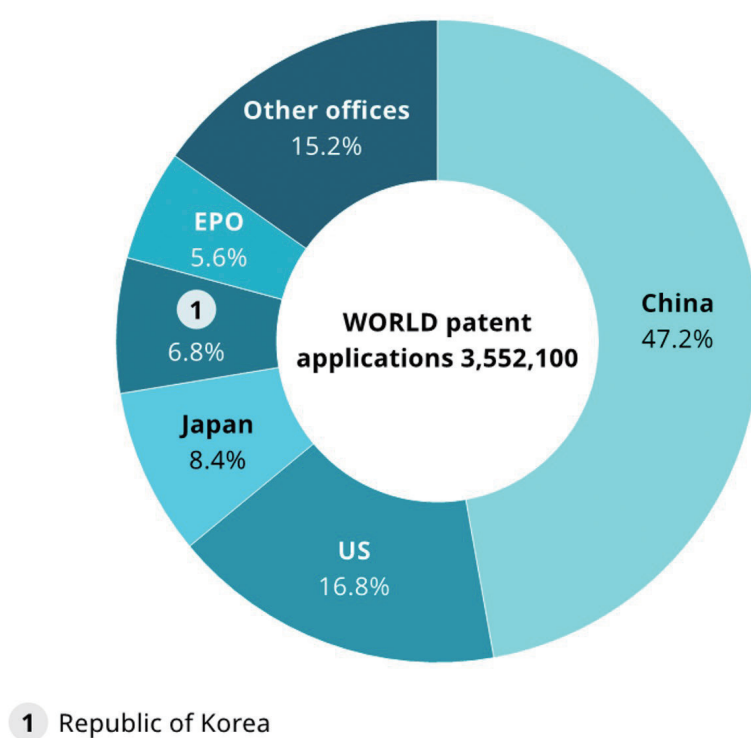


Figure-2: Percentage shares of total patent applications by the top five offices, 2023  
(Source: <https://www.wipo.int/edocs/pubdocs/en/wipo-pub-943-2024-en-wipo-ip-facts-and-figures-2024.pdf>)

Figure-2 shows patent filing by the top five IP offices in 2023. It reveals that almost half of the world's total patent applications are filed by China, and together with Japan and the Republic of Korea, these three Asian economic and tech giants contribute more than 62 percent of patent filing. Excluding the IP5, other countries of the world file only 15.2%--a very nominal amount. All of these statistics reflect the economic and technological scenario of each country.

**5. Investment Pattern:** Different business entities in developing economies hesitate to invest in sophisticated, precision-based technology. Even large entrepreneurs do not go for IP-based high-tech investment, as the certainty of profit is very low. Their approach to investment is not visionary, and they always target obvious profit within a short period of time. This also happens in emerging economies like Bangladesh, which consequently moves to lower-grade technological products.

## Turning Challenges into Opportunities

Government and other policy makers in developing economies may push business and trade bodies to move the business model to become IP-oriented, where development will be sustainable and influential to the national economy. Despite these obstacles, emerging economies can transform IPR-related challenges into avenues for growth by taking strategic actions as follows:

**1. Strengthening Legal and Institutional Frameworks:** Reforming IPR laws in line with international standards, and ensuring effective enforcement mechanisms, can enhance investor confidence and reduce piracy. India's National IPR Policy (2016) is one such example aimed at strengthening the IPR regime and promoting innovation. In emerging economies, entrepreneurs become reluctant to establish IP-based business due to weak IP enforcement, where infringement and piracy are common features of the domestic market—something that also happens in Bangladesh. Pirated books and software, counterfeit goods of renowned brands, and copying of the latest technology are common features of the local market. Strengthening IP enforcement, therefore, may bring back the trust of entrepreneurs to develop IP-based business.


**2. Promoting IP Awareness and Education:** Governments and academic institutions in emerging economies should invest in IP literacy programs to educate inventors, entrepreneurs, and students on the value of IPRs. Establishing IP cells in universities and innovation hubs can bridge this gap, as the inclusion of basic IP within the higher education course curriculum can help increase sensitivity and understanding toward IP—especially pirated and counterfeit goods.

**3. Supporting Indigenous Innovation and Traditional Knowledge:** Emerging economies are rich in traditional knowledge, local crafts, and biodiversity. Protecting these through geographical indications, traditional knowledge databases, and community rights can generate significant economic benefits and preserve cultural heritage. Various support mechanisms from the government can also promote stakeholders maintaining their traditional expertise, thereby contributing to the export basket.

**4. Leveraging Public-Private Partnerships (PPPs):** Collaborations between the government, industry, and academia can create innovation ecosystem that facilitate the generation and commercialization of IP. Incubation centers, technology parks, and startup funds can play a crucial role here, while robust industry-academia collaboration can solve financial and technological scarcity in various sectors, and make sustainable improvement in IP.

**5. Using IPRs for Economic Diplomacy:** Emerging economies can use their IP assets in global negotiations to secure better trade deals, technology transfers, and capacity-building support. As the importance of IPR in global trade and related disputes continues to increase, countries with good IPR systems are placed in a favorable position; with their geopolitical influence enhanced by the strategic use of IPRs in international forums.

**6. Facilitating Access to IP for SMEs:** Small- and medium-enterprises (SMEs) form the backbone of many emerging economies. Providing them with financial and technical support to protect and commercialize their IP can unlock massive growth potential, while also creating jobs. Different types of support



systems, such as IP registration subsidies, launching utility model systems, etc. can also encourage them to consider IP as a promotional tool in business. By securing IP, SMEs can differentiate their products or services in the market—thereby gaining a competitive edge.

## Case Examples

Countries like China and India have made notable progress in turning IPR challenges into opportunities. China, once criticized for weak IP enforcement, has become one of the top patent filers globally, and is now investing heavily in AI, biotech, and green tech. India's pharmaceutical sector has capitalized on the country's patent regime to produce affordable generic medicines, serving as a global hub for health-care innovation. Emerging economies such as Bangladesh can also take these kinds of steps to utilize IPRs in their developing journey, and to make it sustainable.

## Conclusion

For emerging economies, IPRs are more than just legal tools: they are strategic assets that can drive innovation, economic diversification, and global competitiveness. As it approaches the graduation threshold in 2026, Bangladesh is considering turning IPRs challenges into an opportunity. By overcoming institutional, educational, and policy-related challenges, emerging nations can unlock the full potential of their human and creative capital. In doing so, they will not only strengthen their economic resilience; but will also contribute meaningfully to global innovation and sustainable development.



# Navigating Trademark Prosecution: A Comparative Study re. Letters of Consent in Japan and Indonesia

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*JPO/IPR Training Course for Practitioners Specializing in Trademarks  
(July 29–August 29, 2024)*

## Introduction

In the realm of intellectual property, trademarks play a pivotal role in distinguishing goods and services in the marketplace. Recently, Japan has issued a regulation at the Japan Patent Office (“JPO”) to implement the use of Letters of Consent (“LoCs”). This development is particularly intriguing since there have been no formal written guidelines issued in Indonesia until now, even though LoCs have been implemented within the country’s trademark prosecution practice. This article proposes a comparative analysis between the use and legal significance of LoCs in the trademark prosecution practices of Indonesia and Japan.

As cross-border brand strategies become increasingly important, understanding how different jurisdictions treat coexistence arrangements — particularly LoCs — is essential for trademark owners and practitioners when preparing their trademark filing strategies. Insights into both countries’ approaches to LoCs would therefore be invaluable for both legal theory and practical application in trademark prosecution.



