

JIPA SLOGAN
Creating IP Vision for the World

The Japan Intellectual Property Association (JIPA) was founded in 1938 as a non-profit, non-governmental organization and has since grown into one of the world's largest IP user group. We could not have achieved our current status without the support of member companies and associate members as well as the government and local communities, and take this opportunity to express our heartfelt appreciation.

In order to contribute to the creation of a better IP environment, we will continue studying global IP-related issues and IP policies of various countries in this fiscal year, maintain our independent status as a private institution, and express our opinions to relevant agencies and organizations in and outside Japan, while keeping in mind our roles in society.

The last year has been marked by a series of unexpected events and rapid changes, such as a movement toward protectionism. Recent changes in circumstances for industry have begun to transform the future of our world. One of the major changes has been called the "Fourth Industrial Revolution (Society 5.0)." If this gains momentum, it is expected not only to increase companies' medium- and long-term growth and earning potential, but also to contribute to the development of new markets and innovations, and eventually to an increased economic growth rate for Japan. This is currently the subject of active discussions at a national level involving the participation of various stakeholders, such as the government, relevant agencies, companies, and academic circles.

IP management practices based on the conventional patent system will need to change in response to the Fourth Industrial Revolution (Society 5.0). IP law will need to cover not only conventional intellectual properties, such as patent rights, but also informational products, such as data that generates added value and the results of analyzing such data. In the future, companies will need to take these new types of valuable property into account before establishing their IP strategies. We are at the very beginning of the Fourth

Industrial Revolution (Society 5.0). No one can predict the innovations and business models it will create. However, it will be indispensable to discuss how Japanese IP policy and companies' IP strategies should change and what kinds of experts are needed in the field of intellectual property.

Last year, we examined how existing IP policies and systems should be changed to address the new above-described trends. This fiscal year, we will establish specific plans to implement these changes. As a world-leading IP organization, JIPA will continue to examine issues related to IP systems and IP management from the viewpoint of the industrial sector and make proposals based on our unique strengths.

Furthermore, we plan to study the legal systems of other countries and examine the contributions intellectual properties can make. We will never give up on the possibility of discovering new potential for intellectual properties and will continue to make our best efforts to nurture IP experts. We will also carry out projects to raise awareness among corporate executives of the importance of the global use of intellectual properties.

During this fiscal year, we will continue to be guided by the JIPA slogan placed at the top of this document: "*Creating IP vision for the World.*" We will also continue striving to "meet the world's expectations as a world-leading organization." Through these efforts, and with the support of member companies, we would like to improve JIPA's ability to distribute information and make proposals to the world.

To achieve these goals, we will steadily implement major activity plans in accordance with the following basic policy in order to help JIPA members contribute to society and/or corporate management.

I. Basic Policy

1. We will actively engage in various activities with the goal of achieving the following: refinement of Japanese IP systems, making them a model for the world and strengthening Japan's competitiveness; harmonization of the IP systems of different countries through various meetings; and improvement of the IP environment and legal framework in emerging countries, including control of counterfeit goods and pirated materials. We will also work to enhance our networks with the relevant bodies and organizations at home and abroad and take measures to expand JIPA activities outside Japan

- (1) Strengthen activity framework
 - (2) Drive global action
 - (3) Invigorate JIPA's internal activities
2. We will work to nurture IP experts capable of leading Japan in the future. We will encourage not only IP personnel but also a wide range of personnel, including engineers in general, sales personnel, to acquire basic IP knowledge in order to enhance the overall IP capabilities of member companies. We will also make greater efforts to raise IP awareness among corporate executives. In order to nurture global IP experts capable of facing future challenges and specialists capable of strategically leveraging intellectual properties, we will offer well-designed training programs and create and provide suitable opportunities.
- (1) Train workers at JIPA member companies to enable them to adapt to changing times and systems.
 - (2) Nurture global IP experts, etc.
 - (3) Raise IP awareness among corporate executives.
3. Continuously strive to enhance management efficiency and steadily implement the Action Plan in accordance with the JIPA slogan, thereby contributing to the IP activities of our member companies.

