

Innovation and Intellectual Property as Engines for Competitive Agribusiness:
Empowering Women Researchers and Entrepreneurs in Africa
Casablanca, Kingdom of Morocco, November 15 - 17, 2017

CLINIC I: SCIENCE, TECHNOLOGY AND INNOVATION FOR RESEARCHERS IN AGRIBUSINESS

The Role of Patents and Utility Models in Leveraging Innovations in the Food Processing Industry

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Japan External Trade Organization (JETRO) Dubai



- 1. Intellectual Property Rights**
- 2. Outline of the Patent System**
 - (i) “Invention” and “Patent”**
 - (ii) From Filing to Acquisition of Patent Rights**
- 3. Outline of the Utility Model System**
- 4. Case Examples in the Food Processing Industry**

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Introduction



Lightweight bottle that can be squeezed

Squeezable Bottle

Easy to squeeze **lightweight bottle that weighs 12g.** Compared to our existing PET bottle products, the amount of resin used was **reduced by approximately 40%.**



Ribs were put to the bottle surface to maintain durability

Constricted part at the lower part of the bottle further improved strength and made the bottle easier to hold

Why squeeze the I Lohas bottle?

“Squeezing” will enable to reduce the size of the bottle. Smaller volume will lead to conserving space, which is ecologically friendly to the earth and home.

Source: Official I Lohas Website <https://www.i-lohas.jp/>

Relationship between Familiar Products and IP (1)

This is actually a product for which a **patent** was granted!

Patent Reg. No. 5118478
The Coca-Cola Company
“Plastic Bottle”

(19) 【発行国】 日本国特許庁(JP)
(12) 【公報種別】 特許公報(B2)
(11) 【特許番号】 特許第5118478号(P5118478)
(24) 【登録日】 平成24年10月26日(2012.10.26)
(45) 【発行日】 平成25年1月16日(2013.1.16)
(54) 【Title of Invention】 Plastic Bottle
(51) 【国際特許分類】
B 6 5 D 1/02 (2006.01)
【F I】
B 6 5 D 1/02 B
【請求項の数】 8
【全頁数】 11
(21) 【出願番号】 特願2007-338777(P2007-338777)
(22) 【出願日】 平成19年12月28日(2007.12.28)
(65) 【公開番号】 特開2009-154959(P2009-154959A)
(43) 【公開日】 平成21年7月16日(2009.7.16)
【審査請求日】 平成22年9月2日(2010.9.2)
(73) 【特許権者】
【識別番号】 391026058
[Name or Title] The Coca-Cola Company
The Coca-Cola Company
(74) 【代理人】

(57) 【特許請求の範囲】

【請求項 1】

胴部を有するプラスチックボトルにおいて、
前記胴部の少なくとも一部が絞られてなるくびれ部と、
前記くびれ部の上下に連続する非くびれ部と、を備え、
前記くびれ部が略多角形状の横断面形状を有し、前記非くびれ部が円形の横断面形状を有し、
前記くびれ部は、その上下の中央位置に凹状の周リブを有し、
前記周リブは、横断面形状が円形である、プラスチックボトル。

【請求項 2】

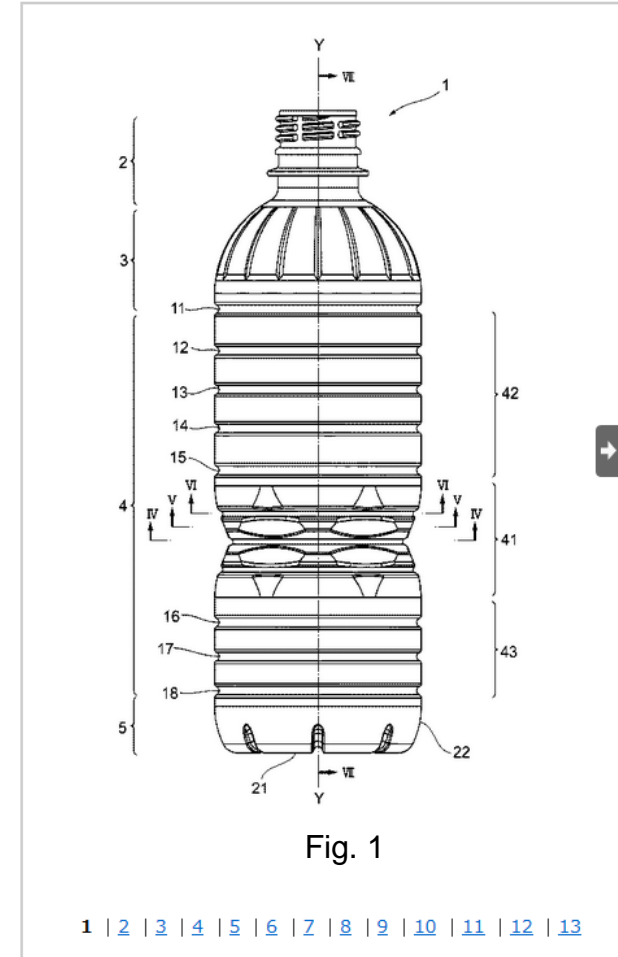
前記くびれ部は、前記周リブを中心に上下対称に形成された上側多角形状面及び下側多角形状面を備え、

前記上側多角形状面及び前記下側多角形状面は、それぞれ、略多角形状の横断面形状を有し、且つ、前記周リブに向かって前記胴部の内側に傾斜している、請求項 1 に記載のプラスチックボトル。

【請求項 3】

前記上側多角形状面及び前記下側多角形状面は、それぞれ、第 1 の面及び第 2 の面を交互に周方向に連ねてなり、

前記第 1 の面と前記第 2 の面とは、前記胴部の内側への傾斜角度が異なる、請求項 2 に記載のプラスチックボトル。



Source: J-PlatPat, INPIT

Relationship between Familiar Products and IP (2)

In addition to the patent, the shape is registered as a “**design**”!

(19) 【発行国】 日本国特許庁 (J P)
(45) 【発行日】 平成20年5月12日 (2008. 5. 12)
(12) 【公報種別】 意匠公報 (S)
(11) 【登録番号】 意匠登録第1329280号 (D1329280)
(24) 【登録日】 平成20年4月4日 (2008. 4. 4)
(54) 【意匠に係る物品】 ボトル
【部分意匠】
(52) 【意匠分類】 F4-731
(51) 【国際意匠分類 (参考)】 09-01、09-03
(21) 【出願番号】 意願2007-30085 (D2007-30085)
(22) 【出願日】 平成19年10月31日 (2007. 10. 31)
(72) 【創作者】
【氏名】 松岡 建之
(72) 【創作者】
【氏名】 秋山 嗣晴
(73) 【意匠権者】
【識別番号】 391026058
【氏名又は名称】 ザ・コカ・コーラ・カンパニー
【氏名又は名称原語表記】 THE COCA-COLA COMPANY
(74) 【代理人】
【識別番号】 100079108
【弁理士】
【氏名又は名称】 稲葉 良幸
(74) 【代理人】
【識別番号】 100080953
【弁理士】
【氏名又は名称】 田中 克郎
【審査官】 榎本 光司
(56) 【参考文献】 国際事務局意匠公報、No07/2000、(2000-9-29)、
DM/052 361、(特許庁意匠課公知資料番号HH14525374) 欧州共同体意匠公報、
(2006-6-13)、000518774-0001、(特許庁意匠課公知資料番号
HH18209061)
(55) 【意匠の説明】 実線で表された部分が、部分意匠として意匠登録を受けようとする部分であ
る。背面図は正面図と同一に表れるため省略する。



The product name is registered as a “**trademark**”!