Source: generated using AI

## Letters of Consent in Japan

Under the Trademark Act of Japan, any trademarks that are identical with or similar to other persons' registered trademarks are unregistrable if such trademarks are used for goods or services identical with, or similar to, the designated goods or services pertaining to the registered trademarks. Due to the revision of the Trademark Act in 2023, however, even trademarks as mentioned above are now registrable subject to the consent of the right holders of prior registered trademarks, and on the precondition that there is no likelihood of confusion between the prior registered trademarks and the trademark as applied for. This revision was enforced on 1 April 2024, and applies to trademark applications filed on and after the enforcement date.<sup>1</sup>

From that date onward—even if a trademark application is rejected due to similarity with a prior registered trademark (Art. 4(1)11)—the rejection can be overcome, and the trademark can be registered, provided that both of the following requirements are met (Art. 4(4)):

1. The owner of the prior registered trademark consents to the registration of the filed trademark
2. There is no likelihood of confusion between the goods/services that the filed trademark is used for, and the goods/services relating to the business of the prior registered trademark owner (including exclusive and non-exclusive licensees)

“No Likelihood of Confusion” means that there should be no chance of confusion regarding the origin of goods or services, both now or in the future. The examination manual released at the end of March 2024 mentions that it is essential to prove there is no current confusion, and that confusion is additionally unlikely to occur in the future.<sup>2</sup>

In practice, it may be required to collect the following as evidence in order to prove the following points:

- Business content of the applicant or cited trademark right holder, etc. (company pamphlets, brochures, etc.)
- Period, region, manner, etc. of use for both trademarks (advertisements, newspaper articles, magazines, etc.)
- Future business plans (publicly published company press releases, etc.)
- Supportive documents that can ensure there is no actual confusion (market surveys targeting traders and consumers, etc.)<sup>2</sup>

## First Trademark Registration under the Consent System

The first trademark registration in Japan under the consent system was made on 7 April 2025, when the JPO registered a trademark for which an application had been filed after obtaining consent from the right holder of the prior registered trademark. In this case, both the applied-for and the prior mark use the similar Chinese characters “**玻璃**” as follows:

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1 [https://www.meti.go.jp/english/press/2025/0407\\_001.html](https://www.meti.go.jp/english/press/2025/0407_001.html)

2 [https://www.seiwapat.jp/en\\_ip/assets/Seiwa\\_IP\\_News\\_EN.240418\\_Revision\\_of\\_Japanese\\_Trademark\\_Law.pdf](https://www.seiwapat.jp/en_ip/assets/Seiwa_IP_News_EN.240418_Revision_of_Japanese_Trademark_Law.pdf)

Applied-for Mark:

Applicant	Application No.	Trademark	Designated goods for the application of the consent system
Shata Shuzo Co., Ltd.	2024-34144		Class 33 “Sake, shochu (Japanese white liquor) ” etc.

Prior registered trademark who gave consent:

Right holder	Registration No.	Trademark	Designated services for the application of the consent system to the subsequent trademark registration
SHADDY CO., LTD.	5991116		Class 35 “Retail services or wholesale services for liquor”

Source: [https://www.meti.go.jp/english/press/2025/0407\\_001.html](https://www.meti.go.jp/english/press/2025/0407_001.html)

This milestone marks a significant step in Japan’s trademark prosecution practice, promoting international harmonization of the trademark registration system and supporting global corporate activities.

## Letters of Consent in Indonesia

Indonesia, on the other hand, has been implementing LoCs in trademark prosecution practice, albeit without publicly available formal written guidelines. The absence of official documentation has led to a more flexible and case-by-case approach in handling trademark applications involving LoCs. This flexibility can be advantageous in certain situations, but may also result in inconsistencies and uncertainties for trademark owners and practitioners.

### Practical Application of LoCs in Indonesia

In Indonesia, LoCs are used to facilitate the registration of trademarks that may otherwise be considered to conflict with prior registered trademarks. By obtaining consent from the holder of the prior registered trademark, applicants can demonstrate that there is no likelihood of confusion; and that both trademarks can coexist in the marketplace. This practice is also particularly useful for businesses seeking to expand their brand presence without infringing on existing trademarks.

In practice, obtaining an LoC from the proprietor of the cited mark may be considered a viable strategy to overcome provisional refusal issued by the Indonesian Trademark Office (“TMO”) on the grounds of similarity with prior applied/registered marks in the name of third parties – Article 21 (1) (a) Indonesian Trademark Law. The TMO is known to be more likely to accept LoCs for similar trademarks if they are owned by different proprietors in the same group of companies.

In the context of trademark prosecution, the acceptance of an LoC is ultimately left to the discretion of the TMO examiners. In the context of trademark use, obtaining an LoC would be useful to eliminate



the risk of infringement against prior registration in Indonesia.

Aside from overcoming provisional refusal on the grounds of similarity, it is also understood that LoCs can be used to overcome refusal on the grounds of similarity with the names of famous people, other parties' legal entities, countries, etc. – Article 21 (2) Indonesian Trademark Law.

As an IP attorney in Indonesia, this writer has encountered diverse outcomes when using LoCs to address citations. Notably, there have been successful instances where the TMO accepted LoCs in a customized format. This format included a clear provision stating that there was no objection to the registration, even though the proprietors of the applied-for and the cited mark were unrelated.

In one case, the TMO cited a third party's prior registration against the applied-for mark due to the similarity between the word elements "BEAT AS ONE" and "BEATS ONE" / "BEATS 1". To overcome this refusal, the proprietor of the cited mark willingly provided a signed LoC which included the following key points:

- They do not object to the registration of the applied-for mark, and its coexistence with their registration in a specific class in Indonesia
- They do not object to the use of the LoC as evidence to support the response to the TMO Provisional Refusal
- They will not take enforcement action against the use of the applied-for mark
- They confirm that the LoC is signed by an authorized party of the cited mark's proprietor

This approach helped to address the concerns raised by the TMO, and to facilitate the registration process.

#### Applied-for Mark "BEAT AS ONE": successfully registered

<p>BEAT AS ONE</p> <p>(TM) Didaftar [REDACTED]</p> <p>Kode kelas: 18,25,35,41</p> <p>dompet , dompet koin. , kasus kunci dari kulit , payung , ransel , tag bagasi dari kulit , Tas Kulit , tas olahraga (selain yang disesuaikan untuk...</p> <p>Nama Pemilik: [REDACTED]</p>	
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#### Cited Marks "BEATS ONE", "BEATS 1"

<p>BEATS ONE</p> <p>(TM) Didaftar [REDACTED]</p> <p>Kode kelas: 41,42</p> <p>(online) bagi para pengguna yang terdaftar untuk berpartisipasi dalam diskusi, mendapatkan umpan, (online) yang menampilkan musik,...</p> <p>Nama Pemilik: [REDACTED]</p>	
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<p>BEATS 1</p> <p>(TM) Didaftar [REDACTED]</p> <p>Kode kelas: 41</p> <p>(online) bagi para pengguna yang terdaftar untuk berpartisipasi dalam diskusi, mendapatkan umpan balik dari, dalam bidang acara hiburan,...</p> <p>Nama Pemilik: [REDACTED]</p>	
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Source: <https://pdki-indonesia.dgip.go.id/>

## Legal Significance of LoCs in Indonesia

The legal significance of LoCs in Indonesia lies in their ability to provide a pathway for trademark registration that respects the rights of existing trademark holders while promoting brand diversity. However, the lack of formal guidelines means that the acceptance and interpretation of LoCs can vary — thereby potentially leading to legal challenges and disputes.

The conservative way to overcome a TMO provisional refusal would be to still assign the cited mark. However, the use of LoCs can still be considered by tailoring the required components in practice, and by citing previously successful cases to improve the chances of success.

## Comparative Analysis

### Similarities

Both Japan and Indonesia recognize the importance of LoCs in trademark prosecution practice as a means to facilitate coexistence arrangements, and to expand branding options for businesses. In both jurisdictions, LoCs serve as a tool to mitigate the risk of trademark conflicts, and to promote a harmonious marketplace.

### Differences

The primary difference between the two countries lies in the formalization of the consent system. Japan has established clear guidelines and regulations under the Trademark Act, providing a structured framework for the use of LoCs. In contrast, Indonesia's approach remains informal and flexible, lacking published official documentation and standardized procedures. This disparity can impact the predictability and consistency of trademark prosecution outcomes in each jurisdiction.

### Implications for Trademark Owners and Practitioners

For trademark owners and practitioners, understanding the nuances of LoC implementation in Japan and Indonesia is crucial for developing effective trademark filing strategies. The structured consent system in Japan offers clarity and reliability, making it easier to navigate the trademark registration process. Conversely, the flexible approach in Indonesia requires a more tailored and strategic application of LoCs to ensure successful trademark registration.

## Conclusion

The introduction of the consent system in Japan marks a significant advancement in trademark prosecution practice, offering a clear and structured framework for the use of LoCs. While Indonesia has been utilizing LoCs without formal guidelines, this comparative analysis highlights the need for standardized procedures to enhance predictability and consistency in trademark registration outcomes. As cross-border brand strategies become increasingly important, trademark owners and practitioners must stay informed about the evolving practices in different jurisdictions in order to effectively manage coexistence arrangements and protect their intellectual property.

Understanding the approaches to LoCs in Japan and Indonesia provides valuable insights for both legal theory and practical application in trademark prosecution. By leveraging these insights, businesses can develop robust trademark filing strategies that accommodate the unique requirements of each jurisdiction — ultimately fostering a more dynamic and competitive marketplace.

