

Global IP Protection Systems for Promotion of Innovation and Business Competitiveness: Japan's Experience

Masahiro Hashimoto, Ph.D.
Director General
Trademark, Design and
Administrative Affairs Department
Japan Patent Office

November 11, 2010

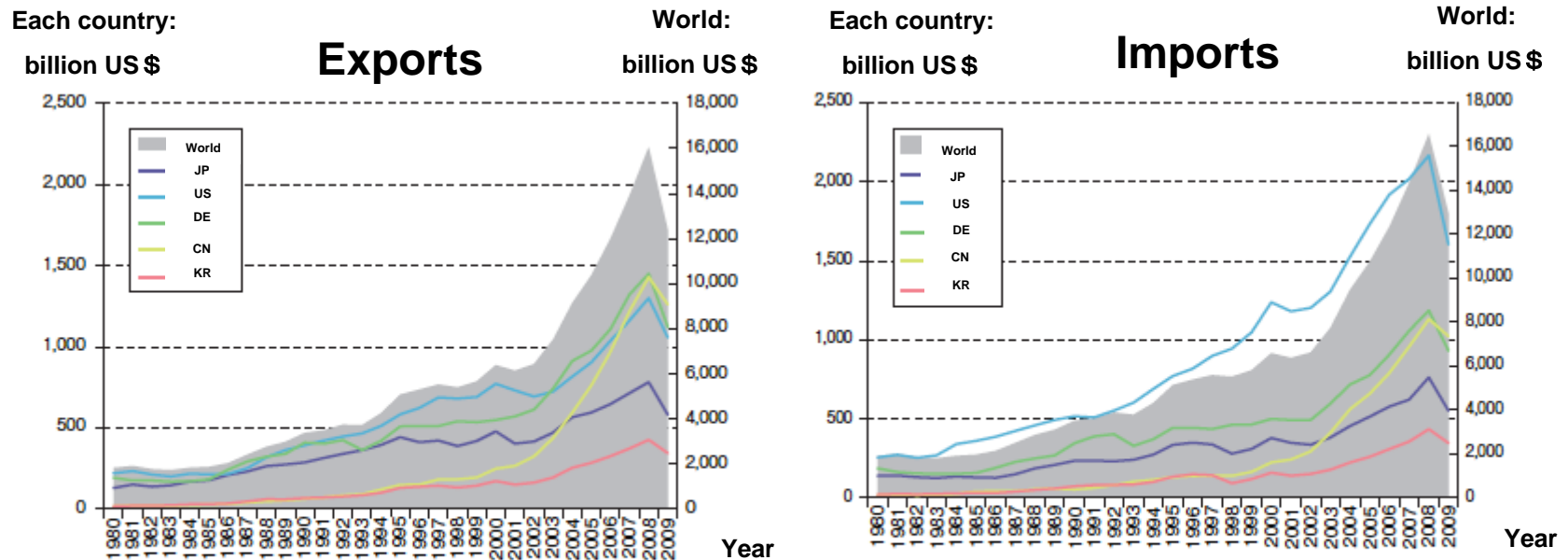
Topics

- Significance of Global IP Protection Systems
 - ✓ IP Utilization for Promotion of Innovation under Economic Globalization
 - ✓ Globalization of Business Competitiveness & Patent Applications
- Madrid Protocol for International Marks for Improving Business Competitiveness
 - ✓ Advantage of the System
 - ✓ Statistics: Japan's Experience