9) 8月14日
76
9) 1月21日
9) 1月21日
9) 8月14日

(540) :

い・ろ・は・す
I LOHAS

I LOHAS
ハス、ロハス、ローハス

拡大表示

1

Design Reg. No. 1329280
The Coca-Cola Company
“Bottle”

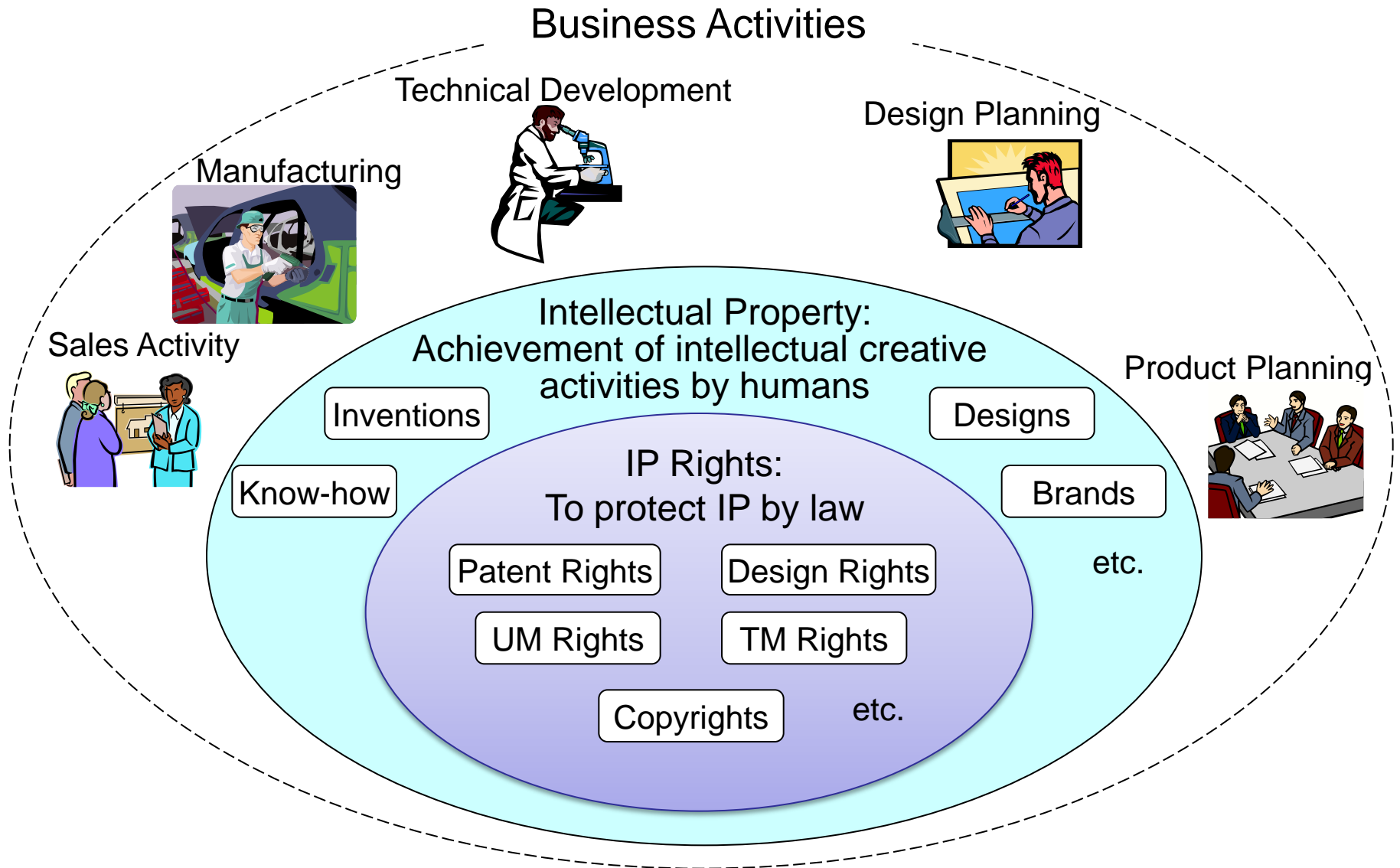
(732)権利者 :
氏名又は名称 : ザ・コカ・コーラ・カンパニー

法区分 : 平成18年法
国際分類版表示 : 第9版
(500)区分数 : 1

(511)(512)【商品及び役務の区分並びに指定商品又は指定役務】 【類似群コード】
32 飲料水、香りを付けた飲料水、鉱泉水、炭酸水、茶葉補助剤を添加した清涼飲料
、スポーツ用の清涼飲料、飲料製造用のシロップ・濃縮液・その他の液状・粉状
の清涼飲料製造用調製品、その他の清涼飲料、液状・粉末状の果実飲料製造用
調製品、その他の果実飲料、乳清飲料、飲料用野菜ジュース、その他のアルコ
ール分を含有しない飲料
29C01 31D01

Trademark Reg. No. 5257158
The Coca-Cola Company
“い・ろ・は・す\I LOHAS”

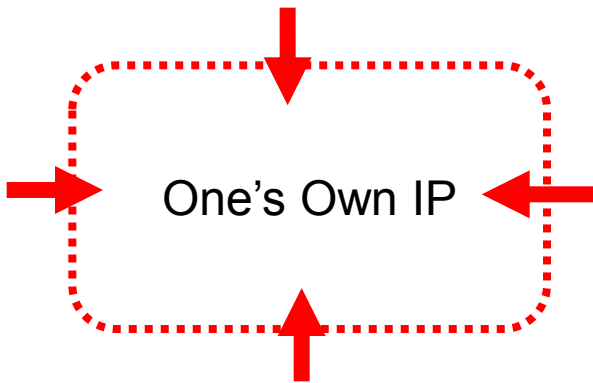
Intellectual Property/Intellectual Property Rights



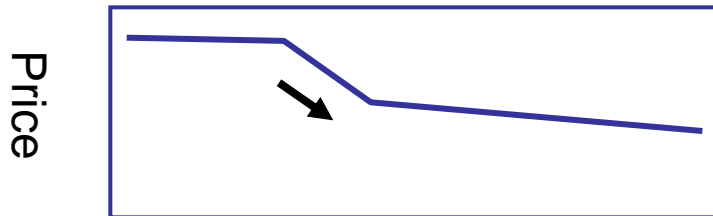
Reference: Art. 2, Intellectual Property Basic Act

Why is it necessary to manage IP?

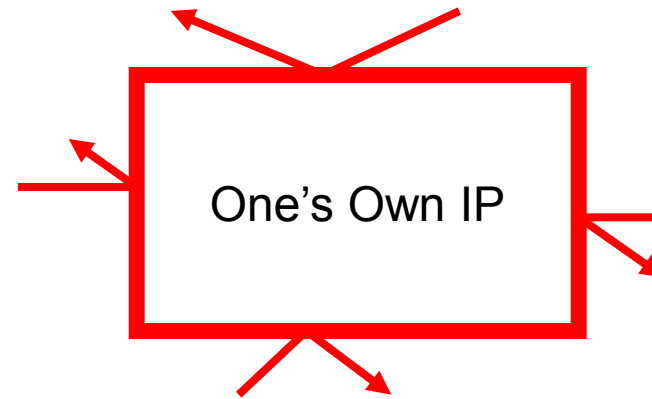
When IP is defenseless



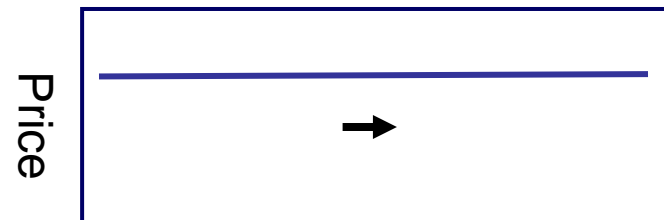
◆ Brings about price competition



When IP is defended/managed by rights or by keeping know-how as a secret



◆ Secure market superiority



Types of IP Rights

Promote creative desire

Rights on intellectual creations, etc.

