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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.*

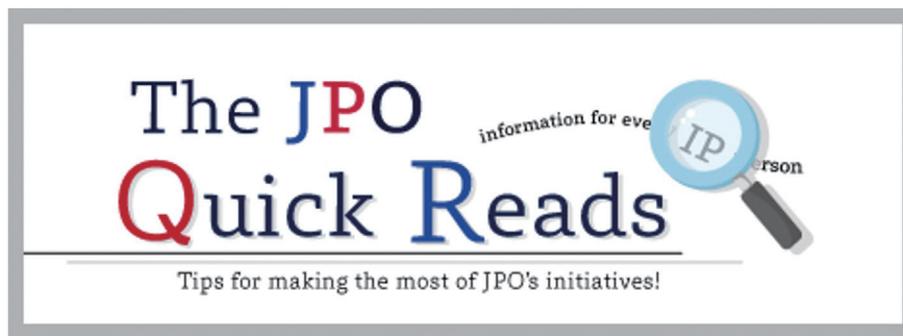
*The aim of this Magazine is to follow up on training programs through the dissemination of information to IP Friends, those who have completed training courses of the above program.*

*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.*





# chapter 1



In The JPO Quick Reads, KITAMURA Hiroki, Director-General, Patent and Design Examination Department, briefly introduces the JPO initiatives and information on every Monday. 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]**

- The 11th Annual Meeting of the Industrial Design 5 Forum (ID5) (22 December 2025)

*I was delighted to attend the ID5 Annual Meeting held in Alexandria, United States!*

From October 23 to 24, 2025, the annual meeting of the Industrial Design 5 Forum (ID5) brought together the IP offices of Japan, the United States, Europe, Korea, and China. On October 23, ID5 partners reviewed ten ongoing cooperative projects and adopted two new ones. Notably, the final report of the “Indication for registered designs” project, led by the JPO and USPTO, was approved, and the partners agreed to conclude the project. On October 24, during the user sessions, ID5 partners and their user groups exchanged views on the future direction of ID5.

Additionally, on October 22, prior to the meeting, the USPTO hosted an international roundtable on “Artificial intelligence and industrial designs,” where some ID5 partners and private sector representatives discussed topics such as how AI developments impact the protection of design rights.

- The 14th Annual Meeting of the Five Trademark Offices (TM5) (15 December 2025)

*The JPO participated in the Annual Meeting of the Five Trademark Offices (TM5) in Alexandria, Virginia, United States!*

From October 27 to 29, 2025, the TM5 Annual Meeting brought together the five major trademark offices: the JPO, USPTO, EUIPO, MOIP, and CNIPA. During the meeting, the member offices discussed 11 ongoing cooperation projects and agreed to launch a new project. Regarding the “TM5 User Involvement Project”, which is one of the three projects led by the JPO, it was agreed to hold a TM5/INTA Joint Workshop on the theme “Comparison of Composite Marks in a Likelihood of Confusion Analysis” at the upcoming International Trademark Association (INTA) Annual Meeting in London next May.

In the TM5 User Session, held alongside the annual meeting, member offices and user groups exchanged views on topics such as “trademarks that may cause confusion regarding the quality of goods or services” and “trademarks that include person’s name(s)”.

➤ The 43rd Trilateral Heads of Office Meeting (1 December 2025)

*The JPO Commissioner attended the Trilateral Heads of Office Meeting!*

On October 21, 2025, the Japan Patent Office (JPO), United States Patent and Trademark Office (USPTO) and the European Patent Office (EPO) held the 43rd Trilateral Heads of Office Meeting in Alexandria, USA. Prior to this, on October 20, a joint meeting of the Trilateral Heads of Office and Trilateral Industry was held, inviting the Trilateral User Groups (IT3: Industry Trilateral) from Japan, the United States, and Europe.

During these meetings, participants discussed the utilization of advanced IT tools to enhance efficiency and improve the quality of patent examinations. Furthermore, the Trilateral Offices agreed their commitment to ongoing collaboration toward the creation of a Trilateral AI Vision.

➤ Judicial Symposium on Intellectual Property / TOKYO 2025 (JSIP2025) (10 November 2025)

*The JPO co-hosted an international symposium to deepen mutual understanding of trial and appeal systems for IP in Asia, Europe, and the United States!*

On October 23 and 24, 2025, the Judicial Symposium on Intellectual Property / TOKYO 2025 (JSIP2025) was held. The event was co-hosted by the Japan Patent Office (JPO), the Supreme Court, the Intellectual Property High Court (IPHC), the Ministry of Justice, the Japan Federation of Bar Associations, and the Intellectual Property Lawyers Network Japan.

Marking the 20th anniversary of the IPHC, this ninth symposium featured a wide range of sessions on the latest developments in IP dispute resolution, with invited experts including judges, administrative judges from Asia, Europe, and the United States.

➤ EXPO2025 JPO-WIPO AWARD (6 October 2025)

*On October 4, the JPO held the EXPO2025 JPO-WIPO AWARD ceremony as part of the EXPO2025 International Forums on the Promotion of Intellectual Property Utilization for the SDGs, which took place at the EXPO 2025 Osaka, Kansai, Japan!*

The EXPO2025 JPO-WIPO AWARD is a prize specially established for this occasion as a collaborative effort between the JPO and WIPO.

Five companies that leverage IP to address societal challenges for the purpose of designing a better future have been selected as award recipients. The winning companies encompassed two in the climate change category, two in the women’s empowerment category, and one in the youth empowerment category.

➤ Japan Green Tech Showcase (29 September 2025)

*The JPO held a matching event in Singapore specializing in green and climate technologies!*

On September 10, the “JAPAN GREEN TECH SHOWCASE” took place in Singapore. The event aimed to facilitate connections between Japanese startups specializing in green/climate technologies and companies or investors in Southeast Asia.

About 60 people, including Japanese startups, attended the event. They actively engaged in a total of 30 one-on-one meetings and participated in pitch sessions.

The JPO also introduced WIPO GREEN, a WIPO initiative supported by the JPO, which encourages participants to use IP to address global issues.

## FY2025 Training Courses Completed (Yearbook)

Training was conducted in two ways – either in person or as hybrid courses incorporating both in-person and online training – and the number of trainees who completed each course is shown below.

### Participant Numbers

#### ● In-person Courses

Course Title	Number of participants who completed the course
Patent Examination (Basic Program)	19
Patent Examination Management for Managers	21
Design Substantive Examination and Accession to the Hague Agreement	21
Patent Examination for Middle Eastern and African Countries	18
Support for Small and Medium Enterprises	22
Information Technology	18
Anti-Counterfeiting Measures for Practitioners	22
Academia-Industry Collaboration and Technology Transfer	21
IP Trainers	18
Patent Examination in Specific Technical Fields	18
Substantive Examination of Trademarks	21
Trial and Appeal Systems	18

#### ● Hybrid Courses

Practitioners Specializing in Trademarks	20
Practitioners Specializing in Patents	17
Operational Patent Examination Training Program (OPET)	20

## Group Photos

\* Photos are posted with the permission of the individuals shown.



Patent Examination (Basic Program)



Patent Examination Management for Managers



Design Substantive Examination and Accession to the Hague Agreement



Practitioners Specializing in Trademarks



Practitioners Specializing in Patents



Patent Examination for Middle Eastern and African Countries



Operational Patent Examination Training Program (OPET)



Support for Small and Medium Enterprises



Information Technology



Anti-Counterfeiting Measures for Practitioners



Academia-Industry Collaboration and Technology Transfer



IP Trainers



Patent Examination in Specific Technical Fields



Substantive Examination of Trademarks



Trial and Appeal Systems

## FY2025 Follow-up Seminars

### Follow-up seminars held in Brazil and Thailand

In FY2025, follow-up seminars and Alumni Group Interviews (AGI) were held in two countries—Brazil and Thailand. In addition, our first-ever Interviews with Human Resources (HRI) were conducted, where opinions were shared with human resource development personnel.

#### 1. Brazil

In Rio de Janeiro, a seminar was held for the first time in six years since FY2019, organized by the Japan Patent Office (JPO) with the cooperation of the National Institute of Industrial Property (INPI).

On Tuesday, 12 November, a follow-up seminar was held at Windsor Florida Hotel, with approximately 100 participants from INPI, law firms, universities, and other institutions. The seminar focused on “Examination Guidelines on Acquired Distinctiveness and Non-Traditional Trademarks in the Atlantic-Pacific Axis,” a topic requested by INPI. The event was particularly timely, coinciding with the implementation of revised regulation on acquired distinctiveness, which came into force on 28 November.

This seminar was also positioned as a commemorative event celebrating the 130th anniversary of diplomatic relations between Japan and Brazil. It served as a symbol of the long-standing friendship and cooperation between the two countries.

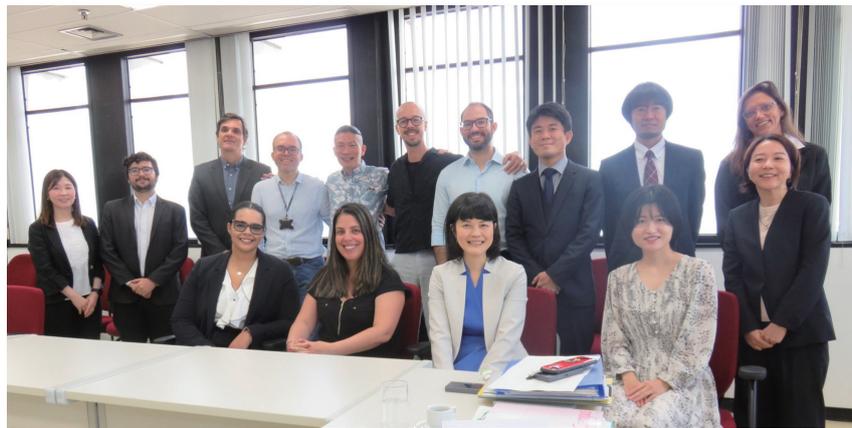


Seminar venue



Group photo of seminar speakers

On Wednesday, 13 November, an AGI and HRI were held at INPI. Nine alumni participated in the AGI, and during the HRI, we received valuable feedback from personnel in charge of human resource development and JPO/IPR training programs.



Group photo at AGI



Group photo at HRI

## 2. Thailand

In Thailand, seminars and an AGI were previously conducted as webinars in FY2021 due to the COVID-19 pandemic. For this reason, this was the first seminar held on-site in Bangkok in seven years since FY2018. The event was organized by the JPO with the cooperation of the Department of Intellectual Property (DIP).