Significance of Global IP Protection System

- Economic Globalization (1) -

➤ Trends in World Trade

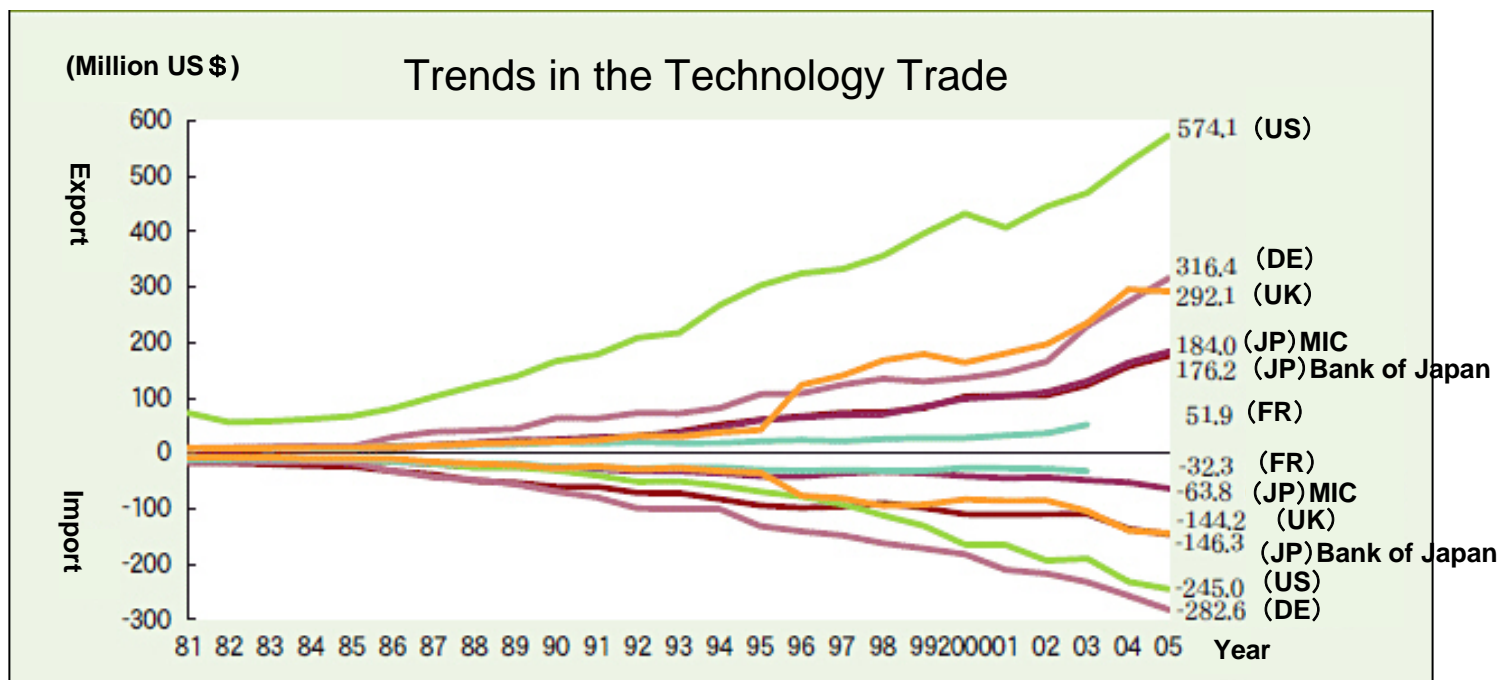


[Source] Trade White Paper 2010

Significance of Global IP Protection System

- Economic Globalization (2) -

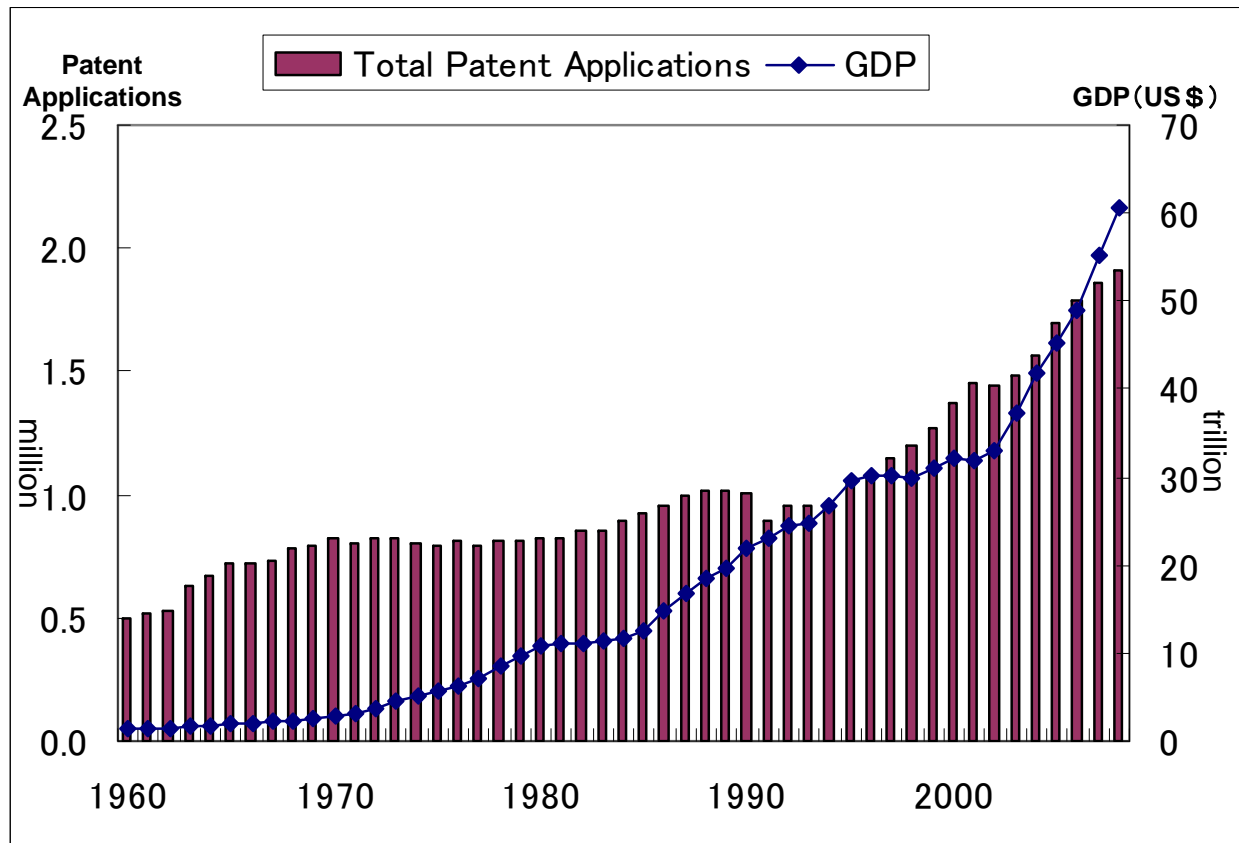
➤ Trends in the Technology Trade of Countries



