

Knowledge about the protection and utilization of intellectual property rights is important to every citizen in order to ensure that Japan establish for the 21st century a society based on creative science and technology. Latent technology is transformed into rights used for promotion of this technology in society, which in turn increases desire for further creation of novel inventions. It is therefore absolutely necessary to cultivate awareness of intellectual property rights from childhood through the school years, as well as to develop human resources well versed in the intellectual property rights system. As noted above, it is important to create and maintain an environment that enhances the understanding and interest of the general public in the intellectual property rights system.

(1) Support activities

[1] Outline of support measures

① Support scheme for elementary, junior high and senior high schools

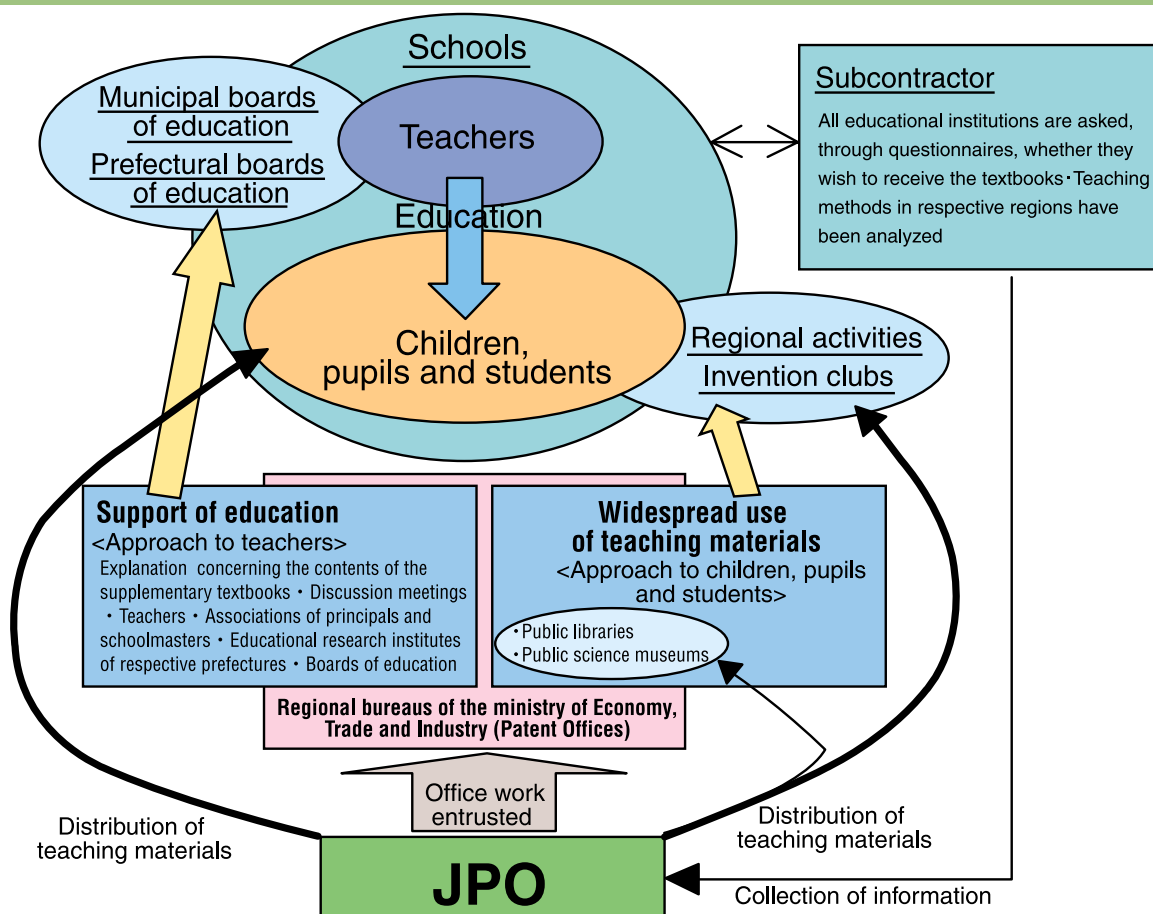
To assist in widely publicizing the industrial property rights system, supplementary textbooks suitable for various ages from childhood are prepared and distributed free of charge to educational institutions which express such a desire in their responses to our questionnaires.

To further promote industrial property rights education in the future, it is important to increase the number of teachers who have correct knowledge of the intellectual property rights system. Toward this end, in a cooperation scheme with prefectural and municipal education boards, teachers well versed in the intellectual property rights system will be trained through, such media as seminars.

To create an environment in which students can be directly exposed to the intellectual property rights system by channels additional to educational institutions, carefully thought-out services will be provided. These may include events concerning inventions and the like being held in various regions as well as the distribution of teaching materials to public libraries, science museums, etc.

