

# IP Awareness Raising Activities for Young People in Japan

Koichi MATSUSHITA Director, Regional Cooperation Office, International Cooperation Division, Japan Patent Office (JPO)

Advisory Committee on Enforcement Tenth Session Geneva, November 23 to 25, 2015



## Topics

- IP Awareness Raising Activities for Young People by JPO
- 2. Activities by Other Relevant Agencies
- 3. Educational Materials and Seminars on Copyright



Public Relation campaign to raise public awareness of the importance of protecting IPRs



✓ "Fake Goods are Not KAWAII(Cool) !" in 2014-15



Internet Banner Advertisement targeting Young People





"Buying Fake Makes You Fake" in 2012-13



Tie-up with the movie of pirates in 2013-14 "Even Space Pirates do not permit 'Pirated Copies'"





# Children's Visit Day - July 29 and 30, 2015

"Summer holiday homework mission! Let's learn about inventions, designs and brands that are Japanese assets!!"

#### Which one is "real"? D「特許庁(とっきょちょう)」とは1 ◆どちらかがホンモノで、どちらかがニセモ」 ひん)です。どうやって見分けるのかな? \*F264[7-7]77 (一社)日本行旦協会の協力によるコーナーです。 商標登録されている商品名やマークと玩具との関係を玩具に触れ; がら楽しく学びます。なにげなく遊んでいる玩具の商品名も商標登録 されています。産業財産権が意外と身近にあるということをお子様に も教えてあげてください。ご家庭のおもちゃの商標や特許を調べて、 夏休みの宿題のテーマにしてみてはいかがでしょうか。 詳しい調べ方は2勝の「登録商標の調査体験コーナー」で教えてくわます。







Real



Counterfeit







# ➤ "TOKYO IP COLLECTION" - June 13 and 14, 2015









Items that make use of IP



- Training Activities for Students
  - ✓ JPO and the National Center for Industrial Property Information and Training (INPIT) support vocational schools and technical colleges
  - Enhance the students' "creativity", "implementation" and "utilization" of IP
  - ✓ Offer hands-on experience in manufacturing and product development, shape ideas into IP and file patent applications



Process of making sweet potato pie



- Patent Contest and Design Patent Contest
  - ✓ Promote students' understanding of IP systems by recognizing their outstanding works or by having them experience real procedures for obtaining patent/design rights
  - To support patent/design right acquisition, JPO offers free advice from patent attorneys and conducts reduction/exemption from filing/registration fees





JPO Award Winning Product: "Gluten-free Tart"

Award Ceremony

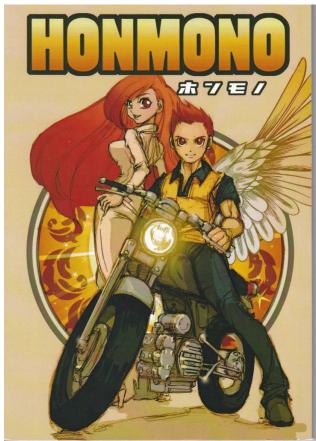


## Topics

- IP Awareness Raising Activities for Young People by JPO
- 2. Activities by Other Relevant Agencies
- 3. Educational Materials and Seminars on Copyright



- Comic Book (manga) " HONMONO "
  - To persuade consumers not to purchase counterfeit goods, WIPO Japan Office launched a "Real" manga competition, which is one of the activities undertaken through the WIPO Japan Funds-In-Trust for IP.
  - The competition invited Japanese manga artists to create an original work highlighting the health and safety risks associated with purchasing counterfeit products.
  - "HONMONO" is translated into seven languages.





#### Contest: The 73rd Concours of Schoolchildren's Inventions in 2015



Exhibition



WIPO Award



Award Ceremony



#### Award Certificate



# The 73rd Concours of Schoolchildren's Inventions in 2015

Examples of award winning inventions



Imperial Memorial Award



JPO Commissioner's Award



Prime Minister's Award



WIPO Award

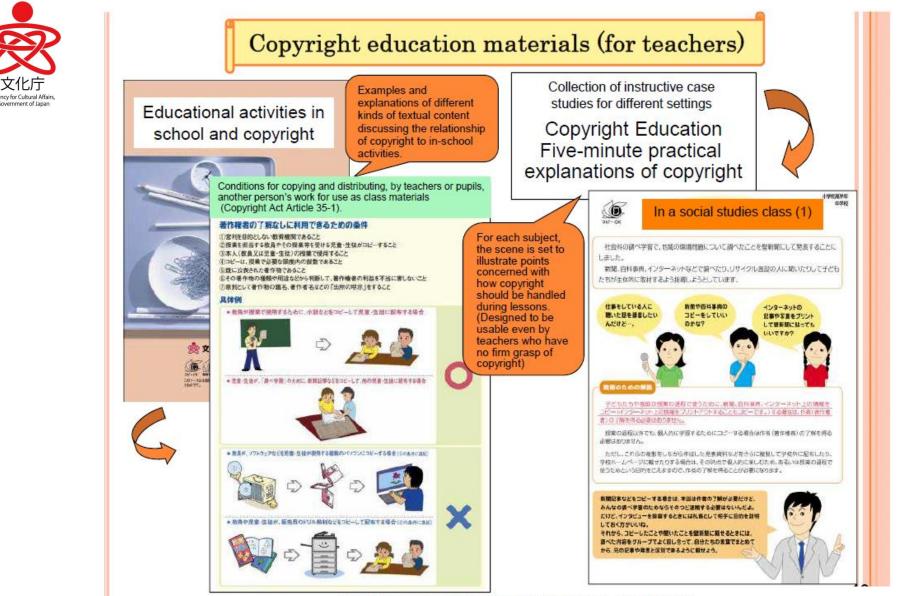


## Topics

- IP Awareness Raising Activities for Young People by JPO
- 2. Activities by Other Relevant Agencies
- 3. Educational Materials and Seminars on Copyright

#### 3. Educational Materials and Seminars on Copyright





http://www.bunka.go.jp/chosakuken/hakase/pdf/gakkou\_chosakuken.pdf







Manga about how to use copyrighted works

Seminar for School Teachers



# Thank you