[Source] White Paper on Science and Technology 2007

IP Utilization under Economic Globalization

➤ Trends in World GDP and Patent Applications

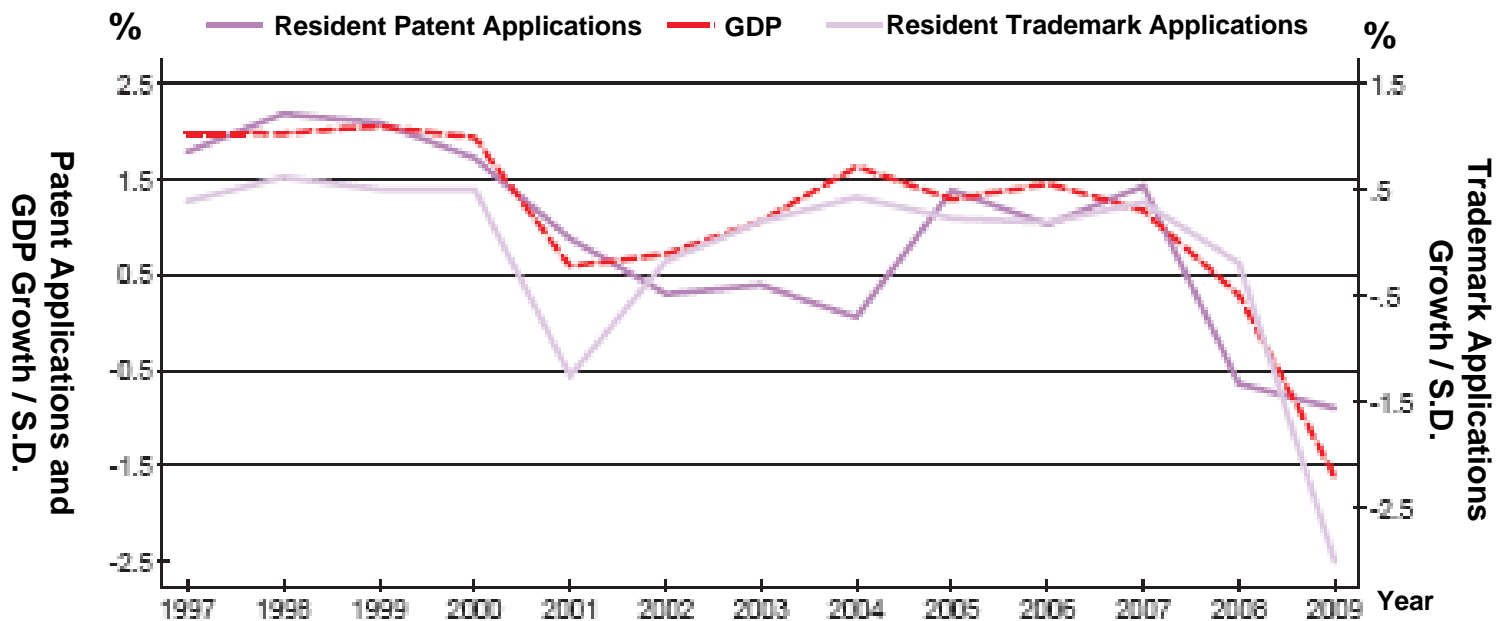


[Source] World Bank, WIPO IP Statistics

Economic Growth & Intellectual Property

- Relationships between Economic Growth and the Growth Rates of Patent and Trademark Applications
 - ✓ Patent Application and Trademark Application growth rates are synchronized with changes in Gross Domestic Product (GDP)

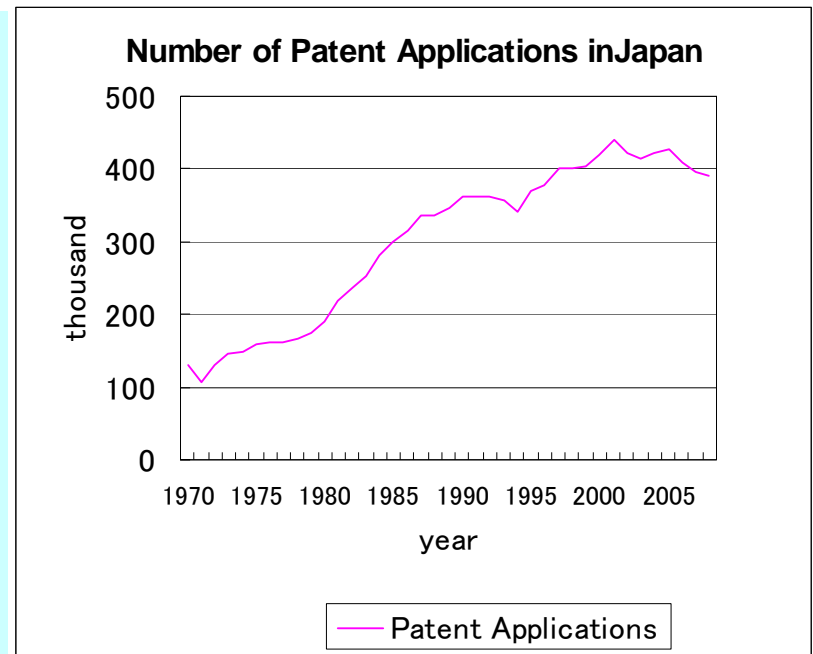
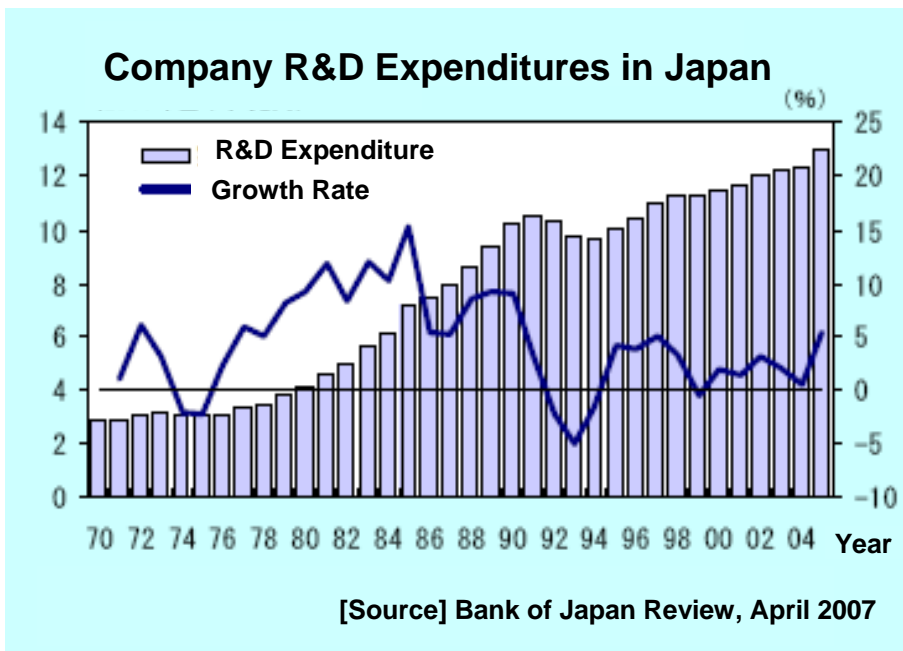
Gross Domestic Product, Patent Application and Trademark Application Growth Rates



