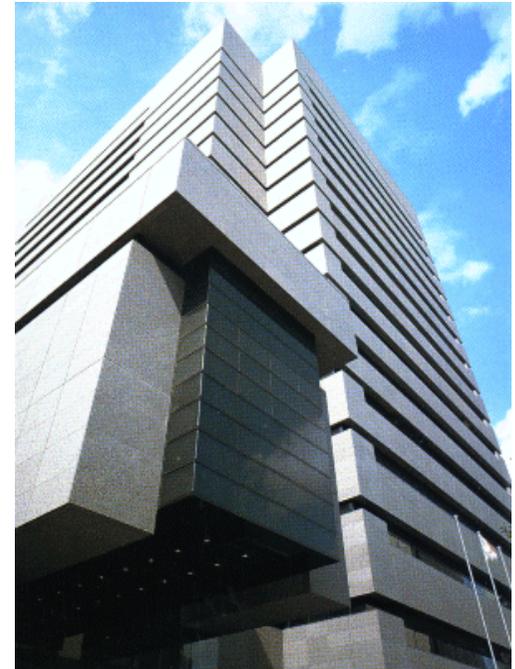

Success Stories about IP Being Effectively Used

Yohei NODA
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International Affairs Division
Japan Patent Office

March 13, 2013



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3. IP Advantage

SME: small and medium-sized enterprise
IPR: intellectual property right

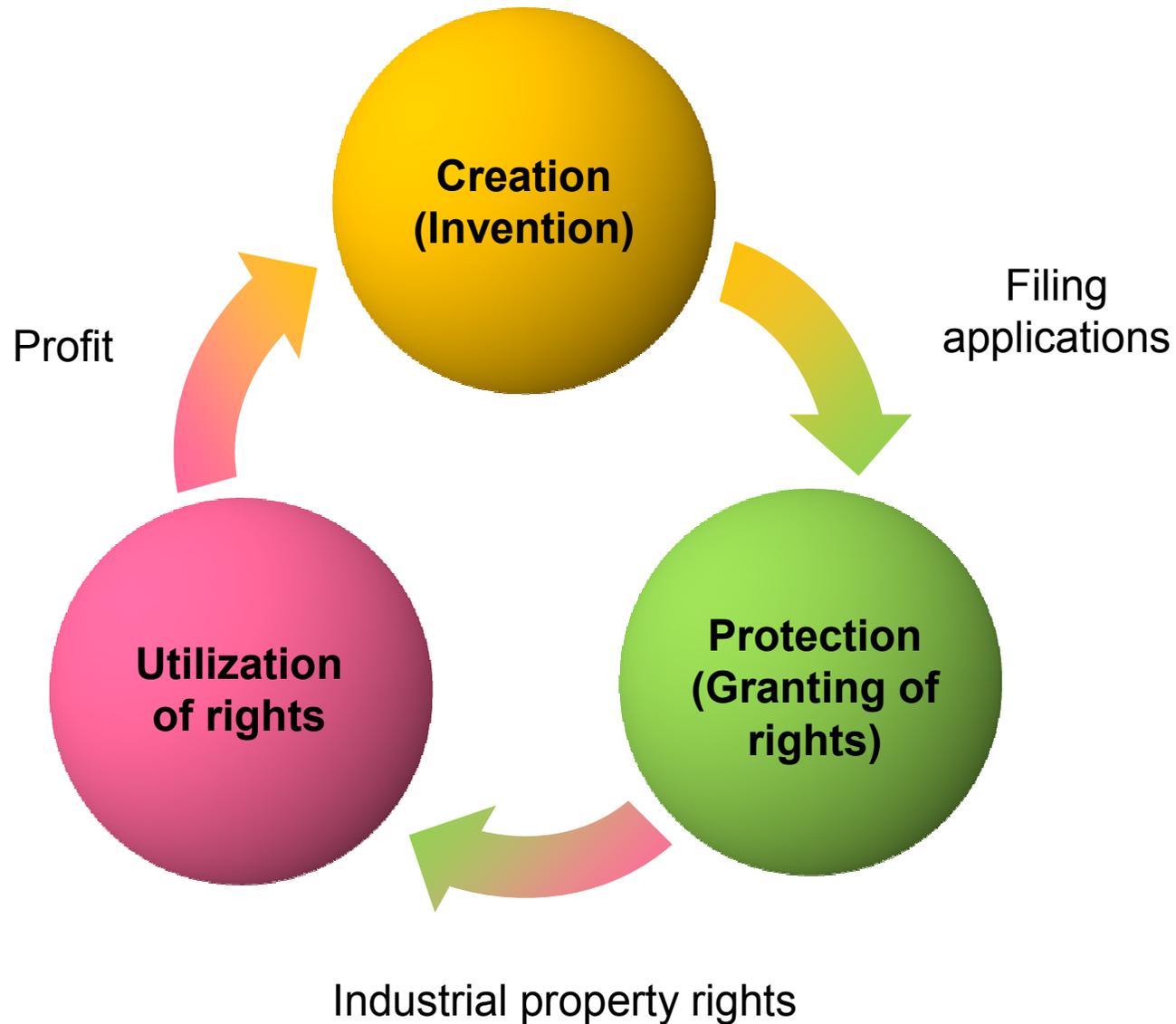
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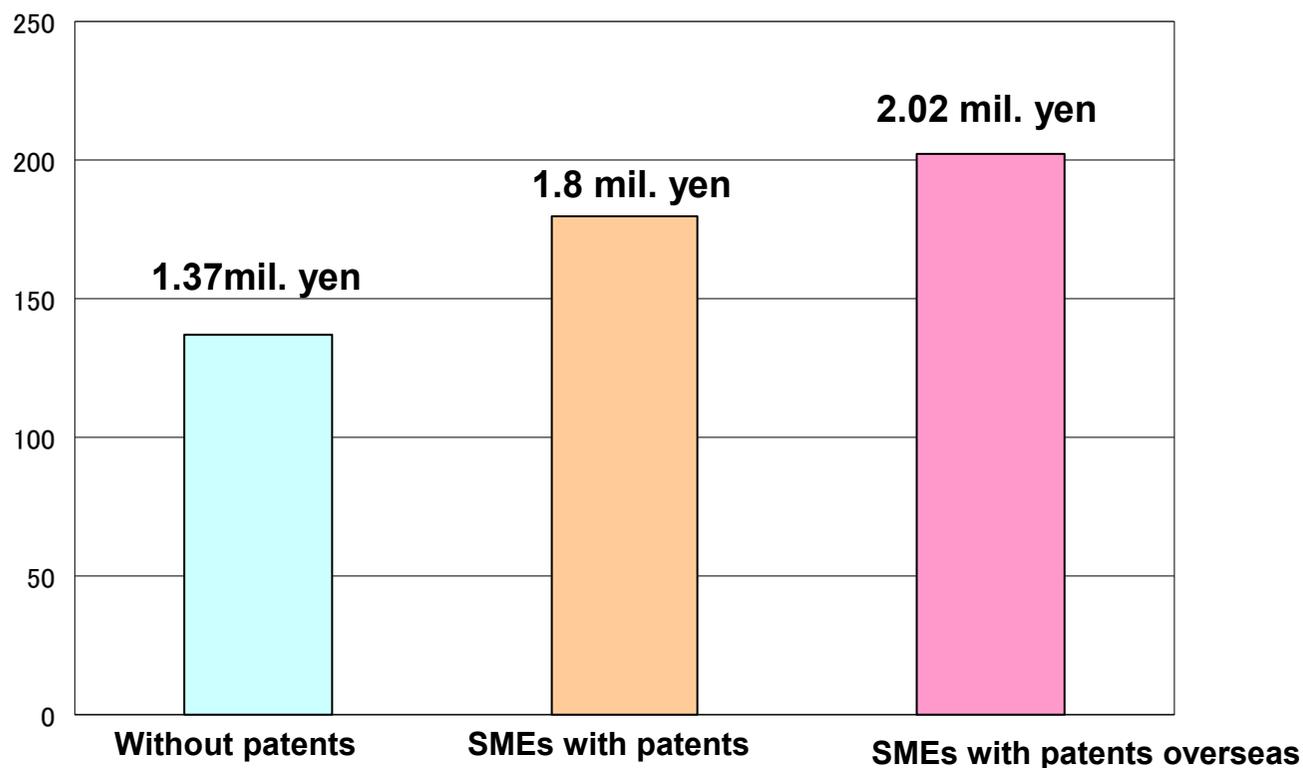


