IP Awareness Raising Activities for Young People in Japan

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Topics

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

- 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

Campaign Website
1. IP Awareness Raising Activities for Young People by JPO

“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”?

Real

Counterfeit

Science show

Brochure
1. IP Awareness Raising Activities for Young People by JPO

➢ “TOKYO IP COLLECTION”  - June 13 and 14, 2015

Exhibition

Items that make use of IP
1. IP Awareness Raising Activities for Young People by JPO

➢ 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
1. IP Awareness Raising Activities for Young People by JPO

- 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

Award Ceremony

JPO Award Winning Product: “Gluten-free Tart”
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2. Activities by Other Relevant Agencies

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.
2. Activities by Other Relevant Agencies

- **Contest: The 73rd Concours of Schoolchildren’s Inventions in 2015**
  - Exhibition
  - WIPO Award
  - Award Ceremony
  - Award Certificate
2. Activities by Other Relevant Agencies

➢ The 73rd Concours of Schoolchildren’s Inventions in 2015

Examples of award winning inventions

- Imperial Memorial Award
- Prime Minister’s Award
- JPO Commissioner’s Award
- WIPO Award
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3. Educational Materials and Seminars on Copyright
Copyright education materials (for teachers)

Examples and explanations of different kinds of textual content discussing the relationship of copyright to in-school activities.

Collection of instructive case studies for different settings

Copyright Education
Five-minute practical explanations of copyright

In a social studies class (1)

3. Educational Materials and Seminars on Copyright

Manga about how to use copyrighted works

Seminar for School Teachers
Thank you