On Tuesday, 2 December, a follow-up seminar was held at Holiday Inn Bangkok Sukhumvit, with approximately 100 participants from DIP, law firms, universities, and other institutions. The topic, requested by DIP, was “IP Enforcement (Anti-Counterfeiting Measures on E-commerce Platforms).” Speakers from both Thailand and Japan delivered lectures on IP enforcement in the rapidly expanding e-commerce sector. Participants raised many questions regarding procedures for handling counterfeit or infringing goods in both countries, as well as Japan’s measures and activities to raise awareness in this field.



Seminar venue



Group photo of seminar speakers

On Wednesday, 3 December, an AGI and HRI were conducted at the DIP. Ten alumni took part in the AGI, and during the HRI, we received insightful comments from personnel responsible for training in the patent and design departments, as well as HR staff.



Group photo at AGI



Group photo at HRI

Through the AGI and HRI conducted in both countries, we received valuable feedback. In the AGI sessions, participants shared practical examples of how they have applied the knowledge and experience gained through the training in their daily work, showing that the JPO/IPR training programs continue to play a meaningful role at the operational level.

Furthermore, the HRI revealed that the impact of the training extends not only to individual trainees but also contributes to human resource development within the IP offices of each country. Taken together, the AGI and HRI provided a highly valuable opportunity to confirm the significance of the training programs from multiple perspectives.

It was also impressive to see that many local speakers at the seminars in both countries were alumni of the JPO/IPR training programs (IP Friends), actively contributing to their respective fields.

These activities in Brazil and Thailand were made possible thanks to the tremendous support of our local counterparts in INPI and DIP. We extend our sincere appreciation to everyone who participated.

## Articles from Former Trainees

### Japanese Patent Activity in Brazil: Trends and Insights from 2004 to 2023

**Mr. João Paulo Maciel da Silva (Brazil)**  
Patent Engineer  
Technology Development Intellectual Property Department  
Embraer S.A.



*JPO/IPR Training Course for Practitioners Specializing in Patents  
(September 18–November 7, 2024)*

#### Introduction

Brazil and Japan share a longstanding history of cooperation. Between January and June 2025, Brazil imported approximately 3.12 billion USD in Japanese products, with Japan ranking as the country's ninth-largest trading partner during this period [1]. This close economic relationship raises important questions regarding its reflection in the field of intellectual property. How is this commercial partnership mirrored in patent filings? What is the level of patenting activity by Japanese applicants in Brazil? What are the main features of these applicants? In order to shed some light on these questions, this article seeks to explore the profile and behavior of Japanese patent applicants in Brazil between 2004 to 2023. The main contribution of this study is to provide an overview of Japanese patenting trends in Brazil by highlighting key sectors, major applicants, and temporal dynamics that characterize the technological relationship between the two countries.

#### Approach and Data Collection

Data was collected in two rounds using the software “Orbit Intelligence”. The selected database was “FAMPAT”, wherein patents are grouped by invention families. This is considered to be a reliable source, although minor discrepancies and updates with regard to patent information may occur over time.

The main goal of data collection was to identify invention families that were originally filed in Japan by Japanese assignees, and subsequently filed in Brazil.

During the first round of data collection, application dates were selected to be between January 2004 and December 2023—a 20-year period that corresponds roughly to a full patent term. By selecting the end date as 2023, it was also assured that all cases under study had already been published following the 18-month secrecy period.

In the second round of data collection, the application dates ranged from January 2019 to December 2023 in order to identify possible changes among top assignees in recent years.

Based on these criteria, the following filters were applied:

- 1st application dates:
  - Round 1: between 01-Jan-2004 and 31-Dec-2023
  - Round 2: between 01-Jan-2019 and 31-Dec-2023
- 1<sup>st</sup> application country: Japan
- Assignee country: Japan
- All publication countries: Brazil

## Results and Discussion

The first round of data collection retrieved 13,680 patent families that were originally filed in Japan by Japanese assignees, and subsequently filed in Brazil between 2004 and 2023. Figure 1 illustrates the number of filings throughout this period.

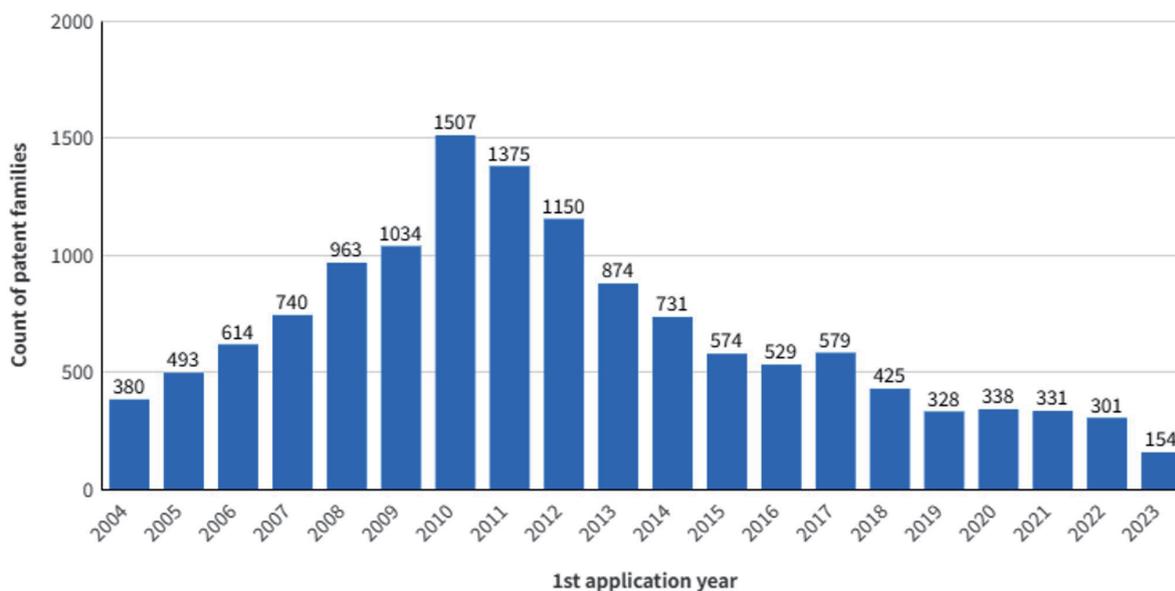


Figure 1 - Patent families originating in Japan and later filed in Brazil - Source: © Questel 2025

It is possible to observe that the filings peaked between the late 2000s and the early 2010s, but have significantly declined since that time. A small surge in the numbers was observed in 2017, which was not sustained over the following years.

The top 10 Japanese assignees between 2004 and 2023 are shown in Figure 2.

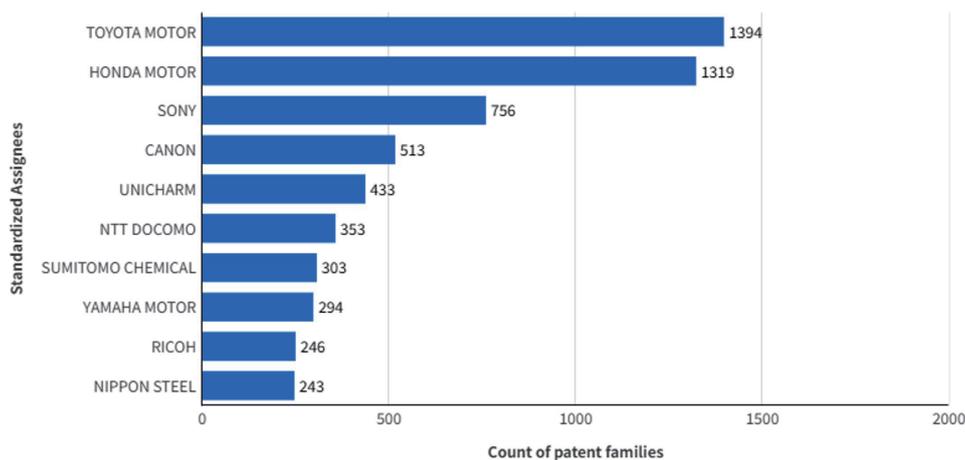


Figure 2 – Top 10 Japanese assignees filing in Brazil between 2004 and 2023 - Source: © Questel 2025

Among the major applicants in this time frame, there are three automotive and mobility manufacturers (Toyota, Honda and Yamaha), three companies that focus on electronics and imaging technology (Sony, Canon and Ricoh), one company providing telecommunications and digital services (NTT Docomo), one chemical company (Sumitomo), one company specialized in consumer goods and hygiene products (Unicharm) and one metallurgical company (Nippon Steel).

It is worth mentioning that these companies are usually part of big conglomerates that operate several businesses. For the sake of simplicity, however, only the core business of the companies is mentioned in this article.

Most companies showed in Fig. 1 have subsidiaries in Brazil, i.e. factories or at least offices. This highlights both the commitment of these applicants to the Brazilian market, and their concern about intellectual property.

For example, let's take a closer look at the automotive and mobility manufacturers. Brazil not only imports—but also manufactures and exports—vehicles in significant numbers. Beside Japanese companies, American, Korean and Chinese companies, among others, also operate in the Brazilian territory. This may help to explain the high patenting activity observed in this particular sector.

Moving on to the second round of data collection, Figure 3 shows the top ten assignees between 2019 and 2023.

