



JAPAN INTELLECTUAL PROPERTY ASSOCIATION (JIPA)

~Creating IP Vision for the World~

IKUO TSUYUKI

1938



2011

73nd Anniversary

[URL;http://www.jipa.or.jp/english/index.html](http://www.jipa.or.jp/english/index.html)



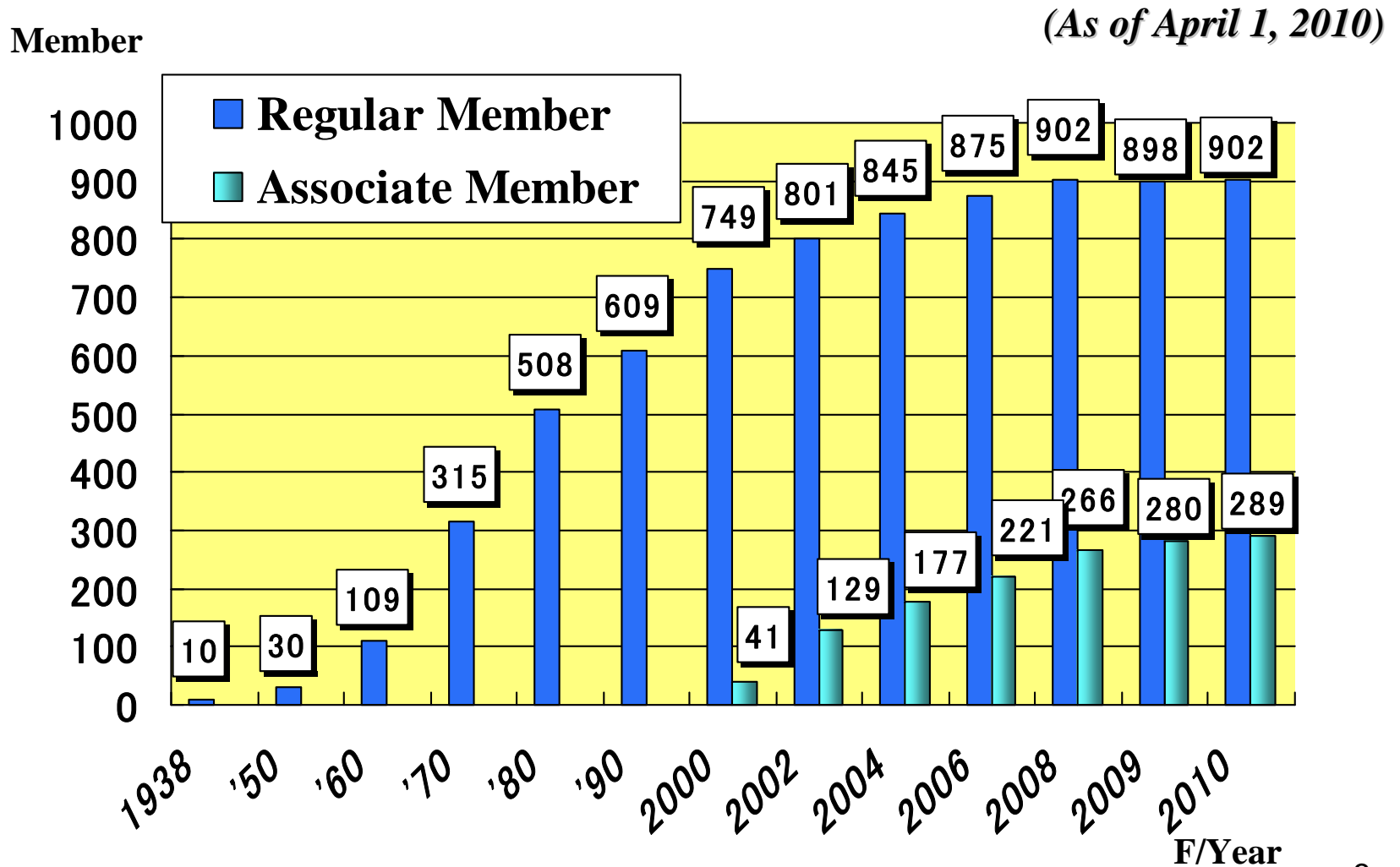
JIPA History

- Non-profit, non-governmental and largest IPR Industry Organization in the World -

