

## Chapter 5

## Raising Intellectual Property Awareness

In order to establish a mechanism for creating high-quality intellectual property, properly protect intellectual property and utilize it in society as a whole, it is urgently necessary to develop and secure human resources that support the intellectual creation cycle. Today, it is essential for each and every member of the public to develop knowledge of the protection and utilization of intellectual property.

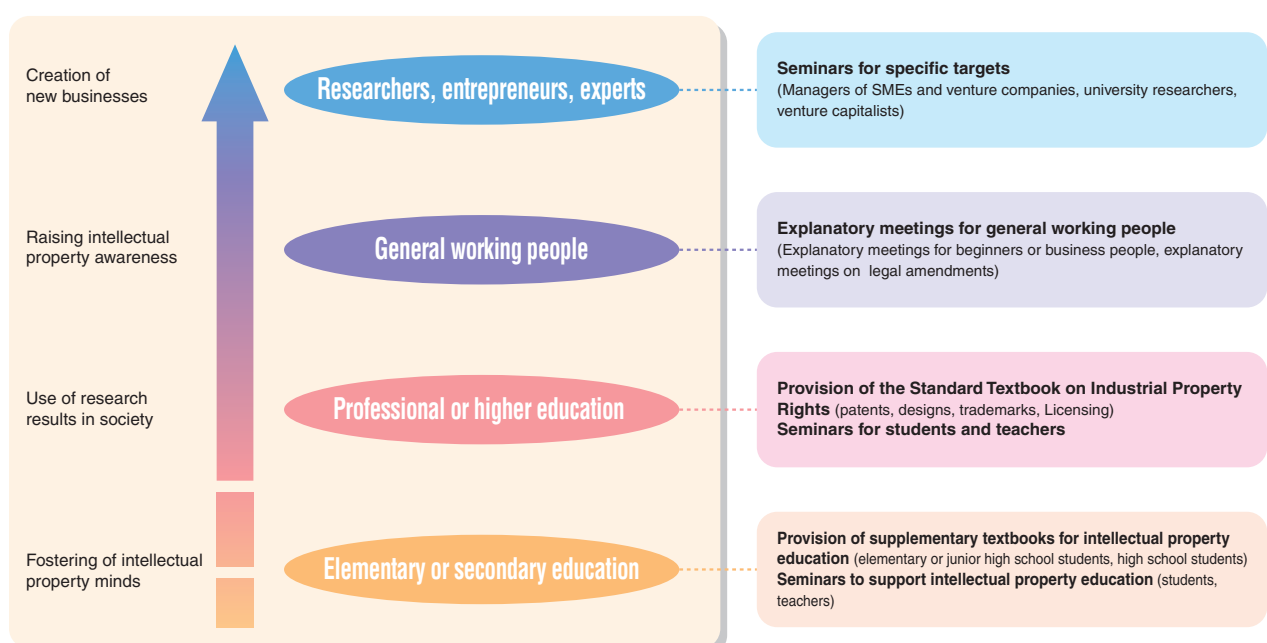
In light of this, it is important to establish an environment for raising public awareness and developing knowledge of intellectual property systems by taking measures to foster intellectual property minds through scholastic education from childhood, develop human resources versed in intellectual property systems at higher education institutions including universities, and enhance the understanding and interest of intellectual property systems among SMEs and venture companies.

## 1 Present Situation of Intellectual Property Awareness Efforts

### 1. Past Efforts

Since FY 1998, the JPO has been holding explanatory meetings and seminars concerning intellectual property systems and rights for the general public nationwide to promote intellectual property systems and raise awareness of the use of rights.

For the purpose of developing human resources with practical knowledge of intellectual property systems, the JPO has been providing the Standard Textbook of Industrial Property Rights since FY 1998 for higher and professional education institutions for students to acquire precise knowledge of intellectual property rights and basic practical skills. The JPO also provides training for teachers on the effective use of the standard text as well as seminars for students using the standard text nationwide. Additionally, with the aim of fostering awareness and respect of intellectual property in schools, the JPO prepares supplementary textbooks suitable for various ages in elementary and secondary schools. The JPO makes further efforts to promote intellectual property education by holding seminars for teachers to support intellectual property education.



