

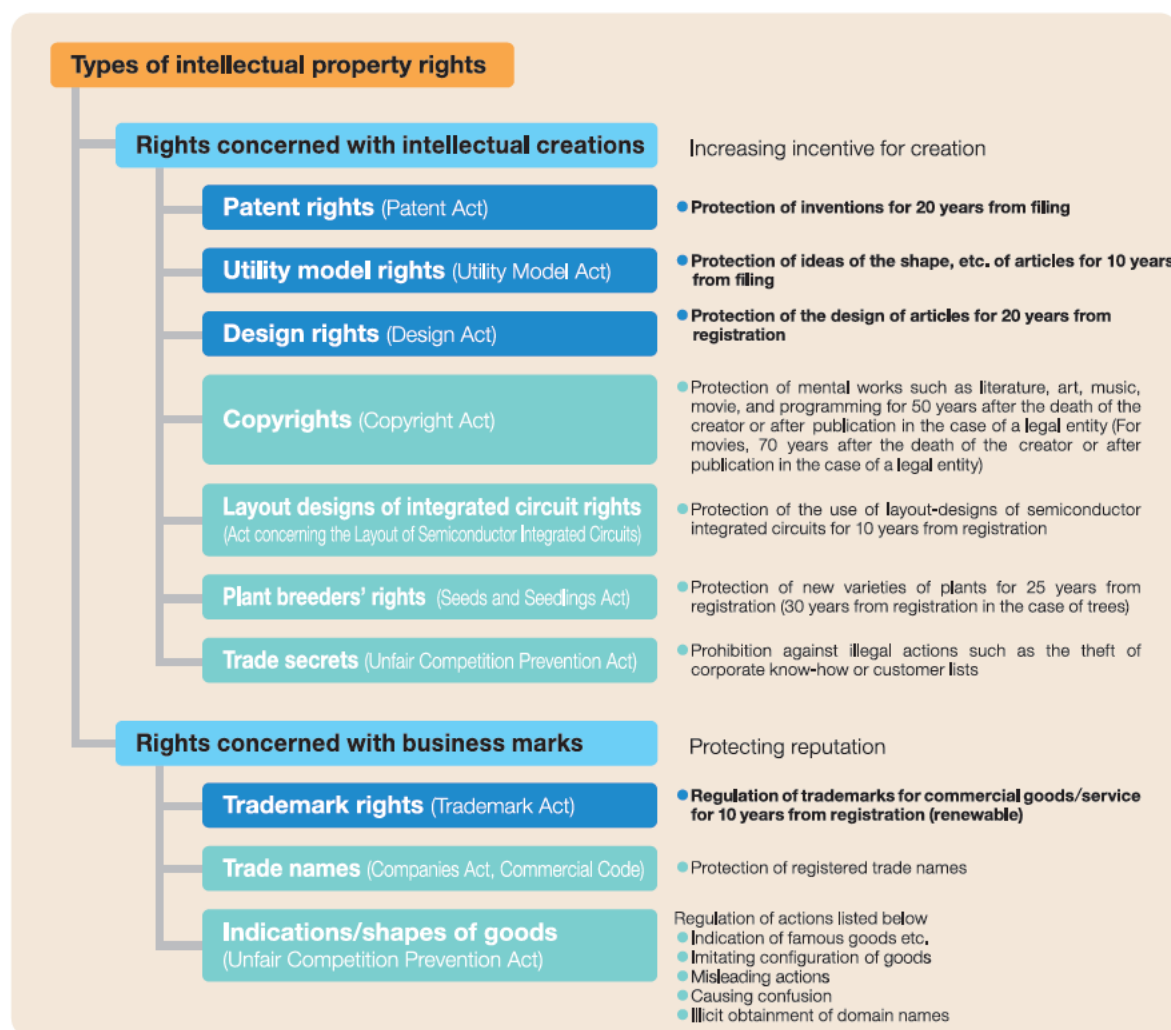




# Industrial Property Rights System Supporting Intellectual Creation

## What are intellectual property rights?

Intellectual Property rights protect intellectual creation or business reputation for a fixed period of time. Four kinds of rights, patent, utility model, design and trademark rights, are collectively called industrial property rights.