- 1938.9.9 “Choyo-kai” starts (10 electronics Companies)
「重陽会」
- 1956.9.1 Changed name to
“Industrial Property Association for Business”
- 1959.1.1 Changed name to
“Japan Patent Association”
- 1963.4.1 **“Training Committee” started**
- 1994.5.27 Changed name to
“Japan Intellectual Property Association”
- 2007.4.1 **Changed name to
“Human Resources Development Committee”**

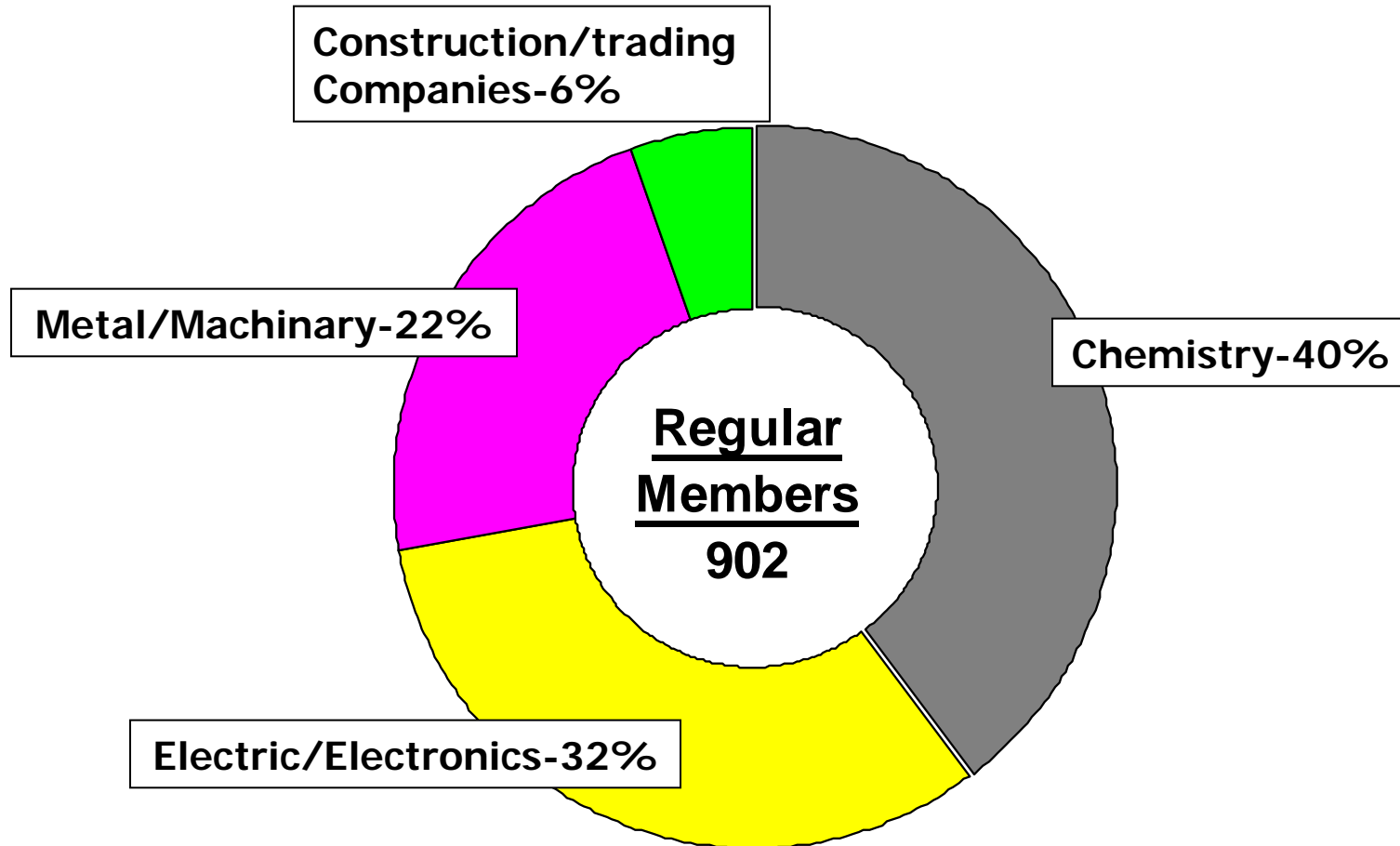


Transition of Membership



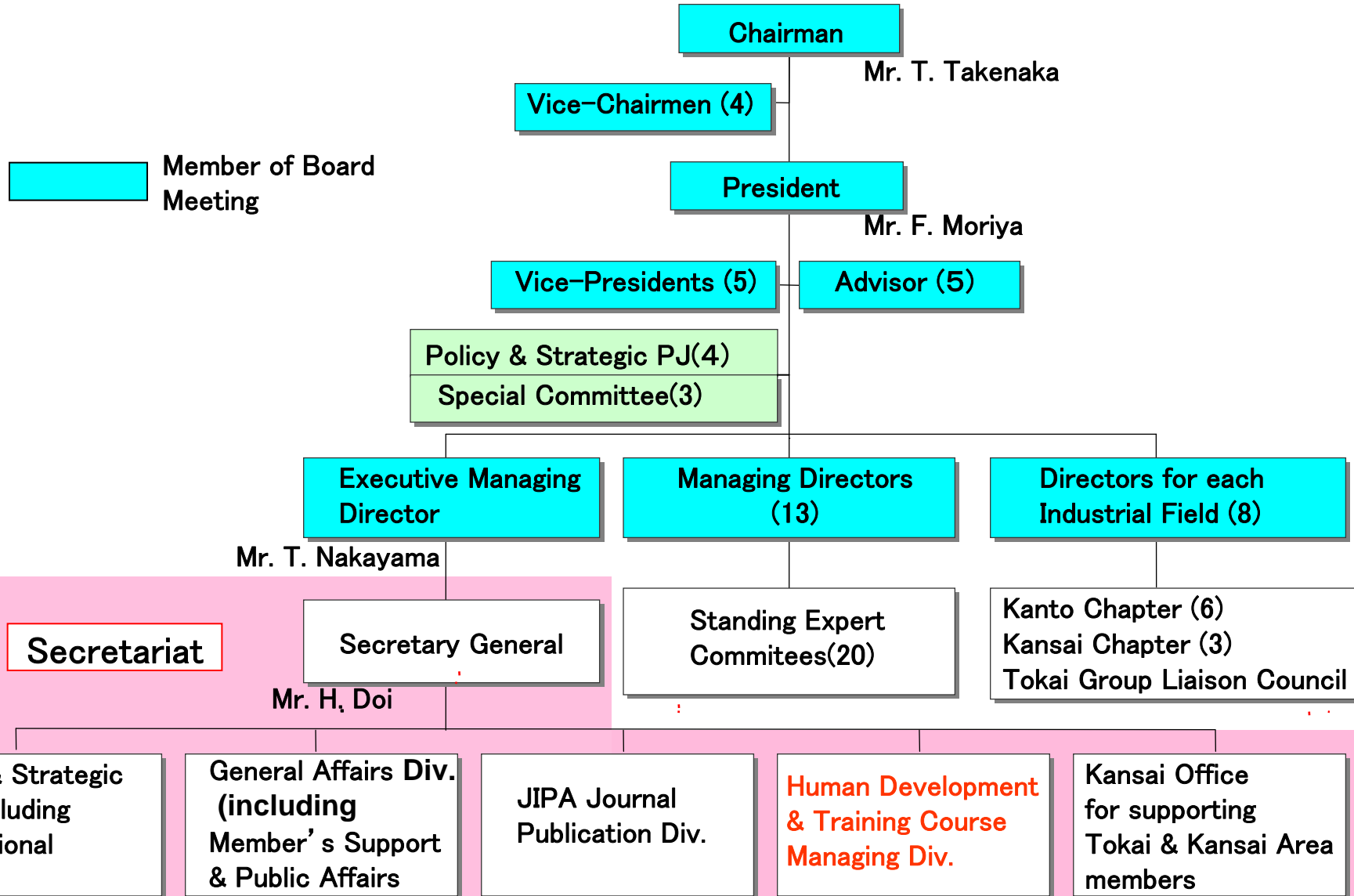


Analysis of Regular Member



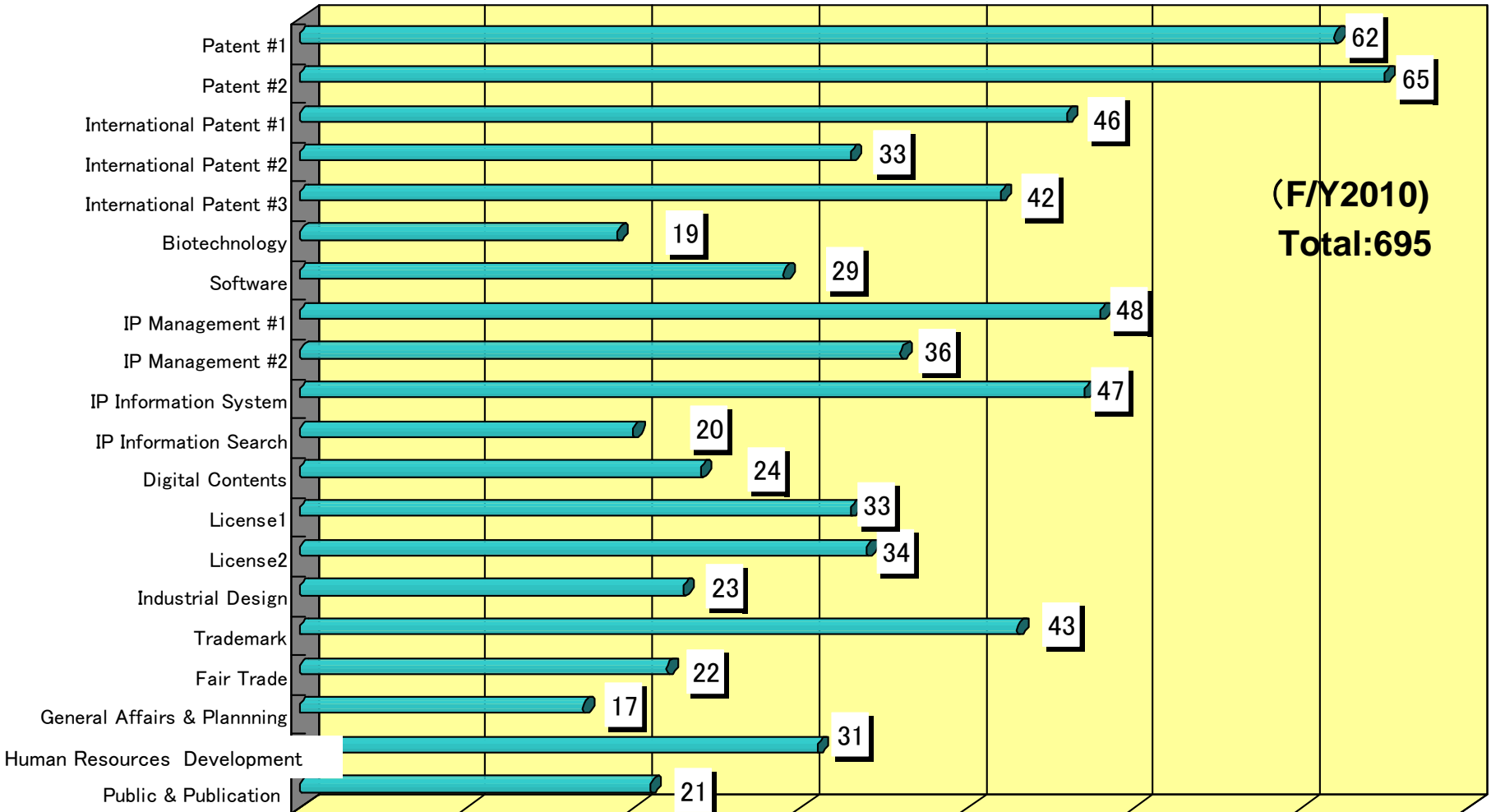


Organization 2010





Standing Expert Committees





Main Activities of JIPA

1. Policy & Strategy Project Activities (8 PJs)

- ☞ Strategic Studies and Researches on Offer of IP Policy

2. Committee Activities

(20 Standing Committees, 695 Members -'10)

- ☞ Professional Studies and Researches → Feed-back to JIPA Members
- ☞ Offering JIPA's Opinions and Suggestions to Outside Communities.