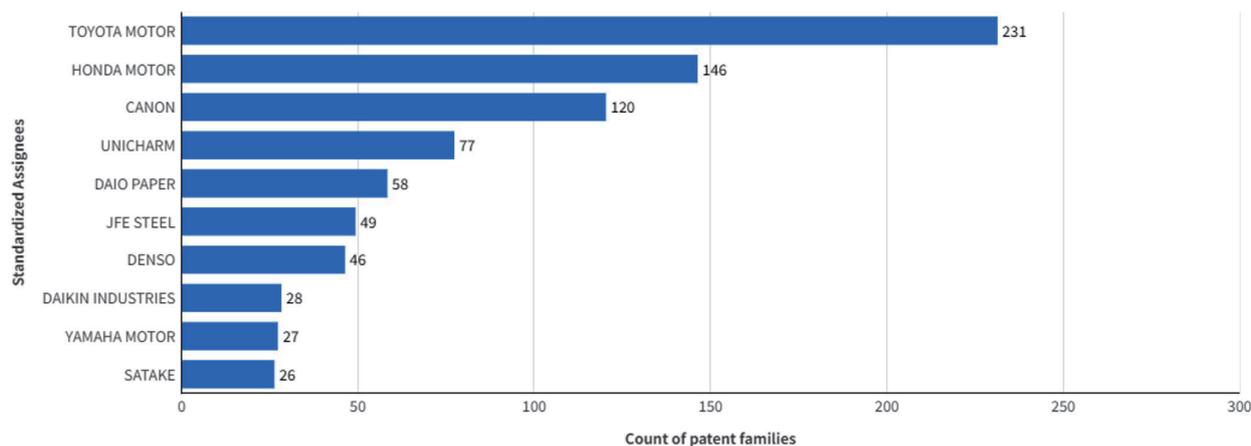


Figure 3 – Top 10 Japanese assignees filing in Brazil between 2019 and 2023 - Source: © Questel 2025

In the second time period analyzed, the major Japanese applicants in Brazil comprise three automotive and mobility manufacturers (Toyota, Honda and Yamaha), two companies that focus on electronics and imaging technology (Sony and Canon), one automotive parts manufacturer (Denso), one company specialized in consumer goods and hygiene products (Unicharm), one air-conditioning and refrigeration company (Daikin), one metallurgical company (JFE Steel) and one agricultural machinery/food processing company (Satake).

Toyota and Honda continue to be the most active Japanese applicants in Brazil, with Toyota now leading by a relatively higher margin. In addition, we note that Sony, NTT, Sumitomo, Ricoh and Nippon Steel have left the top 10, being replaced by Daio Paper, JFE Steel, Denso, Daikin and Satake. This behavior shows that filing patterns change dynamically over time.

Over the last several years, the Brazilian Patent Office has established several actions to accelerate examinations, including PPH (Patent Prosecution Highway) cooperation programs with Japan [2]. However, these initiatives alone do not seem to have influenced the interest of Japanese companies to file more patent applications in Brazil.

Therefore, Brazilian and Japanese policy makers can further analyze this data to understand why the patent activity of Japanese companies in Brazil has recently been experiencing a decline. For instance, this data may be analyzed in light of commercial trade results between the countries in order to propose specific actions to increase cooperation not only in the area of intellectual property, but also in other technological sectors.

## Conclusion

Brazil is definitively a market that Japanese companies take into consideration when filing their patent applications outside Japan. Between 2004 and 2023, more than 13,000 families were initiated in Japan and were later filed in Brazil. However, this article shows that the interest of Japanese companies in Brazil appears to be waning in recent years after a peak of applications around 2010. By analyzing the data presented in this study, alongside other information sources, Brazilian and Japanese policy makers may propose specific actions to increase cooperation between the countries-and perhaps once again increase the rate of patent filings.

## References

- [1] [https://balanca.economia.gov.br/balanca/publicacoes\\_dados\\_consolidados/nota.html#:~:text=Assim%2C%20a%20balan%C3%A7a%20comercial%20registrou,US%24%20165%2C87%20bilh%C3%B5es](https://balanca.economia.gov.br/balanca/publicacoes_dados_consolidados/nota.html#:~:text=Assim%2C%20a%20balan%C3%A7a%20comercial%20registrou,US%24%20165%2C87%20bilh%C3%B5es) – Access in October 22, 2025
- [2] [https://www.wipo.int/en/web/office-brazil/w/news/2017/news\\_0009](https://www.wipo.int/en/web/office-brazil/w/news/2017/news_0009) - Access in October 23, 2025

# Trademark Infringement Case Study: Enforcement Action Against Unauthorized Use of Trademarks in Malaysia

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

## Introduction

This article examines a recent trademark infringement case involving the unauthorized use of trademarks and sale of counterfeit goods.

Below outlines the chronology of investigative and enforcement actions undertaken by the Plaintiff in protecting its brand.

### 1) Parties

The Plaintiff was the registered proprietor of trademarks covering a wide range of fashion accessories.

The Defendant was an individual engaged in the distribution and sale of fashion accessories through e-commerce channels.

### 2) Summary of Events

In November 2023, the Plaintiff discovered that the Defendant had been selling counterfeit items that were identical to the Plaintiff's designs and bearing the Plaintiff's trademark without the Plaintiff's consent. To substantiate this discovery, the Plaintiff conducted a test purchase to confirm the infringement. Following this, the Ministry of Domestic Trade and Cost of Living executed a search and seizure operation at the Defendant's premises.

The raid resulted in the confiscation of approximately 1,000 counterfeit fashion accessories bearing the Plaintiff's trademarks. The selling and distribution of counterfeit goods constituted a clear infringement of the Plaintiff's trademark rights under the Malaysian Trademarks Act 2019.

### 3) Legal Proceedings and Judgment

The Plaintiff initiated legal action in the High Court, claiming that:

- i) The Defendant knowingly and flagrantly used counterfeit trademarks on goods identical to the Plaintiff's products.
- ii) These actions were carried out without consent, during trade, amounting to blatant trademark infringement.
- iii) As a result, the Plaintiff suffered significant economic loss, as well as damage to its goodwill and brand reputation.
- iv) The Defendant unlawfully interfered with the Plaintiff's trade.
- v) The Plaintiff should be entitled to exemplary and aggravated damages.

In brief, the Plaintiff argued that the Defendant deliberately sold counterfeit goods, causing financial losses and damage to brand reputation.

### 4) Court's Verdict

The Court found that the Defendant had infringed the Plaintiff's trademarks and interfered with the Plaintiff's business. As the Defendant failed to file a Defence, the Court entered judgment in favour of the Plaintiff. The Court ordered the following:

- (i) Damages for the infringement of the Plaintiff's trademarks.
- (ii) Exemplary and aggravated damages.
- (iii) Damages for unlawful interference with the Plaintiff's trade.
- (iv) An injunction not to infringe the Plaintiff's trademarks and not to unlawfully interfere with the Plaintiff's trade.
- (v) An order requiring the Defendant to hand over all goods and materials that infringed the Plaintiff's trademarks. This included all records regarding the import, sale, advertising, and promotion of the counterfeit goods, including details of suppliers and customers.
- (vi) Interest on all sums found to be due to the Plaintiff at the rate of 5% per annum from the date of raid until full settlement.

### 5) Assessment of Damages

Assessing damages proved challenging, as the Defendant's sales records were incomplete and largely conducted through social media platforms. For this reason, the Plaintiff assessed damages based on the following:

- i) Plaintiff's loss of business profit.
- ii) The Plaintiff relied, among other authorities, on the Federal Court decision in *Taiping Poly (M) Sdn Bhd v Wong Fook Toh & Ors* [2011] 5 CLJ 837, where the Court held that:

*"..Damages may also be awarded for loss of business reputation and goodwill resulting from the infringement and passing off.."*

Therefore, in assessing damages, the Plaintiff compared the product visuals and average selling prices of the counterfeit goods with the Plaintiff's original goods. The Plaintiff also considered the Defendant's sole proprietorship business incorporation date and projected quarterly sales

- from the incorporation date to the date of the raid.
- iii) The Plaintiff derived the estimated loss of profit by multiplying the Plaintiff's estimated loss of revenue with the average profit margin for that financial year. The Plaintiff substantiated its claims based on its brand value to enterprise value ratio.
  - iv) Additional damages against the Defendant were also sought pursuant to Section 56(7) and (8) of the Trademarks Act 2019 which is reproduced below for reference:

**(7) In any action for infringement of a registered trademark where the infringement involves the use of a counterfeit trademark in relation to goods or services, the plaintiff shall be entitled, at his election, to—**

- (a) damages and an account of profits attributable to the infringement that have not been taken into account in computing the damages;**
- (b) an account of profits; or**
- (c) additional damages as it considers appropriate in the circumstances.**

**(8) Pursuant to paragraph (7)(c), the Court shall have regard to—**

- (a) the flagrancy of the infringement of the registered trademark;**
- (b) any benefit shown to have accrued to the defendant by reason of the infringement;**
- (c) the need to punish the defendant for such act of infringement; and**
- (d) all other relevant matters.**

## **6) Post-Judgment Enforcement**

Since the delivery of the judgment, the Defendant has failed to comply with the Court order. Accordingly, the Plaintiff has considered various enforcement measures which will be addressed in the future as the matter continues to progress.

## **7) Conclusion**

This case highlights the legal remedies available to trademark owners in Malaysia facing counterfeiting and unauthorized online sales. The Plaintiff effectively asserted its rights under Malaysian trademark law through a structured approach that included evidence collection, enforcement raids, and legal proceedings.

It further illustrates the commitment of Malaysian businesses in protecting their brands and intellectual property. Moreover, the case emphasizes the importance of vigilant Intellectual Property monitoring and proactive enforcement efforts in the e-commerce sector.

# Trademark Infringement and Online Enforcement: A Comparative Insight from Thailand and Japan

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

In today's increasingly digital and borderless economy, trademark infringement has evolved beyond traditional marketplaces into a complex realm of e-commerce, forwarding services, and anonymous online vendors. This article, inspired by the FY2024 JPO/IPR Training Course for Practitioners Specializing in Trademarks, presents a comparative overview of how Thailand and Japan approach trademark enforcement in the modern era.

It highlights key differences in legal interpretation (such as commercial vs. personal use), customs enforcement practices, online infringement challenges, and strategic recommendations for brand owners navigating these two important Asian jurisdictions.

## 1. Legal Framework and Definition of Infringement

Both Thailand and Japan have established legal frameworks for the protection of trademark rights. While the foundational principles are similar, key differences arise in the interpretation and enforcement of infringement, especially concerning online activity and cross-border importation.

### Japan

Japan's Trademark Act is also well-developed. A pivotal 2022 amendment to Article 2-7 expanded the scope of "import" to include goods brought into Japan through third parties, such as forwarding agents, even for personal use. This marked a significant legal shift, enabling more proactive enforcement in the age of cross-border e-commerce.

### Thailand

The Thai Trademark Act B.E. 2534 (1991), as amended, governs trademark protection and infringement. Under this framework, infringement includes unauthorized use of a trademark that is identical or

confusingly similar to a registered mark in connection with identical or similar goods or services.

Traditionally, enforcement in Thailand has relied on physical raids, customs seizures, and criminal complaints. However, a growing number of cases are now moving into online spaces, particularly on e-commerce platforms and social media.