[Source] World Intellectual Property Indicators 2010

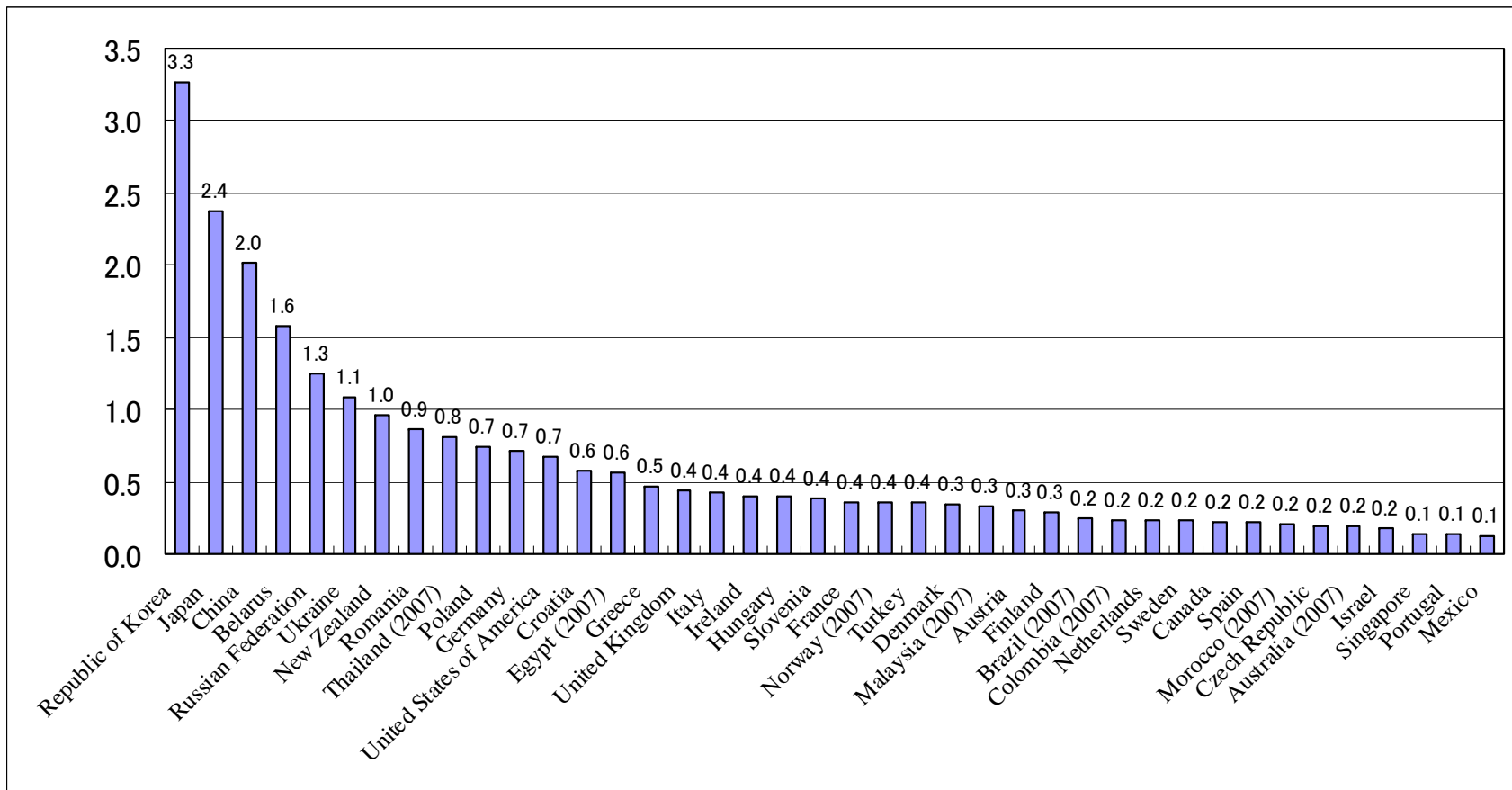
Relationship between R&D and Patents

➤ Trends in R&D Expenditures and Patent Applications in Japan



Relationship between R&D and Patents (2)

Resident Patent Applications per R&D Expenditure (US\$ mil.) (FY'08)

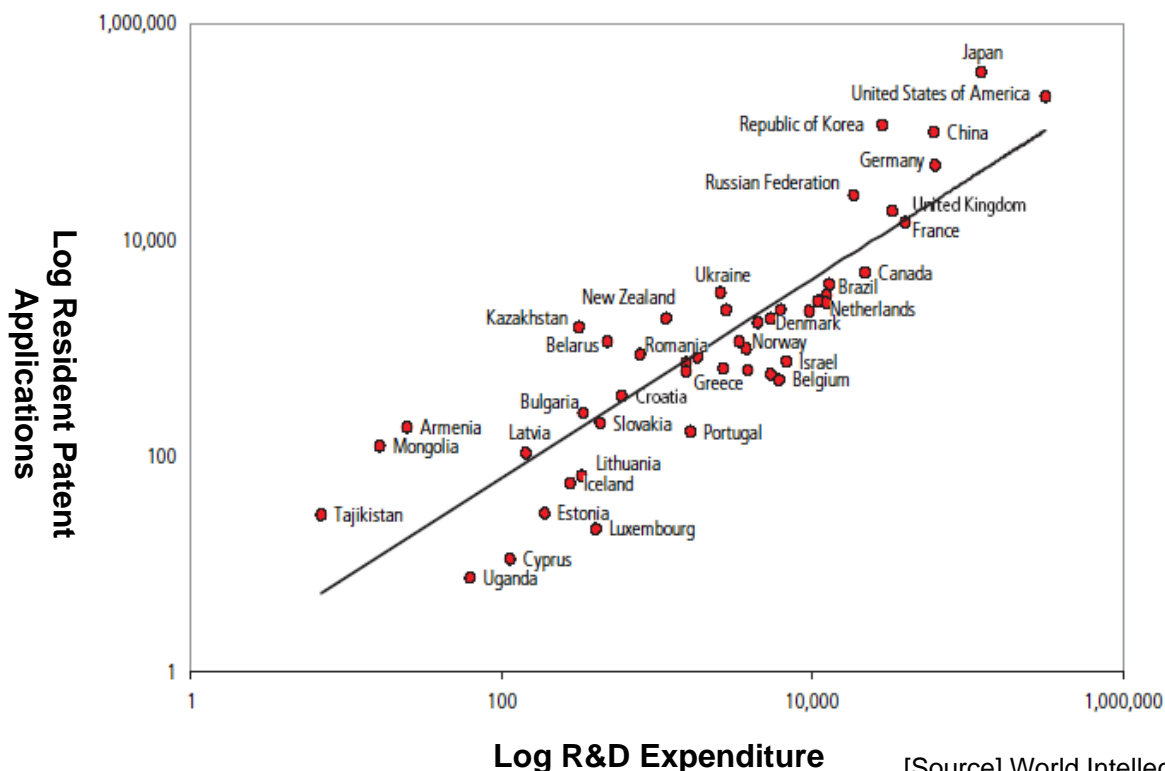


[Source] World Intellectual Property Indicators 2010

Relationship between R&D and Patents (3)