Intellectual Property Education

Support scheme for elementary , juniorhigh and seniorhighschool



② Support for professional educational institutions

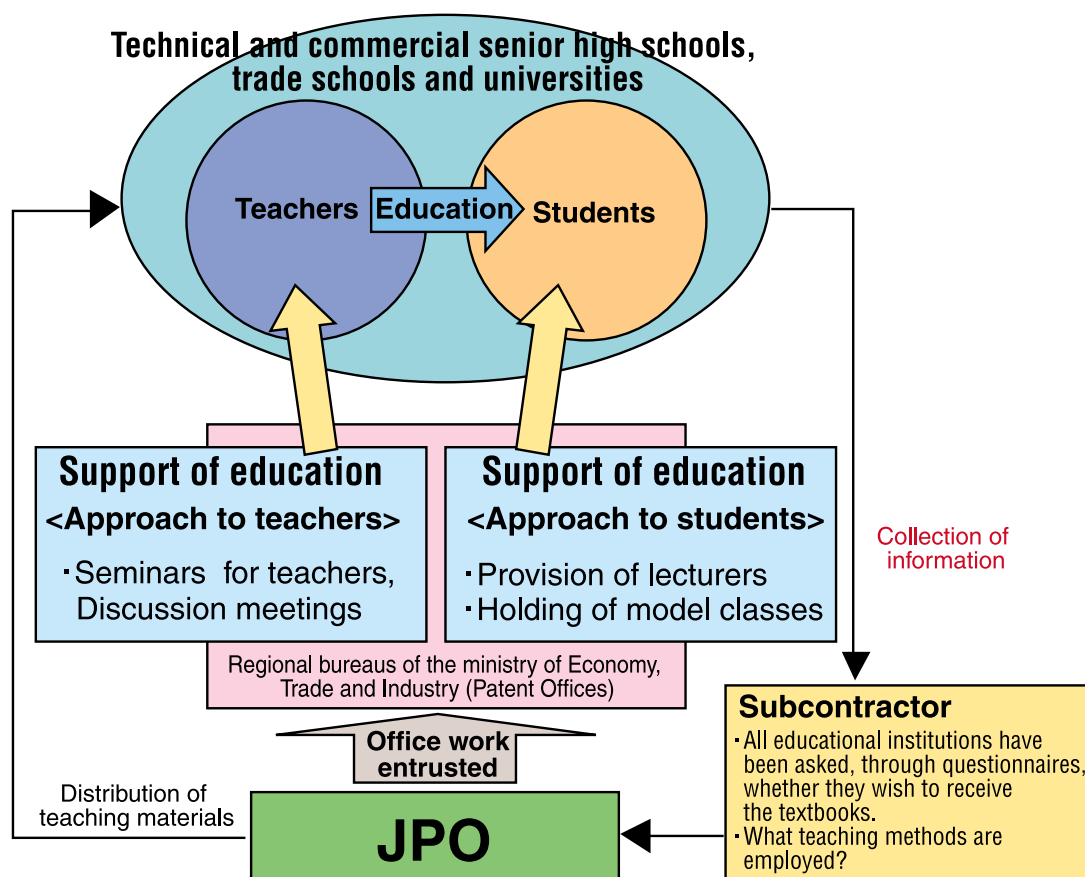
For professional education and higher education, standard textbooks which comprehensively explain "patents and utility models", "designs", "trademarks" and "technology transfer (patent licensing)" are prepared and introduced for students to master the basic knowledge and basic business practices of industrial property rights.

Especially in industrial high schools, the standard textbook of industrial property rights (patents) is presented to all students each year, having been requested by the National Association of Principals of Industrial High Schools. Furthermore, since it has been decided "to present basically the industrial property rights system" under the subject of "Foundation of Industrial Technology" according to the new Course of Study applicable from the 2003 school year, a support program is being provided for teachers obtain to basic knowledge of the industrial property rights system and promote correct use of rights.

In FY 2000, with the cooperation of industrial high schools, research concerning how

industrial property rights education should be conducted was started at 17 schools throughout Japan, and the resulting report was sent to all technical senior high schools in the country. To consolidate the foundation of industrial property rights education at technical senior high schools, it is planned to increase the number of cooperating schools to 49 in FY 2001 by selecting one school in each prefecture from which to collect further data.

