JIII’s Efforts to Stimulate IP Utilization in SMEs

Japan Institute of Invention and Innovation

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Takao Ogiya

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I. Outline of Japan Institute of Invention and Innovation (JIII)

- **Name**: 発明協会 HATSUMEI KYOKAI  
Japan Institute of Invention and Innovation (JIII)
- **Establishment**: May 5, 1904
- **Legal Status**: Non-Governmental Organization Corporate Judicial Person under the Civil Code
- **Patron**: His Imperial Highness Prince Hitachi
- **Chairperson**: Shoichiro Toyoda (Honorary Chairman of Toyota Motor Corporation)
- **Members**: 8,325 (as of March 31, 2009)
- **Staff**: 533

Objective of JIII

The objectives of the Japan Institute of Invention and Innovation are to
- to encourage invention,
- enhance original ideas,
- promote the Practical use of them, and
- diffuse and develop the industrial property system,
thus advancing science and technology and contributing to the development of the economy in our country.
History

1885
Patent Monopoly Act enacted

1904
Established Under the name of "Association for the Protection of Industrial Property"

1905
Utility Model Law

1936
Given a Patron from the Imperial Family

1947
Changed its name to the "Japan Institute of Invention and Innovation"

Organization

Patron
Chairman
Vice Chairman
President
Exec. Managing Directors

Auditor
Advisor
Honorary Managing Director
Executive Counselor

Executive Office

General Assembly
Board of Trustees
Board of Managing Directors
Executive Council

Executive Office

General Affairs Group
Invention Promotion Group
Activities Group
Information and Office for Supervisory Committee

IP Research Institute

IP Research Center (IPRC)
Industrial Property Patent Center (APIC)
Distribution Center (PADIC)

Study and Research Group
Training Group
Asia-Pacific IP Counseling Office
Foreign IP Counseling Group
License Promotion Group
License Advisor Group
Market Development Group

Branch Offices: 47
Major Activities

- Awards and Exhibitions
- Diffusion of IP System
- Development of Young People’s Creativity
- Publication and Information Service
- Research and Studies
- IP Training Program

Awards and Exhibitions

- National Commendation for Invention and Innovation (The Imperial Invention Award)
- Contest Schoolchildren’s Inventions
- Exhibition of Children’s Art of Tomorrow’s Science
Development of Young People’s Creativity

- Invention Clubs for Schoolchildren

  Established: 1974
  Number of clubs: 202
  Number of members: 9,000
  Number of instructors: 2,000

Intellectual Property Training Program

Term: 9 months (320 Hr.)

Stage I: Intellectual Property Laws & Treaties
  - Introduction to Law
  - Intellectual Property (IP) Law
  - IP Law and Civil Code
  - IP Law & Civil Procedure Code
  - IP Law & Antitrust Act
  - Unfair Competition Law
  - International Protection Treaty & Patent Law

Stage II: IP Management & License Agreement
  - R&D Activities and IP Management
  - Employee’s Invention
  - Patent Filing and Examination Procedure etc

Stage III: Patent Litigation & Infringement Lawsuits
Seminars

- Practical Courses
  Basics of IP Law/IP System/Patent Searching etc.
- Trademark Management Courses
  Trademark Management etc.
- Patent Management course
  Patent Management in Business
- Foreign IP Courses
  IP system in US and in Europe/IP system in Asian countries/IP English etc.
- Others

Issues surrounding IP Activities in Small and Medium Enterprises

1. • Insufficient understanding of importance of IP
2. • Limited knowledge and experience of IP
3. • Unaware of own corporate IP
4. • Lack of funds to invest in acquisition of IP rights and exploitation
5. • Inability to secure IP experts
Conceptual Background of IP Support for SMEs

Background
1. SMEs are the fountain of Japan’s industrial competitiveness.
2. However, some SMEs don’t have enough knowledge or funds.
3. The insufficiencies must be covered.
4. Technically aggressive SMEs ought to be supported.

JIII Approach to IP Support
1. Provide support in accordance with Japan’s national policies
2. Promote participation in IP activities

II. SME’s Supporting Activities of Sponsored by JPO and INPIT
Activities Sponsored by JPO

i. Industrial Property Consultation Activities

IP experts (patent attorneys, etc.) are dispatched to various areas throughout 47 prefectures to provide advice pertaining to IP free-of-charge to SMEs and venture companies.

- Patent Consultation 4,273
- Trademark Consultation 52

ii. Application Advisors

JIII branches in all 47 prefectures are equipped with electronic IP application terminals, and station consultants provide assistance and advice on the electronic application filing process.

PC patent Filing Supporting and Consultation 73,734
Activities Sponsored by JPO (cont.)

iii. Support for Regional IP Advisory Counters

To various Chambers of Commerce and Central Federation of Societies of Commerce and Industry (providers of consultations on corporate management to SMEs) located in various cities in 47 Prefectures, IP experts (patent attorneys, etc.) are dispatched to provide assistance and advice to staff consultants, and consultative seminars are convened for their SME counselees.

- Instruction and Consultation
  2,366

iv. Visit type consultation

In response to SME requests, IP experts (patent attorney, etc.) conduct consultations at SME facilities with SME staff.