Relationships between R&D Expenditures and Patent Applications

Resident Patent Applications per R&D Expenditures, 2003-2007



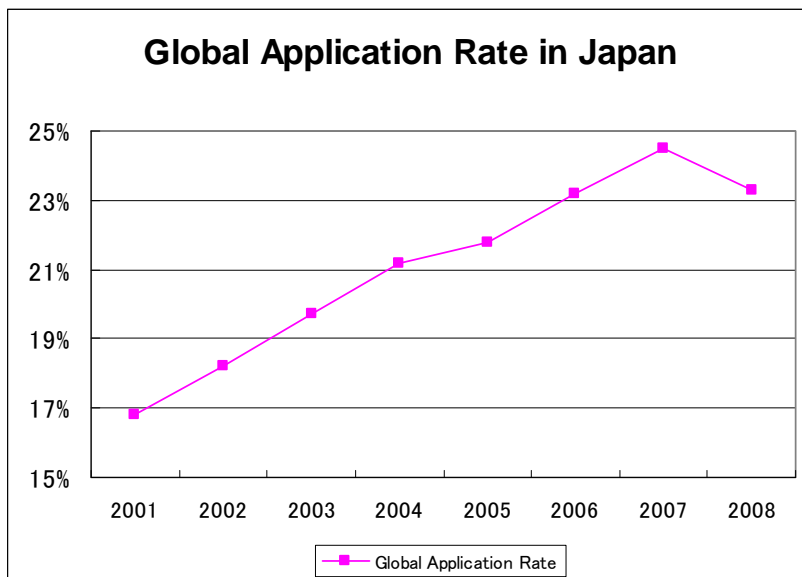
[Source] World Intellectual Property Indicators 2009

- **Significance of Global IP Protection Systems**
 - ✓ IP Utilization for promotion of innovation under the Economic Globalization
 - ✓ Globalization of Business Competitiveness & Patent Applications
- **Madrid Protocol for International Marks for Improving Business Competitiveness**
 - ✓ Advantage of the System
 - ✓ Statistics: Japan's Experience

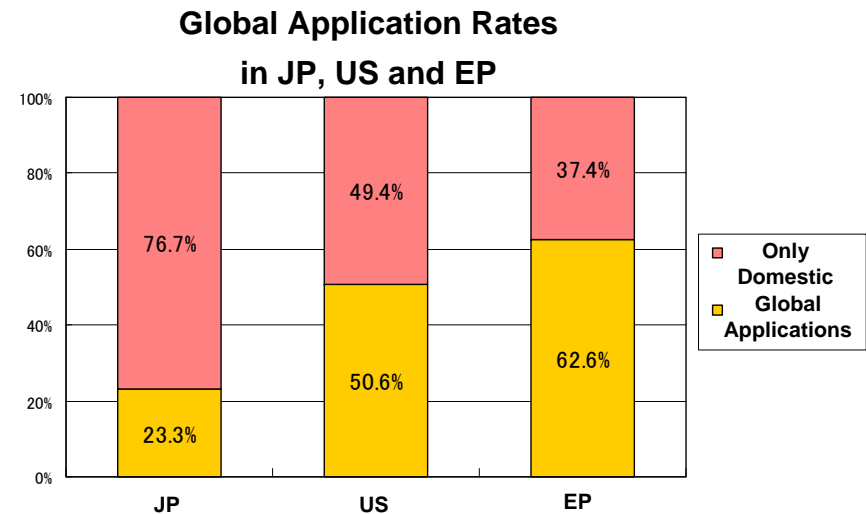
Globalization of Patent Applications (1)

➤ Global Application Rate

- ✓ Percentage of applications filed with both the national/regional IP Office and foreign IP Offices



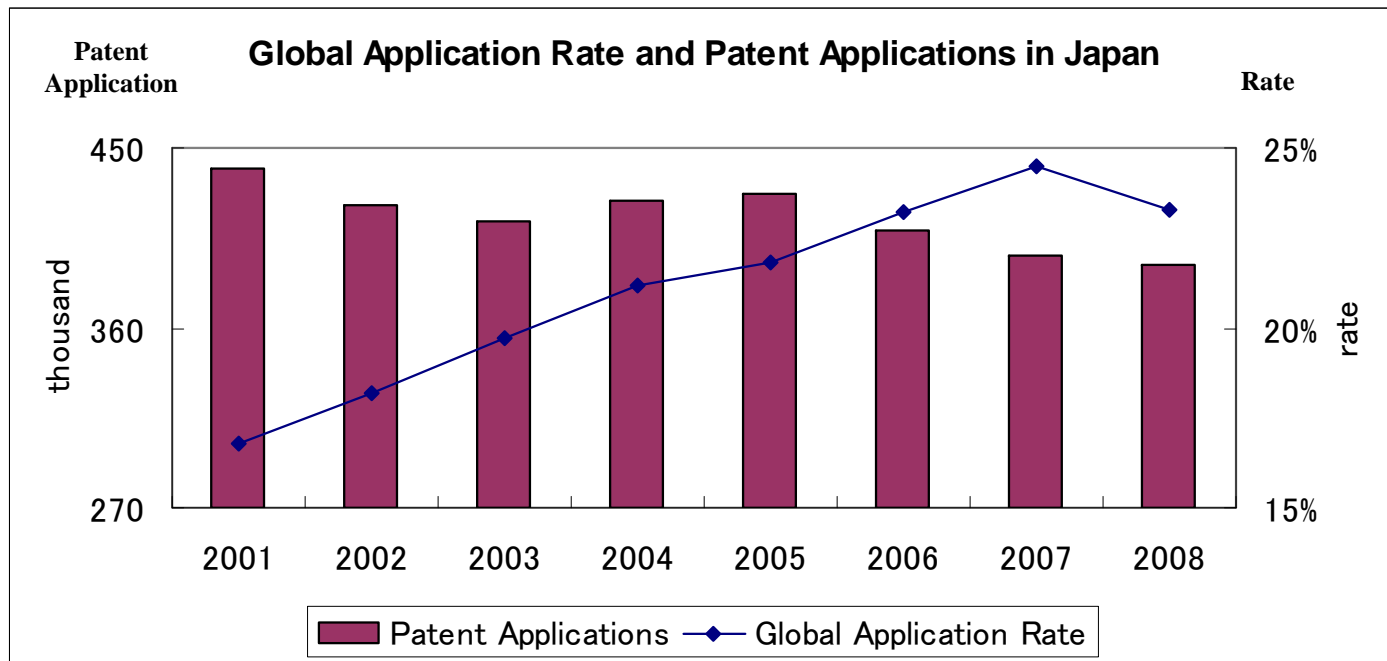
[Source] JPO Annual Report



[Source] JPO Annual Report 2010

Globalization of Patent Applications (2)