# The Challenge of Patent Drafting: A Case Study of African Patent Applicants (Patent Agents, Patent Attorneys, and Inventors)

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Young Professional – Civil Engineering  
African Regional Intellectual Property Organization (ARIPO)



*JPO/IPR Training Course on Patent Examination (Basic Program)  
(June 26–July 3, 2024)*

## Introduction

A well-structured patent application results from a properly drafted patent application. Patent drafting is the creation of a comprehensive and detailed document that describes an invention. It covers its unique features and scope of protection sought or claimed, ensuring it meets legal standards for patentability or protection. Africa is a continent with enormous potential for creators and inventors, yet there is a lack of people with highly specialized training in patent drafting. This is because patent drafting requires highly specialized training to draft specifications to protect an invention effectively, which is often a stretch for many. As a result, the African continent only has a handful of highly qualified patent drafters, thus leading to reliance on foreign patent attorneys, which often leads to high costs for patent applications for inventors in Africa.

## Key Elements of a Patent Application

A well-drafted patent application has key elements that are referred to as the “anatomy of a patent application”. The key elements of a patent draft are:

- ❖ Title: A clear and concise title that accurately reflects the invention.
- ❖ Field of Invention: The industry or technology area to which the invention belongs.
- ❖ Background of the Invention: This section explains the problem the invention solves and what prior art attempts have been made.
- ❖ Summary of the Invention: A concise overview of the invention’s key features and how it works.
- ❖ Detailed Description: A comprehensive explanation of the invention, including its technical details, construction, and operation.

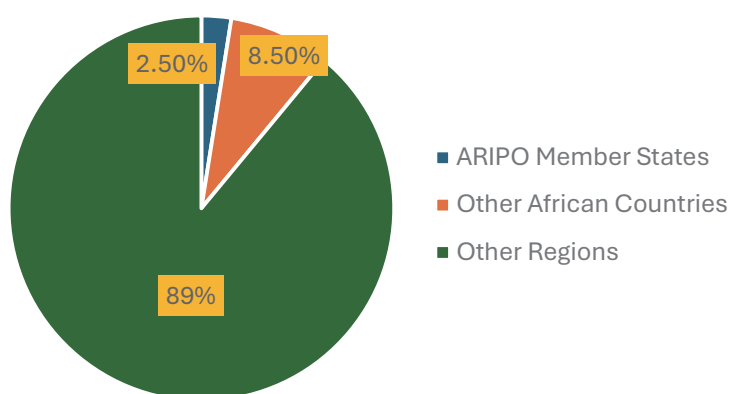
- ❖ Drawings: Visual representations of the invention, if applicable.
- ❖ Claims: Define the scope of protection sought for the invention.



Anatomy of patent applications

## Interviews/Conversations with ARIPO Substantive Patent Examiners

The African Regional Intellectual Property Organization (ARIPO) is one of the regional patent offices in Africa with experienced substantive patent examiners in different technological fields. Yet, the organization has only received 2.5% of patent applications from its member states since 1984 to present, with an additional 8.5% from other African countries, constituting 11% of the total patent applications originating from Africa. In the 2023 ARIPO report (Administrative Council Report 2023) to its administrative body, the Administrative Council, ARIPO reported 2.6% of patent applications originating from its member states. The remaining 97.4% came from other regions, including African countries that are not members of ARIPO. Through interactions with the ARIPO patent examiners, they have all expressed their disappointment with applications coming from the African region. This is because most of the applications, or 85% of them, originating from the region, are poorly drafted. Therefore, it makes it difficult to understand and examine the rights being sought by the patent applicant.



Patent applications received by ARIPO since 1984 to present in percentages



## Patent Drafting Course for ARIPO Member and Observer States

ARIPO has 22 member states and 9 observer states in Africa. It is the largest regional intellectual property (IP) organization with a mission “to foster creativity and innovation for socioeconomic growth of our Member States through an effective intellectual property system”. Thus, ARIPO’s strategy to address the challenges of poor patent drafting in Africa has been to conduct patent drafting courses over the years. From 11 - 15 September 2023, the recent patent drafting course was organized by ARIPO and the World Intellectual Property Organization (WIPO), which was held at ARIPO Headquarters in Harare, Zimbabwe. This has enhanced patent drafting skills in African countries, intending to increase patent applications in the region. The participants for this training came from universities, research institutions, and national IP offices in 21 African countries. Equally, the resource persons came from ARIPO, WIPO, the European Patent Office (EPO), the UK, and the Japan Patent Office (JPO), who are all long-standing partners of ARIPO in strengthening the IP landscape in Africa. These partners are also providing resources to support ARIPO joint Master’s in Intellectual Property (MIP) programs as well as offering patent drafting courses.



Director General of ARIPO (front row seated third from right) with resource persons from ARIPO, WIPO, the UK, and the JPO

(Photos courtesy of ARIPO)



Participants of the Patent Drafting Course



## Challenges Faced in Examining Patent Applications Filed from the African Region

There are several challenges faced when examining patent applications. Yet, these are the critical issues faced when examining applications from Africa, namely:

### **a. Inconsistency**

The problem of inconsistency has been a major challenge. These applications omit essential features in the claims that are mentioned in the specification or description of the application.

### **b. Inadequate descriptions**

The descriptions are mostly not clear and completely disclosed to all persons skilled in the art (PSA) to carry out the invention in undue experimentation.

### **c. Ignoring prior art search**

Most applications fail to present inventions that have been disclosed in prior art.

### **d. Clear and concise language**

Importantly, a patent application should avoid ambiguous language or words for it to be clear and concise. If not, it will open the floodgates to multi-interpretations resulting in objections by patent examiners.

### **e. Vague claims**

Vague claims are often due to ambiguous words or language used in the claims of the invention. It is important to ensure that the invention is understood by the examiners.

## Conclusion

Patent drafting is a crucial aspect of the patent application process. It ensures that inventions are adequately protected through clear, comprehensive, and legally sound documentation. In the African context, there remains a substantial gap in the availability of highly skilled patent drafters, including agents, attorneys, and inventors. This study explores the challenges associated with patent drafting in Africa, using insights gathered from conversations with substantive patent examiners at ARIPO. Findings from these conversations reveal that approximately 85% of patent applications originating from African countries are poorly drafted. These applications often suffer from inconsistencies, inadequate technical descriptions, failure to address prior art, vague language, and ambiguous claims. ARIPO, in collaboration with global partners such as WIPO, the JPO, and the EPO, has initiated capacity-building programs including specialized patent drafting courses and IP education initiatives aimed at addressing these challenges. This case study highlights the urgent need for enhanced patent drafting expertise in Africa to improve the quality of patent applications and foster a stronger innovation ecosystem across the continent.

## Training Course Experience

### From Insight to Impact: Thinking IP for the Success of SMEs

**Ms. Azaiez, Manel (Tunisia)**

In Charge of Trademarks Opposition Procedure, IP Department  
National Institute for Standardization and Industrial Property (INNORPI)



*JPO/IPR Training Course on Support for Small and Medium Enterprises  
(October 11–October 18, 2024)*

As someone really into intellectual property rights (IPR), I found this training to be both a great learning experience and a chance to grow personally. It was awesome to see how IP can be such a powerful tool for helping small and medium-sized enterprises (SMEs) thrive.

I got to dive into Japan's rich mix of tradition and modern innovation, which was really inspiring. I also had the chance to work alongside 23 other participants from all sorts of backgrounds, all sharing the same goal: supporting SMEs.

This reflection shares the key lessons I gained during my training, blending practical insights with personal thoughts while emphasizing the main themes that made this experience truly memorable.

Our program started with a visit to the Japan Patent Office (JPO), where we gained a better understanding of Japan's patent examination process and how it plays a critical role in encouraging innovation. I learned about the JPO's wide range of IP consultation services, which are designed to help SMEs safeguard their innovations cost-effectively and navigate the often complex environment of IP. Importantly, this kind of support is especially essential for resource-limited businesses, as it enables them to compete on a global scale and use their intellectual assets to maximum advantage.

The work of the National Center for Industrial Property Information and Training (INPIT) and its IP Comprehensive Helpdesks was also discussed. These helpdesks offer educational resources, seminars, and one-on-one consultations to help SMEs understand the value of their intellectual property. INPIT's efforts enable entrepreneurs by equipping them with the knowledge needed to develop effective IP strate-

gies, which in turn supports business growth and attracts potential investors.

The training also included a session focused on how different countries support SMEs, introduced through country report presentations. I truly enjoyed seeing the similarities and differences in how various nations handle IP support. Sharing ideas with others gave me a richer understanding of global strategies for IP management and protection, which in turn broadened our outlook on how to help SMEs succeed worldwide.