52 visits made in 14 Prefectures
Activities Sponsored by JPO (cont.)

v. Prior Art Searching Service for SME

In response to an applicant’s request, prior art search services are provided free-of-charge for an application that has been filed and before a request for examination has been filed.

1,180 cases

vi. Foreign IP System Consultation Activities

Consultation desks are set up to provide consultation services to SMEs for obtaining foreign intellectual property rights (IPR), lectures and practical seminars for SMEs are convened as a measure against imitation goods.

- Consultations on Foreign IP System 679
- Seminars 8
- Consultations on Counterfeiting 220
Activities Sponsored by INPIT

i. Patent Licensing Advisors
   • Patent Licensing Advisors: 112 (March 2009)

ii. Technology Transfer by IP Licensing
   • Patent Business Market
   • Training Seminars for Fostering Patent Licensing Experts:
     Basic Course 10 / Practical Course 3
   • International Patent Licensing Seminar
   • Patent Licensing Symposium 3

III. Proper Efforts of JIII to Stimulate IP Utilization in SMEs

Intellectual Property “One-Stop Service”

Comprehensive Service to Support each stage of IP Creation Circle (creation / protection / utilization) of the IP for SMEs

Venture Companies, Research Institutions, Financial Institutions, and Universities.
1. Intellectual Property “One Stop Service”

- Outline of the Service

![Diagram of service outline]

- SMEs
- Research Institutions
- Financial Institutions
- Universities

- Branch Offices of JIII(47)

- Comprehensive Prior-Art Search Service
- Basic Prior-Art Search Service
- Patent Mapping Service
- Seminar and Consulting Service
- Dispatch Experts and IP Consultants
- Licensing Support Information Service

i. Prior-Art Search Service

- Occasions
  Patent Filing, Request for Examination, Examining International Application, Technical Evaluation of Patents

- Outline
  Prior-Art Search Service (including patent documents and non-patent documents). Analyzed based on every constitution matter of the invention.


- Contents of the Report
  The report is provided by researchers. Its includes 1. Query formulation and result of retrieval 2. Relation between selected Patent Documents and referenced information 3.
ii. Patent Mapping Service

- **Occasions**
The stage of R&D and market development - reviewing new projects and direction of R&D, streamlining own patents as well as the patents of other companies

- **Outline**
Collect, analyze, and systematize patent information on object technologies from various angles and offer a “Patent Map” showing visually their trends and relevancy.

- **Coverage**
  - Evaluate competitors’ R&D direction
  - Predict technology trends
  - Find a clue to ideas of new business
  - Find a Solutions for new technology development issues
### Matrix Maps

<table>
<thead>
<tr>
<th>Problem</th>
<th>Improvement in Operation</th>
<th>Easy to hold or grip</th>
<th>Easy attachment and removal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application of new materials</td>
<td>Body-support tool added</td>
<td>Molten H11-811985A</td>
<td></td>
</tr>
<tr>
<td>Installation of an opening</td>
<td></td>
<td>INAX H11-104042A</td>
<td></td>
</tr>
<tr>
<td>Improvement in arrangement</td>
<td>Change in place of installation</td>
<td>Eidai Co. H7-238648A Sumitomo H10-231603A</td>
<td>Terabyte 2003-119999A Hokumie 3074275B Eidai Co. 2552844Y M. Yamaguchi H8-13733A Yamayou H10-131453A Sesakusho MatsushitaElectr 2002-</td>
</tr>
<tr>
<td>Improvement in installation</td>
<td>Improvement in installation</td>
<td>Bautec 2001-207614A Toto 2000-160799A</td>
<td></td>
</tr>
</tbody>
</table>

### Technical Progressing Map

Japan Institute of Invention and Innovation

1990

- Decision factory management of production plan B2120535 Hitachi Seiki 89.3.10

1995

- B2911032 Hitachi 91.11.14
- H06-75972 A Hitachi 92.08.28
- H08-211914 A Nippon Steel Solutions 95.02.08
- H09-044226 A Nissan Motor 95.07.288

2000-254837 A Kawasaki Heavy Industries99.03.05

- Autonomous distributed job allotment system

- Information processing production control equipment of autonomous distributed processed cell

- Selective method of processed device in the production system

- Robot control control equipment

Yokogawa Electrical 98.07.16

- Nippon Steel Solutions 95.02.08

- Hitachi 92.08.28

- Hitachi 91.11.14
iii. Other Services under the One-Point Services

- **Seminar and Consulting Service**
  Custom-made IP seminars and consulting service at the request of SMEs and research and financial institutions.

- **Dispatch Experts and IP Consultants**
  Dispatch Experts and conduct investigation in accordance with the requests of SMEs, venture companies, and research institutions.
  It is utilized as an alternative tool for IP divisions.

- **License Support Information Service**
  By taking advantage of patent information, it provides a list of companies engaged in R&D of the number of patent applications.
  It is used for checking the situations of other companies and reviewing the bulletins on licensing partners.

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**Summary**

- JIII is a non-governmental organization with the longest history in the intellectual property field in Japan.
- One of its features is that it has 47 branches and affiliated societies as its subordinate organizations.
- JIII wishes to carry out not just programs based on government measures but also activities that take advantage of the knowledge, experiences, abilities, and organizations of JIII.

Thank you for your attention.