- Comparison between Global Application Rate and Patent Applications in Japan

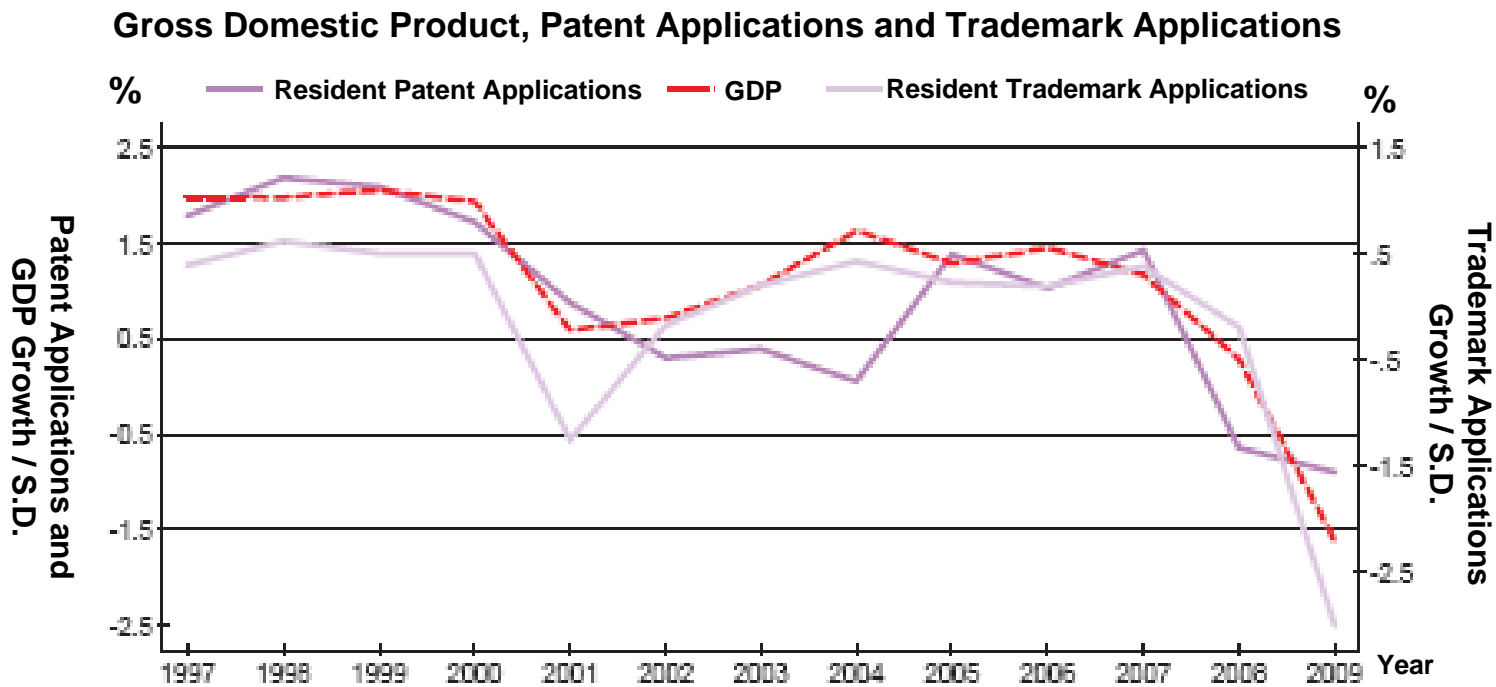


[Source] JPO Annual Report

- Significance of Global IP Protection Systems
 - ✓ IP Utilization for promotion of innovation under the Economic Globalization
 - ✓ Globalization of Business Competitiveness & Patent Application
- Madrid Protocol for International Marks for Improving Business Competitiveness
 - ✓ Advantage of the System
 - ✓ Statistics: Japan's Experience

Economic Growth & Intellectual Property

- Relationships between Economic Growth, Patent Applications, and Trademark Applications
 - ✓ Patent Application and Trademark Application Growth Rates are synchronized with Gross Domestic Product (GDP)

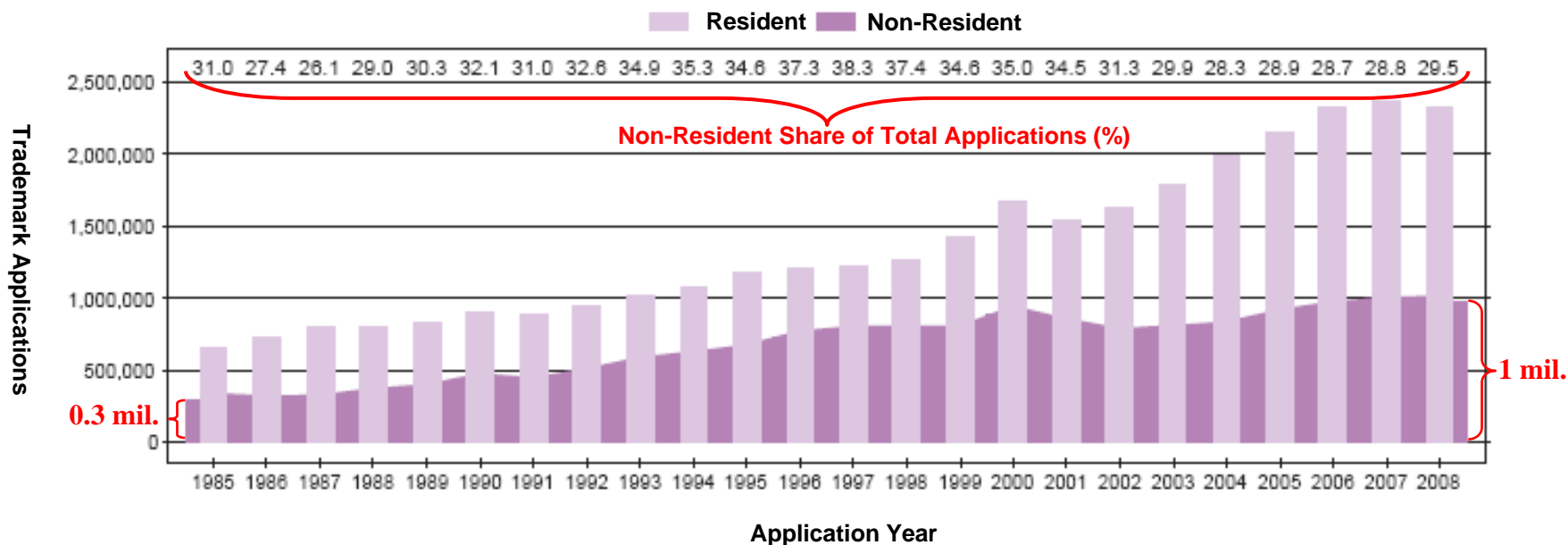


[Source] World Intellectual Property Indicators 2010

Business Globalization focused on Trademarks

- Trends in Trademark Applications in the World
 - ✓ Non-Resident Applications accounts for Approx. 30% of Total Applications