A key focus of the training was on how SMEs can effectively manage and use their IP assets. We discussed strategies for businesses to actively manage and utilize their IP portfolios to release value; whether that's securing funding, exploring new markets, or avoiding infringement issues. This section emphasized that managing IP successfully isn't just about protection; it's a critical strategic tool that supports business growth and provides a competitive edge.



During our visit to PiO PARK, a bright hub for innovation and entrepreneurship, I gained valuable insights into how startups and SMEs can succeed through collaboration and customized support. The space functions not just as a shared workspace but also as a strategic platform for growing businesses. One of the features emphasized was the patent exhibition, which displayed state of the art products and technologies. It demonstrated how small businesses can use patents to safeguard their inventions, attract investment, and strengthen their competitive position. The integration of IP education, mentorship, and access to resources at PiO PARK emphasized how building a supportive IP ecosystem can drive sustainable growth and spark innovation among entrepreneurs.



Group photo at PiO PARK

One of the most memorable and inspiring parts of the training was a presentation by Mr. TAKASAKI Mitsuhiro, President of Engineer Inc. He shared the incredible journey behind his company's innovative product, Neji-Saurus. This tool, meant for extracting screws, may seem straightforward at first glance, but it is a great example of how clever design and strategic use of IP can change a simple idea into a globally competitive product. Mr. Takasaki not only introduced the product but also guided us through how they protected their innovation with patents and built a strong brand. His story was a compelling



reminder of the real world value of IP, going beyond legal protection; and being a powerful driver for business growth, building customer trust, and gaining international recognition. The Neji-Saurus story clearly shows how small businesses, with the right mindset around IP, can successfully expand into global markets.



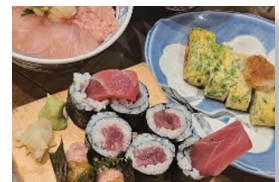
Group photo with Mr. TAKASAKI Mitsuhiro, President of Engineer Inc.


## From IP to traditions: A journey through Japan's soul and memories

During my training, I found the perfect balance between gaining professional expertise and exploring Tokyo's bright culture during my free time.

I indulged in Japanese cuisine by enjoying street foods at **Tsukiji Market** and **Takeshita Street**. I tried a variety of delicious dishes like **ramen**, **sushi**, **tamagoyaki**, and **strawberry daifuku**. One experience I won't forget was tasting **Wagyu**, which was incredibly tender and bursting with flavor. I was also **happy to discover halal options**, which truly reflected Japan's openness and respect for diversity.

On the weekend, I visited serene spots such as **Meiji Jingu**, where I felt peaceful surrounded by lush greenery, and **Ueno Park**, which offered a relaxing natural escape. I marveled at the stunning **Rainbow Bridge** and enjoyed a beautiful sunset in **Odaiba**. At night, I was captivated by the glowing lights of **Tokyo Station** and the panoramic views from **Tokyo Tower** and **Tokyo Skytree**, while the **Shibuya Crossing** and the lights of Shinjuku showcased the city's lively energy. I explored **Omoide Yokocho**, a narrow alley clarified by lanterns, filled with cozy, authentic eateries that made me feel like I had stepped back in time. I also wandered through **Harajuku**'s fashionable streets before finding tranquility in a hidden rooftop garden. At the center of my trip was a visit to the **Hachiko statue** at Shibuya Station, a touching symbol of loyalty and a glimpse into Japan's deep emotional connections.





But the most memorable part was visiting **Asakusa** to see **Sensoji Temple**, where I wore a kimono to fully immerse myself in Japan's rich heritage.

These moments were not just about sightseeing; they were an essential part of my journey, giving me a deeper understanding of Japan's culture.

## **Bridges, not barriers: The heart of IP**

IPR are critical in promoting creativity, innovation, and economic development by safeguarding the efforts of inventors and creators. Yet, in today's interconnected world, pressing global issues like pandemics and climate change often challenge the strict enforcement of IPR, sometimes creating a tension between protecting innovation and addressing humanitarian needs.

This raises an important question: Can we maintain strong IP systems while also prioritizing the greater good, especially during crises? The key is finding the right balance.

The COVID-19 pandemic vividly emphasized this dilemma as patent protections on vaccines limited access for many developing nations. In response, a global call grew for temporary patent waivers, emphasizing health and well-being over profit. Discussions around relaxing parts of the TRIPS Agreement marked an important shift, reflecting the necessity for more adaptable and compassionate IP frameworks capable of responding to emergencies.

Fortunately, international IP law already provides tools to address such situations. Mechanisms like compulsory licensing allow governments to override patent rights to protect public health. Countries can authorize third parties to produce a patented medicine without the owner's consent during public health emergencies or for non-commercial use. While these measures may seem extreme, they are lawful and widely accepted. The challenge lies in political will, legal expertise, and ethical leadership to implement these provisions effectively.

Also, some inventors choose to voluntarily share their innovations during crises, demonstrating that IP rights and humanitarian efforts can work hand in hand.

Beyond health crises, climate change presents another pressing issue where IP systems need to evolve. Many essential green technologies remain protected by patents, which can hinder access for developing nations most in need. To bridge this gap, there is increasing support for international cooperation through initiatives like patent pools, shared licenses, and technology transfer programs. Many such efforts aim to promote voluntary licensing and partnerships, guaranteeing that climate solutions are accessible to everyone, not just the wealthiest countries.

As IP professionals, our mission goes beyond protecting innovation! It's about ensuring IP serves as a bridge to opportunity, not a barrier to survival.

The global IP system must evolve to embrace a more inclusive, just, and humanitarian approach to progress. Innovation should be a shared force for good, especially when lives and the future of our planet are at stake.

IP is not merely a commercial asset! It's a powerful instrument of compassion. And it's our responsibility to wield it with wisdom, purpose, and a deep commitment to the greater good.



## Milestones: Beyond the Training

### From Classroom to Community: How an IP Training Program Shaped My Career and Perspective

**Dr. Somchai Ratanachueskul (Thailand)**

Independent Scholar

Former Dean, Pridi Banomyong Faculty of Law, Dhurakij Pundit University



*JPO/IPR Training Course for IP Trainers  
(September 27–October 15, 2010)*



#### From Thailand to Tokyo: Learning in an International Classroom

In 2010, I had the great honor of being selected as a representative of Thailand to participate in the intellectual property training course held in Japan. The opportunity itself was already a significant milestone, and I was grateful for the preparation and support provided by those involved in getting me ready for the program. What stood out during the course was the diversity of learning experiences. In addition to engaging classroom sessions, the program included insightful site visits to institutions and organizations involved in intellectual property protection and education. These off-site observations helped us understand how Japan integrates IP awareness into various sectors, from education to business. Instructors encouraged active participation, frequently asking trainees to share their country-specific insights, legal frameworks, and real-world challenges. The quality of instruction was also noteworthy. Every lecturer demonstrated both subject-matter expertise and a genuine enthusiasm for discussion. This created an intellectually stimulating environment that fostered open exchange and mutual respect. These thoughtful pedagogical strategies left a lasting impression on me and became a model I have drawn upon repeatedly in my own teaching.



With Mr. Ogiya at the closing ceremony



With fellow participants at the Japan Patent Office



With fellow participants in the training room



Informal moment outside the training room

## Knowledge in Practice: Applying the Training Back Home

After returning home, I was eager to apply the broader knowledge and experience I had gained. One of the most immediate applications was in my teaching. In my undergraduate Intellectual Property Law classes, I integrated case studies from the training program to help students understand how Japan had addressed IP-related legal challenges. These included comparisons between Japanese and Thai IP laws, highlighting both similarities and differences in legal structure and juristic methods. I also incorporated comparative court decisions from Japan and Thailand, encouraging students to analyze how similar cases might be resolved differently in the two legal systems.

At the graduate level, I expanded the focus to include the design of IP legislation and comparative approaches to legal interpretation. This included analyzing perspectives from Japan, the United States, Europe, and Thailand, allowing students to consider how historical, cultural, and institutional contexts shape IP law. These comparative insights inspired students to pursue thesis topics that delve deeper into cross-jurisdictional legal frameworks or to enrich their ongoing research with comparative legal analysis.

Outside the classroom, I have had the opportunity to serve as a subcommittee member for the Department of Intellectual Property at Thailand's Ministry of Commerce, contributing to the revision of patent and copyright laws. The knowledge I gained from the training has been extremely valuable in this role, allowing me to present well-informed perspectives and contribute substantial input during the meetings. Drawing on international case studies and comparative approaches helped strengthen the credibility

and clarity of the suggestions I made in the discussions.