The ultimate goal is to make the IP cycle more robust and dynamic.

- Per-employee operating profit at SMEs with patents are higher than those without patents.
- Per-employee operating profit at SMEs with patents overseas is higher than those with patents only in Japan.

“Operating profit at SMEs, comparing those with and without patents”

(Per-employee operating profit)



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Companies that succeeded in utilizing intellectual property rights

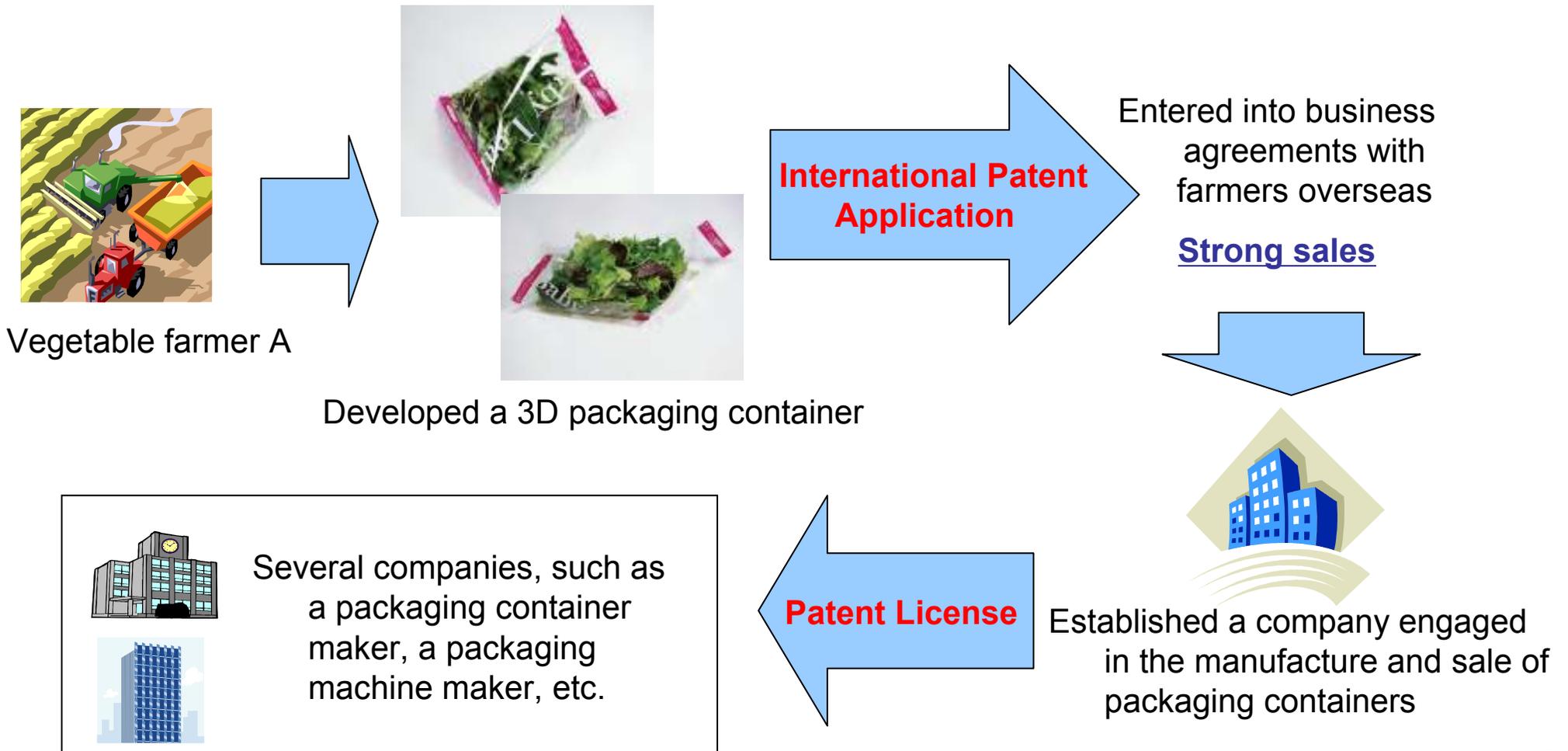
This Casebook introduces “success stories” about SMEs that have effectively utilized intellectual property rights.