Patent Rights (Patent Act)

- Protects “inventions”
- 20 years from filing (partly extended to 25 years)

Utility Model Rights (Utility Model Act)

- Protects devices for shapes of articles
- 10 years from filing

Design Rights (Design Act)

- Protects design of articles
- 20 years from registration

Copyrights (Copyright Act)

- Protects mental works of literature, science, art, music, programs, etc.
- 50 years from the death of author (50 years from publication for corporations and 70 years from release for movies)

Circuit Layout Rights

(Act concerning the Circuit Layout of a Semiconductor Integrated Circuit)

- Protects use of circuit layout of semiconductor integrated circuits
- 10 years from registration

Plant Breeders' Rights (Plant Variety Protection and Seed Act)

- Protects new plant breeds
- 25 years from registration (30 years for trees)

(Technical, business info.)

Trade Secrets (Unfair Competition Prevention Act)

- Regulates acts of unfair competition, such as illegal use of know-how and customer lists

Maintain credibility

Rights on signs for business, etc.

Trademark Rights (Trademark Act)

- Protects trademarks used for goods/services
- 10 years from registration (Renewable)

Trade Names (Commercial Code)

- Protects trade names

Indications of Goods, etc. (Unfair Competition Prevention Act)

- Regulates illegal use of well-known/famous trademarks etc.

Geographical Indication (GI) (Act on Protection of the Names of Specific Agricultural, Forestry and Fishery Products and Foodstuffs)

- Protects names of products in which the quality, social valuation, and other established features are combined with production areas.

**Industrial Property Rights =
Under the jurisdiction of JPO**

Three Effects of IP Activities

(1) Improve technical development ability

Visualize intangible assets

Turn intangible assets into property

Enhance competitiveness among competitors

(2) Improve sales force

Guarantee customers' sense of security

Convey the company's strong points to customers

Form cooperative relationships

Secure leadership among traders

(3) Stimulate the company

Promote originality and ingenuity to stimulate the company

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The Purpose of the Patent System

Through promoting the protection and the utilization of inventions, to encourage inventions, and thereby to contribute to the development of industry.

Protection of
Invention
(Right Holder)

Grants exclusive rights for a fixed period of time
(Rights to say “Stop it!” to persons engaged in counterfeiting)

Patents assume the disclosure of inventions

Utilization of
Invention
(Third Party)

Based on the disclosed invention, promotes development of improved technology (induces improvement inventions and provides opportunity for new inventions) and contributes to spreading use of the patented inventions

Requirements for Acquiring Patent Rights

★ Presupposition: It is an “invention”

Requirements
for acquiring
patent rights

It is industrially applicable

It is not contrary to public order or morality

It is new (Novelty)

It is not easily conceived (Inventive Step)

The same invention has not been filed in advance

Filing documents such as the description meet the prescribed requirements

“Invention” under the Patent Act

- “Invention” = The highly advanced creation of technical ideas utilizing the laws of nature

Utilize the law of nature

- X Things contrary to the law of nature Ex.: Perpetual mobile
- X Artificial arrangements that do not utilize the law of nature
- X The laws of nature themselves



× Game rules

Technical ideas

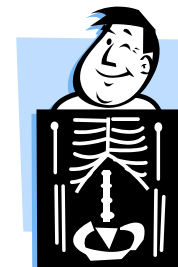
- Technology = Means for achieving a definite purpose (Can be conveyed as knowledge)
- Anyone can obtain the same result
- X Skill = Achieved by an individual gaining proficiency



× How to hit a close approach shot in golf

Creativity

- Creating a new thing
- X Cannot be a “discovery” or “elucidation”

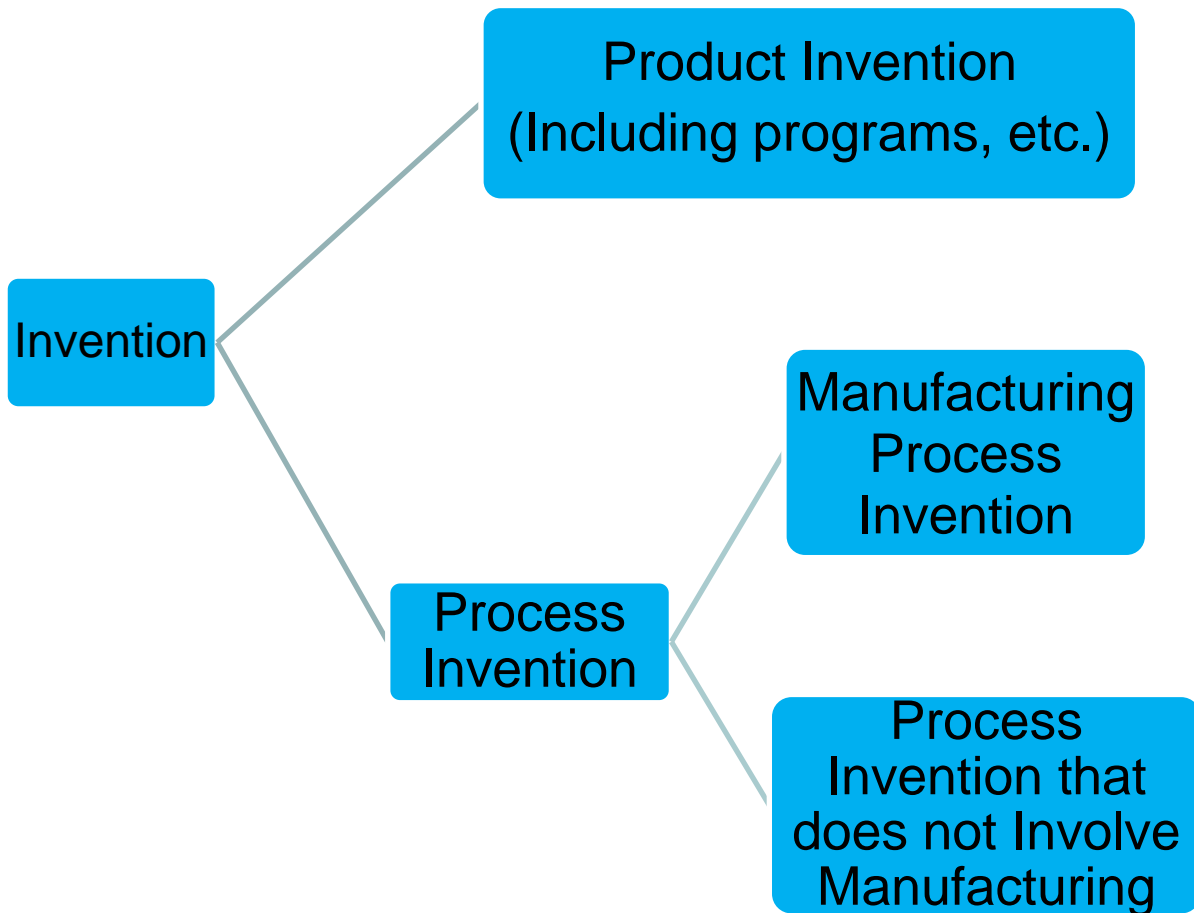


× Discovery of X ray

Highly advanced

(“Highly advanced” is stated for the purpose of distinguishing with “devices” under the Utility Model Act. Therefore, in determining whether an application is eligible as an “invention,” it will not be determined as not eligible for the reason that it is not “highly advanced.”)