I also serve as a member of the Law and Business Committee of the Thai Chamber of Commerce. In this capacity, I assist in reviewing proposed legislation and advising on legal issues raised by the chamber's members. IP-related concerns are often at the center of our discussions, and I have been able to draw directly on the insights of the training when crafting responses and policy recommendations.

In addition, I have applied this knowledge in advising entrepreneurs and businesses on IP strategy—particularly to help them anticipate and avoid future legal disputes. Beyond preventative planning, the knowledge gained from the training has also been valuable in my legal practice more broadly, especially when providing legal opinions related to the protection of intellectual property rights or representing parties in IP infringement disputes. Having a deeper understanding of comparative legal frameworks and practical enforcement strategies has allowed me to offer more nuanced and effective guidance to clients, and to support more persuasive arguments when participating in IP-related litigation or advisory roles. This has proven especially valuable in early-stage planning and compliance, where proper guidance can prevent costly conflicts down the line.

To further public understanding, I regularly share IP knowledge on a dedicated Facebook page, making complex legal principles accessible to a broader audience. In addition, the foundational knowledge I gained from the training has also supported the development of my own doctoral dissertation, helping to frame key comparative legal arguments and deepen the theoretical analysis of IP systems in international contexts. The insights gained during the training have provided a solid foundation for this outreach work, complementing my existing knowledge and helping me convey it more effectively.

## **A Network That Endures: Cross-Border Friendships and Collaborations**

Equally significant has been the continuation of friendships and professional relationships with the alumni I met during the training. We have remained in close contact, often exchanging ideas and updates about our work. What makes this network even more special is that our connections did not end with emails or online chats—we have visited each other in our home countries whenever possible. I have had the pleasure of meeting up with former classmates from countries such as the Philippines, Indonesia, and Malaysia. These visits not only strengthened our bonds but also reminded us of the shared experiences and values that brought us together.

In some cases, we have gone beyond friendship to professional collaboration, writing joint articles and participating in projects together. These ongoing relationships demonstrate the lasting impact of the program and its success in fostering a true international network of professionals in the IP field.

## **A Lasting Impact**

Looking back, I can confidently say that the training course was a transformative experience. It enriched my career, broadened my perspective, and provided a meaningful sense of connection across borders. I continue to benefit from what I learned, and I remain deeply grateful for the opportunity. I strongly support the continuation of programs like this and hope many others will have the chance to experience its long-lasting impact.

I am deeply grateful to the JPO and APIC-JIPII for organizing such a visionary program and for continuing to foster meaningful dialogue among alumni through platforms like ENISHI.





Giving a lecture on IP law to Thai entrepreneurs



Delivering an IP law lecture to undergraduate, master's, and doctoral students, as well as faculty members at the Faculty of Fine and Applied Arts, Chulalongkorn University



Presenting on IP law to Thai entrepreneurs

## Information from a Lecturer

### IP Mock Training at the APIC Seminar: Negotiation is Where it All Begins

**Mr. FUTAMATA Toshifumi**

Chairman  
SEP Expert Group Japan



Since 2017, I have been teaching a course on intellectual property (IP) negotiations. The course is broadly divided into two parts. In the first half, students learn the theoretical foundations of IP negotiation through lectures. As negotiation theory continues to evolve, I mainly base my teaching on the Harvard negotiation method.

The second half—which forms the core of the course—focuses on practical learning through a mock negotiation exercise.

Students are divided into teams of four to five members and assigned to either Team A or Team B, where they experience a simulated negotiation. Prior to the negotiation, each team receives a different scenario (Scenario A or Scenario B), which they thoroughly review and use to develop a detailed strategy within their team. We intentionally organize the teams to include members of diverse nationalities and affiliation backgrounds to ensure dynamic discussions that draw on a variety of perspectives.

The mock negotiation is conducted in two sessions. In the first session, teams try to establish the direction and overall structure of the discussion. In the second, they work to identify points of conflict, explore areas of alignment, and move toward potential agreement. However, the development and outcome of each negotiation vary significantly every time. Unexpected twists are quite common.





What's most important in this mock negotiation is not the result itself, but how participants respond flexibly to unanticipated developments, how they work toward realizing their team's vision, and how they collaborate effectively—not as individuals, but as a team. Especially in IP negotiations, parties often begin with conflicting interests and little common ground. In such cases, the ability to explore shared interests and search for workable solutions is not only vital in IP, but also a critical skill set in broader business contexts.

After completing the two negotiation sessions, we move on to the highlight of the course—the Review. During this session, each team presents its initial strategy, what they were able to achieve, what they couldn't, and what insights they gained from their counterparts. This reflective time allows participants to reassess their experience with a cool head. It also offers a rare opportunity to deeply understand the thoughts and intentions of the opposing party—something that's seldom possible in real-world negotiations. By revisiting the just-completed negotiation from both their own and their counterpart's perspectives, participants gain fresh insights and valuable learning.

This course is co-taught by two instructors. After the review, each instructor offers feedback from different perspectives—one from a technical angle, and the other from a business standpoint. This helps participants see the negotiation process from multiple angles and deepen their overall understanding.

At the end of each course, it's always a great joy to see how deeply engaged the participants become in the mock negotiations, and to witness the sense of achievement and enthusiasm on their faces. Through this course, we sincerely hope that more people will gain practical negotiation skills and develop the ability to flexibly realize their vision while respecting diverse perspectives.



A lecture on “Mock License Negotiation” on October 31, 2024  
(FY2024 JPO/IPR Training Course for Practitioners Specializing in Patents)



A lecture on “Mock License Negotiation” on September 29, 2023  
(FY2023 JPO/IPR Training Course for Practitioners Specializing in Patents)

## IP Activities in Japan

### Introduction to WIPO GREEN (Part 1)

**SUWA Yorimasa, PhD., MBA**

Senior Researcher  
WIPO GREEN/International Liaison Group/Asia-Pacific Industrial Property Center  
Japan Institute for the Promotion of Invention and Innovation



WIPO GREEN researcher explanations and activities will be published in three issues.

#### 1. Objective of WIPO GREEN and Circumstances Leading to its Establishment

WIPO GREEN is an initiative operated by WIPO to promote the global technology transfer of environmental technologies.

Since the mid-1990s, some emerging countries have claimed that patents are the reason why environmental technologies are not spreading globally. IP professionals have argued that patents are meant to promote innovation and that the problem lies in the lack of a mechanism to promote global technology transfer. In the mid-2000s, the Japanese Intellectual Property Association first came up with the idea and put together a working group to study this issue and then approached WIPO for discussions. WIPO established a Global Challenges Division with the aim of promoting innovation and the decision was made to cooperate with WIPO in these discussions. I have been involved in this effort since August 2010, when then GCD Head Mr. Kratiger visited Japan and our first discussion in the JIPA meeting room was held.

Discussions progressed and in 2013, the official launch of WIPO Green was held at WIPO headquarters in Geneva, where JIPA President Mr. Ueno and India's Ambassador to the UN Mr. Shinha were on stage alongside then Secretary General Mr. Gurry.



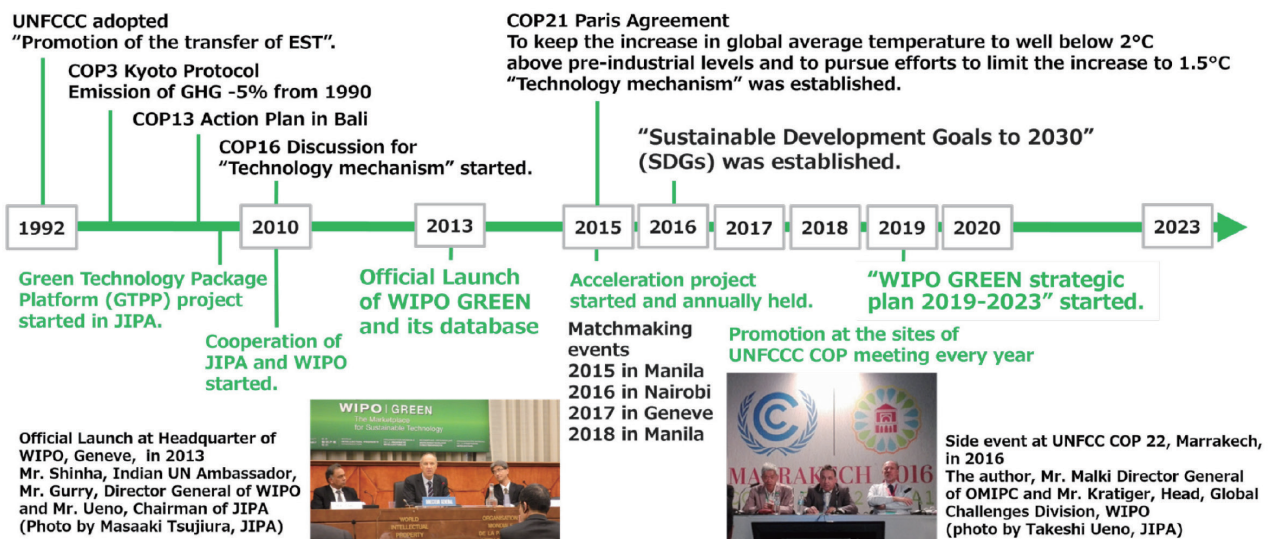


Fig. 1 Early history of WIPO GREEN (created by the author)

After its official launch, the basic structure of WIPO GREEN has been established and the events has been held at the sites of UNFCCC COP meeting every year, Also, from 2015, as its essential activity, the environmental technology needs survey project, was started.