Total Resident and Non-Resident Trademark Applications



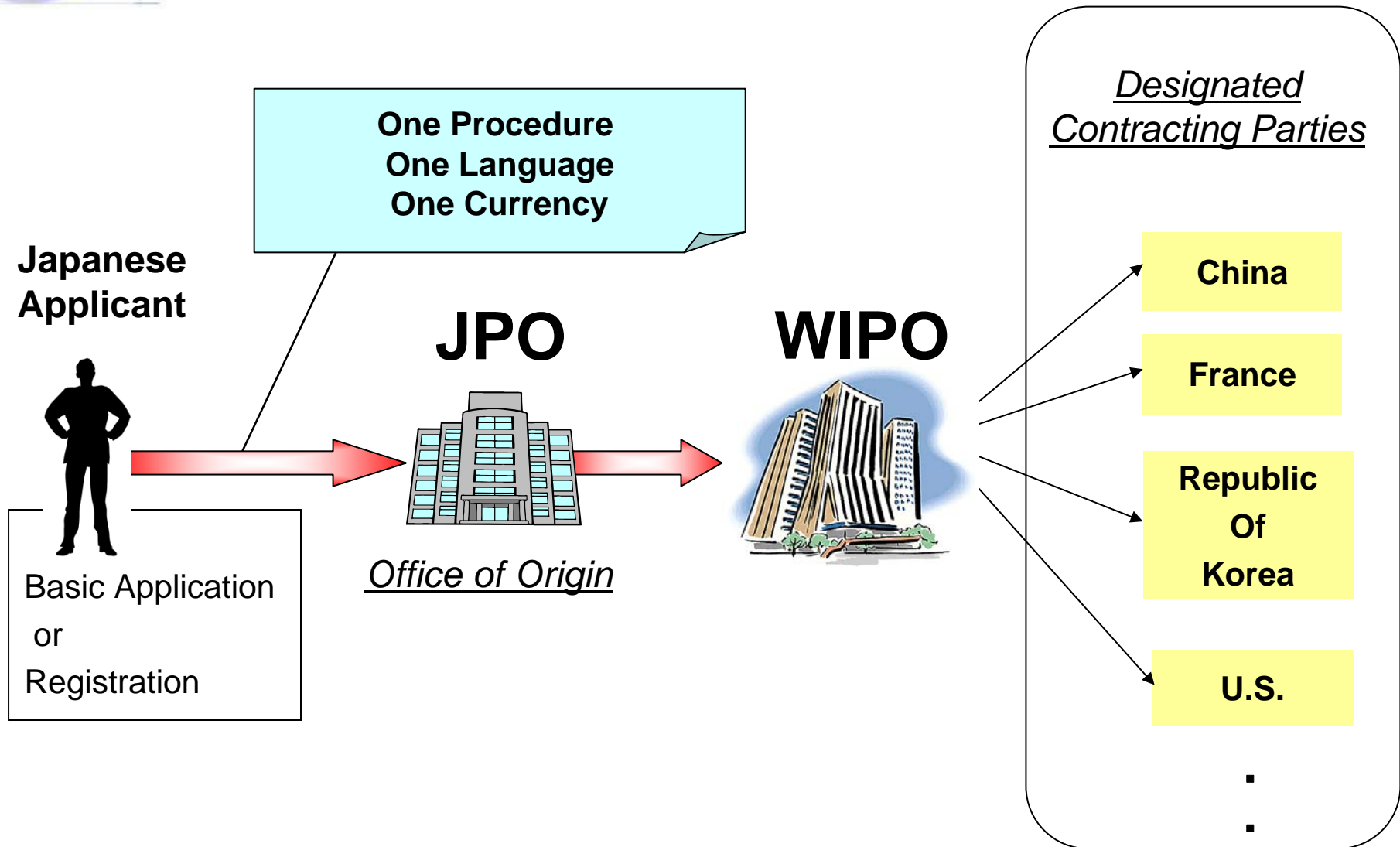
[Source] World Intellectual Property Indicators 2010

The Madrid Protocol

“The Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks”

- ✓ Entered into force in 1995
 - ✓ 83 contracting parties (as of November 2010)
- Entered into force in Japan in 2000
- ✓ the 42nd contracting party

Filing under the Madrid Protocol



Advantages of the Madrid Protocol for Users

- At the application stage:
 - ✓ A single application in one language and one currency
 - ✓ File with the Office of Origin (e.g., IP Office of home country)