Types of Inventions and Their Implementation



Scope of effect of rights

Acts of manufacturing, using, transferring, etc. of the product and acts of offering export, import, transfer, etc. of the product

Acts of using the process, using, transferring, etc. of the product that was manufactured by the process, and acts of offering export, import and transfer etc. of the product that was manufactured by the process

Acts that use the process

Ex.: Measuring method,
Communication method, etc.

■ Inventions that are not considered to be industrially applicable

(1) Invention of methods of operating, treating or diagnosing humans (→ Medical equipment and medicines fall under products)



X Medical practice

(2) Inventions that are commercially inapplicable

- Inventions applied only for personal use (Method of smoking, etc.)
- Inventions applied only for academic and experimental use

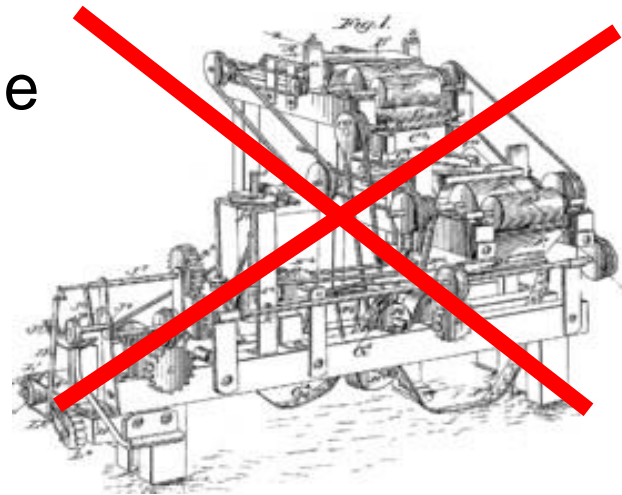
(3) Inventions that can theoretically be implemented but actually inconceivable to implement

- Method of covering the whole surface of earth with a UV-absorbing plastic film in order to prevent the increase in UV rays due to decrease of ozone layer

Not contrary to public order or morality

- When there is a risk that an invention will damage public order, morality, or public health, it cannot be patented even if it satisfies all other requirements.

- Ex.:
- X Money counterfeiting machine
 - X Vest for smuggling gold bars
 - X Method of manufacturing narcotic drugs



Being new (Novelty)

■ Inventions that lack novelty

In Japan or a foreign country, before filing a patent application, it was

Publicly known invention

(Disclosed, telecasted)

“Publicly”
means to officially
announce to
persons who do not have
a confidentiality
obligation

Publicly worked invention

(Selling and letting unspecified persons
observe the manufacturing process)

Invention posted in a distributed
publication or invention that was made
available through telecommunication
lines

(Patent gazettes, research papers,
books, and the Internet)

* It should be noted that an invention will lose novelty due to disclosure, working, etc. by oneself.
(The next slide shows the provision on exception to loss of novelty.)

Reference: Cases in which exception to loss of novelty is applied

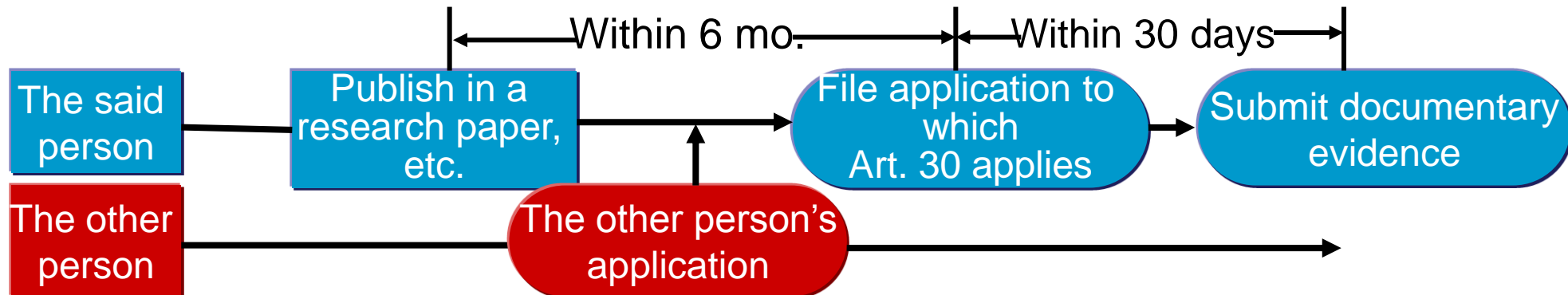
There is no restriction on form of disclosure

- Post on the Internet
- Announce on TV/radio
- Announce at a gathering (academic conference, etc.)
- Give a press conference
- Display works at an exhibition (exposition, etc.)
- Publish in a publication
- Put on sale
- Conduct an experiment

Result

Invention becomes publicly known for the first time

Timing of Disclosure and Filing



○ The said person's application → Will be rejected if it is the same as the prior application filed by the other person.

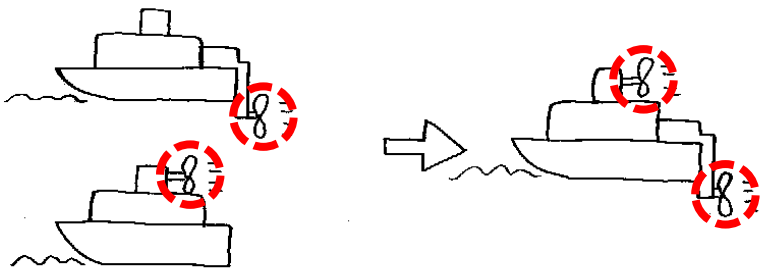
○ The other person's application → Will be rejected since the research paper will be considered as publicly known technology.

Not easily conceived (Inventive Step)

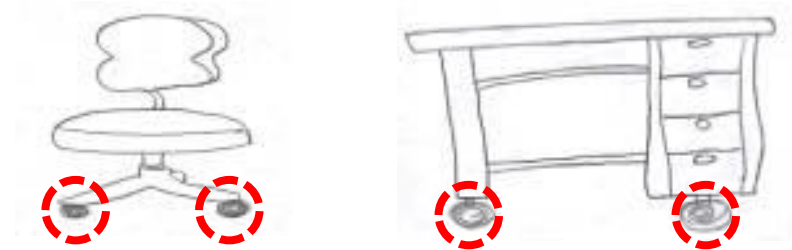
- Inventions that slightly improved an already known invention or inventions that are easy to make for anyone, cannot be patented as they lack inventive step.

Determination is made on whether the line of reasoning that led to the invention was easy for a person that has knowledge of the technical field the invention belongs to (person skilled in the art).