## 2. Commercial Use vs. Personal Use

### Japan

The distinction between commercial and personal use has narrowed. The expanded definition of “import” under Article 2-7 means that importing counterfeit goods for personal use, such as through forwarding agents, is now considered infringement.

### Thailand

The law does not explicitly separate commercial from personal use. In practice, enforcement is generally focused on commercial activities. Article 110 of the Trademark Act targets those who import, offer for sale, or possess counterfeit goods for distribution. Private possession for personal use is not typically pursued unless circumstances suggest business intent or large-scale involvement.

## 3. Recent Legislative and Practical Developments

### Japan

- Trademark Act Amendment (2022): Broadened “import” to include indirect personal imports
- Customs Fast-Track System: Allows quicker seizure and destruction of infringing goods
- Expert Panels: Provide guidance in complex evaluations

### Thailand

- IP&IT Court Practice: Now accepts digital evidence (screenshots, chat logs), facilitating enforcement in online infringement cases
- Customs Practice: Enables seizure of obviously counterfeit goods, using brand owner materials as reference. For uncertain cases, officials seek confirmation from the rights holder.
- 2021 MOU: Established a Memorandum of Understanding on the Protection of Intellectual Property Rights on the Internet, as a collaboration among the Department of Intellectual Property (DIP), Royal Thai Police, Customs Department, Department of Special Investigation, IP rights holders, and platforms such as Lazada and Shopee.

## 4. Customs Enforcement and Border Measures

### Japan

Japan’s customs system is structured, proactive, and efficient. Customs officials can seize infringing goods without requiring a court decision. Key features include:

- Seizure without litigation
- Fast-track identification systems
- Expert panel consultation
- Destruction of infringing goods without return

This framework allows swift action, and deters repeat attempts to bring infringing goods into Japan.

## Thailand

Thailand has significantly improved its border enforcement capabilities, although the process is more manual. Recording trademarks with Thai Customs is encouraged, and brand owners provide reference guides to assist officials.

Thai officials can seize suspected counterfeit goods at border checkpoints, ports, or clearance points, especially when items are clearly infringing or fall under health-related product regulations. For medical devices, for instance, customs can act under applicable health laws without requiring a court order.

## 5. Parallel Imports

### Japan

Parallel importation is allowed only if the imported goods are materially identical to domestic goods, and not likely to confuse consumers. In the Fred Perry case (2003), the Supreme Court ruled that even genuine goods could infringe trademark rights if material differences in labeling or after-sales service were present.

Brand owners can also prevent parallel imports where the importer is unauthorized or the product is unapproved for sale (e.g., certain medical devices), reinforcing Japan's nuanced approach.

### Thailand

Parallel imports of genuine goods are generally not considered trademark infringement. If items are found to be authentic, customs cannot destroy them. Rather, they must release the items back to the importer, although the brand owner does not grant authorization to the importer. Acting otherwise may result in officials' liability for exceeding legal authority.

## 6. Landmark Cases and Legislative Trends

### Japan

- **Fred Perry Case (2003):** The Supreme Court held that trademark infringement may occur when parallel-imported goods exhibit material differences that impair the trademark's function, reinforcing that not all parallel imports are exempt from enforcement.
- **Viagra Case (2002):** The Tokyo District Court ruled that agents importing goods for personal use may still be liable if the transaction is deemed commercial in nature.

### Thailand

- **Fire Tiger Trade Dress Case (2021):** In a key ruling, the IP&IT Court upheld protection of a café's distinctive store layout and branding under the concept of trade dress. This case is considered a turning point in Thai IP enforcement, as it extended protection to visual elements not explicitly covered under trademark law.
- **Online Counterfeit Sales Cases:** Recent rulings by Thailand's IP&IT Court have confirmed the admissibility of digital evidence, such as social media screenshots and undercover purchase records, marking a shift toward stronger enforcement of online trademark infringement.

## 7. Online Infringement Challenges

Both Japan and Thailand face growing challenges in enforcing trademark rights online, though the nature and complexity of those challenges differ.

### Japan

One legislative step forward is the broadened definition of “import,” which now includes goods purchased online and shipped via forwarding agents. This allows authorities to take stronger enforcement actions even against individual consumers who unknowingly import infringing goods. However, tracking and identifying cross-border sellers operating through global e-commerce platforms remains a challenge. Many infringers use proxy services or anonymous seller accounts to obscure their identities and locations, limiting the effectiveness of enforcement measures.

### Thailand

Online enforcement in Thailand is challenged by:

- Difficulty tracing seller identities (e.g., no names/addresses shown on shopfronts or parcels)
- Delays in obtaining subpoenas under the Personal Data Protection Act (PDPA) to access user data
- Fast reappearance of shops even after takedown

However, a promising development is the 2021 MOU on the Protection of IP on the Internet, which formalizes cooperation between Thai authorities and platforms like Lazada and Shopee (note: JD Central exited the Thai market). While not legally binding, the MOU facilitates takedowns and promotes better communication among IP stakeholders.

Still, repeat offenders and cross-platform coordination remain persistent obstacles. The system depends heavily on brand owner vigilance, and consistent follow-up actions.

## 8. Strategic Recommendations for Combatting Challenges

As brand owners continue to navigate the evolving landscape of online and cross-border trademark infringement, a one-size-fits-all approach is no longer sufficient. Given the distinct legal systems, enforcement structures, and market behaviors in Japan and Thailand, tailored strategies are essential.

The following practical recommendations may help rights holders protect their trademarks more effectively in both jurisdictions:

- **Customs Recording:** File with Customs in both jurisdictions, and provide clear identification materials
- **Platform Engagement:** Build working relationships with e-commerce platforms for faster takedowns
- **Online Monitoring:** Use tools to track listings on marketplaces and social media
- **Educate Consumers:** Raise awareness about fake products, and help buyers distinguish them
- **Legal Readiness:** Maintain up-to-date IP documentation, and prepare enforcement strategies ahead of time

## Conclusion

Thailand and Japan offer two distinct but evolving enforcement environments. Japan leads with robust legislation and procedural efficiency, especially in customs actions. Thailand, while more reliant on practical cooperation, has made strides in recognizing digital evidence and supporting IP enforcement online.

For brand owners navigating these markets, understanding the legal landscape, leveraging customs frameworks, and staying alert to online infringement trends are essential. As counterfeiters continue to adapt, so too must enforcement strategies that are grounded in law, empowered by collaboration, and focused on protecting innovation and consumer trust.

## Training Course Experience

### My Experience in the JPO/IPR Training Program: A Journey of Learning, Culture, and Collaboration

**Ms. Chhavi Garg (India)**

Examiner of Patents and Designs  
Office of the Controller General of Patents, Designs and Trademarks  
Department for Promotion of Industry and Internal Trade  
Ministry of Commerce and Industry  
Government of India



*JPO/IPR Training Course for IP Trainers  
(August 27–October 2, 2024)*

I had the distinct privilege of being selected for the prestigious “**Training Course for IP Trainers**” held at the Asia-Pacific Industrial Property Center (APIC) of the Japan Institute for Promoting Invention and Innovation ((JIPII) in Tokyo, Japan, from September 24 to October 2, 2024. Generously supported by the Japan Patent Office (JPO), the program was thoughtfully structured into two phases—an online segment from August 27 to September 6, followed by an intensive in-person experience in Tokyo. Bringing together 16 participants from 13 different countries, the course was not only an exceptional platform for professional learning but also a vibrant exchange of global perspectives on intellectual property (IP) education.



The primary objective of the course was to enhance participants' understanding of the legal frameworks and international treaties governing IP, while also equipping them with innovative educational methodologies and tools for effective knowledge dissemination. Special emphasis was placed on empowering educators to foster IP awareness among younger audiences. Through a series of dynamic presentations, discussions, and hands-on activities, the program aimed to cultivate skilled instructors capable of promoting IP literacy in their respective regions. The sessions offered a wealth of insights—many of which I have outlined in the following sections.

## Opening Day: A Warm Welcome and a Creative Kickoff

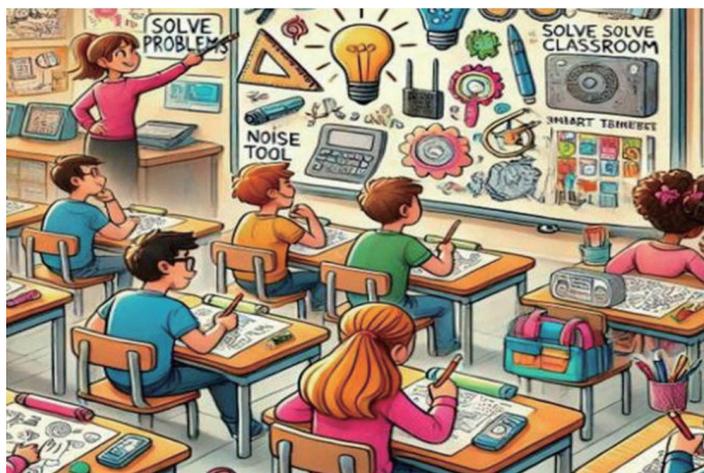
The in-person sessions began on September 24 with a warm reception by the International Cooperation Division of the JPO and officials from JIPII. We also toured the Japan Patent Office, including the National Center for Industrial Property Information and Training (INPIT) and the Trial Court for Appeals.

The inaugural session, titled “*How to Develop Creativity*,” provided an engaging and thought-provoking start to the training. The focus was on integrating creativity into IP education—encouraging young minds to imagine, design, and innovate. We explored how presenting real-world challenges and inviting students to solve them with their own inventions could not only spark their imagination but also introduce them to the fundamentals of IP protection.

From this session, a powerful takeaway emerged: IP education should not be confined to theoretical instruction. Instead, it must actively engage learners, making the subject matter relatable and exciting. Encouraging students to create, whether through drawings or models, helps demystify the concept of IP and fosters a sense of empowerment. When students experience the process of innovation themselves, they are more likely to appreciate the value of protecting their ideas, making IP education both impactful and transformative.

## September 25: Embracing Active Learning

On the second day, we explored “**Active Learning**”, an instructional approach that transforms passive listeners into active participants. Various active learning techniques, such as the flip method, Think-Pair-Share, case studies, group work, simulation games, fieldwork, jigsaw learning, and creative learning were discussed.



Source: generated using AI

I found this particularly relevant to our own IP awareness sessions in India. For instance, using classroom exercises where students draw inventions and then identify applicable IP protections can serve as a gateway to complex legal concepts in a way that's accessible and fun.