50 SMEs were chosen by the JPO. Some of the factors contributing to their success are as follows:

1. Filed foreign applications	5. Collaborated with academia
2. Obtained design rights	6. Licensed-out technology
3. Obtained trademark rights	7. Obtained patent Information
4. Collaborated with other companies	8. Well-structured organizations

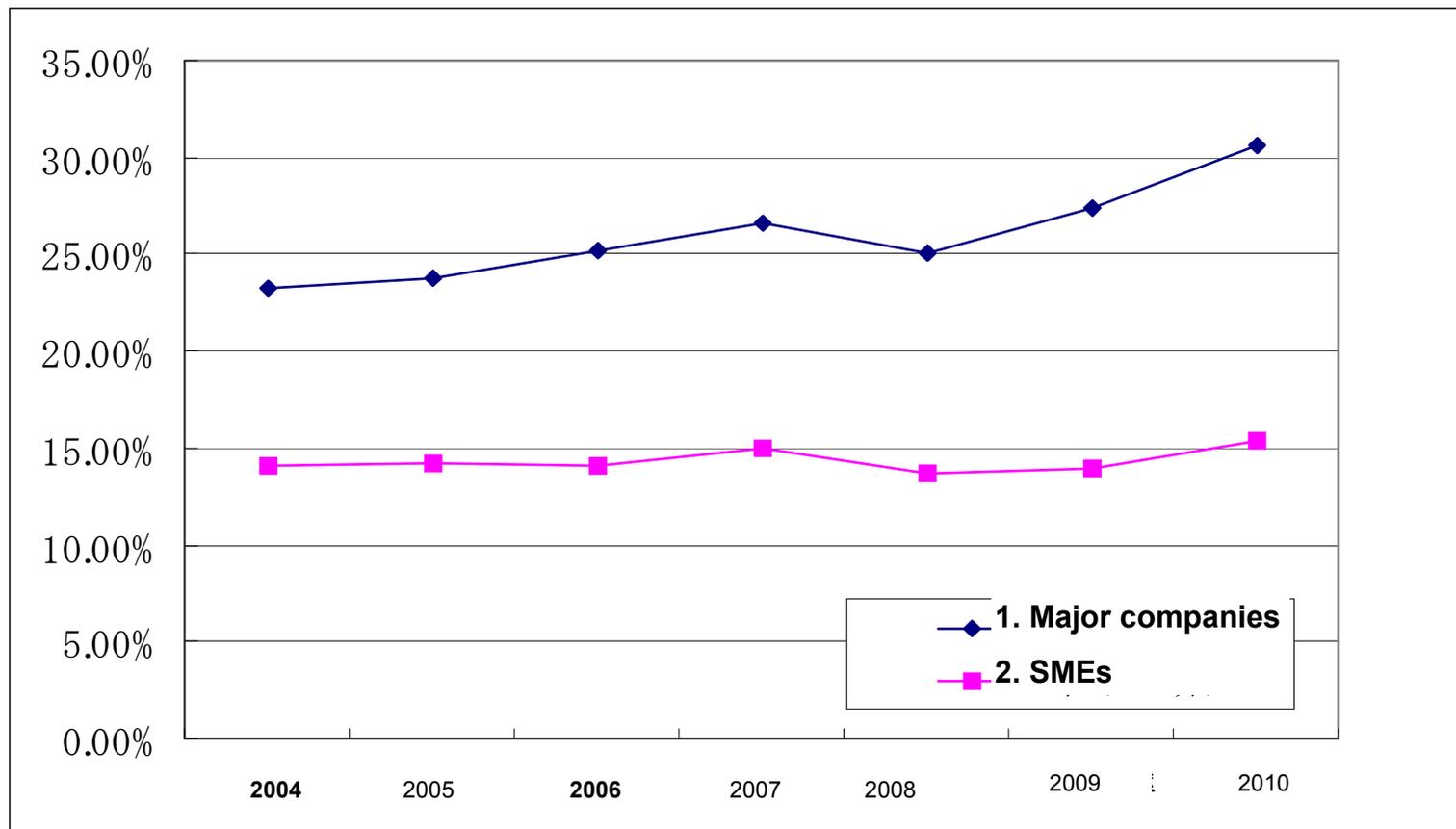
1. Filing Foreign Applications

- One vegetable farmer developed a three-dimensional (3D) packaging container
- exported it to foreign countries, after filing **a corresponding international patent application.**
- The farmer licensed the patent to a number of companies because the food industry recognized the benefits of the packaging.