## What are industrial property rights?

### Patent rights

Protection of novel, sophisticated and industrially applicable inventions utilizing laws of nature  
 Example:  
 Inventions related to faster data transmission or mobile telecommunication systems

### Design rights

Protection of creative and beautiful designs of shape, pattern and color, etc. of an article  
 Example:  
 A design of a shape of a smartphone



### Utility model rights

Protection of ideas on shapes, structures or combinations of articles  
 Example:  
 Ideas related to a shape of a smartphone cover attachable to a belt

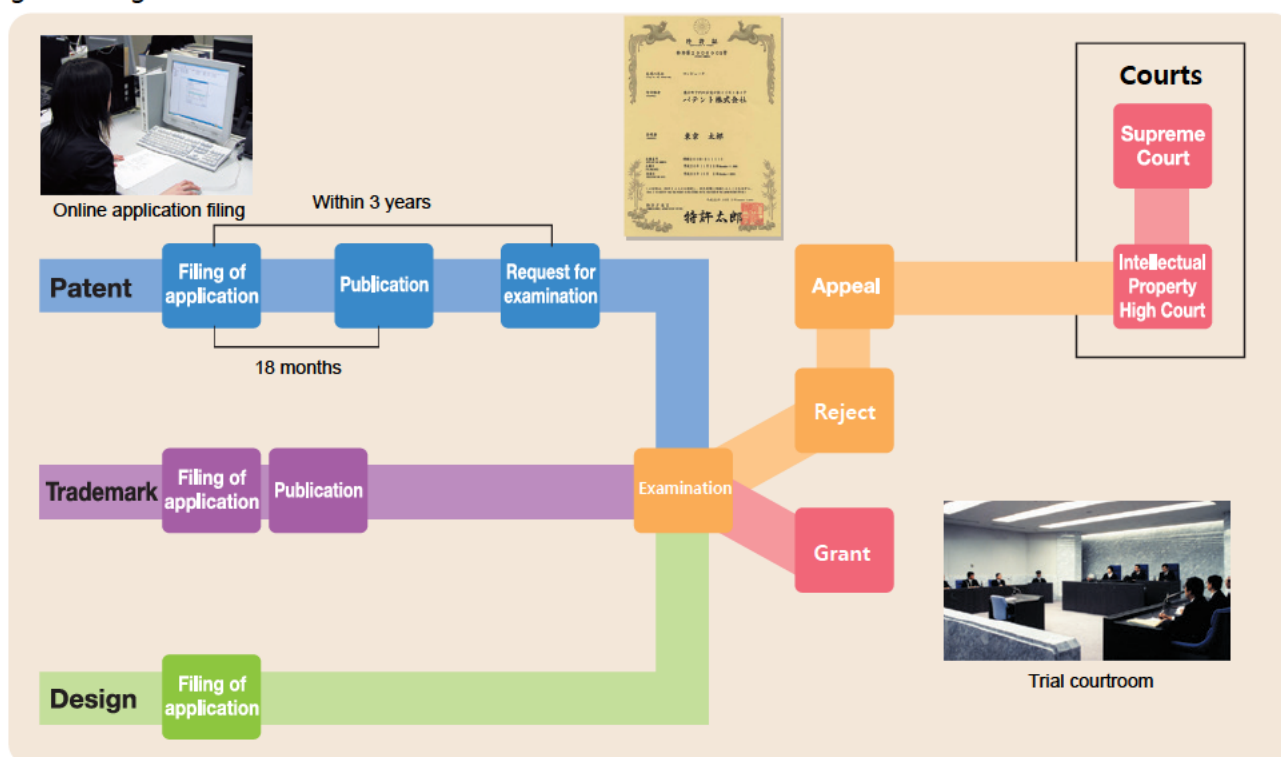
### Trademark rights

Protection of marks (character and figure, etc.) to be used for distinguishing goods/services  
 Example:  
 A mark indicated on a smartphone by its manufacturer