## September 26: Developing IP Education Tools

This day focused on “**Development of Educational Materials and Training Methods for Schools and Universities.**” It was one of the most practical sessions, highlighting the importance of building relatable, hands-on content for students.

One particularly effective activity involved dividing students into small groups and tasking them with creating a startup. They then had to identify the IP rights needed to protect their innovations. This hands-on approach not only engages students but also gives them a practical understanding of how IP plays a crucial role in real-world innovation and entrepreneurship.

## September 27: Global Perspectives on IP Education

One of the most enriching and memorable sessions of the training program unfolded on September 27, during the *Country Report Presentations on IP Education*. Participants from around the world offered a compelling glimpse into how IP awareness is nurtured within their nations.

Japan's initiatives stood out for their imaginative and child-centric approach—ranging from invention clubs and national exhibitions to global platforms like the International Exhibition for Young Inventors, all designed to spark creativity from a young age. Türkiye presented a robust ecosystem that blends interactive teaching tools, animated content, and institutional support for innovation, including regional advisory centers and the Hezarfen project for SMEs. The Philippines showcased a dynamic educational model built on IP degree programs, gamified learning, incubator collaborations, and outreach campaigns designed to empower secondary-level students through real-world problem-solving.



Equally inspiring were the efforts of countries like Saudi Arabia and Thailand. Saudi Arabia has seamlessly woven IP education into its academic curricula, while also promoting awareness through seminars in public venues, storytelling sessions, and national IP competitions. Thailand’s unique “train-the-trainers” approach lays a strong foundation for broader community impact, complemented by digital campaigns, hackathons, and IP portfolio exhibitions. Brazil, Indonesia, and Malaysia highlighted the strength of institutional partnerships, with dedicated IP academies, mobile clinics, and university collaborations fostering grassroots awareness. Meanwhile, nations like Egypt, Vietnam, Cambodia, Laos, and Mexico have adopted context-sensitive strategies—introducing localized learning tools, services for women entrepreneurs, and practical training in prior art search and patent drafting.

I had the privilege of presenting India’s *National Intellectual Property Awareness Mission (NIPAM)*, which was met with enthusiastic appreciation. The initiative’s impressive reach—covering millions of students across schools and universities—was praised for its inclusive and comprehensive structure. The session not only deepened our understanding of how various countries are advancing IP education but also provided practical insights that can be tailored and applied to enhance awareness initiatives back home in India.

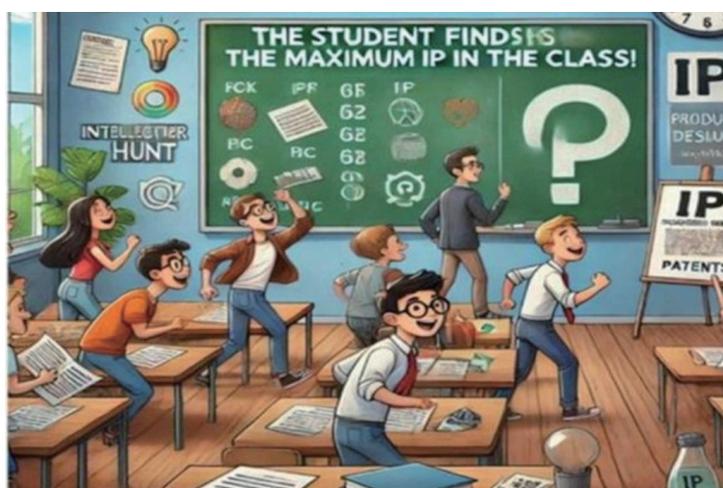
### September 30: IP Education for High School Students

This day was both fun and educational. We participated in an interactive session titled “**IP Education for High School Students.**” In one standout activity, we used edible molds to create cartoon characters, illustrating concepts of design and copyright in an enjoyable, tangible format.

These playful yet impactful methods helped reinforce that IP concepts don’t need to be daunting—they can be made accessible even to school children through the right tools and approaches.

### October 1–2: Building Lesson Plans and Training Each Other

The final two days of the training program, held on October 1 and 2, were dedicated to designing and delivering our own instructional sessions—a culminating exercise that synthesized everything we had learned. Divided into teams, each group was tasked with creating a 50-minute IP awareness module that reflected the principles of active learning, creativity, and audience-centric teaching. The collaborative environment fostered lively discussion, diverse perspectives, and innovative ideas.



Source: generated using AI

Among the most effective strategies that emerged were starting sessions with creative warm-up exercises, tailoring content to suit the participants' backgrounds, and incorporating interactive elements, such as scavenger hunts and IP-themed games like Kahoot, to sustain engagement. This hands-on experience equipped each of us with a practical toolkit and the confidence to replicate these methodologies in our own professional settings, ensuring the training's impact would extend well beyond the classroom in Tokyo.

## Cultural Exploration: From Tokyo's Buzz to Kyoto's Calm

Beyond the classrooms, Japan itself was a teacher. I spent my evenings and weekends exploring Tokyo's blend of old and new—from the serene Meiji Shrine and the bustling Shibuya Crossing to traditional izakayas (Japanese-style pubs) serving delicious Japanese cuisine.



The weekend trip to Kyoto was equally enlightening. I visited the iconic Kinkaku-ji (Golden Pavilion), surrounded by lush greenery and tranquil ponds. Kyoto's peaceful atmosphere provided a beautiful contrast to Tokyo's vibrant energy, and both cities offered a deeper understanding of Japan's cultural richness.

## Final Reflections: A Holistic Learning Experience

Participating in the JPO/IPR Training Course was more than just a professional development opportunity—it was a transformative journey of intellectual growth, cultural immersion, and international camaraderie. The experience provided invaluable insights that I will carry with me, both in my personal and professional life.

One of the key takeaways from the course was the importance of interactive education. I realized that learning is most effective when it involves active participation, as hands-on experiences and storytelling make abstract concepts come to life. This approach significantly enhanced my understanding of IP administration and its intricacies.



Furthermore, the course highlighted the power of global collaboration in enhancing IP awareness. Listening to experts from different parts of the world and learning about their unique methodologies not only sparked new ideas but also deepened my appreciation for the best global practices. This exchange of knowledge strengthened my belief in the value of cross-border cooperation in shaping a more robust and equitable IP system.

Cultural immersion was another significant aspect of the experience. Exploring Japan's rich heritage allowed me to understand the country's innovation culture and its deep respect for tradition—values that are reflected in their approach to IP rights. The connection between culture and IP became more evident, helping me appreciate the intricate balance between preserving tradition and fostering innovation.

As I returned to India, I carried with me not just new knowledge but a renewed sense of purpose. Equipped with innovative teaching methods and a broader global perspective, I was inspired and ready to make a meaningful contribution.

## Milestones: Beyond the Training

### Finding Ikigai

#### **Ms. Miranda Risang Ayu Palar (Indonesia)**

Associate Professor of Geographical Indication Law  
Head of Intellectual Property Center on Regulation and Application Studies  
Universitas Padjadjaran



*JPO/IPR Training Course for IP Trainers  
(June 24–July 12, 2013)*

I am fond of the Japanese wisdom known as *ikigai*. It provides clarity about what we love, what we are good at, and how we can give more to ourselves, as well as our families and societies. I have been teaching law, including aspects of Intellectual and Industrial Property Rights Law, for more than 25 years. However, I first learned about the sense of *ikigai* when I participated in the Japanese Patent Office's Intellectual Property Training Course for IP Trainers from June 24 to July 12, 2013.



I attended this course five years after I had completed my Ph.D. in Intellectual Property Law at the University of Technology Sydney in Australia under the Australian Development Scholarship. As a full-time lecturer in the Faculty of Law at Universitas Padjadjaran, successfully returning from Australia made me busy with new obligations wherein I had to simultaneously combine the aspects of teaching, researching and serving the community. One of these was being a member of the Trademark Appeal Commission in the Directorate General of Intellectual Property, Ministry of Justice and Human Rights, Indonesia.

As a member of the Commission, I had to travel between Bandung and Jakarta every week while restlessly juggling the tasks of teaching classes in my university, and hearing cases in the Trademark Appeal Commission's Tribunal. Some of these cases had actually been filed before I was in the Commission. And yet, because the Commission had been vacant for almost one year due to the changes of law and decree related to its existence, decisions on the cases had been delayed and became the responsibility of the new Commission where I was assigned. During the first year, therefore, I had a double workload: hearing and deciding on the old as well as the new cases. This meant that I had to be able to solve various complicated trademark problems not only theoretically, but also in practice, and in the fastest and smartest way possible. Since I was in dire need of academic refreshment and decision-making capabilities at that time, I was very grateful to be selected as one of the participants in this JPO training course.

The comprehensive and in-depth material that I acquired from this course was very helpful in carrying out my duties as a member of the Trademark Appeal Commission, and subsequently as a Vice Head of the Commission. During my tenure, the Commission successfully resolved its backlog of cases from the vacuum period that had existed before we started working, and decided the cases filed during our tenure in an efficient and timely manner. For me, this was the type of on-time manner that I learnt while in Japan; and it made the existence and reputation of the Trademark Appeal Commission stronger.

As a civil servant with academic functions in Indonesia, I am required to perform in lecturing, researching, and conducting legal service. Among these three, performance in the field of research is the most decisive and yet difficult point to acquire. In this regard, the JPO training course opened a new door for me to engage in a broader international network of Intellectual Property experts, especially from Japan, other Asian countries and Latin America. Since then, I have participated in international academic forums and research collaborations as a result of the training course network. For many Indonesian academics, working with international peers in the field of their own expertise is just like a dream, because it is such a difficult and expensive opportunity to obtain. I feel humbly blessed to be one of the lucky academics to get that chance—especially by being a member of the IP Collegium.

After the training, I experienced being a visiting IP lecturer/examiner in Singapore (SMU), Thailand (Kasetsart Uni) and India (KLA). Besides that, I also experienced sharing my IP expertise with the Japan Institute for Promoting Invention and Innovation (JIPII), Economic Research Institute for ASEAN and East Asia (ERIA), Indonesian Swiss Intellectual Property Projects (ISIP), European Union Intellectual Property Office (EU-IPO) ARISE+IPR for ASEAN Countries, the IP and Innovation Researchers of Asia Network (IPIRA), Organization for an International Geographical Indications Network (OriGIn), the Global Network for Economic of Learning, Innovation, and Competence Building System (Globelics), and the World Intellectual Property Organization (WIPO).