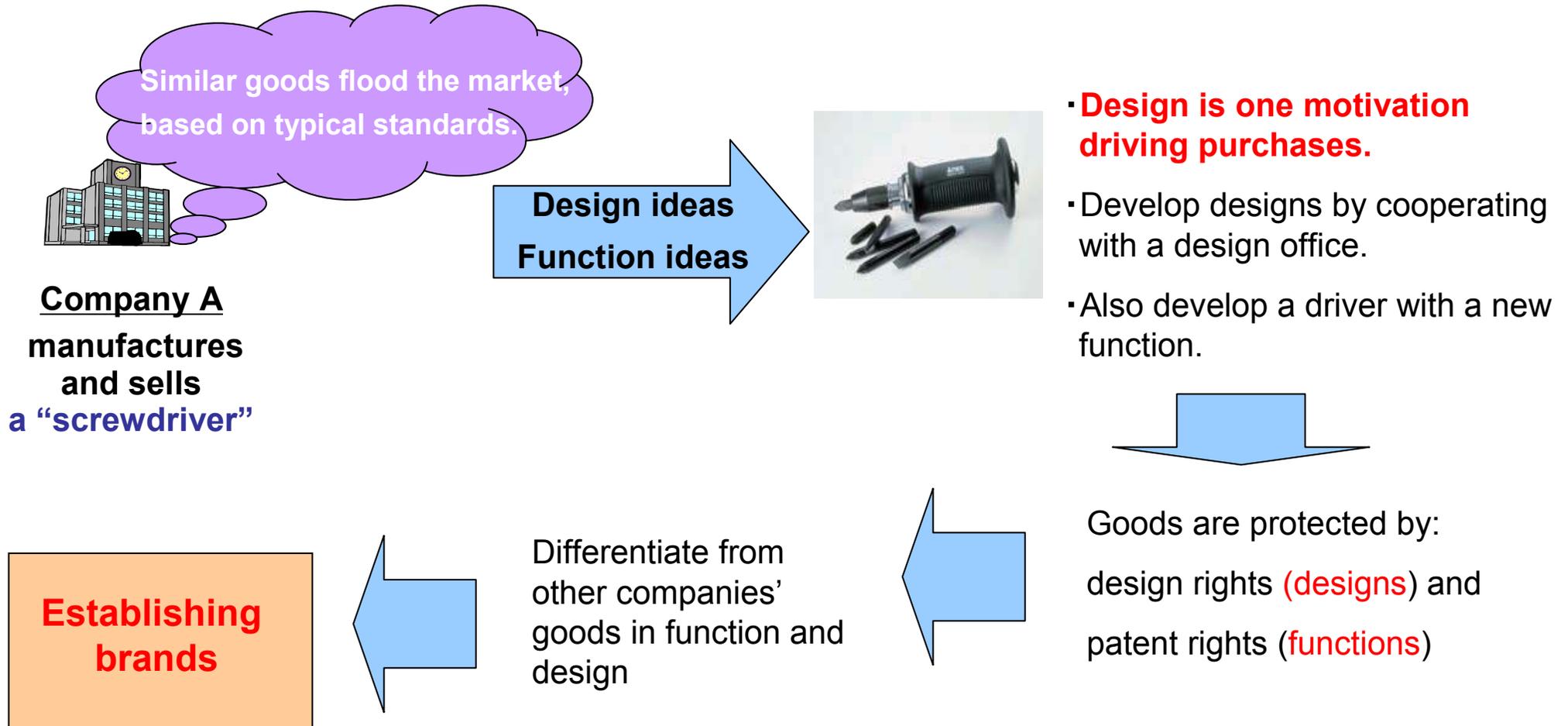
■ The percentage of SME's filing overseas is lower than the percentage filed by major companies.

“Comparison of patent applications filed overseas by major companies and SMEs”



2. Obtaining Design Rights

- A **design right** is a source of differentiation. Combined with the power of patent rights, the design right itself achieves stronger appeal.
- By emphasizing their products' quality, which is **supported by design and patent rights**, companies can uphold their brand images.



3. Obtaining Trademark Rights

- By obtaining **trademark rights**, counterfeit products can be completely eliminated.
- By strictly controlling business secrets about parent species information, as well as quality, companies can **uphold their brand images**.