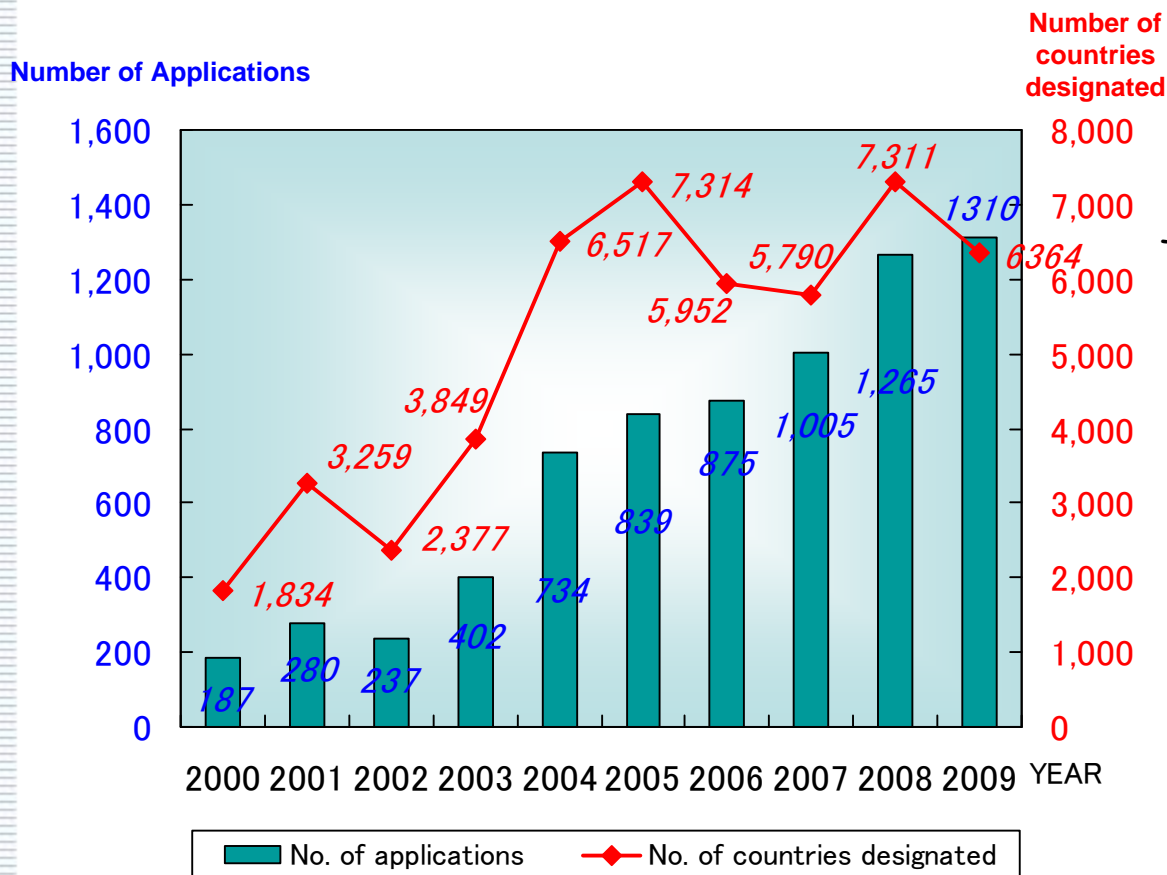
- At the post-registration stage:
 - ✓ Decision to grant (or not to grant) in each country is made within 12 months or 18 months
 - ✓ Easy to manage trademark
 - A single request to record changes (transfers, changes of names or addresses, etc.) which may affect the registration as a whole or in part
 - A single request for renewal

Main Roles of the JPO

- Positive appeal for Madrid Protocol system improvement
- Promotional activities
- Progress of a new project for administrative processing system

- Significance of Global IP Protection Systems
 - ✓ IP Utilization for promotion of innovation under the Economic Globalization
 - ✓ Globalization of Business Competitiveness & Patent Applications
- Madrid Protocol for International Marks for Improving Business Competitiveness
 - ✓ Advantage of the System
 - ✓ Statistics: Japan's Experience

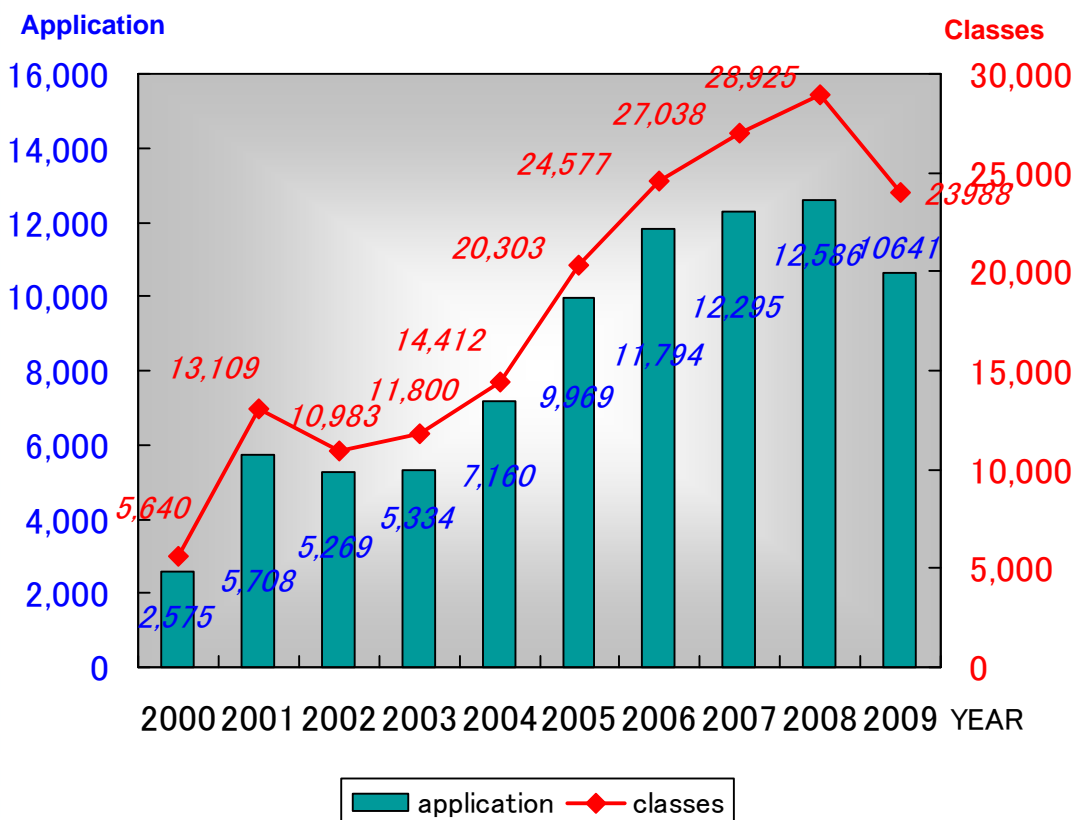
International Applications originating from Japan



Top 3 Designated Countries (2009)

	Country	Designations
1	China	957
2	U.S.	656
3	the Republic of Korea	639

International Applications designating Japan



Top 3 Nations (2009)

	Country	Designations
1	U.S.	1,764
2	Germany	1,433
3	France	1,199

Conclusion

- Significance of Global IP Protection Systems
- Madrid Protocol for International Marks for Improving Business Competitiveness

Thank you for your attention!

JPO Official Site
<http://www.jpo.go.jp/index.htm>