2025 - WIPO Information Session on GI & Domain Name, Geneva, Switzerland



2025 - Trainer at the WIPO Academy Training Program for Diplomats, Indonesia



2025 - Independent Expert at the Indonesia's National Law Development Agency (BPHN) on Amendment of TM & GI Law

Being creative and innovative, and able to highly value creativity, innovations and inventiveness, are all matters that I learnt from the training course. This inspired me to establish my niche of competence in the field of Communal Intellectual Property in Indonesia, wherein I was involved in drafting the Indonesian Law on Trademarks and Geographical Indications Number 20 Year 2016. Furthermore, my exploratory concepts about inclusive rights in the Indonesian Intellectual Property legal system, and the form of communal holders, have been accommodated within the Indonesian Government Regulation Number 56 Year 2022 regarding Communal Intellectual Property.



In the field of providing academic service, I have been engaged in the protection of Intellectual Property and the safeguarding of Cultural Property Rights in Sumba Island in East Nusa Tenggara Province—one of the poorest areas in Indonesia—from 2015 until the present. Despite its economic disadvantage, Sumba Island is rich in living cultural heritage with roots in the Indonesian Megalithic era. Now, anytime that I visit the island as a Universitas Padjadjaran researcher or as an external expert of the Directorate General of Intellectual Property Right of the Ministry of Justice of Indonesia, I use Japan as a success story in terms of safeguarding Japanese ancient culture while simultaneously enhancing frontier technology harmoniously.

Nowadays, I can comfortably say that I love my job, I am capable at it, and I can give my best from it to myself, my family, and everyone else around me while also becoming the best version of myself. Presently, I am still learning to publish my articles about aspects of Intellectual Property in a number of international journals and books. Learning is a lifetime journey, and the JPO Training for IP Trainers is surely an important part of this. From the training course, I have found and am living my Ikigai—and for this I am greatly thankful.

## Information from a Lecturer

### JPO/IPR Training Courses: Joint Research and Development, Licensing, and Contract Drafting Practices

**Mr. OKAMOTO Kiyohide**  
President  
OKAMOTO IP Management



In fiscal year 2025, I served as a lecturer for two JPO/IPR training programs: “Contract Drafting Practice” and “Joint Research and Development & Licensing.” These programs were conducted as part of my long-standing involvement in JPO/IPR training initiatives, through which I taught Licensing Practices, Agreements, and IP Management continuously from 2011 to 2024, including follow-up seminars held in the Philippines in 2014 and Vietnam in 2015.

Based on more than five decades of professional experience in intellectual property since 1972, the 2025 training program was structured into three integrated parts, combining historical analysis with practical instruction.

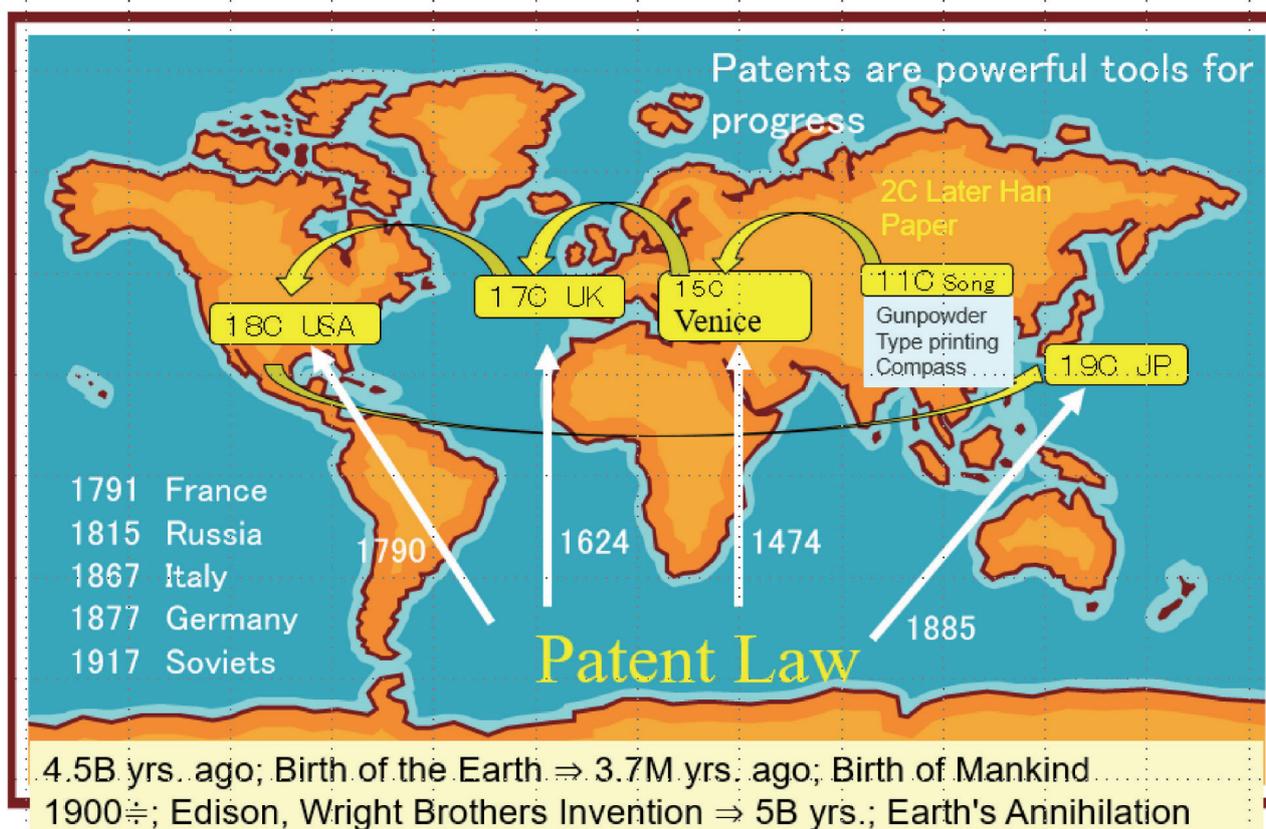
In the first part of the course, the focus is on examining the historical role of licensing as a mechanism for transferring advanced technology and promoting industrial growth.

As illustrated in the accompanying figure, the global flow of innovation can be traced from China to Venice, the United Kingdom, the United States, Japan, and subsequently South Korea and China, alongside the development of modern patent systems. This overview demonstrates that patents and licensing have consistently functioned as essential tools for technological progress and economic development.

Japan’s postwar industrial growth was largely supported by the strategic introduction of foreign technologies through licensing. A representative example is the semiconductor industry, in which Japan achieved a global market share of approximately 50 percent by 1988, primarily through licenses obtained from U.S. companies. However, by 2019 this share had declined to around 10 percent. Contributing factors included inadequate license management, overly permissive licensing to emerging competitors,

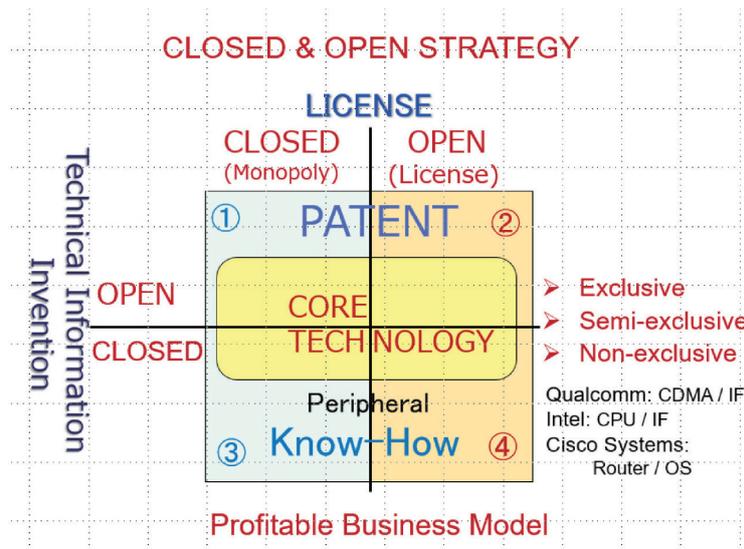
and insufficient responsiveness to changing market needs. These trends are also reflected in Japan's declining position in global competitiveness rankings and in international patent statistics. In this context, the course emphasized that patents should be strategically drafted, with both device and method claims clearly capturing the core invention using precise and concise language. While strong and enforceable patents remain indispensable for protecting technology, such patents have become difficult to identify in recent Japanese filings.

## World Waves of Industry Growth (= License-In)



In the second part of the course, the focus is on the strategic use of intellectual property rights and licensing. Participants learned that indiscriminate licensing-out can weaken technological competitiveness, whereas well-designed licensing strategies can enhance long-term business value. Accordingly, both “open” and “closed” IP strategies must be evaluated in alignment with overall business objectives.

As illustrated in the accompanying figure, a company's inventions should be classified along two axes: open (patented) versus closed (confidential know-how), and exclusive versus non-exclusive licensing. By systematically organizing IP assets across these dimensions, companies can design sustainable business models that generate royalty income while maintaining competitiveness. For universities, which generally do not engage directly in manufacturing, open licensing models emphasizing royalty generation and broad dissemination of research outcomes are often appropriate.



The third part of the program consisted of practical, hands-on exercises. Trainees were divided into six groups to engage in case-based discussions covering IP-related business risks and benefits, licensing advantages and disadvantages, technology introduction agreements, and license-out agreements. The highlight was a role-play negotiation of a joint R&D agreement between a university and a company, enabling participants to experience firsthand the practical challenges of negotiation.

Through this course, participants were able to deepen their understanding of practical IP strategy. Contract drafting was emphasized not merely as a legal procedure, but as the formulation of a strategic framework for business collaboration. Successful agreements require not only legal expertise but also sound business judgment and strategic thinking. It is hoped that this training contributed meaningfully to the participants' future professional activities.



A lecture on “Contract Drafting Practice” on October 1, 2025  
(FY2025 JPO/IPR Training Course for Practitioners Specializing in Patents)



A lecture on “Joint Research/Development and Licensing (Including Exercises)” on November 19, 2025  
(FY2025 JPO/IPR Training Course on Academia-Industry Collaboration and Technology Transfer)

## IP Activities in Japan

### Introduction to WIPO GREEN (Part 3)

**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 have been published in three issues.

#### 5. WIPO GREEN Acceleration Projects in China

WIPO GREEN's recent achievements in China offer practical and instructive examples of how environmental technologies can be moved beyond the prototype stage and become successfully deployed in real operating environments.