# The Japan Patent Office

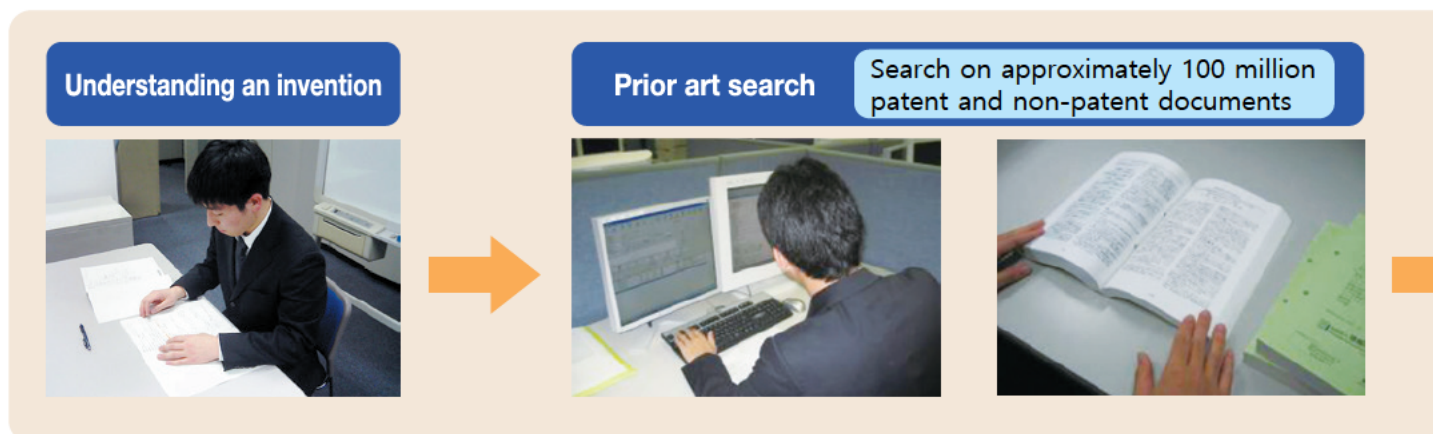
## Flow of Examination and Appeal/Trial

The Japan Patent Office (JPO) conducts examinations of patent, design and trademark applications filed from all over the world. It decides whether an application can be granted or should be rejected. If applicants are dissatisfied with their examination results, the Trial and Appeal Department will conduct appeal examinations in response to the request by applicants. Decisions of appeal examinations are directly appealable to the Intellectual Property High Court. Interested persons can request a trial for invalidation of granted rights. The JPO also conducts trial examinations.



## Contents of Patent Examination

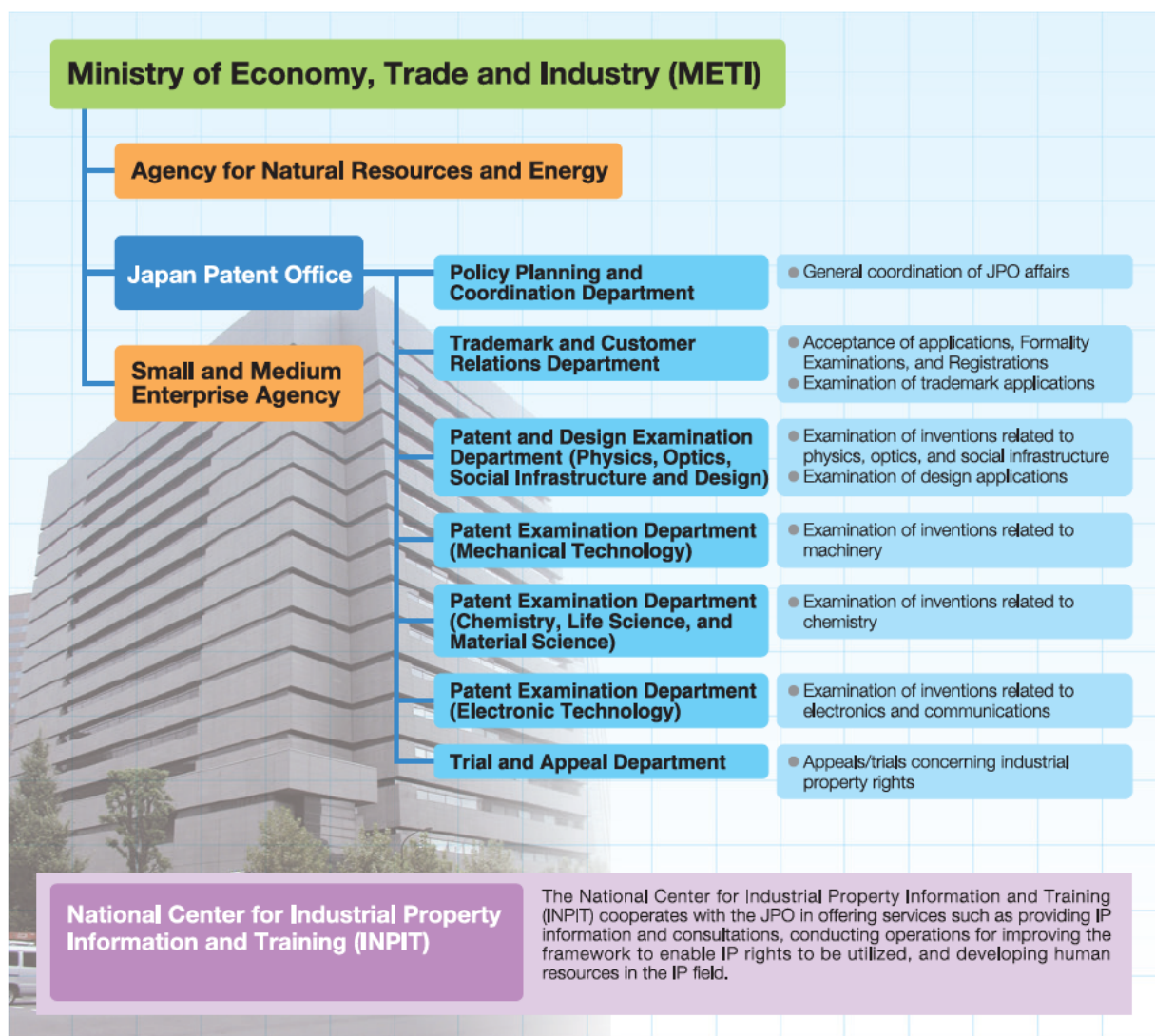
Examiners with technical and legal expertise decide whether an application can be granted or should be rejected.