(1) An invention that merely put together publicly known inventions or worked inventions



(2) Inventions that merely replaced part of the components of the invention with other components



The same invention has not been filed in advance

- Patent is granted to the person who first filed an application with the JPO and not the person who first made the invention

Adoption of the “First-to-File Rule”

- ★ It is important to file an application as soon as possible when you make an invention
- ★ It is not possible to acquire two patents for the same invention even when they were made by the same applicant

Filing documents such as the description meet the prescribed requirements

- In order to acquire a patent, it is necessary to go through procedures using documents (file a patent application) at the JPO.
 - It is necessary to clarify the content of an invention to be patented in order to protect and utilize the invention.
- ✓ Whether the content is described in a manner sufficient for a person skilled in the art to implement the invention
- ✓ Whether the technical scope for which rights are sought is clear
- ✓ Whether prior art documents are disclosed

Reference: Sample Format of Patent Claims and Description

Description

Page 1

【書類名】 明細書

【発明の名称】 電気スチル画像記憶カートリッジ及びカメラ

【技術分野】

【0001】

本発明は電気スチル画像記憶カートリッジ及びカメラに関する。

【背景技術】

【0002】

従来の銀塩式カメラは、近年普及してきた電気式カメラに比べて高解像度な画像が得られる利点が多い。

【先行技術文献】

【特許文献】

【0003】

【特許文献1】 特開2003-499999号公報

【非特許文献】

【0004】

【非特許文献1】 特許太郎著「画像記憶カメラのいろいろ」特許出版、2003年、p. 12-34

【発明の概要】

【発明が解決しようとする課題】

【0005】

しかしながら、銀塩式カメラは、撮影した画像を見るために現像処理をしなければならぬなど、取扱いが煩雑になる欠点があり、銀塩式カメラに電気式カメラを一体化するという方法も携帯性や小型化などの点で不利がある。

【課題を解決するための手段】

【0006】

本発明は、従来の銀塩写真カートリッジと互換性がある形状の電気スチル画像情報を記憶する手段を備えたカートリッジと、銀塩式及び電気式の両方のカートリッジを装填可能カメラとを提供することで上記課題を解決する。

【発明の効果】

【0007】

本発明は、高品質な銀塩画像を得たい場合には、銀塩フィルムカートリッジを装填し、手軽な電子画像を得たい場合には、電気スチル画像記憶カートリッジを装填するだけで、銀塩式と電気式の2種類の画像形式を選択でき、カメラ本体も1台で済むため携帯に優れ、光学系の併用化による小型化も可能になる。

Page 2

【図面の簡単な説明】

【0008】

【図1】本発明の別の例に係る電気スチル画像記憶カートリッジの概観図である。

【図2】本発明の別の例に係る電気スチル画像記憶カートリッジの概観図である。

【図3】本発明に係る電気スチル画像記憶カートリッジと銀塩写真カートリッジを併用可能にしたカメラの概観図である。

【発明を実施するための形態】

【0009】

本発明のカートリッジは、図1に示されるように、カートリッジ本体1にCCD素子2、電気スチル画像記憶用のメモリー3及び電源供給用の電池4を内蔵し、さらに外部との情報交換を行うための端子5を設けている。

【実施例】

【0010】

また、図2に示すように、接続コード6を介してCCD素子2をカートリッジ本体1に接続してもよい。

【0011】

本発明のカメラは図3に示されるように、カメラ本体7に情報交換のための接点8が設けられている。この接点8は銀塩写真カートリッジのDXコードの読み取り接点としても機能、これを介してレリーズ信号等の情報がカメラ本体7側とカートリッジ本体1側との間で交換される。

【符号の説明】

【0012】

- 1 カートリッジ本体
- 2 CCD素子
- 3 メモリー
- 4 電池
- 5 端子
- 6 接続コード

Patent Claims

【書類名】 特許請求の範囲

【請求項1】 電気スチル画像情報を記憶する記憶手段を有してなる電気スチル画像記憶カートリッジ。

【請求項2】 銀塩写真カートリッジと請求項1に係る電気スチル画像記憶カートリッジを併用可能にしたカメラ。

Scope of Patent Claims and Statement in the Description (Example)

Scope of Patent Claims

“Glass made of metal”

Description

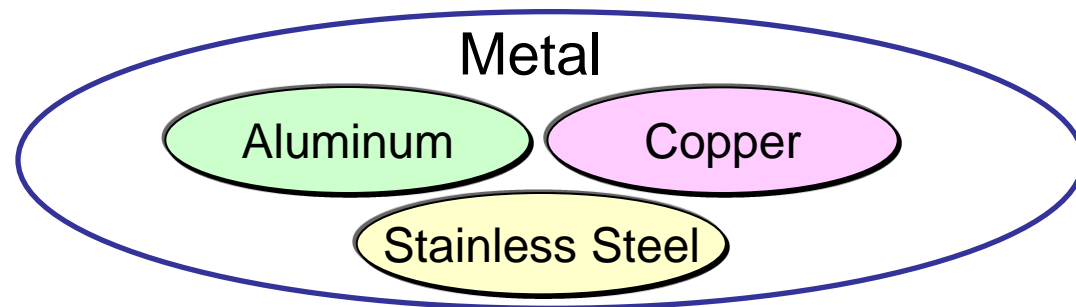
Title of Invention “Glass”

Detailed Description of the Invention

Working example of a glass made of aluminum

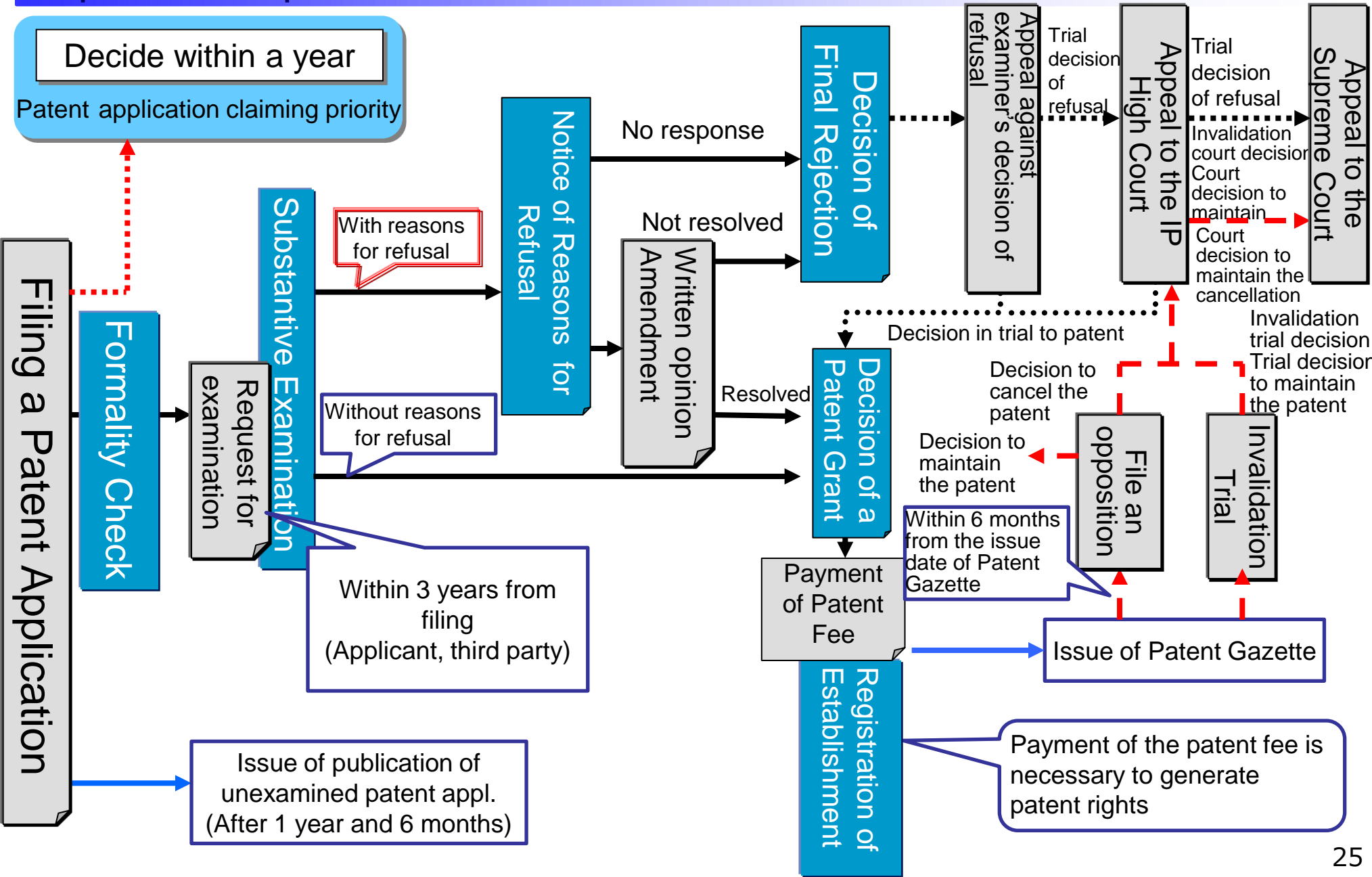
Working example of a glass made of copper

- If it is written here “Glass made of aluminum,” it will not be possible to exercise rights on glass made of metal other than aluminum.
- If it is written here “Glass made of copper,” it will not be possible to exercise rights on glass made of metal other than copper.
- If it is written here “Glass made of metal,” it will be possible to exercise rights on glass made of all kinds of metal.
- However, when it is written here “Glass made of metal,” if a glass made of stainless steel is known, the application will be determined to lack novelty.