Develop new species

“Yubari Melon”

Agricultural society A

Eliminating counterfeit goods by acquiring **trademark rights**

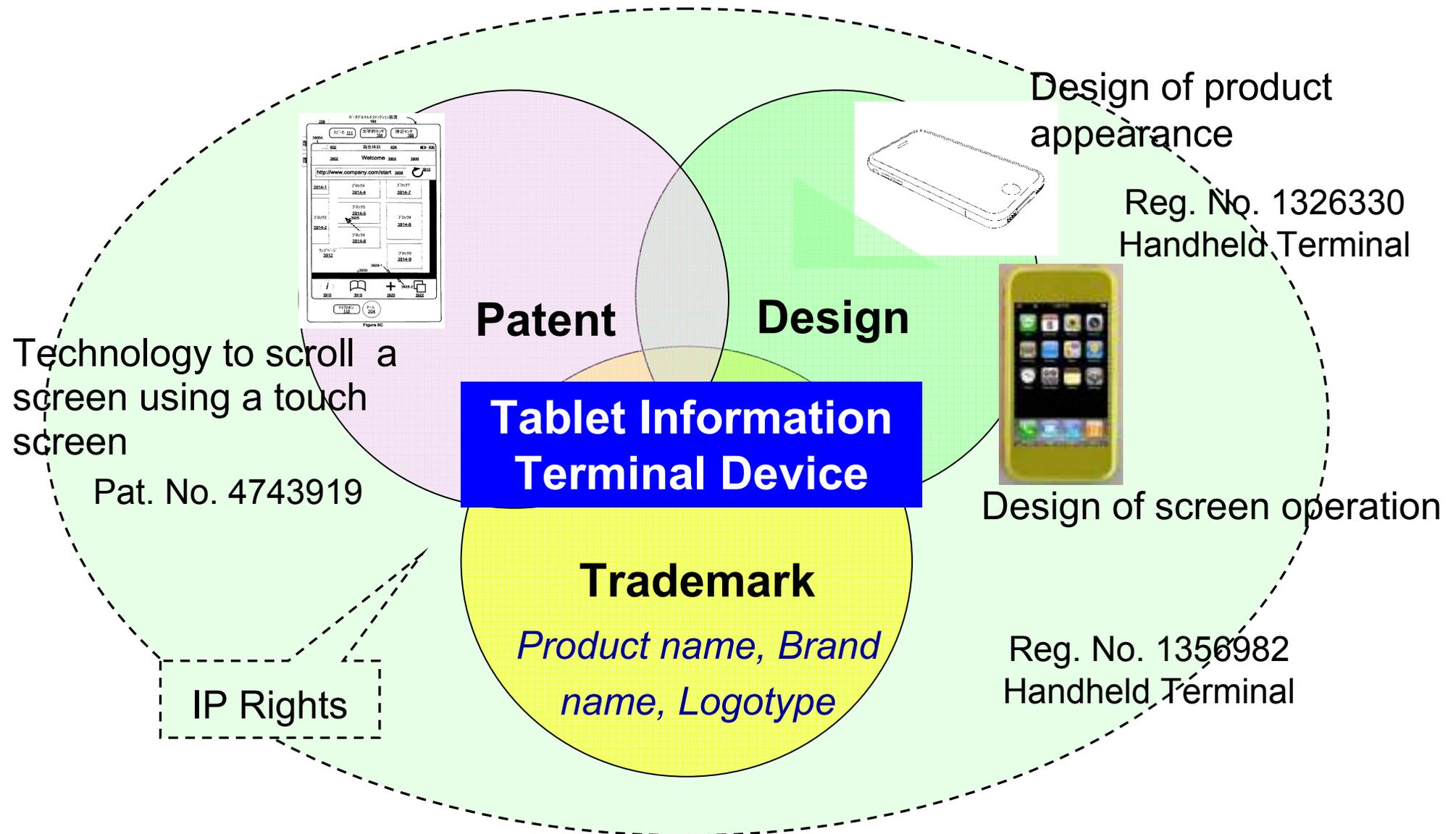
- When finding counterfeit goods, investigate distribution channels and raise the attention of distributors.
- When sellers are identified, give them warnings.

Upholding brands by strictly controlling business secrets and quality

- Parent species information is strictly controlled as a business secret.
- A system in which only agricultural union members are allowed to grow seeds that have been provided by the union.
- Only products that passed inspection conducted by union members are allowed to be shipped.

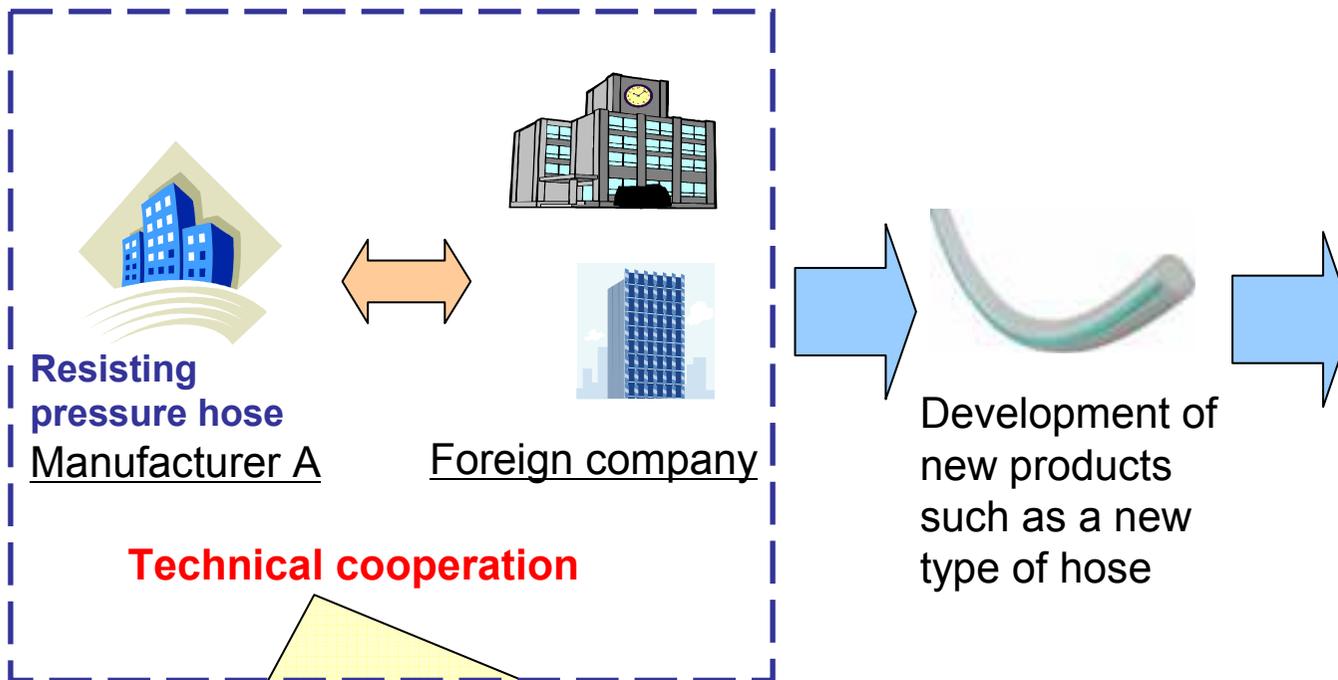
Establishing/
maintaining
premium brands