## 2. Basic Structure of WIPO GREEN

WIPO GREEN consists of a database of environmental technologies and a network of people involved in the development and transfer of environmental technologies.

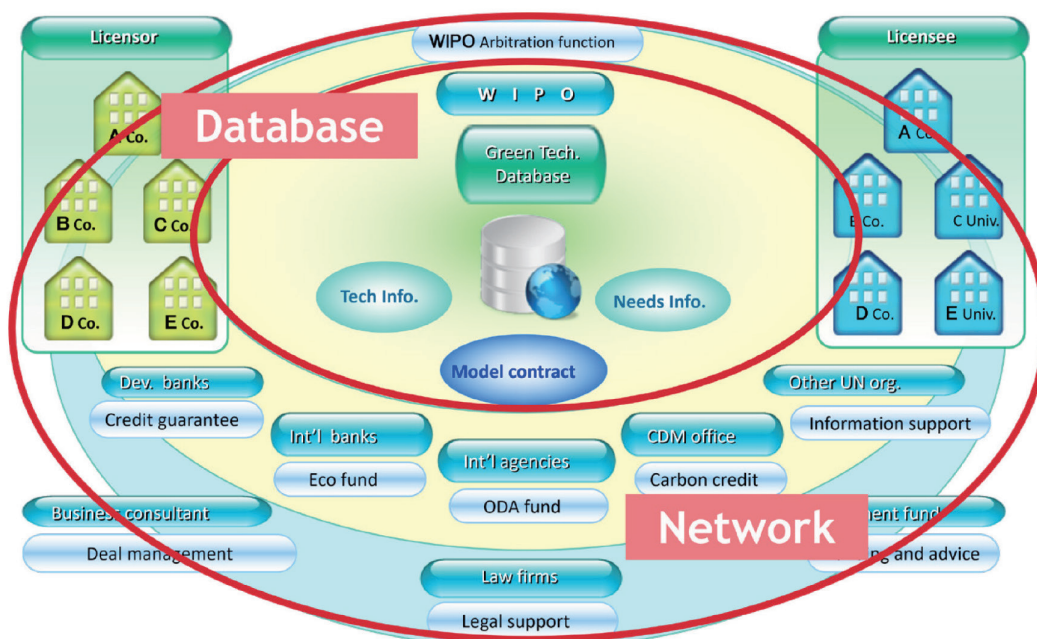


Fig. 2 Basic structure of WIPO GREEN (Green Technology Package Project, JIPA, 2011)

## (1) Database

The WIPO GREEN database contained not only information on the seeds of environmental technologies, but also information on the needs related to environmental technologies and was later expanded to include information on experts involved in the development and transfer of environmental technologies.

There are many environmental technology databases by other UN organizations or environmental organizations but there are only a few databases that also contain information related to needs which is very important.

## (2) Network

The network consists of Partners and Users.

Partners are participants who intend to contribute in some way to the organization and activities of WIPO GREEN. They are required to exchange a letter with the WIPO Secretary General, indicating that they understand the basic stance and goals of WIPO GREEN and approve the WIPO GREEN Charter, which summarizes it.

Users include organizations or individuals who have registered technology seeds or technology needs in the WIPO GREEN database, as well as experts with professional competencies to assist in the development and transfer of environmental technologies.

## (3) WIPO GREEN Charter

The WIPO GREEN Charter is comprised of the following five components

- **Transparency** in the marketplace leads to greater efficiency.
- **Partnerships** are critical to achieving synergies and fostering the transfer of technologies, and as appropriate, associated know-how.
- A comprehensive **understanding of needs** is essential for effective deployment of green technology.
- IP rights are an important policy tool to **encourage innovation**.
- The sustained deployment and uptake of technologies occurs when **parties freely enter into a contract** on mutually agreed terms.

One key point here is that although this is a WIPO initiative, it is not intended to be an IP first. This is because environmental technologies, especially those utilized in developing countries, are not necessarily state-of-the-art technologies and in many cases, patents have not been applied for or have already expired.

## 3. Environmental Technology Needs Survey Project in Developing Countries in WIPO GREEN

A while after the official announcement, as the leader of JIPA's WIPO GREEN WG, I thought that the most important thing to achieve the outcomes of this project was to gather up-to-date information on environmental technology needs in developing countries. After suggesting to JPO and WIPO officials, we were able to obtain their understanding and as a result, a project to survey local needs in developing countries (currently named as "Acceleration project") started.

I would like to introduce the details of this project, its subsequent development, and the outcomes that have been obtained from it in the next issue of this report.



# chapter 8



## Get to know your IP Friends



We asked the following question to our IP Friends from different countries. We hope you enjoy reading everyone's responses!

### **Q:** What sparked your interest in the intellectual property (IP) field?

· My interest in the IP field was sparked by a fascination with creativity and innovation, coupled with a desire to understand how these ideas are protected. During my academic journey, I studied business law and developed a keen interest in IP through my undergraduate thesis. With a consistent career in the field of IP, I believe it is a domain that offers endless opportunities for research and discovery, continually amazing me. IP remains a challenging and rewarding field, constantly evolving and presenting new intellectual adventures. *(Indonesia)*



· My interest in IP was sparked by my multidisciplinary academic background in accounting, finance and small enterprise management, combined with advanced IP training from WIPO and other institutions. My exposure to research ethics, technology transfer and project management further deepened my understanding of IP's role in safeguarding innovation and fostering enterprise development. My contribution to the development of the University of Cape Coast's IP policy reinforced my passion. The focus of my PhD on entrepreneurship and innovation also aligns with IP management, highlighting my drive to bridge research, commercialisation and legal protections for creative and technological advancements in Ghana. *(Ghana)*

· I've always been fascinated by creativity and innovation, and intellectual property is where law meets those ideas. Helping to protect someone's unique creation makes the work feel meaningful and impactful. *(Viet Nam)*



· My interest in IP began with a simple observation: IP is the unseen architect of our daily experiences. From the applications we use to the music we listen to, from the clothes we wear to the books we read, IP is the guardian that ensures creator's rights are upheld and innovations are protected. Recognizing that IP is not just a legal concept but a vital force that shapes industries and enriches our lives, I was inspired to delve deeper into this field, aiming to contribute to a system that nurtures and protects human ingenuity. *(Tunisia)*

- Protecting the rights owner from infringement and assisting them to exploit their assets via licensing. *(Viet Nam)*

- After graduating from a Least Developed Country (LDC) to a developing country, I anticipate Bangladesh facing a lot of challenges regarding IP compliance and enforcement, and with strengthening its IP system. We currently enjoy many flexibilities and waivers in our IP compliance system, which will be lifted upon our scheduled transition in 2026. Therefore, studying about and writing on this issue inspires me to find smooth transition strategies to face these IP-related challenges. *(Bangladesh)*



- I had little knowledge of IP until I joined the first group of the African Regional Intellectual Property Organization (ARIPO) Young Professionals Program in February 2024. During my orientation for the program, I learned about the synergy between engineering and IP. The information gained from the orientation program created a spark in me for the field of IP, especially in patent examination. *(Zimbabwe)*

- Job opportunities in the public sector (the Federal Government). *(Brazil)*

- My interest in intellectual property law stems from its dynamic nature and its ability to adapt to evolving global conditions. Technological advancements, digitalization, and emerging business models continuously reshape the legal framework for intellectual property protection. Specifically, advancements in artificial intelligence, blockchain technology, and the rapid growth of digital content are introducing novel legal challenges and debates surrounding the interpretation of intellectual property rights. This evolving and transformative landscape positions intellectual property law as a strategic mechanism that directly influences global economic balances and innovative activities. International agreements, jurisdictional variations, and new legal precedents make intellectual property protection increasingly complex and crucial for sustainable business growth. Therefore, from both an academic and professional standpoint, I am strongly motivated to closely monitor the factors that are shaping the future of this field and to adapt to its ongoing developments. *(Türkiye)*

- It's the unique blend of creativity, innovation, and law. I was drawn to how IP protects ideas that drive progress—like inventions, designs, and brands—and how it plays a crucial role in shaping culture, business, and technology. Its real-world impact and global relevance make it a constantly evolving and intellectually engaging area of law. *(India)*



# chapter 9



## Osaka

**Mr. OGIYA Takao**  
Director General of APIC



An international exposition is currently being held in Osaka, running for a total of 184 days between April 13 and October 13, 2025. In Japan, this event is referred to as the Osaka Expo (Figure 1). With the theme of “Designing Future Society for Our Lives”, its concept is to become an experimental space for realizing this vision by launching an online platform aimed at sharing ideas for co-creating future societies, along with solutions for solving global problems; while also bringing together advanced technologies and other global knowledge to address issues facing all of humanity, and creating/disseminating new ideas.