3. Training Activities

(82 Regular Courses, 16 Extra-ordinary Courses, 2 Overseas Courses, IP Leader Course & Strategic Staff Course, 14,186 Trainees –January1,2011)

- ☞ IP Education / Training to Employees of JIPA Members.

4. Publication

- ☞ Monthly Bulletin (3,850 Circulation), Investigation & Study Reports

5. Others

- ☞ Communication/Coordination with various IP Related Institutions and Organizations.



JIPA Training



AIM of JIPA TRAINING

We aim at Member's training of intellectual properties for member by member.

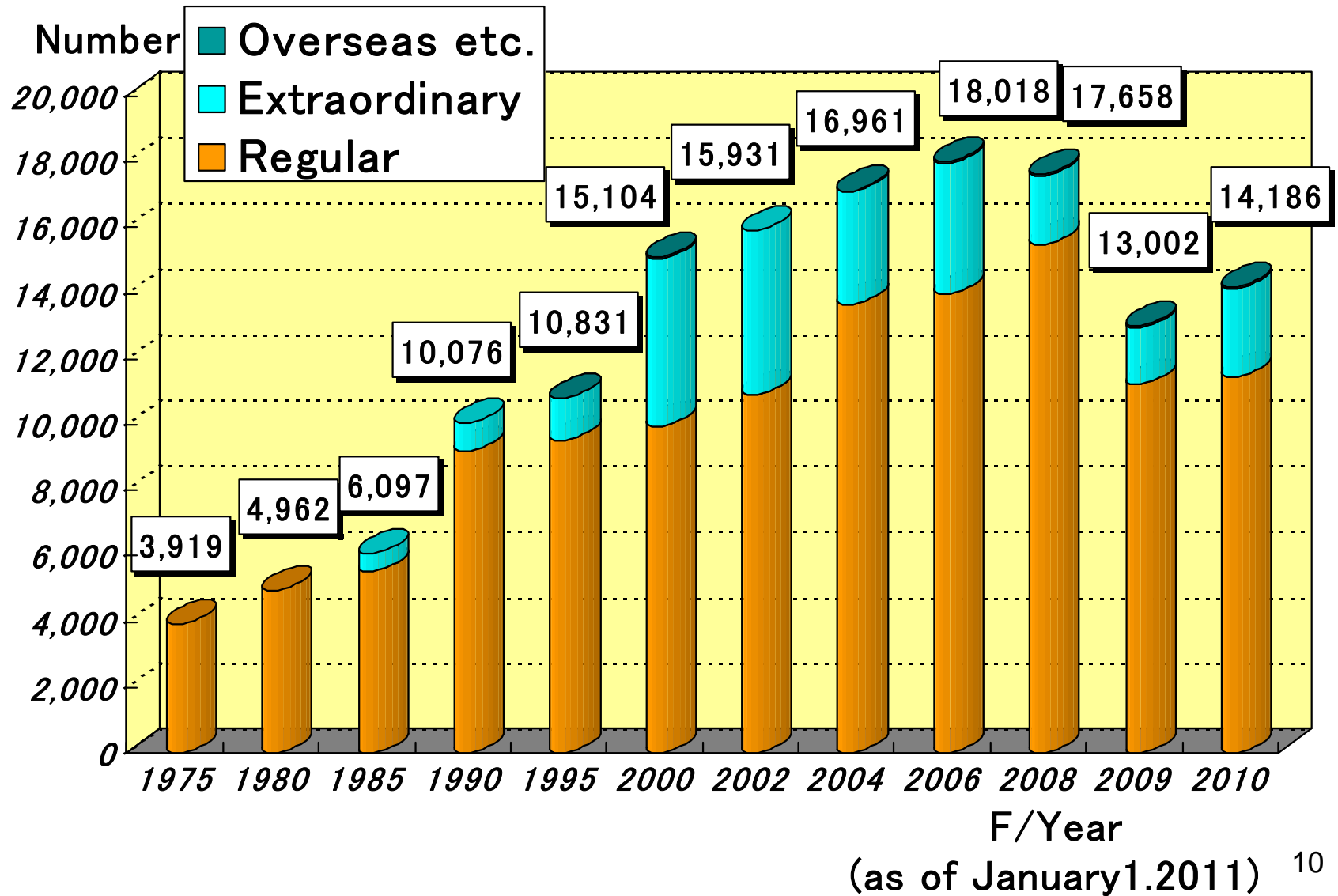
“Member's”=A target is a JIPA member.