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3. Outline of the Utility Model System
4. Case Examples in the Food Processing Industry

Reference: Flowchart of procedures from filing of patent application to acquisition of patent

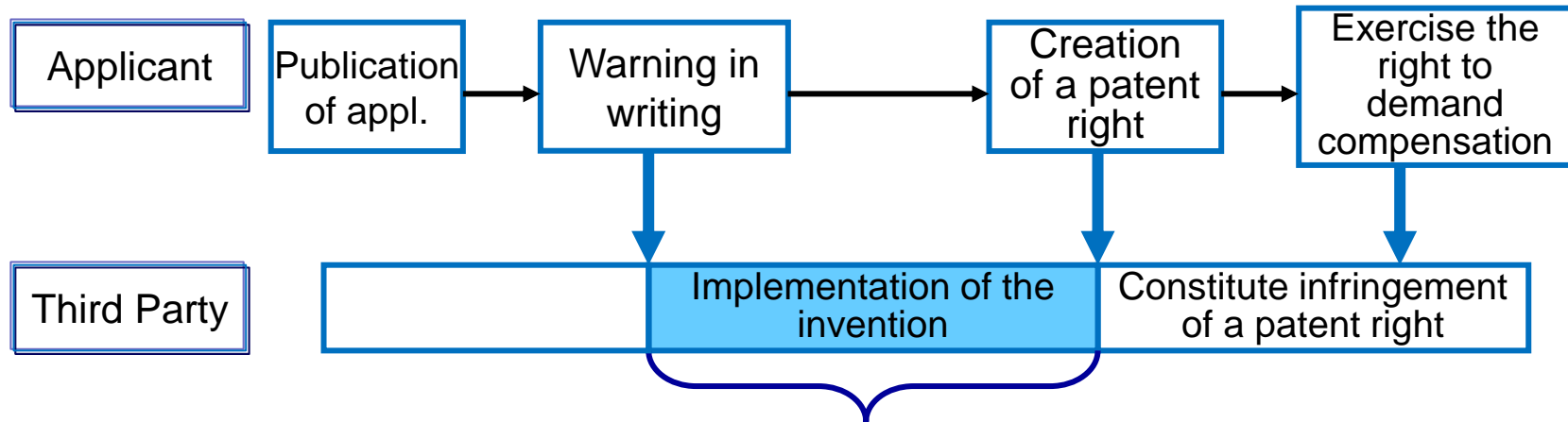


Application Publication System

- When 1 year and 6 months have passed since the filing date of a patent application, the content of the application such as the description will be disclosed to the public. (Publication of unexamined patent application is published.)

○ Right to Demand Compensation (Article 65, Patent Act)

As a provisional protection for publication of application, a right to demand payment of an amount corresponding to the licensing fee to the third party who implemented the invention is approved, after patent rights are acquired



It will be possible to demand payment of an amount corresponding to the licensing fee for implementing the invention during this period.

Reference: Relief Measures and Criminal Penalty

Right to Demand Injunction

- It is possible to demand injunction against infringing acts at present and in the future to infringers of rights and those likely to infringe rights in the future.
- In addition, it is possible to demand disposal of infringing goods as well as disposal of facilities that manufacture infringing goods.

Right to Demand Compensation

- It is possible to demand compensation to infringers when rights are infringed.
- Since it is often difficult to prove the facts to determine the amount of damage based on the infringing act by the infringer, three special provisions for calculating the amount of compensation are established under the Patent Act. (Article 102)

Right to Demand Measures to Restore Credibility

- When business reputation was damaged by infringing acts, it is possible to demand measures necessary to restore the reputation, such as publishing an apology in newspapers.

Right to Demand Restitution of Unjust Enrichment

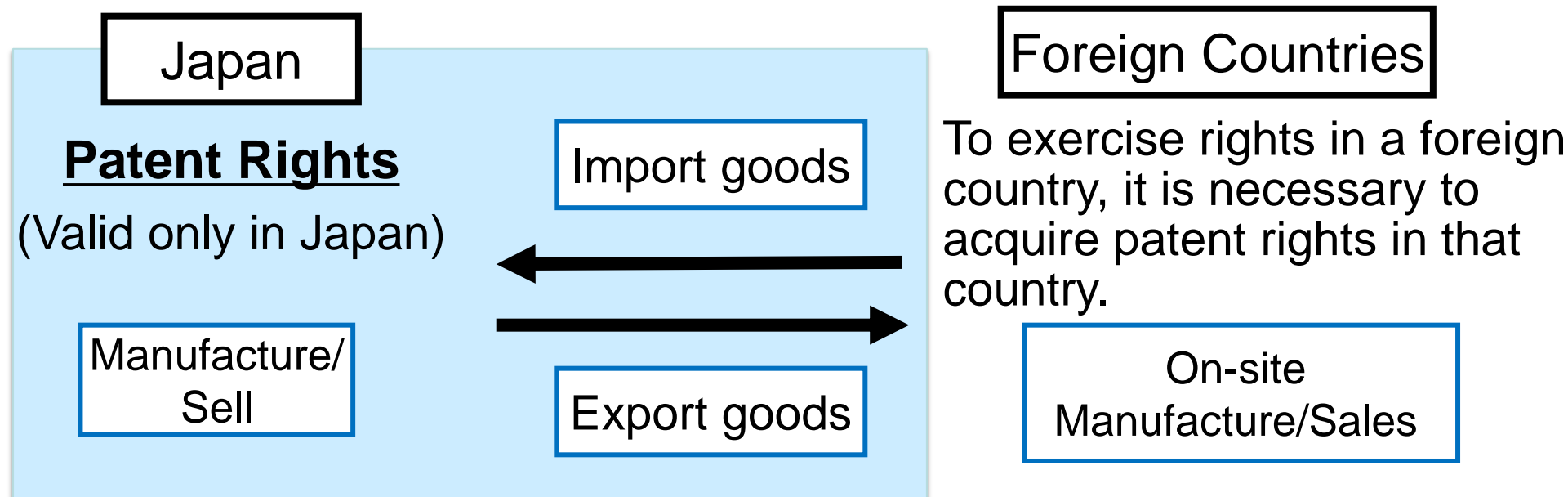
- It is possible to demand restitution of unjust enrichment obtained by the infringer through infringing acts.

Infringement Offense

- Criminal Penalty against Infringers: Imprisonment with required labor for not more than 10 years or a fine of not more than 10 million yen; a fine of not more than 300 million yen for the infringer's juridical person.