##### 5-1. Autonomous-Driving Energy Charging and Storage Technology Augments Efficiency in Sanitation Operations in Shanghai

[https://www3.wipo.int/wipogreen/en/news/2025/news\\_0003.html](https://www3.wipo.int/wipogreen/en/news/2025/news_0003.html)

One notable example comes from Shanghai's Hongkou District, where the electrification of sanitation fleets faced significant infrastructure constraints. Many sanitation depots lacked sufficient grid capacity or space for fixed charging stations, and upgrading the power infrastructure was often cost-prohibitive and slow. Through the WIPO GREEN Acceleration Project, Green Technology Bank (GTB) worked with sanitation operators and technical experts to clearly define operational requirements and evaluate alternative solutions. The selected autonomous-driving mobile energy charging and storage technology provides up to 60 kW of fast charging and functions independently of fixed power sources. Capable of serving up to 24 parking spaces, the system reduces wiring and construction costs by around 90% and can be deployed within hours rather than months. Now used in routine operations, this case shows how mobile and modular energy solutions can unlock new markets for clean technologies by lowering adoption barriers for public service operators.



Autonomous-driving energy-charging and storage robots provide supplementary power to new energy sanitation vehicles.  
(Photo: Courtesy of WIPO GREEN team)

## 5-2. Clean Power on the Move: Transforming Industrial Energy Storage in China

[https://www3.wipo.int/wipogreen/en/news/2025/news\\_0016.html](https://www3.wipo.int/wipogreen/en/news/2025/news_0016.html)

A second case illustrates how WIPO GREEN facilitates cross-sector collaboration and technology integration within industrial applications. Shanxi Jiecheng Shukong Machinery Equipment Co., Ltd., a manufacturer of truck-mounted cranes, sought alternatives to diesel generators commonly used in off-grid and emergency operations. Through WIPO GREEN's matchmaking, Jiecheng partnered with Beijing Heracles Novel Technology Co., Ltd., a specialist in high-temperature proton exchange membrane (HT-PEM) fuel cell technologies. Heracles' fuel cell stacks and membranes—backed by a strong portfolio of core patents—were integrated into mobile crane platforms to create a clean, reliable and mobile power supply system. The solution offers reduced emissions, high-temperature tolerance, long service life, and improved operational flexibility. For technology developers and IP consultants, this case highlights how WIPO GREEN can support the transfer of advanced technologies into traditional industries while enabling new business models and strengthening the commercial value of intellectual property.

## 5-3. Bio-based Amelioration Technology Tackles Salinization Challenges

[https://www3.wipo.int/wipogreen/en/news/2025/news\\_0017.html](https://www3.wipo.int/wipogreen/en/news/2025/news_0017.html)

The third case demonstrates WIPO GREEN's relevance for bio-based and nature-based solutions in agriculture. Soil salinization had become a critical constraint on agricultural productivity in Shanghai's peri-urban areas, particularly in greenhouse cultivation. GTB (Shanghai) Agricultural Technology Co., Ltd. introduced a bio-based soil amelioration technology within the WIPO GREEN China Cities Acceleration Project centered upon its proprietary Special Biomass Thickener (SBT), which is composed of natural organic materials such as cellulose, lignin, chitin, algae, and beneficial microorganisms. The technology improves soil conditions through multiple mechanisms, including salt adsorption, pH regulation, microbial restoration, and enhanced water and air permeability. Field results showed yield increases of up to 178%, and cost reductions of more than 40% compared with conventional chemical treatments. This case provides a clear example of how bio-based technologies, supported by proprietary formulations and know-how, can deliver both environmental and economic value, and be scaled to other regions facing similar challenges.

Across these cases, the role of the acceleration project is not limited to technology promotion. Instead, it acts as an innovation intermediary that helps to clarify demand, identify suitable technologies, manage IP-related considerations, and support early-stage deployment. For environmental technology developers, consultants, and IP professionals, these cases show that the lessons from WIPO GREEN acceleration projects can support faster market entry, reduce implementation risks, and enhance the real-world impact of green innovations. Furthermore, they appear to be applicable to other regions seeking to translate environmental technologies into commercially viable and scalable solutions.

As part of this initiative, new acceleration projects were launched in Colombia and Nicaragua at the end of 2025. I look forward to the further development of these projects.

## 6. A Call to ENISHI Readers for Engaging with WIPO GREEN

### 6-1. Why Intellectual Property Professionals Should Join WIPO GREEN

As illustrated through these recent implementation cases and needs-based analysis, WIPO GREEN has evolved into a practical platform that connects environmental challenges with deployable technologies.

Joining WIPO GREEN enables organizations and individuals to move beyond observing technology transfer from a distance and participate directly in shaping how green technologies are disseminated globally. The WIPO GREEN database allows participants to communicate technology needs, showcase environmentally sound technologies, and connect with a global network of innovators, users, and intermediaries.

For Intellectual Property Offices of various countries or regions, engagement with WIPO GREEN offers a concrete way to align IP policy and sustainability and development objectives, without departing from their public mandate. For patent attorneys, IP consultants, and other practitioners, participation provides the possibility for applying their IP expertise within real-world technology deployment contexts.

Importantly, WIPO GREEN is not a closed system. Rather, it is a collaborative framework whose effectiveness depends on active participation. By joining WIPO GREEN, intellectual property stakeholders can help clarify how IP functions in practice—not only as a legal right, but as an enabling mechanism for innovation, collaboration, and environmental impact. ENISHI readers are therefore encouraged to view participation in WIPO GREEN as a meaningful extension of their expertise for addressing global sustainability challenges.

### 6-2. How to Engage with WIPO GREEN and What Participation Offers

WIPO GREEN provides several concrete pathways for engagement by organizations and professionals, depending on their roles and objectives. Participation is open to public institutions, private companies, research organizations, and individual experts, allowing flexible involvement across the innovation and intellectual property ecosystem.

**Partner:** One option is to become a Partner, which typically involves providing strategic advice, facilitating technology diffusion, contributing to projects, or acting as a local focal point. To become a partner, organizations must contact the WIPO GREEN team, outline their proposed contribution, and formally accept the WIPO GREEN Charter. Partner organizations are publicly listed on the WIPO GREEN website, featured in WIPO GREEN publications such as newsletters, and sometimes gain priority access to WIPO and WIPO GREEN events and programs.

**User:** The second pathway is participation as a User of the WIPO GREEN database. Users can upload environmentally sound technologies, announce technology needs, or offer related services through the

platform. Registration is completed by using a WIPO account and accepting the WIPO GREEN Terms and Conditions. Database users also benefit from global visibility for their technologies or needs.

**Expert:** Professionals may also engage through the WIPO GREEN Experts Database, which is open to specialists in intellectual property, law, engineering, finance, business, and advisory services. Experts register by providing information on their expertise and services. Once approved, their profiles become searchable by database users who are then able to contact them directly. This enables experts to promote their services globally at no cost, and to connect with organizations that are actively seeking support for their green technology projects.

There is no cost to join through any of these three pathways.

Currently, the IP offices of nine countries, including Canada, Kenya, Denmark, Germany, Lebanon, Japan, Saudi Arabia, the UK and the US, have registered as Partners. Furthermore, WIPO GREEN launched a new initiative, “IPO GREEN”, with funding from the Japan Patent Office. It is an initiative that supports IP Offices to enact green policies and programs and brings them together to share their experiences and insights. Please find detailed information in the WIPO GREEN website at <https://www3.wipo.int/wipogreen/en/ipo-green/>

Through these participation pathways, WIPO GREEN offers practical benefits including increased international visibility, direct connections to technology users and providers, access to global networks and events, and opportunities to contribute expertise to real-world green technology deployment. For intellectual property professionals in particular, WIPO GREEN provides a structured environment in which IP-related services can become directly linked to ongoing environmental technology dissemination initiatives.

Detailed information on participating in WIPO GREEN can be found on the WIPO GREEN website at <https://www3.wipo.int/wipogreen/en/joinus/>

Should you have any questions, please feel free to contact me directly at the following:  
[y-suwa@jiii.or.jp](mailto:y-suwa@jiii.or.jp)

Proud partner of  
**WIPO GREEN**

**Japan Institute for Promoting Invention and Innovation (JIPII)** joined WIPO GREEN in 2015 as a Partner, and is active in providing advocacy proposals to support and foster this initiative. We have been building networks with specialized organizations related to the development of environmental technology and overseas technology transfer to promote WIPO GREEN. Our focus lies in introducing WIPO GREEN to stakeholders including institutions, companies, universities and other entities in order to match needs with technology providers. We also provide support to facilitate active dialogue among them.

# chapter 9



## Get to know your IP Friends



**Q:** What is your favorite drink or drink you would like others to know about?

- My favorite drink is matcha. Its vibrant green color and rich, umami flavor makes it unique. I enjoy it both as a traditional tea and in modern forms like lattes or desserts. I'd love others to discover its calming yet energizing qualities. *(Viet Nam)*
- One of my favorite drinks is Ramune, a classic Japanese soda that offers a refreshing taste and a unique opening experience. The bottle is sealed with a glass marble, and to open it, you use a special plunger to push the marble down. This action releases the carbonation with a satisfying pop, making the process as enjoyable as the drink itself. *(Tunisia)*
- My favorite drink is any kind of fruit juice, especially mango and orange juice. *(Bangladesh)*
- My favorite drink is a Virgin Mojito. It is a non-alcoholic version of the traditional Cuban punch. *(Zimbabwe)*
- Water! The more I travel, the more I realize it's the world's most unpredictable luxury. Sometimes a bottle of water is cheap, sometimes it's pricey! *(Malaysia)*
- Pocari Sweat – the best electrolyte beverage for recovery during a badminton session. *(Viet Nam)*
- One of my favorite drinks to recommend is cold coffee—simple, refreshing, and incredibly versatile. Whether it's a frothy glass of café-style cold coffee or a smooth iced latte, cold coffee strikes a perfect balance between the richness of coffee and the chill of a cold beverage. *(India)*
- Cola Highball – my favorite drink while in Japan. *(Indonesia)*
- Coca-Cola *(Tanzania)*
- Hollandia Yoghurt *(Ghana)*
- Brazilian Caipirinha *(Brazil)*
- Turkish Coffee *(Türkiye)*



Caipirinha



Turkish Coffee



## Departure - “Tabidachi”

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



ENISHI began publishing three times a year in 2012, and I have written this column as Director General ever since. This will likely be my final contribution.