“By member”=Plan operation by Committee & Group Lecturer in the member enterprise

“For member”=It matches needs of a JIPA member.



Transition of Number of Trainees





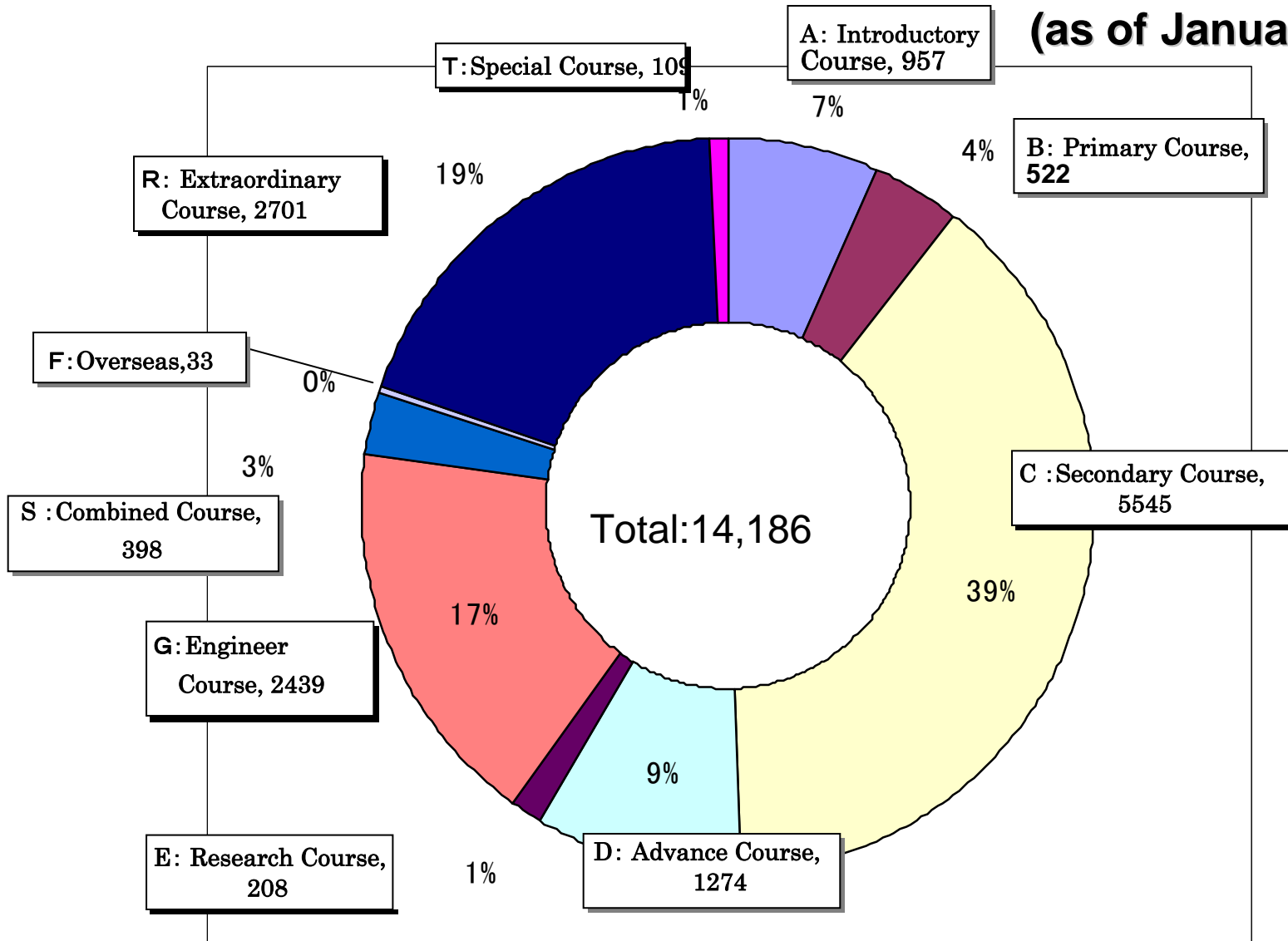
TRAINING COURSES

| | | |
|-----------|-------------------------|------------|
| Regular | A: Introductory Course | 3 courses |
| | B: Primary Course | 3 courses |
| | C: Secondary Course | 38 courses |
| | D: Advanced Course | 10 courses |
| | E: Research Course | 7 courses |
| | G: Engineer Course | 18 courses |
| | S: Combined Course | 3 courses |
| IP Leader | T: Special Course | 3 courses |
| Overseas | F: Overseas Course | 4 courses |
| Extra | R: Extraordinary Course | 17 courses |



Number of Trainees

(as of January 1, 2011)





Training planning and operation

- ① **Human Resource Development
Committee : 31 people**

- ② **Human Development & Training
Course Managing Division: 7 people**

- ③ **Training operation staff: 20 people**



TRAINING LECTURER

Total= About **250 people**

- ① Judge and lawyer=15%
- ② Patent attorney=35%
- ③ University Professor=7%
- ④ IP Specialist from JIPA Member=43%



Match of recent JIPA Training

Target of JIPA Training

- ◆ In the past ⇒ A workshop is offered.
- ◆ Present ⇒ a final purpose is human resources

We aim at the activity that the human resources of intellectual properties who contribute to management were brought up with the primary focus as JIPA.

We changed the name to " **Human Resources Development committee** " from " training plan committee" in 2007.



TRAINING COURSES CONTENT

| | | |
|-----------|-------------------------|------------------------------|
| Regular | A: Introductory Course | A legal system is understood |
| | B: Primary Course | A legal system is utilized |
| | C: Secondary Course | Mono technic course |
| | D: Advanced Course | More deeply |
| | E: Research Course | Practice |
| | G: Engineer Course | Engineer |
| | S: Combined Course | General |
| IP Leader | T: Special Course | Management sense(T1,T2,T3) |
| Overseas | F: Overseas Course | Globalization(F2,F3,F4,F5) |
| Extra | R: Extraordinary Course | Topics |



T: SPECIAL COURSE

① IP Leader (Top)

*** T1: IP Change Leader Course**
(From fiscal year 2004.)

② IP Strategy Staff (Adviser)