Effect of Rights in Foreign Countries

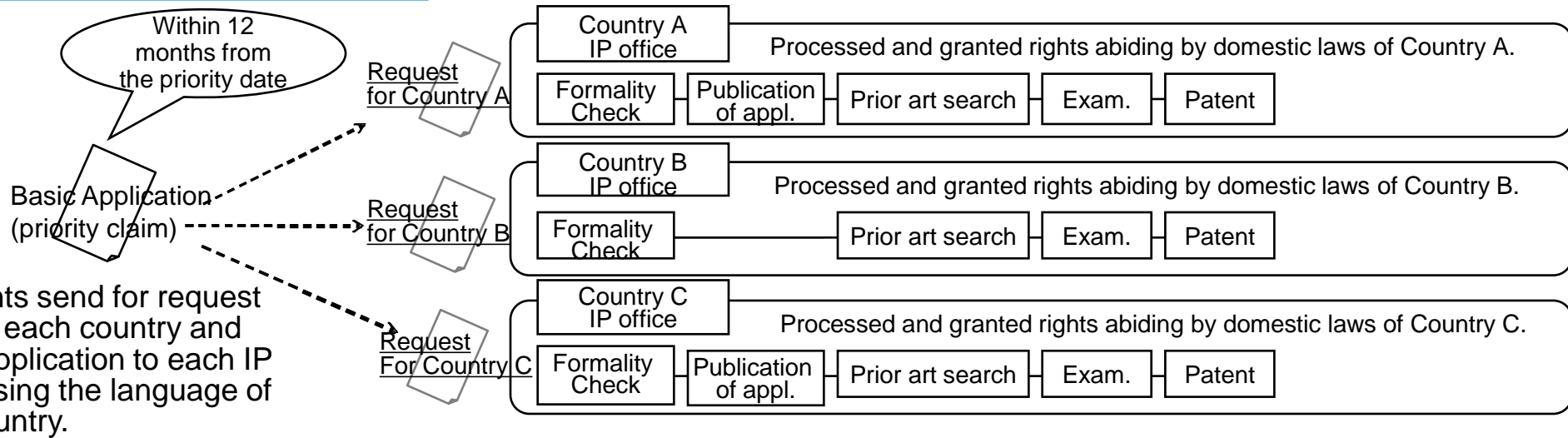
- When rights are acquired in Japan, protection of the rights does not extend to foreign countries.
 - * This is the same for patents, utility models, designs and trademarks.
- When manufacturing/selling/utilizing goods in a foreign country, it is important to acquire rights in that country.
- However, it is possible to stop export/import of infringing goods at customs.



**Protection does not extend
to foreign countries**

Acquiring Rights Abroad

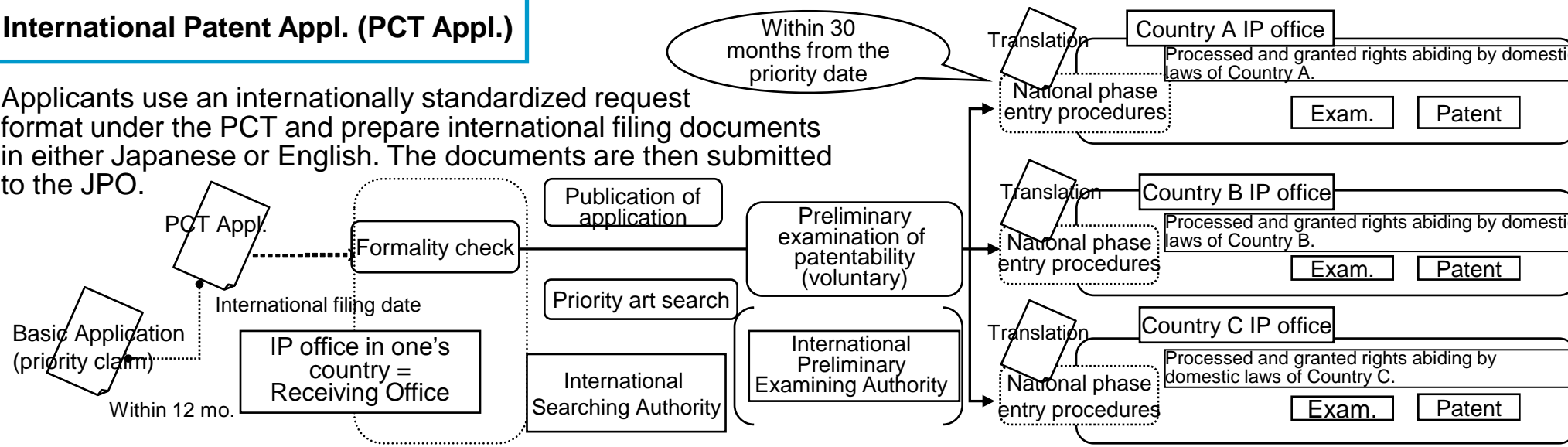
Direct Filing with Foreign IP Offices



Applicants send for request forms in each country and file an application to each IP office, using the language of each country.

International Patent Appl. (PCT Appl.)

Applicants use an internationally standardized request format under the PCT and prepare international filing documents in either Japanese or English. The documents are then submitted to the JPO.



* As of June 2017, 152 countries (regions) accede to the PCT.

1. Intellectual Property Rights
2. Outline of the Patent System
 - (i) “Invention” and “Patent”
 - (ii) From Filing to Acquisition of Patent Rights
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The Purpose and Subject of Protection under the Utility Model System

Purpose

- To encourage devices by promoting the protection and the utilization of devices with respect to the shape or structure of an article or to the combination of articles, and thereby to contribute to the development of industries.

Subject of Protection

Article

- A thing which possesses a certain shape that is fixed spatially and is a product that is freely transportable for business transactions, and the purpose of using the thing is clear

Shape

- An external figuration expressed by line, surface, etc. Ex.: Tooth shape of a gear and edge type of a tool.

Structure

- A structure constructed spatially and three-dimensionally, and expressed by the ground plan, the elevation view, etc.

Combination

- Two or more articles which are spatially separated that produce use value when they relate to each other functionally by use. Ex.: Fastening tools that consist of a bolt and a nut

Reference: Difference between Patent and Utility Model Systems

Patent System Utility Model System

Subject of Protection

Inventions of products, processes, and processes for producing products

Limited to devices related to articles

Substantive Examination

Examined by examiners

Not examined

Duration of Rights

20 years from filing

10 years from filing

Fees (For 3 years from registration)