## 2. Present Situation

In promoting intellectual property systems among general working people, the JPO has been experiencing a yearly increase in participants in explanatory meetings for beginners and for business people. In FY 2001, more than 15,000 people participated in these meetings (about 13,000 people in FY 2000). The number of participants in meetings for specific targets has also been increasing while the contents of seminars are more sophisticated in response to participant needs. These facts indicate growing awareness of intellectual property systems.

In higher education, more universities have been opening intellectual property courses mainly in their science and engineering departments. Furthermore, about 30% of higher education institutions grant credits for courses related to intellectual property systems, which indicates that higher education institutions are becoming more aware of the importance of intellectual property systems.

In industrial high schools, in accordance with the revised Course of Study applicable from FY 2003 providing that "industrial property rights shall be briefly addressed" in the Basic Course on Industrial Technology, many industrial high schools have inaugurated intellectual property education. Such trends are also seen in commercial high schools and other professional education institutions.

Furthermore, the time for integrated study will be set up in elementary and junior high schools in FY 2002 and in high schools in FY 2003. Intellectual property education is drawing attention as a subject that can be taught in connection with various other subjects in this time. Measures have begun for such education in some elementary and junior high schools.

## 2 Support Schemes

### 1. Support Schemes for General Working People

In the 21st century, the age of intellectual creation, it has become necessary to raise public understanding and awareness of the importance of protecting and utilizing intellectual property. In light of this, the JPO holds explanatory meetings on intellectual property systems and the latest information including legal amendments for general working people nationwide by level (beginners or business people) in order to increase the intellectual property "literacy" of the public.

The JPO also holds various seminars for specific targets: researchers at universities and public research institutes, in which the JPO promotes obtainment of patents for research results and explains the process for obtaining patents from the filing of applications to management and utilization of patents SMEs and venture companies, targeting managers and technological development staff of SMEs and venture companies, in which the JPO explains strategic use of intellectual property and license contracts including technology transfer, and development of targeting management or technical consultants and patent licensing agents.

#### (i) Explanatory Seminars on Intellectual Property Systems for General Working People

As mentioned above, the JPO holds explanatory meetings on intellectual property systems and on the latest information including legal amendments for general working people nationwide by level (beginners or business people) to raise patent awareness among the public.

More specifically, the JPO holds explanatory seminars for beginners for those who wish to begin learning industrial property rights and those who are newly assigned to intellectual property departments of their companies. These participants can acquire basic knowledge of intellectual property systems as well as patent, utility model, design and trademark systems. In FY 2002, the JPO held these meetings 53 times in 47 prefectures, with about 6,400 people participating.

For business people who deal with intellectual property rights in their daily work, the JPO holds "seminars for business people" for participants to acquire knowledge necessary for dealing with intellectual property rights, such as the Operational Guidelines for Patent Examination and procedures for filing international applications. These meetings were held in nine cities with about 8,700 participants in FY 2001. The JPO also holds explanatory meetings on legal amendments and explanatory meetings on the revision of Examination Guidelines to provide information on the latest system reforms including legal amendments. About 5,700 people participated in these meetings.

#### ■ Explanatory Meetings on Intellectual Property Systems

##### Explanatory meetings for beginners

- Outline of intellectual property systems
- Patents
- Designs
- Trademarks
- Use of patent information
- Explanation of various support schemes

Held 53 times in 47 prefectures



##### Explanatory meetings for business people/on legal amendments

- Examination guidelines and practices for Patents and utility models
- Examination guidelines and practices for Designs
- Examination guidelines and practices for Trademarks
- Operation of The appeal/trial systems
- Procedures for international applications under The PCT, Madrid Protocol
- Detailed Explanation of amendments to The patent attorneys Law

Held in nine locations

(METI Regional Bureaus and the Okinawa General Bureau)

## (ii) Seminars for Specific Targets

The JPO holds seminars for specific targets nationwide: university researchers, managers of SMEs and venture companies, venture capitalists, and management and technical consultants, with teaching contents adjusted to the type of participant.