II. Strategic Plan to Enforce the Basic Policy

1. Organizational structure for FY2017 Actions

(1) Committees

Comprehensive Strategy Committee(3)

Training Planning Committee

Publication, Journal and Public Relations Affairs Committee

Expert Committees(18)

First Patent, Second Patent, First International Affairs, Second International Affairs, Third International Affairs, Fourth International Affairs, Pharmaceuticals and Biotechnology, Software, Copyright, First IP Management, Second IP Management, IP Information System, IP Information Search, First License, Second License, Industrial Design, Trademark, and Fair Trade committees

(2) Policy Projects (8PJs)

Asia PJ, Japan-China Corporate Cooperation PJ, International Policy PJ,

JIPA IP Symposium PJ, WIPO PJ, IP Activation PJ, Next Generation Contents PJ, Fourth Industrial Revolution PJ

(3) Others

In order to deal with various unexpected issues related to IP systems in a flexible manner, JIPA is willing to make organizational changes even in the middle of the term, such as establishing a new committee or study group.

2. Specific Measures

(1) Reinvigorate JIPA activities

We will review existing projects. Since the last fiscal year, we have been paying special attention to the issue of IP management in a new era. As a part of the IP Activation Project, we raised this issue in a global business symposium targeting corporate executives. We have also been gathering information about how the IP systems, schemes, and activities should be changed in the era of the Fourth Industrial Revolution (Society 5.0). To formulate a consistent approach, we will establish a Fourth Industrial Revolution project.

We will continue the IP Activation Project, which is designed to raise the global IP awareness of Japanese companies in order to enable them to compete with the rapidly growing IP capabilities of Chinese companies.

No projects will be abolished in FY2017. However, we will examine the past activities of the JIPA Asia Project, the WIPO project, etc. and review the roles of the working groups established for each project.

Furthermore, according to "(3) Others" of the aforementioned "1. FY 2017 Activity Framework," in order to closely monitor the issues in and outside Japan with regard to IP systems and to present opinions or propose policies if necessary, study groups will be established, when necessary, under the supervision of the president or the executive managing director of JIPA.

(2) Promotion global actions

(i) International policy action to harmonize patent systems

- Continue to hold the Trilateral Users Conference and present concrete proposals to the trilateral IP offices (JPO, USPTO, and EPO) and conduct activities to promote patent system harmonization in a manner beneficial to user companies in cooperation with five IP offices including the patent offices of China and South Korea (SIPO and KIPO).
- Continue to hold the periodic presidential-level "Quality Meeting" with the

EPO in order to exchange opinions about the quality of EPO examination.

- Participate in WIPO's Standing Committee on the Law of Patents (SCP) and offer opinions on IP system harmonization from a strategic and policy perspective.
- Consider and request the future establishment of a regional patent system in Asia and get involved in the Asian countries' effort to establish and reform domestic IP systems, propose the content of the IP-related chapter of an Economic Partnership Agreement or request improvement in the manner of implementation thereof to any country or region not limited to Asia as the first step toward negotiations about inclusion or revision of such chapter in said agreement.

(ii) Other global action

- Continue to hold the Japan-China Corporate Cooperation Conference

China is rapidly improving its IP capabilities. We have made great efforts to establish and successfully maintain an infrastructure to share information with Chinese companies. We will use this infrastructure to obtain accurate IP-related information about China and try to create an environment where member companies can smoothly conduct business in the Chinese market.

During this fiscal year, we will collaborate with other policy projects and training projects and establish a system to allow member companies to obtain information about topics discussed at meetings and about the enhancement of Chinese companies' IP capabilities.

- Promotion of anti-counterfeiting/piracy action

Seek and promote more effective anti-counterfeiting activities by use of connections with the central and local governments of China as the coordinator of the Chinese Project in the International Intellectual Property Protection Forum (IIPPF) jointly with relevant government agencies such as the Office for Intellectual Property Right Infringement and International Trade.

(iii) Cooperation with WIPO on the globalization of IP systems

The collaborative activities in relation to WIPO GREEN are almost completed. Since IP-related issues concerning biodiversity do not affect the patent system, the relevant collaborative activities are set to end. Going forward, we will discuss the establishment of a global IP system suitable for the new Fourth Industrial Revolution era with WIPO.

(3) Invigorate JIPA's internal activities (Expert Committees, PJ, etc.)