Support for professional educational institutions



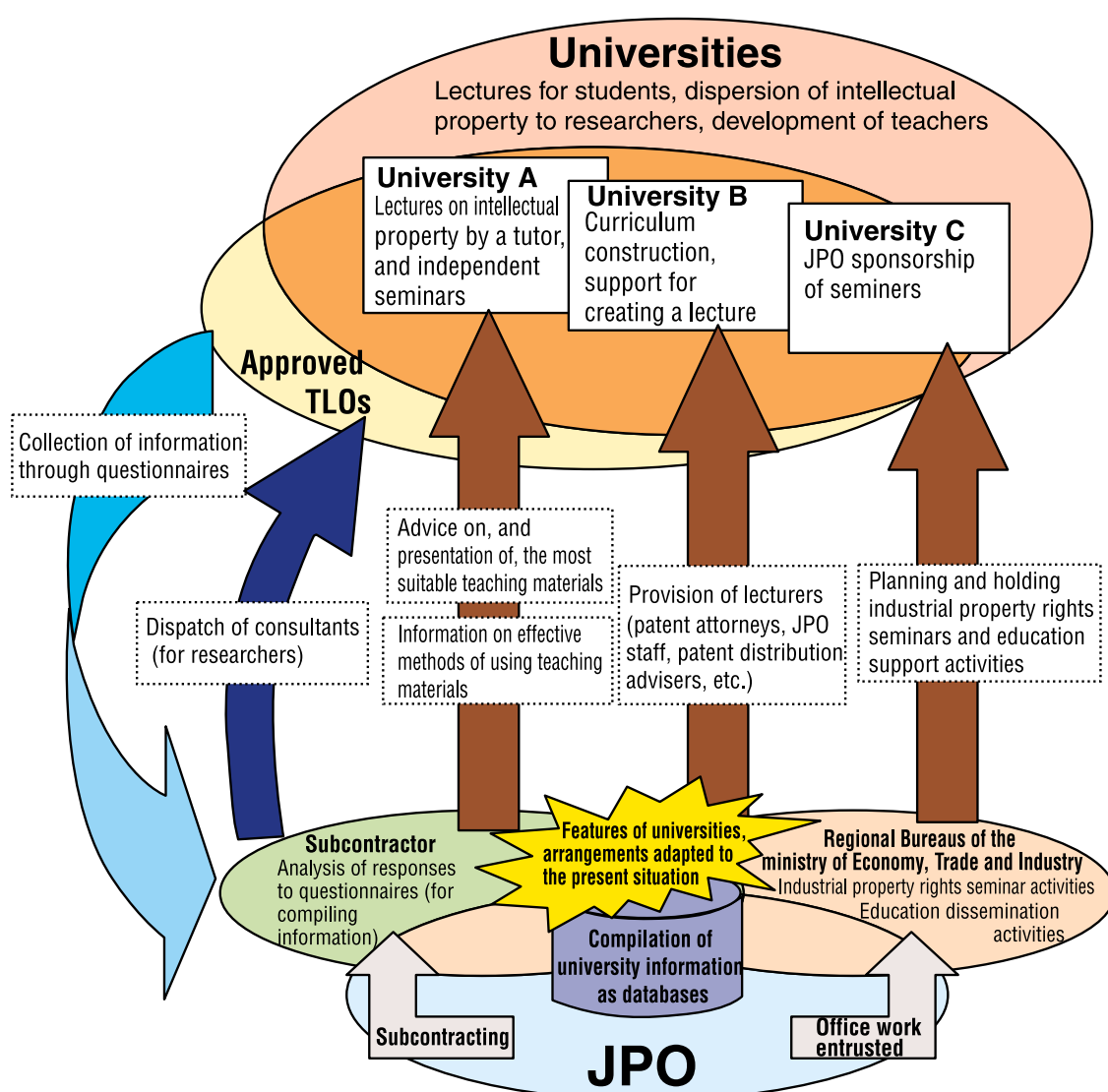
③ Support for universities

In addition to their traditional function in education and scientific research, universities are requested to play the third role of creating and transferring technology as the core of new industry. It is therefore necessary to create and support an environment for early establishment of an intellectual creation cycle in which the research results of universities are patented, patented technologies are transferred to private use where they yield remuneration to fund further research activities.

Seminars have already been held for researchers as support for universities. In the

future, it will also be essential to provide further carefully considered support in response to the needs of these institutions. Furthermore, an environment for promoting the smooth transfer of technology and development of human resources will be constructed so that not only university researchers but also other human resources, well versed in the intellectual property rights system can be fostered in large numbers.

Support for universities



④ Support for the general public

With the goal of attaining an era of intellectual creation in the 21st century it is increasingly important to deepen understanding and recognition of the functions of the industrial property rights system as well as the importance of protection and utilization

of industrial property rights. To this end, explanatory meetings corresponding to attendee level (beginners, business people), or those regarding the latest news on the amendment of laws, etc. are held nationwide with the purpose of improving the "patent mind" of the entire population.

Specifically, each location hosts "explanatory meetings for beginners" to explain the outline of the industrial property rights system and the present circumstances of patent administration, "explanatory meetings for business people" for the purpose of improving knowledge of administrative practices such as examination practices and the examination standards of patents, utility models, etc., and "explanatory meetings on the amendment of laws" to explain the amendment of laws and regulations.

University and national research institute seminars are held to explain patenting of research results as well as application procedures to researchers in universities and national research institutes. The medium and small venture enterprises seminars are held to explain strategic utilization methods of patents and patent licenses to executives of SMEs and venture enterprises as well as those in charge of technological development. Specialist training seminars are held for managerial and technical consultants as well as intellectual property traders.

Outline of explanatory meetings on industrial property rights in FY 2000