Image Showing Comprehensive Protection of IP Rights



4. Collaboration with Other Companies

- **Actively introducing foreign technologies** increases the product strengths of one's own company.
- Establishing **patent networks consisting of basic core patents and peripheral patents**, prevents other companies from entering the market.



Establishing patent networks

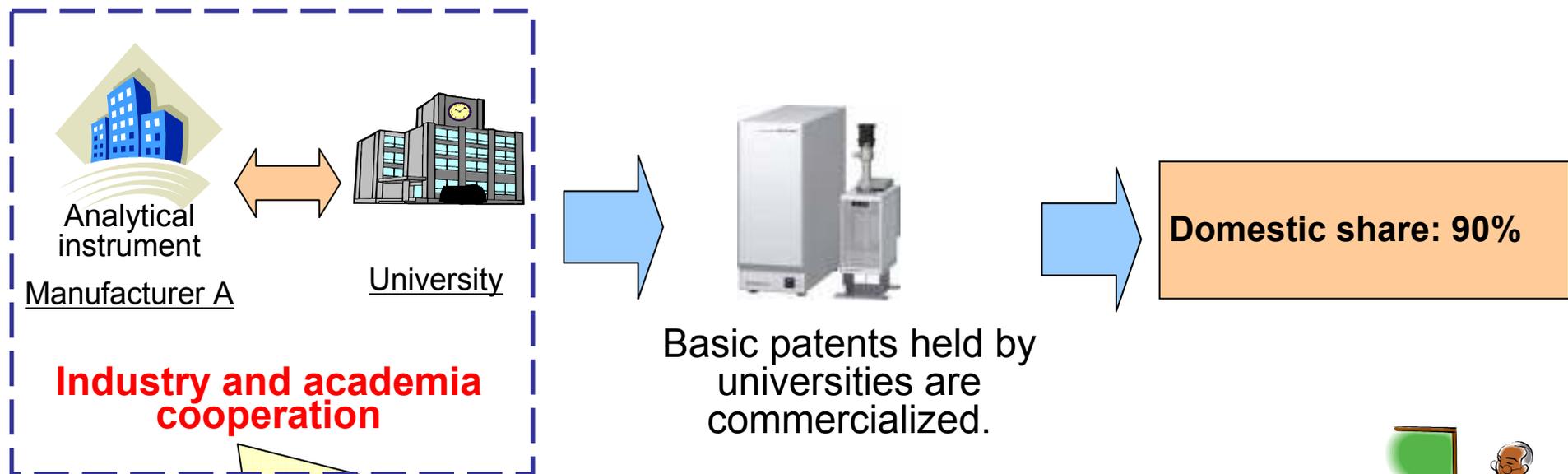
- Acquiring **basic core patents and peripheral patents**, the company creates a barrier.
- Establishing a **comprehensive, strategic IP network** that includes patents, designs and trademarks.
- Actively filing foreign patent applications.

Actively exchanging technology with the world's top companies, the company accelerates the speed at which products are developed while creating synergies with each other.

Domestic share: 70%
Applications overseas will be further increased.

5. Collaboration with Academia

- Lacking cutting edge technology, SMEs need technical knowledge from academia, at the university level.
- **Basic patents held by universities are commercialized through collaboration between industry and academia.**
- Academic presentations and publications become the tools by which SMEs can grow their businesses.



Industry and academia cooperation

Basic patents held by universities are commercialized.