Approx. 150 thousand yen

Approx. 20 thousand yen

Exercise of Rights

Exclusive rights

Possible only after presenting the technical opinion report and giving a warning

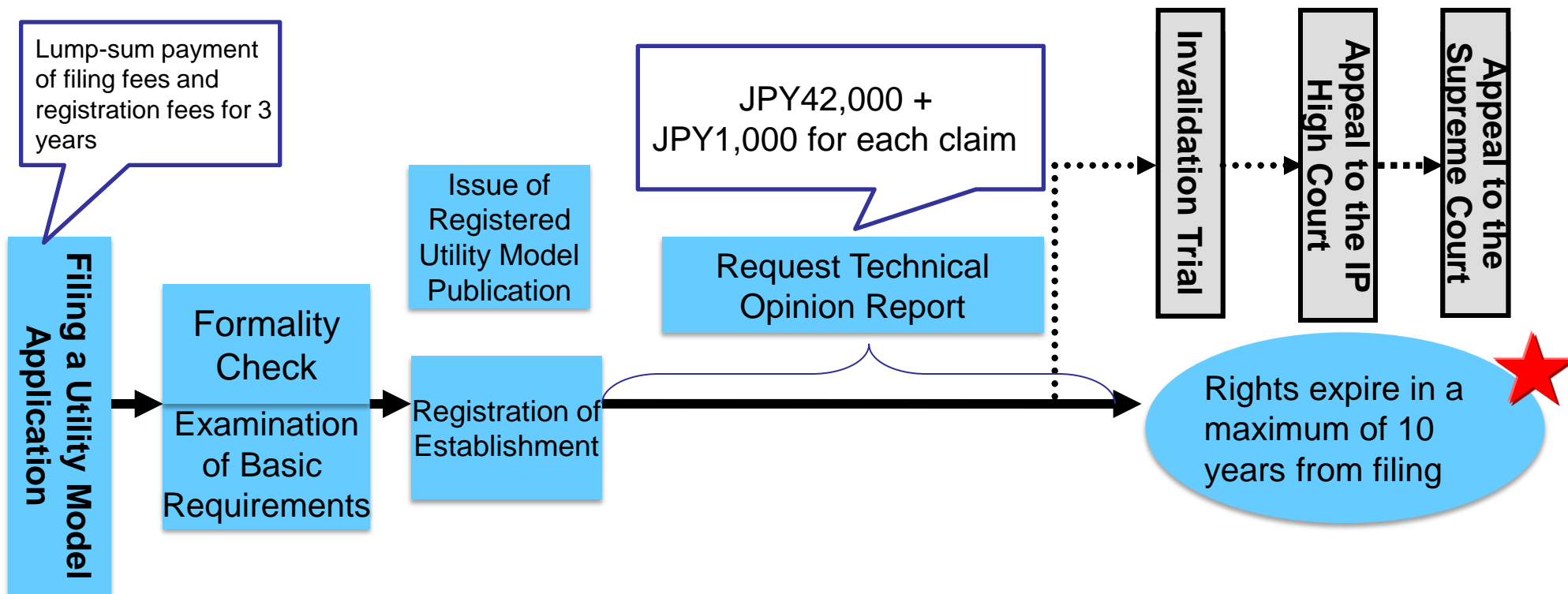
Technical Opinion Report: JPY42,000 + JPY1,000 for each claim

Number of Applications

Approx. 318 thousand applications per year

Approx. 6 thousand applications per year

Reference: Flowchart of Procedures for Filing UM Application



Patent application based on registered UM

Conversion is possible in principle, provided it is within 3 years from the filing date. (The UM right will be abandoned)

Correction of registered UM

Correction in order to restrict the claim etc. is possible (Limited to one time)

Reference: Exercise of Utility Model Rights

- Utility model rights can be exercised only after a technical opinion report is presented and warning is given. (A third party can also request for technical opinion report)
- A technical opinion report is a document that states the evaluation of the novelty, inventive step, etc. of the filed device by a JPO examiner, as a material for determining the validity of utility model rights.

Meaning of the number regarding evaluation in the technical opinion reports

- For the evaluation, a relevant number from “1” to “6” is selected. Numbers other than “6” indicates that novelty etc. was denied.

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Example of Utilization of Multiple IP Rights (1) (Utilization of Patent Rights and Utility Model Rights)

Cup Noodles (Nissin Food Products Co., Ltd.)

Details

Needs...To globally popularize the company's "Chicken Ramen" which is the first instant noodle product in the world (The company wanted people in foreign countries to eat instant noodles.)

Issue...Difference in food culture (Americans do not use chopsticks or porcelain bowls)

Trigger...Took notice of the fact that an American used disposable paper cup and fork to sample instant noodles. (It will be possible to eat the noodles at anywhere, anytime one wants to, if a new container is developed)

Product Details

- Container is made of styrene foam...Is not hot and the size is just right for the palm
- Structure of hanging the noodles in the container...Provides the cup strength and prevents noodles from breaking
- Know-how of restoring noodles using hot water in 3 min.... Noodles are densely packed toward the top part of the container
→ Solid pieces of food at the top stimulates appetite



Macadamia container which provided an idea

Obtained hint from airline food = Could be used for the cover?

Patent Reg.

Process for Producing Snack Noodles With a Container

Patent Reg. No. 924284 (Japanese Examined Patent Publication No. 50-38693)

Utility Model Reg.

Snack noodles in a cup that restores to cooked state when hot water is poured

UM Reg. No. 1428858 (Japanese Examined UM Publication No. 55-43994)



Densely packed

Sparse

Launched in 1971

Example of Utilization of Multiple IP Rights (2) (Utilization of Patent Rights and Trademark Rights)

Producing pumpkins by utilizing patent rights and trademark rights

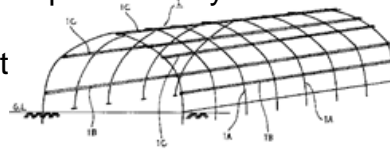
Advantages

- Acquiring a patent has the effect of preventing unauthorized use of the “aerial cultivation method of pumpkins.”
- Trademark registration has the effect of protecting the “Flying Pumpkins” brand.
- Renewal of the trademark registration will enable persistent use of the “Flying Pumpkins” brand.
- As there is no discoloration of the peel, deformity of shape, or irregular ripening stages, the pumpkins are sold at about twice the price of regular pumpkins.

Patent Registration

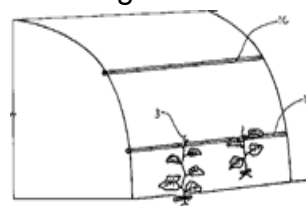
Aerial Cultivation Method of Pumpkins

From 1989 to 1990, this cultivation method was developed at the experimental farm of the Shinsei Trading Co., while studying an effective way of using the seedling house no longer used, as the company changed the paddy fields to fields for growing vegetables. Net is placed to cover the arched pipe and seedling is planted permanently to the inside or outside of the net. After the pumpkin is produced, the young pumpkin is placed inside the net so that it will not be damaged by the mesh.



[Advantages of the Cultivation Method]

- There will be no discoloration or deformity of the vegetable because the vegetable does not come in contact with the ground.
- It is possible to surely determine the ripening stage because farmers can observe the whole vegetable.
- There is less damage to the stems and leaves while conducting cultural practices.
- Contributes to reducing work load of cultural practices and harvesting as most of the work is conducted while standing up.



[Patent Reg. No.] 2509148

[Patentee] Individual (Hokkaido)

[Filing Date] December 10, 1993

[Registered Date] April 16, 1996

[Usage State of Rights]

- 15 farms in Naganuma town and the surrounding areas are cultivating the pumpkins.

Annual production: Approx. 30 tons

TM Registration

Flying Pumpkins

[Reg. No.]

2597162

[Filing Date]

October 1, 1990

[Registered Date]

November 30, 1993

[Expiration of

Trademark Reg. Term]

November 30, 2023

[No. of Classes] 2

Cl. 29 Processed vegetable of pumpkin

Cl. 31 Pumpkin

[Trademark Owner]

Individual (Hokkaido)



Innovation and Intellectual Property as Engines for Competitive Agribusiness:
Empowering Women Researchers and Entrepreneurs in Africa
Casablanca, Kingdom of Morocco, November 15 to 17, 2017

Thank you for your attention!



INVENTORS & INNOVATORS - PATENTS -

The WIPO Japan Office, in association with Funds-in-Trust Japan- Industrial Property, is involved in the production of some short documentaries featuring innovators from the Asia-Pacific region: <http://www.wipo.int/about-wipo/en/offices/japan/outreach/>



Tripling the Mango Yield in the Philippines
Dr. Ramón Barbara, Inventor, Philippines

Some Other Films Produced by WIPO in the Field of Agriculture:



A Natural Pesticide

Daniel Assefa, Inventor, Ethiopia



A Novel Rice Harvester

Hoang T. Pham, Inventor, Viet Nam