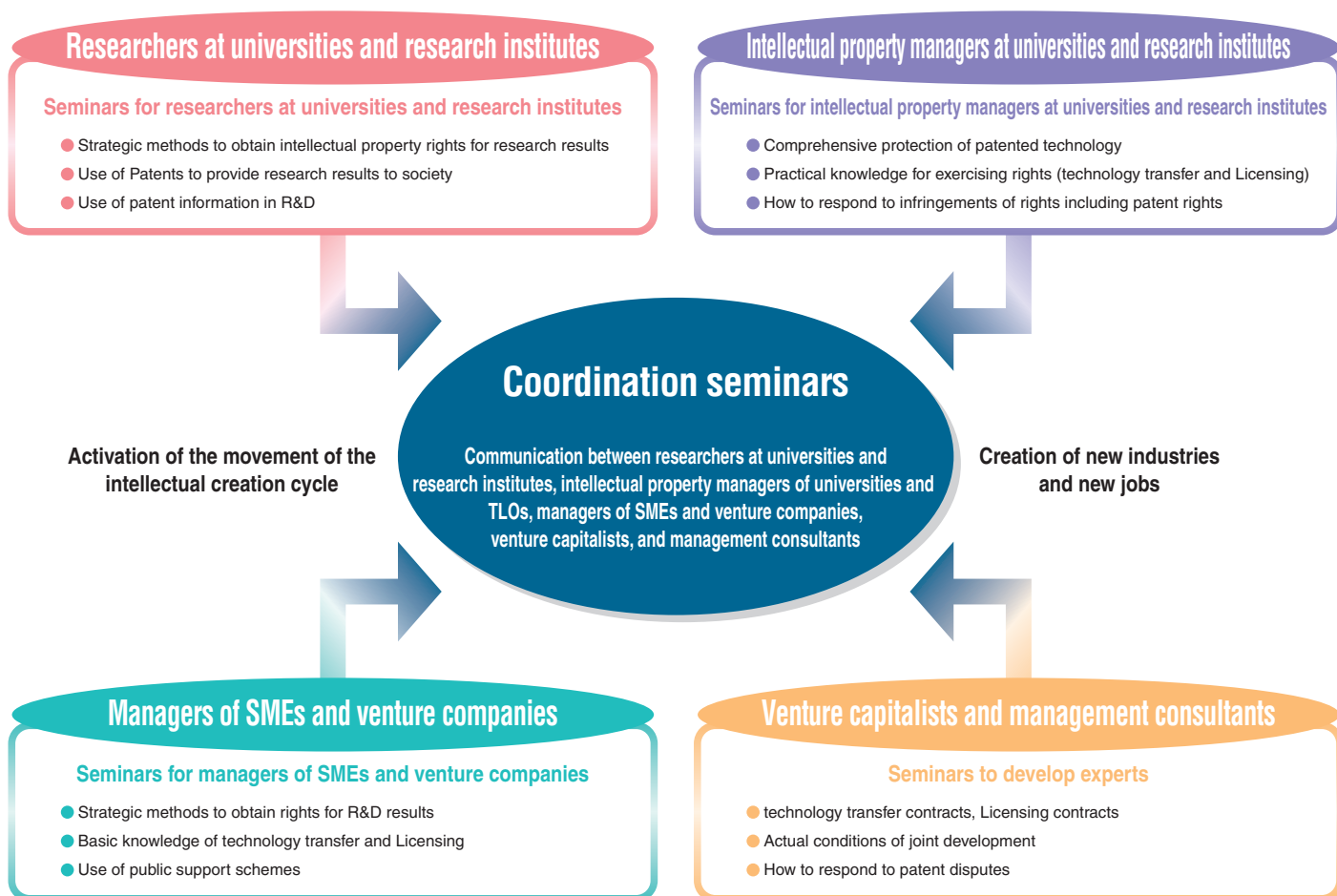
(A) In seminars for researchers at universities and public research institutes, the JPO provides explanation on how to describe research results in the patent specification, the significance of using research results in society through patenting, and how to exercise patent rights for the purpose of obtaining patents.

(B) In seminars for SMEs and venture companies the JPO provides examples of use of intellectual property rights for products and strategic ways of using patent information in order to inform participants of strategic means to obtain intellectual property rights that play an important role in creating venture businesses and of strategic ways to exercise rights.