Domestic share: 90%

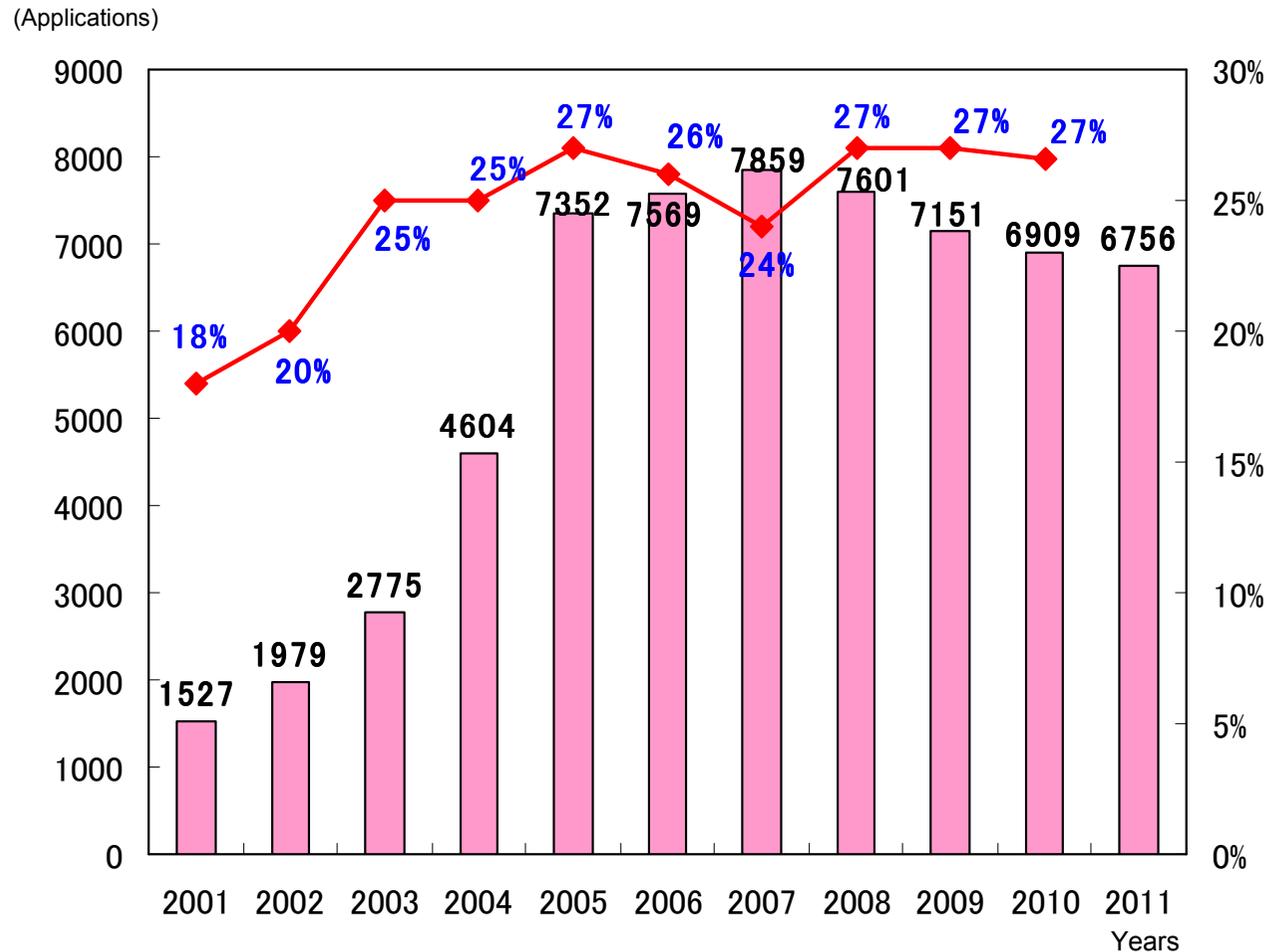
WIN-WIN Relationship

Universities present their achievements at academic conferences or in publications.

With no sales team, SMEs make use of academic conferences/presentations and publications as a sales tool.



Changes in: (1) the number of applications filed by universities; and (2) the rate of global applications filed by universities



Source: Japan Patent Office

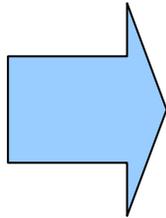
Remarks: The total number of patent applications includes those by Japanese universities (including those that had been filed in the name of university presidents or in the name of incorporated schools with universities) and those by authorized TLOs. Applications jointly filed with companies etc. are also included in the total number.

6. Licensing-out Technology

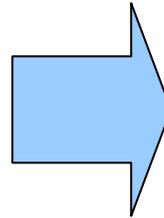
- Companies without any production facilities in foreign countries can **license their technology to local manufacturers**.
- It is advantageous for businesses to hold **distinguished patents**, since major companies tend to investigate their business clients' patents.



**Precision press processing
Manufacturer A**

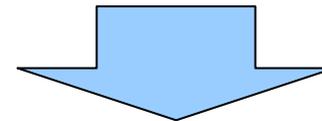


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Most top manufacturers evaluate their customers' technical strengths by conducting patent investigations.

→One's own patent technology contributes to one's own business activities.

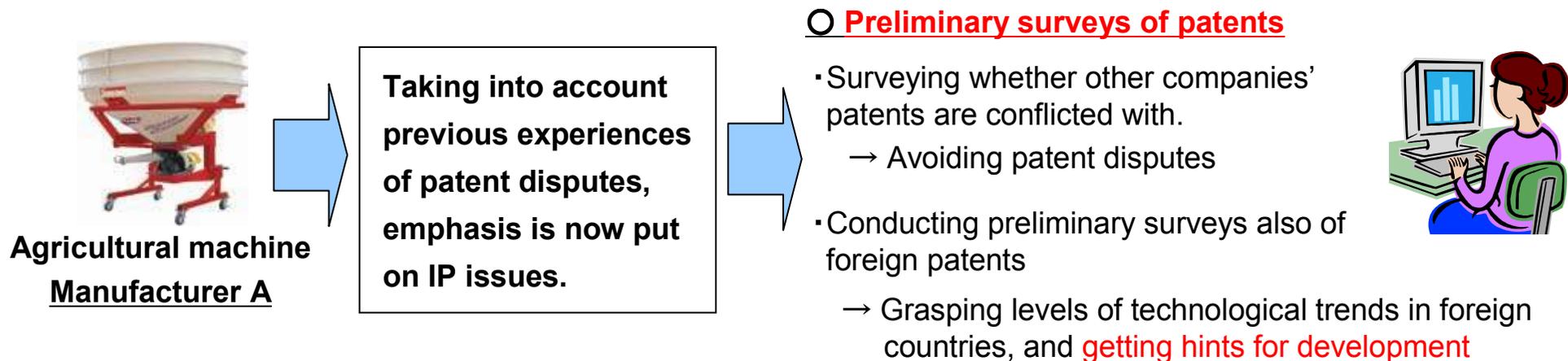


Licensing to manufacturers in foreign countries

- In order to avoid risks involved with transferring business operations overseas, production is only conducted domestically.
- Technology is exported to manufacturers in the form of patents and expertise. **In this connection, investment costs are recouped under the name of technical guidance fees.**