*** T2: IP Strategy Staff Course**
(From fiscal year 2006.)

③ IP Young People

*** T3: IP Young People Course**
(From fiscal year 2008.)



T1 : Personality of IP Leader

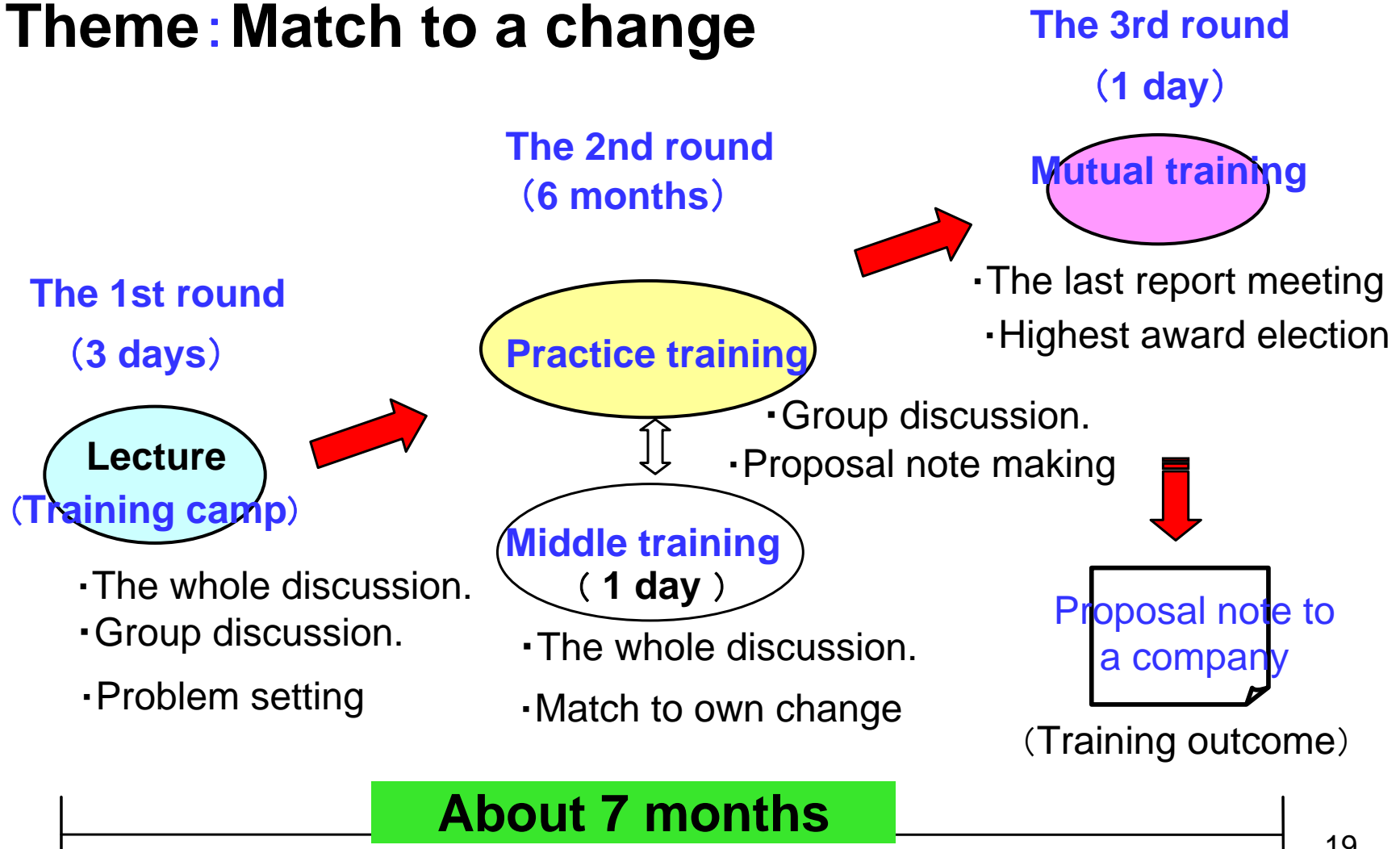
(1) IP Leader is the top barrel talent of the intellectual properties who had executive ability and human charm with a high will.

(2) IP Leader is the talent of the vision to do the activity of intellectual properties that he contributes to management and the "proposing" type concept making can have.



T1 : IP Change Leader Course

Theme : Match to a change





T2 : Personality of IP Strategy staff

① IP Strategy staff are the human resources who can lead a technical staff of intellectual properties to achieve the vision the top of intellectual properties puts up.

② IP Strategy staff grasps kind of problems that a technical staff of intellectual properties holds with a business and is the human resources who also achieve the role of proposing as an execution problem to the top of intellectual properties.

These 2 are common to a concept of "middle ups and downs" of Prof. Hitotsubashi University Ikujiro Nonaka of a graduate school.



T2: Personality of IP Strategy staff