Figure 1: EXPO 2025 Osaka, Kansai, Japan<sup>1</sup>



The symbolic structure for this event is the Grand Ring (Figure 2). Its total circumference is aligned with the year it is being held—at 2025 meters—and the full circle may be traversed on foot in 30 minutes. Building upon Japan’s over 1000-year history of wooden architecture, Japan has aimed to convey its aim to take the global initiative in wooden construction by crafting the entire ring in wood. Herein, the wood joinery technique seen throughout Japan’s shrines and temples was utilized—and recognition was achieved in the Guinness Book of World Records of it being the world’s largest wooden structure.



Figure 2: Grand Ring<sup>1</sup>

This is, in fact, the second time that the World Expo has taken place in Osaka. The first time was in 1970, when the theme was “Progress and Harmony for Mankind”. The event showcased Japan’s symbolic significance as the world’s second largest economic superpower (behind only the United States), after achieving strong economic growth following World War II.

Products and services of modern society made their debut at that Osaka Expo (Figure 3), including maglev trains (known in Japanese as “linear motor cars”), electric automobiles, and family-style restaurants. Moon rocks brought back from the Apollo 12 voyage were also displayed at the United States pavilion, with people standing in line for several hours for a viewing.



Figure 3: Japan World Exposition, Osaka, 1970<sup>2</sup>

1 Provided by: Japan Association for the 2025 World Exposition

2 Photo by takato marui, *Korean Pavilion. April 1970, Osaka Expo'70.*, 2007. CC BY-SA 2.0  
[https://commons.wikimedia.org/wiki/File:Osaka\\_Expo%2770\\_Korean\\_Pavilion.jpg](https://commons.wikimedia.org/wiki/File:Osaka_Expo%2770_Korean_Pavilion.jpg)



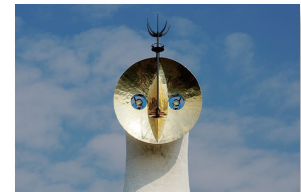
The Tower of the Sun (Figure 4) was built as the symbol of the Expo. Standing 70 meters tall, its distinctively unique features included three different faces—one in the front and center, another in the back, and a third on top—along with arms extending from both sides. The face in the center of the front symbolizes the present, the face on the back symbolizes the past, and the face at the top symbolizes the future. The tower’s interior encompasses an exhibition known as the “Tree of Life”, themed on the evolution of living beings. The installation remains in place for viewing today, and it is also possible to enter its interior.



The face on the back, called “Black Sun”, symbolizes the past.<sup>3</sup>



The face in the center of the front, called “The Face of the Sun”, symbolizes the present.<sup>4</sup>



The face at the top, called “Golden Mask”, symbolizes the future.<sup>4</sup>

Figure 4: The Tower of the Sun

Both Osaka Expos began shortly after the Tokyo Olympics, which were held in 1964 and 2021. In my view, it is hard not to see Osaka’s sense of rivalry toward Tokyo hidden here.

Osaka has long prospered as a port city, with a deep connection to the Yamato Court. In around the 5<sup>th</sup> Century A.D., several *kofun* (burial mounds) of varying sizes that were thought to comprise imperial graves (Figure 5) were erected in Osaka, proving the city’s intimate relationship with the imperial court. Today, these ancient burial mounds have been registered as World Heritage sites.

From the Muromachi to the Sengoku periods (the 14<sup>th</sup> through the 16<sup>th</sup> centuries), Osaka served as a transit point for trade with places including China, Spain, Portugal and Southeast Asia. The city of Sakai in particular was noted on the global maps of the time period as an international trade point, which indicated Europe’s recognition of the region.

In Europe, it was said that “Sakai is the richest port city throughout all of Japan, possessing the majority of the country’s gold and silver, and known as the Venice of the East.” Moats were built around the city in order to protect it from anarchy, with its autonomous administrative functions undertaken by wealthy merchants.

3 Photo by 十ー, 太陽の塔 北側より, 2007. CC BY-SA 3.0

[https://ja.wikipedia.org/wiki/%E3%83%95%E3%82%A1%E3%82%A4%E3%83%AB:%E5%A4%AA%E9%99%BD%E3%81%AE%E5%A1%94\\_%E8%83%8C%E9%9D%A2.jpg](https://ja.wikipedia.org/wiki/%E3%83%95%E3%82%A1%E3%82%A4%E3%83%AB:%E5%A4%AA%E9%99%BD%E3%81%AE%E5%A1%94_%E8%83%8C%E9%9D%A2.jpg)

4 Photo by 663highland, *Tower of the Sun at Suita, Osaka prefecture, Japan*, 2013. CC BY-SA 3.0

[https://ja.wikipedia.org/wiki/%E3%83%95%E3%82%A1%E3%82%A4%E3%83%AB:131116\\_Tower\\_of\\_the\\_Sun\\_Expo\\_Commemoration\\_Park\\_Suita\\_Osaka\\_pref\\_Japan01s3.jpg](https://ja.wikipedia.org/wiki/%E3%83%95%E3%82%A1%E3%82%A4%E3%83%AB:131116_Tower_of_the_Sun_Expo_Commemoration_Park_Suita_Osaka_pref_Japan01s3.jpg)

[https://ja.wikipedia.org/wiki/%E3%83%95%E3%82%A1%E3%82%A4%E3%83%AB:131116\\_Tower\\_of\\_the\\_Sun\\_Expo\\_Commemoration\\_Park\\_Suita\\_Osaka\\_pref\\_Japan02s3.jpg](https://ja.wikipedia.org/wiki/%E3%83%95%E3%82%A1%E3%82%A4%E3%83%AB:131116_Tower_of_the_Sun_Expo_Commemoration_Park_Suita_Osaka_pref_Japan02s3.jpg)



Figure 5: “Konda Gobyoyama Kofun” in Osaka<sup>5</sup>

Osaka was lined with the warehouses of various feudal domains beginning in the Edo period (from the 17<sup>th</sup> century onward). And because different regions also stored their goods in the city, major merchants dealing in these products also began to appear. Annual rice tax payments collected throughout the country were first stockpiled in Osaka, along with specialty goods. The price of rice was determined in the city, with large amounts of money moved based upon this figure. In this way, Osaka prospered as the country’s economic and commercial center, while also becoming known as the “nation’s kitchen”.

The population of Osaka during the Edo era was around 400,000, among which only less than 10,000 were samurai warriors. This exceedingly low figure is apparent when comparing it to that of the city of Edo (present-day Tokyo), whose population was around one million, with samurai warriors comprising roughly half of its residents. The mouth of the Yodo River was a particularly developed region, with Osaka’s economy supported by the trade of goods along its canals in both north-south and east-westerly directions. There were also numerous bridges in the city, which was consequently referred to as the “city of 808 bridges” in contrast to Edo’s “city of 808 districts”. The construction of these canals, along with their bridges, owed to both the funding and the labor of the city’s resident merchants.

As the city matured economically, many arts grew and developed. *Ukiyo-zōshi* (“books of the floating world”), which depicted the customs of the city’s ordinary people, along with *yorurui* (musically accompanied narration), Osaka-style kabuki theater, and *rakugo* (humorous storytelling) spread as unique local cultural arts, which in turn continued to become diversified.

In this way, then, Osaka long prospered as the country’s economic center, while also being the site of active trade for foods from throughout the archipelago. This earned the city the moniker of the “nation’s kitchen”, while also diversifying its local cuisine through the use of numerous ingredients. And because it was a city based primarily upon merchants, this food was treasured: waste was minimal, with a culture of “using everything up” developing naturally. And because the act of eating was regarded with such passion, the abundance of the local food culture earned Osaka the description “city of gourmet delights”.