The title of the very first ‘From the Director’s Desk’ column was, *It’s always all right— “Daijoubu.”* I recall that the Great East Japan Earthquake had occurred in March of the previous year, 2011, and when I was writing that first article, the scars of the earthquake, tsunami, and nuclear power plant meltdown were still fresh. Many people had a negative view of the situation at the time and felt anxious about the future.

Because of this, I shared a story from Rikuzentakata City in Iwate Prefecture. Along the coast, a beautiful pine forest of some 70,000 trees had been completely washed away by the earthquake and tsunami. Yet, a single tree miraculously remained. This single pine tree gave courage to many victims and became a symbol of hope for recovery (Figure 1). Many people who saw this single pine tree felt as if it were telling them, “I’m still here. You will be all right.” From this tree, people received peace, hope, and courage and began their journey toward recovery.



Figure 1. The Miracle Pine Tree<sup>1</sup>

In the 14 years since then, I’ve covered a variety of topics and shared information. During the global spread of COVID-19, I selected topics related to the pandemic. At other times, however, I wrote my

<sup>1</sup> Photo by Jacob Ehnmark, *The collapsed Rikuzentakata Youth Hostel and the Miracle Pine Tree of thirty meters in height, the sole survivor of about 70,000 pine trees in Takata-Matsubara, Rikuzentakata, Iwate, almost 2 months after the 2011 East Japan Great Earthquake and its tsunami*, 2011. CC BY 2.0  
[https://commons.wikimedia.org/wiki/File:Collapsed\\_Rikuzentakata\\_Youth\\_Hostel\\_and\\_a\\_Pine\\_Tree\\_of\\_Hope.jpg](https://commons.wikimedia.org/wiki/File:Collapsed_Rikuzentakata_Youth_Hostel_and_a_Pine_Tree_of_Hope.jpg)

columns with the aim of helping overseas readers gain a deeper understanding of Japan, highlighting its beautiful natural landscapes (Figure 2), unique culture (Figure 3), and delicious food (Figure 4).



Cherry blossoms covering Mount Yoshino in Nara<sup>2</sup>



Autumn foliage in Arashiyama, Kyoto<sup>3</sup>

Figure 2. Beautiful nature



The Tale of Genji Scroll (artist unknown, 12th century)



Giant lanterns of the Nebuta Festival in Aomori<sup>4</sup>

Figure 3. Unique culture



Multi-course *kaiseki* cuisine<sup>5</sup>



Ramen<sup>6</sup>

Figure 4. Delicious food

2 Photo by デカプー, Provided by photoAC <https://www.photo-ac.com/main/detail/28392106?title=吉野山の桜>

3 Photo by akizou, Provided by photoAC <https://www.photo-ac.com/main/detail/252727>

4 画像提供：(公社) 青森観光コンベンション協会 Provided by: Aomori Tourism and Convention Association

5 Photo by まぼ, Provided by photoAC <https://www.photo-ac.com/main/detail/746843?title=懐石料理>

6 Photo by minaa\_key, Provided by photoAC <https://www.photo-ac.com/main/detail/32266735&title=出来立て中華そば 湯気>

For my final article, the theme I have chosen is Departure - “Tabidachi.”

By the time this article is published, it will be graduation season in Japan. Graduation marks a major milestone, when students change their place of learning from elementary school to junior high school, high school, and to university. Graduation is a form of parting. After six years of elementary school, three years of junior high or high school, or four years of university, we are inevitably faced with farewells. Graduation can also be a starting point. Even if you didn’t make many good memories during your time in school, graduation gives you an opportunity to start fresh. If you didn’t do as well as you had hoped in your studies or in sports, you can use graduation as a milestone to leave behind painful memories and bitter experiences. You can carry only the joyful memories and beautiful experiences with you as you start the next stage, facing new challenges with a renewed mindset.

By contrast, athletes in professional sports generally have to decide such turning points for themselves. As they get older or get injured, and feel they can no longer compete physically or mentally, they decide on their own to end their athletic career. And that, too, marks the beginning of a second life.

Japan has a mandatory retirement system where general working adults automatically retire when they reach a certain age. But a person can also decide to retire earlier, and in some situations, it’s possible to continue working a few years after mandatory retirement. In any case, retirement is a milestone.

Now, I am about to face my second milestone as a working professional. The first milestone was when I took early retirement from the Patent Office. For about 30 years, I handled various duties as a national civil servant. Not long after that, I moved to the Japan Institute for Promoting Invention and Innovation (JIPII). At the JIPII, I was able to be involved in many projects, meet many people, and gain many valuable experiences.

Even so, given the nature of the JIPII, most of its work is closely related to the Patent Office. Although I transferred from the Patent Office to the JIPII, the work contents were similar, and in all honesty, this job change didn’t feel like a turning point.

However, I recognize that this time marks a truly significant milestone, and a new beginning.

In addition, with my departure approaching, I underwent major surgery. Except for two bouts of influenza, I had never suffered from an illness that caused me to take time off work, and I had never been hospitalized.

Then suddenly, I faced a major challenge: a seven-hour surgery, a 15-day hospital stay, followed by six weeks of recuperation at home. I have now returned to work, and I am constantly receiving thoughtful support from those around me.

During this hospitalization and recuperation period of about two months, I didn’t work and I focused on recovering my health and physical strength. Looking back on my nearly 50 years as a working professional, there was always work to do. Work was the center of my life, and I found joy in staying busy. However, during those two months, I was completely separated from work, with the goal of recovering health and physical strength.

In that period, there were moments when I found myself reflecting on what kind of life I should lead after retirement. People around me would say, “You don’t have to work anymore, so now you can just spend your time relaxing,” or “You should find a hobby you can enjoy.” However, I can’t help but feel that something is missing. Isn’t there something that I can pour more energy into, something I can challenge myself to do wholeheartedly?

Last time, I wrote an article on the topic of “watersheds” (Figure 5). Reflecting on my own life, I wrote about three events that were watersheds for me: my employment at the Patent Office, my job change to the JIPII, and meeting my wife. I believe this will be a fourth watershed.

In the previous article, I shared my impression based on my personal experience that when encountering an event that feels like a watershed in life, one path closes and another opens, revealing a world you have never seen before as you proceed down that path. Once you accept this new world, yet another path opens.

With regard to this watershed, I strongly feel that a great invisible hand has guided me and led me into a world far beyond my own expectations. And it has become a great blessing that far exceeds all expectations.

This watershed is, at this very moment, about to appear before me.

After returning to the workplace following my medical leave, I realized that a change had taken place in my heart. Before the surgery, while I was healthy, when I heard from someone who was sick or had concerns, I only responded superficially, saying, “Hang in there.” However, after experiencing illness, now when I hear from people who are in poor health, worried or suffering, I am able to respond with empathy, saying, “It must be difficult,” “That sounds rough,” or “I experienced this, so I’m sure you’ll be OK too. I’m praying for you.” Perhaps by experiencing weakness myself, I have learned to empathize with other people’s pain, worries, and suffering. Also, after experiencing love from many people, I believe I am also better able to show love to others.

The path I have walked, dedicated to work, is about to close. I have no way of knowing what new path will open up in the future. However, I realize that I am gradually learning to empathize with others and understand their pain, worries, and suffering, and gaining the ability to perceive love from and show love to others—which will be necessary to walk this new path. Surely, these abilities will serve as guideposts for my departure to a world far beyond my own imagination, guided by a great invisible hand. As I face a new watershed and a new beginning, the message in the title of my first ‘From the Director’s Desk’ column, “*No matter what, everything will be okay,*” is resonating within me once again.

Your watershed moment may come tomorrow. The time to depart may be right before you.

If you feel this way, turn your eyes toward your own heart and have a dialogue with yourself. You may find something there to guide your departure.

Finally, I would like to express my heartfelt gratitude to those who, over the years, have taken time to read this ‘From the Director’s Desk’ column.



Figure 5. Hirugano Watershed Park in Gifu<sup>7</sup>

7 Photo by Momoちゃんパパ, Provided by photoAC <https://www.photo-ac.com/main/detail/28889098&title=ひるがの分水嶺公園>

## Editor's Note



Hi, this is KEN. Japan, an island nation, boasts many beautiful natural features, among which are its watersheds. A watershed refers to the mountain ridgeline that determines which direction rainwater flows. Watersheds exist throughout Japan, each possessing its own unique charm. For example, the watersheds of the Japanese Alps—a range of three mountain chains located near the center of the Japanese archipelago—are all blanketed in pure white snow during winter. The scene of melting snow flowing down is delicate and picturesque, attracting many mountaineers from Japan and abroad who seek its beauty.

Watersheds are also places steeped in history and culture, having served as boundaries between feudal lords during Japan's Warring States period and as strategic strongholds to protect territories.

Moreover, in Japanese, the term watershed is also used metaphorically to represent major crossroads in life—decisive moments like choosing a career, relocating, or getting married. Just as water flowing from one source reaches a different sea, decisions lead to distinct paths and experiences. The watershed symbolizes the responsibility and will to choose one's own future.

Finally, Mr. OGIYA, thank you very much for your many years of contributing columns to ENISHI.



Hello, I'm Ayako. Recently, I met an IP Friend whom I had not seen in more than ten years. Despite the long interval, we slipped back into conversation as naturally as if we had spoken just the day before. There is a unique warmth in this feeling of reconnecting so naturally—almost as if time itself has disappeared.

I imagine that many IP Friends around the world have had similar experiences, and I would be delighted if ENISHI could serve as an opportunity to help inspire such moments.



Hello, I am Kayoko. Have you tried anything new recently?

This year, Enishi introduced two new columns: "IP Activities in Japan" written by Mr. Suwa and "Milestones: Beyond the Training" contributed and written by our alumni. Launching these columns was a new challenge for us. In particular, for the "Milestones" column, we invited writers to share the career paths they have followed through their participation in the JPO training programs, with a focus on their current professional roles. Their stories show how they progressed step by step and ultimately achieved their goals.

We will continue striving to make Enishi an even more engaging and valuable magazine. If you have any innovative ideas or suggestions, we would be delighted to hear from you.

### **[The meaning of 縁 (Enishi)]**

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

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