③ IP Strategy staff are the human resources who can do related building to a different department besides the intellectual properties, supporting the top of intellectual properties.



T2: IP Strategy staff Course

- Lecture about an analytical method of a business administration
- Lecture by the case method
- Mutual learning by a group and the whole discussion

**The 1st round
(2 days)**

Basic training

Elementary knowledge
of a case analysis

**The 2nd round
(2 days)**

**Lecture by
the case method**

- Application technology
of a case analysis

**The 3rd round
(2 days)**

Training camp

- Proposal of a strategy
of IP
- Group discussion
- The whole discussion

About 3 months



T3: IP Young People Course

- ◆ A participant establishes a research subject and practices an investigation, a study and an announcement by mutual learning and learns "how to learn".
- ◆ Period : **7 months**
- ◆ How to: **Group discussion**⇒
Interim report meeting⇒
Group discussion⇒
The last report meeting.
- ◆ Cooperation of committees



F: Overseas Course

| | | | |
|----|--------|---------|---------|
| F2 | USA | 3w~4w. | 2011.10 |
| F3 | Asia | 10days. | 2010.10 |
| F4 | Europe | 2w. | 2010.9 |
| F5 | China | 2w. | 2011.10 |



At the end.

**We'd like to make an effort for
upbringing of the human resources
of intellectual properties who
contribute to business management.**