Meanwhile, in Edo, the Tokugawa Ieyasu shogunate was busy developing and consolidating the local swampland, which required the efficient labor of numerous workers. In order to increase salt intake—as

5 Photo by ブルーノ・プラス, 菅田御廟山古墳 (応神天皇陵), 2019. CC BY-SA 4.0  
[https://commons.wikimedia.org/wiki/File:Kondagobyoyama\\_Kofun\\_aerial\\_shoot.jpg](https://commons.wikimedia.org/wiki/File:Kondagobyoyama_Kofun_aerial_shoot.jpg)



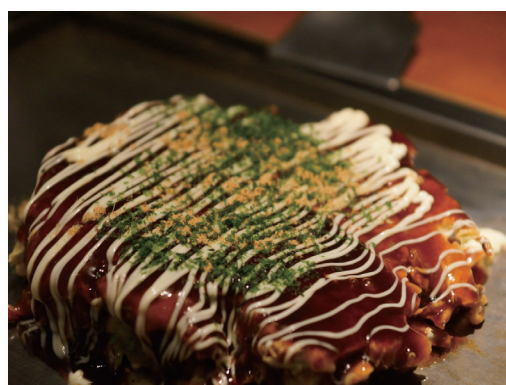
well as labor output—salty side dishes were consumed on a daily basis. And with half of the city’s population comprising samurai warriors, who had formerly been manual laborers, such strongly-flavored foods were popular—earning the capital its culinary reputation.

Osaka, on the other hand, prioritized the flavor of its *dashi* (broth) in order to highlight the appearance and flavor of its dishes. *Konbu* (kelp) from Hokkaido made its way to the city, ensuring a richly flavored *dashi* that defined the local palate. A typical example in this regard is the local *udon* (wheat flour noodles), which features a clear broth with a deeply rich flavor profile. Whenever I eat *udon* from Osaka, I inevitably end up drinking the entire bowl of soup.

Osaka is also known for its so-called junk food, however, including *okonomiyaki* (a savory pancake) and *takoyaki* (grilled octopus dumplings), which are both eaten topped with a flavorful sauce. Meanwhile, the local *kushiage* (skewered meats and vegetables) are covered in Worcestershire sauce. Clearly, Osaka’s food culture is a diverse one (Figure 6).



*Udon* (wheat flour noodles)<sup>6</sup>



*Okonomiyaki* (savory pancakes)<sup>7</sup>



*Takoyaki* (octopus dumplings)<sup>8</sup>



*Kushiage* (skewered meats and vegetables)<sup>9</sup>

Figure 6: Foods of Osaka

6 Photo by Awoono, 京うどん(はいからうどん), 2014. CC BY-SA 4.0

<https://commons.wikimedia.org/wiki/File:Kyoudon.jpg>

7 Photo by ume-y, *Okonomiyaki*, 2012. CC BY 2.0


[https://commons.wikimedia.org/wiki/File:Okonomiyaki\\_001.jpg](https://commons.wikimedia.org/wiki/File:Okonomiyaki_001.jpg)

8 Photo by heiwa4126, *Ready-to-eat takoyaki.*, 2007. CC BY 2.0

[https://commons.wikimedia.org/wiki/File:Takoyaki\\_by\\_yomi955.jpg](https://commons.wikimedia.org/wiki/File:Takoyaki_by_yomi955.jpg)

9 Photo by othree, 串炸, 2014. CC BY 2.0

[https://commons.wikimedia.org/wiki/File:%E4%B8%B2%E7%82%B8\\_%E7%86%B1%E3%81%8F%E3%81%AA%E3%82%8B%E7%82%BA%E3%80%81%E7%9B%B4%E6%8E%A5%E8%A7%A6%E3%82%89%E3%81%AA%E3%81%84%E3%81%A7%E4%B8%8B%E3%81%95%E3%81%84\\_\(14014780704\).jpg](https://commons.wikimedia.org/wiki/File:%E4%B8%B2%E7%82%B8_%E7%86%B1%E3%81%8F%E3%81%AA%E3%82%8B%E7%82%BA%E3%80%81%E7%9B%B4%E6%8E%A5%E8%A7%A6%E3%82%89%E3%81%AA%E3%81%84%E3%81%A7%E4%B8%8B%E3%81%95%E3%81%84_(14014780704).jpg)



Similarly, the personality profile of people tends to differ greatly between Tokyo and Osaka. The Edo capital was built to maximize efficient control by the Tokugawa Shogunate, which made possible the consolidation of the political, economic and industrial spheres. The focus upon cleanliness and punctuality thereby became strengthened, gradually taking over people's consciousness. Herein, their behavioral patterns became dictated by the idea that they must always be clean, punctual, and never cause problems for anyone else. In this worldview, respect is defined by being serious and cooperative; with one's behavior never deviating from anyone else's, and one's own opinions never expressed. I believe that I am not the only one who feels constrained, and a constant sense of rigidity, as a result.

By contrast, communication and a sense of humor are prioritized in Osaka, where—as a city of merchants—communication skills are essential. People in Osaka are therefore very good conversationalists, with many people possessing the ability to make others laugh through their humor, and to brighten up the mood of any space.

The art of conversation does not merely involve transmitting information; but also requires lifting others up, as well as making them smile. Having both a story and a conclusion is necessary for any conversation, with the lack of the latter leaving a bad impression. *Manzai*, or comedy duos, are popular throughout Japan. In Osaka, however, you can find this style within everyday conversation, where humor is a must.

Cost performance is also prioritized in Osaka, where shopping and eating always involve comparing product value and cost, and buying things which are cheaper than expected. When something is both cheap and high-quality, it is common to ask others: “How much do you think this cost?”—and then beam with pride when the actual price was even lower. While it is common in Tokyo to be proud of buying brand items, people in Osaka conversely boast over procuring items cheaply.

Herein, people in Osaka regularly take pride in being different from people in Tokyo. This is the historical result of being a merchant city standing in opposition to the capital city of warriors; and this consciousness is somehow still genetically imprinted within people's minds today.

I myself am from Osaka and I lived there until I was 23 years old. I have subsequently spent about twice as long in Tokyo and Yokohama, but at heart, my personality and my essence are that of an Osaka local.

The Osaka Expo 2025 will run until the middle of this October. I sincerely hope that you will visit the expo, try the food, communicate with the Osaka people, and—I believe—discover an altogether different side of Japan.



## Editor's Note



Hi, this is KEN. In Japan, the price of rice has continued to rise from the summer of 2024 to the present, early June 2025. Rice is an indispensable food for the Japanese people. The secret of its popularity lies not only in its delicious taste but also in its nutritional value. Rice is rich in nutrients necessary for the body, especially carbohydrates, which are a powerful source of energy. Furthermore, rice can be used in a wide variety of dishes by adjusting the way it is cooked. For example, there are many rice-based dishes such as rice balls, *ochazuke* (green tea poured over cooked rice), and *zosui* (a rice soup dish).

Rice not only adds color to the dining table but is also deeply connected to the life and culture of the Japanese people. Learning about rice and eating it with care and appreciation play a role in enriching our lives. Rice also presents various challenges, such as the environmental impact of the production process and the hardships faced by farmers. Therefore, it is crucial for each of us to understand the importance of rice and to make efforts to reduce waste. When considering the significance of eating rice, it is also essential to touch upon the history of Japan. Rice has taken root in people's lives since ancient times, reminding us of how familiar and important it is to us Japanese people.



Hi, I'm Ayako. Our commemorative 40th issue of *Enishi* is the first one of the 2025 fiscal year. Our new column series, titled "Milestones: beyond the training", makes its debut in this issue. This column introduces IP friends' activities after they have completed the training course. We hope you will enjoy reading these unique stories from our alumni in future *Enishi* issues!



Hello, I am Kayoko. What did you think of our new and revamped issue of *Enishi*? In this edition, we are excited to feature three exciting new developments.

First, we have launched a brand-new column titled "Milestones: Beyond the Training" where you can read stories about trainees who have successfully advanced their careers. Our vision for this column is to follow the journeys of individuals who once participated in our training programs.

Second, I was amazed to see a diverse collection of articles written by alumni from a wide range of countries.

Lastly, we received more submissions than we expected, so although we had hoped to publish all the articles we received, space constraints in the magazine unfortunately meant that we had to turn down some excellent contributions. We ask for your kind understanding regarding this matter.

I truly hope you will enjoy the new and improved *Enishi*!

### **[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.

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

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