## Organization Chart

The JPO is an external agency under the Ministry of Economy, Trade and Industry (METI). It consists of 7 departments and promotes the following activities: (1) granting industrial property rights, (2) planning industrial property policy, (3) promoting international harmonization of Industrial property system and cooperation with other countries, (4) reviewing the industrial property system, (5) supporting SMEs, universities, etc., and (6) disseminating information on industrial property.



### Decision of Patentability

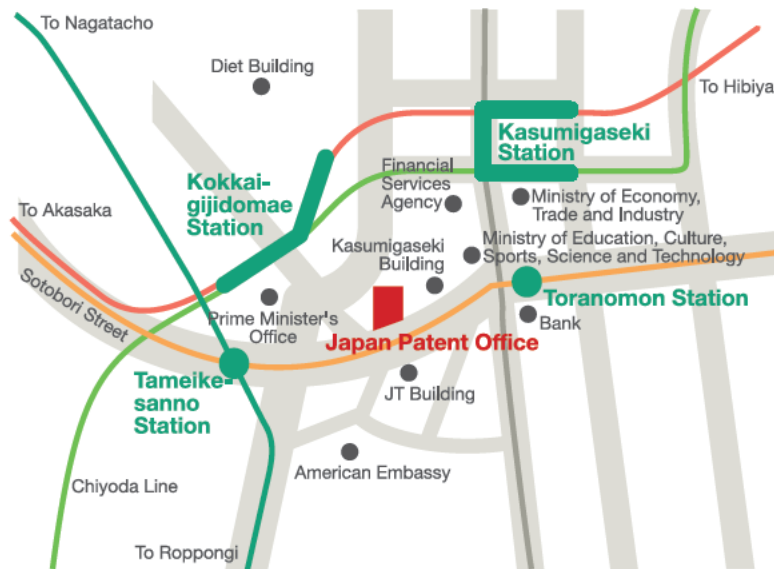
**Novelty:** Whether the same prior art exists before the filing date.

**Inventive Step:** Whether the person skilled in the art could have easily made the invention based on the technical standards at the time of filing.



**Grant**

**Reject**



## Ministry of Economy, Trade and Industry Japan Patent Office (JPO)

**JPO Website:** <https://www.jpo.go.jp/e>

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The JPO logo contains the letters "j," "p" and "o" that stand for "Japan Patent Office." The motif expresses approachability and trustworthiness.

The letter "j" represents a person who is capable of listening to users' opinions and providing high quality services that meet users' needs. The round shape of the letter "j" shows the willingness of the JPO to take on various challenges involved with intellectual property issues, continue to play an active role, and evolve toward the next generation. The "blue oval shape" stands for intellect and the establishment of a global IP system, and expresses the idea of promptly and appropriately implementing various IP policy measures.