(C) Seminars for experts aim to develop and improve ability of intellectual property experts (venture capitalists, management or technical consultants, SME consultants, etc.) who provide SMEs and venture companies with advice on strategic use of intellectual property rights, including how to evaluate intellectual property rights, how to deal with patent disputes, and how to carry out licensing and technology transfer.

(D) Coordination seminars aim to encouraging communication between participants for the development of local industries by arranging interchange of human resources in various fields.

## ■ Seminars for Specific Targets



## 2. Support for Professional and Higher Education Institutions

For students of institutions of professional and higher education, the JPO prepares and provides standard textbooks that comprehensively explain patents and utility models, designs, trademarks, and technology transfer (patent licensing) for students to acquire basic knowledge and skills concerning industrial property rights.

Especially in industrial high schools, the Basic Course on Industrial Technology will be included to teach industrial property rights under the provisions of the new Course of Study applicable from FY 2003. In addition, the JPO implements support measures for teachers to acquire basic knowledge of industrial property systems and skills for properly exercising rights to teach this new subject without trouble.

Furthermore, as more universities and technical colleges have recently opened courses on intellectual property rights, the JPO provides appropriate standard textbooks and teaching materials for seminars and also introduces or dispatches lecturers if necessary.

### ■ Support for professional and higher educational institutions

#### Universities and technical colleges

##### Provision of standard textbooks and other materials

- Patents: 21,000 copies for 276 schools
- Designs: 8,000 copies for 215 schools
- Trademarks: 11,000 copies for 210 schools
- Licensing: 10,000 copies for 219 schools

##### Seminars for students

- Outline of intellectual property systems
- Basic skills to obtain and exercising patent rights
- Use of industrial property right information in R&D

##### Schemes for pilot technical colleges

- Lectures and courses using The standard textbook in five technical colleges, and study on Use of The textbook

#### Industrial and commercial high schools

##### Provide standard textbooks

- Textbooks on patents for all industrial high schools (130,000 copies for 771 schools)
- Textbooks on Trademarks for all commercial high schools

##### Seminars for students and teachers

- Outline of intellectual property systems
- Basic skills for The process from filing applications to obtaining rights
- How to Use The standard textbook

##### Schemes for pilot schools

- Classes using standard textbooks in 49 technical high schools, and study on use of the textbooks in extra-curricular activities
- Prepare and provide examples of Use of The standard Textbooks

Develop human resources versed in intellectual property systems

### 3. Support for Elementary and Secondary Education Institutions

With the objective of fostering intellectual property minds, the JPO prepares supplementary textbooks suitable for various ages from childhood and distributes them free of charge to educational institutions that express a need in their responses to JPO questionnaires.

In order to further promote industrial property education it is important to increase the number of teachers who have correct knowledge of intellectual property systems. To achieve this it is necessary to develop teachers versed in intellectual property systems by holding seminars for teachers through more positive cooperation with local authorities. In faculties of education in universities the JPO carried out a study on intellectual property education from various aspects, focusing on the effect of intellectual property education on education as a whole, how to handle intellectual property in school education, and how to develop awareness of teachers. The JPO will make use of the study report in promoting intellectual property education in educational institutions.

In addition to support schemes for educational institutions, the JPO carries out various measures such as holding events concerning inventions for students and providing teaching materials to public libraries and museums of science.

#### ■ Support for Elementary and Secondary Educational Institutions

##### Elementary, junior high, and high schools

###### Provision of teaching materials for intellectual property education

- For elementary schools: about 150,000 copies to 2,500 schools
- For junior high schools: about 100,000 copies to 1,500 schools
- For high schools: about 20,000 copies to 450 schools

###### Seminars for teachers

- Relationship between creativity and intellectual property mind
- How to Use supplementary Textbooks
- Outline of intellectual property systems

##### Study on intellectual property education

###### Education study in faculties of education of universities

- Effect of intellectual property education on education as a whole
- How to develop teachers who can teach acquisition of intellectual property minds
- Study on methods for intellectual property education for teachers

**Foster intellectual property minds**