(i) Support regional memberships of their IP activities

Continue to promote activities of the Tokai Region Council as well as the Chugoku, Shikoku, and Kyushu Region Councils established for JIPA members in regional areas and the JIPA IP Forum Kansai, etc. and discuss a system to provide further support to regional IP activities.

More specifically, we will start "satellite training programs," which will allow JIPA members in regional cities to participate in regular or special training programs in or around local areas. We will first offer such programs in Hiroshima and Fukuoka during this fiscal year and expand them to other regions next fiscal year.

We will also participate in regional IP activities conducted by regional universities, local Chambers of Commerce and Industry, etc. For example, we will offer lectures and provide the latest information about IP strategies, the IP environment, countermeasures, etc. in order to promote regional IP activities.

(ii) Promotion of the participation of universities, etc. as members

In order to maintain the strength of Japanese industry during the Fourth Industrial Revolution, it will be indispensable to promote collaboration and cooperation between JIPA members and universities, etc. We will therefore enhance our policies and activities to promote the participation of universities, etc. as associate members.

More specifically, starting this fiscal year, we will explain our above-mentioned policy and also our strengths not only to targeted departments of universities, etc. (IP departments, library departments, etc.), but also to management (the Industry-Academia Collaboration Director, university presidents, the Ministry of Education, Culture, Sports, Science and Technology and any other relevant organizations, if necessary).

(iii) Enhancement of public relations activities

- From April of this fiscal year, a quarterly journal titled "じぱ" (Jipa) will be published. Its target readers will not be IP experts; this journal will be designed to provide corporate executives with easy-to-understand information about major recent IP issues and JIPA's activities. This journal is intended to raise the IP awareness of companies of all sizes and prompt them to come to JIPA.
- The leaflets explaining how to become a JIPA member and the brochures

introducing JIPA will be published in Japanese, English, and Chinese and will be distributed in other countries whenever possible.

- In order to distribute information to other countries, we will continue to issue our E-mail newsletter in English and to update our English website.
- Continue to actively exchange opinions and information this fiscal year with the Japan Patent Office, courts, and various Japanese and overseas organizations while disseminating useful information via JIPA's magazine titled "Chizai Kanri", JIPA's website, and other media.
- Hold the 17th JIPA IP Symposium on February 21, 2018, at the Tokyo International Forum

(4) Human resources development

(i) Develop IP human resources at the JIPA member companies which constitute our foundation, enabling them to adapt to changing times and systems

- Encourage not only IP personnel but also a wide range of personnel at member companies—including engineers in general, sales personnel, and legal and administrative personnel—to acquire basic IP knowledge in order to improve the overall IP capabilities of member companies. To achieve this goal, we will establish new training courses targeting individual worker categories, such as marketing officers, clerical workers, etc.
- Provide training programs designed to teach basic knowledge and a wide range of skills required by IP businesses, thereby improving the competence of member companies' IP personnel to develop IP human resources capable of actively addressing changes in the business environment and in IP systems.
- Continue to consistently hold seminars to contribute to the development of JIPA's human and financial foundations.

(ii) Development of global IP leaders, etc.

- Design and implement human resources development programs as soon as possible to nurture global IP leaders capable of facing future challenges and IP experts capable of strategically leveraging intellectual properties, while upgrading the existing global training courses such as overseas training courses.

- (iii) Combining IP knowledge and corporate management skills
- Raise IP awareness among cooperate executives
 - Enhance the training programs to nurture IP experts with the sense of corporate management (the training program to nurture leaders of IP reform and the training program to nurture IP strategy staff) and also improve the general training programs (for IP managers).

(5) Improvement of JIPA's governing structure

(i) Review and update JIPA's regulations, manuals, etc.

- Continue to revise and maintain JIPA's regulations, manuals, etc.

(ii) Strengthen the capacity of the JIPA Secretariat and the secretariat support system

- Continue to establish and improve the necessary systems as a general incorporated association in order to cooperate with external experts such as lawyers and industrial physicians versed in labor management.
- Secure human resources capable of handling various global issues and supporting JIPA's activities

After JIPA's incorporation, it has become increasingly important for JIPA to express its opinions both domestically and internationally. Therefore, it is necessary to clarify the missions of such global human resources (networking with overseas IP government agencies and various private organizations, managing logistics, supporting the formation of opinions in policy projects, etc.) and to continuously build a system to accept competent human resources from both member companies and non-member companies.

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