

- **Challenging JIPA**
- **International JIPA**
- **JIPA as Specialist**

## I. JIPA Road map “MAHOROBA plan”

MAHOROBA means “a good place” in archaic Japanese

**M**anaging, **H**armonizing and **O**rientating **R**oadmap for the **B**etter **A**ssociation

We, JIPA, would like to realize the following as the largest IP user organization in the world:

- 1 . Encourage the realization of lower cost and user-friendly IP system from IP system users standpoint
  - Facilitate the international harmonization to acquire IPR readily in the world
  - Increase predictability of judgment on IPR validity and infringement to use IPR effectively
  - Improve accessibility to IP information with IT
  
- 2 . Make effective use of IP as one of the most important business resources as well as people, material, and money
  - Visualize IP value estimate
  - Ideal IP system for corporate management
  - Actively public the activity accomplishments
  
- 3 . Human resource development
  - IP staff
  - Researcher & Engineer

## II. Action Plan 2008

According to MAHOROBA plan, this year we promote activities with the object of how we realize lower cost and use-friendly IP system through international harmonization, how we support corporate business with IP strategy, and how we train corporate human resources who can realize these two issues.

- 1 . Operation Policy

- A. Encourage the realization of lower cost and user-friendly IP system
- B. Assist member companies IP management contributing corporate management
- C. Assist member companies development of human resources concerned IP

## 2 . Committees and policy projects

### 20 committees

Patent #1 & #2, International Patent #1, #2 & #3, Biotechnology Patent, Software Patent, Digital Contents, IP Management #1 & #2, IP Information System, IP Information Research, License #1 & #2, Industrial Design, Trademark, Fair Trade, Public and Publication, Human Resource Development, and General Planning

### 9 Policy & Strategic Projects

8th JIPA IP Symposium, Employee s Invention System, Trilateral Industry Meeting, Corporate Cooperation between Japan and China, Human Resource Development, Strategy to Asian Countries, Assist to Corporate IP Management, Proper Enforcement, and JIPA 70<sup>th</sup> Anniversary

## 3 . Issues

### A. Encourage the realization of lower cost and user-friendly IP system

- (1) Realize international harmonization of IP system & its operation
  - Develop at the Industry Trilateral Meeting, Assist to examination cooperation etc. among Trilateral Offices
- (2) Enhance coordination with Asian countries & regions
  - Encourage and support IP system & its operation improvement through PJ on “corporation cooperation between JPN and CN” and representative delegations to Asian countries & regions
- (3) Anti-counterfeit measures
  - Participate in “International Intellectual Property Protection Forum” in Japan, cooperate with USA and Europe
- (4) Study of Inventive Step etc.
  - Opinion exchange with JPO and courts
- (5) Use of IP information
  - Opinion exchange with JPO
- (6) Investigative study for Patent, Utility Model, Industrial Design, Trademark, and Copyright

·Opinion exchange with JPO and MEXT

B. Assist member companies IP management contributing corporate management

(1)IP which can contribute to corporate management

Deliberation within Policy & Strategic PJs and Committees

Opinion exchange with the management in member companies

(2)Employees Invention System

Deliberation toward ideal employees invention system

(3)Intellectual Property Strategic Program 2008

Support activities, which make Japan IP based nation, as IP specialist

(4)Enhance public relations activities

Improving the information content

Improving and expand the PR system

C.Assist member companies development of corporate human resources concerned IP

(1) Assist member companies development of corporate human resources concerned IP

Training system revision based on committee report “JIPA mid- and long term prospect”

Enrich IP leader training and IP strategic staff training

Enhance IP training for Engineer & Researcher

(2) Support SMEs and venture companies

Entry capable IP human resource in database, who can assist SMEs & venture companies

4 . The 8<sup>th</sup> JIPA IP Symposium

Scheduled for January 2008 at Kyoto International Conference Center