7. Gathering Patent Information

- In order to avoid patent disputes, **preliminary surveys of patents** are very important.
- In-house incentive programs such as invention-evaluation systems are being improved so as to raise the incentive for employees to create inventions.



Incentive systems (An invention evaluation system)

Under the system, **incentives are provided** according to a pre-arranged profit ratio **when an application is filed, when a registration is granted, and when an invention is profitably commercialized** for the company.

Raising the motivation for employees to perform and making the company atmosphere more active

IPDL (Industrial Property Digital Library)



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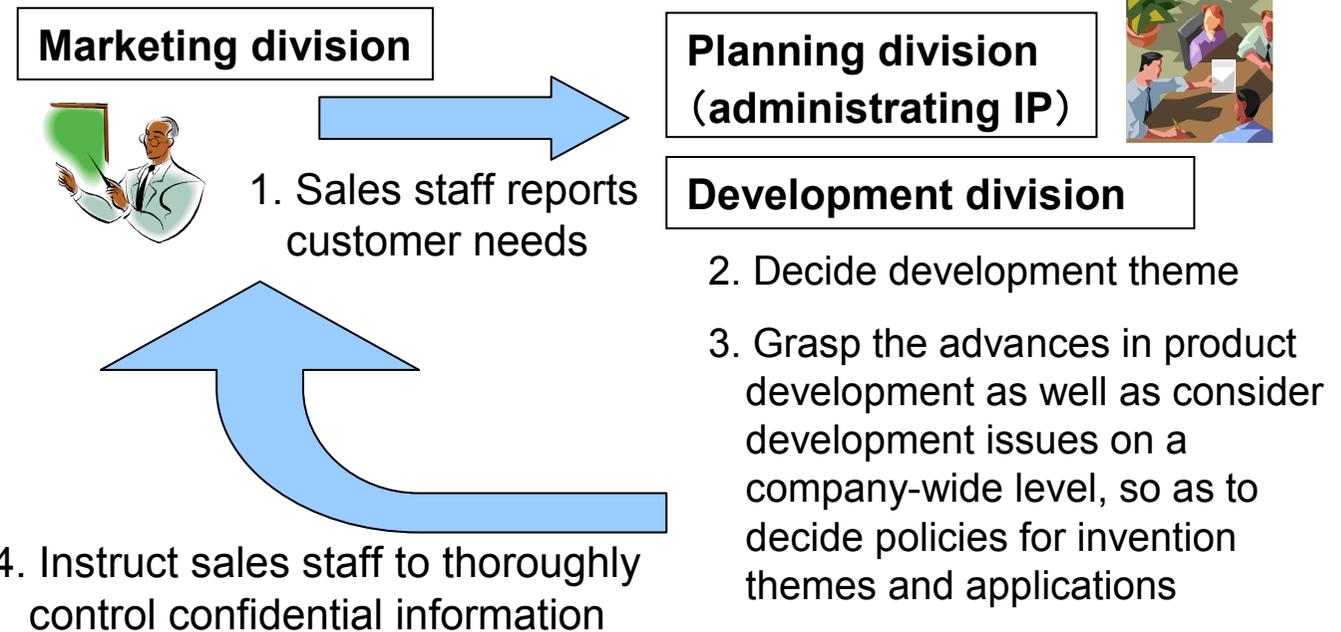
- [Questionnaire](#)

→ Notice

8. Well-structured Organizations

- The **planning division, which is the lead section responsible for** administrating IP, along with the **marketing, and R&D sections**, will work together to set up their internal business systems.
- Companies can gain advantages in terms of business activities by (1) understanding customer needs as soon as possible, (2) inventing and suggesting attractive products, and (3) acquiring patents for them.

Establish organizational IP strategy by combining the efforts of the **planning, marketing, and R&D divisions**



Strategy: to promptly propose solutions based on technological developments that meet customer needs, while obtaining exclusive rights to the technology that incorporating intellectual property

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The IP Advantage database provides a one-stop gateway to case studies that chronicle the intellectual property (IP) experiences of inventors, creators, entrepreneurs and researchers from across the globe. The case studies offer insights into how IP works in the real world and how its successful exploitation can contribute to development.

IP Advantage is a joint project developed by WIPO's Communications Division and the WIPO Japan Office, based on a proposal from Japan and supported by the Japan Funds-in-Trust for Industrial Property. It aims to promote a better understanding of how to create and protect intellectual property and reap the benefits provided by the IP system.

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For hundreds of years, production of argan oil was only on a local, household scale. It was not until the early 1990s that women started to form cooperatives to better organize the production and commercialization of argan oil. Mechanized cooperatives changed the lives of women in southwestern Morocco. They started to expand their market reach beyond the local level, and grocers and exporters took notice. Protected by a geographical indication, argan oil has come to represent a chance for economic and social freedom for many rural women. > [Full Story](#)

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