

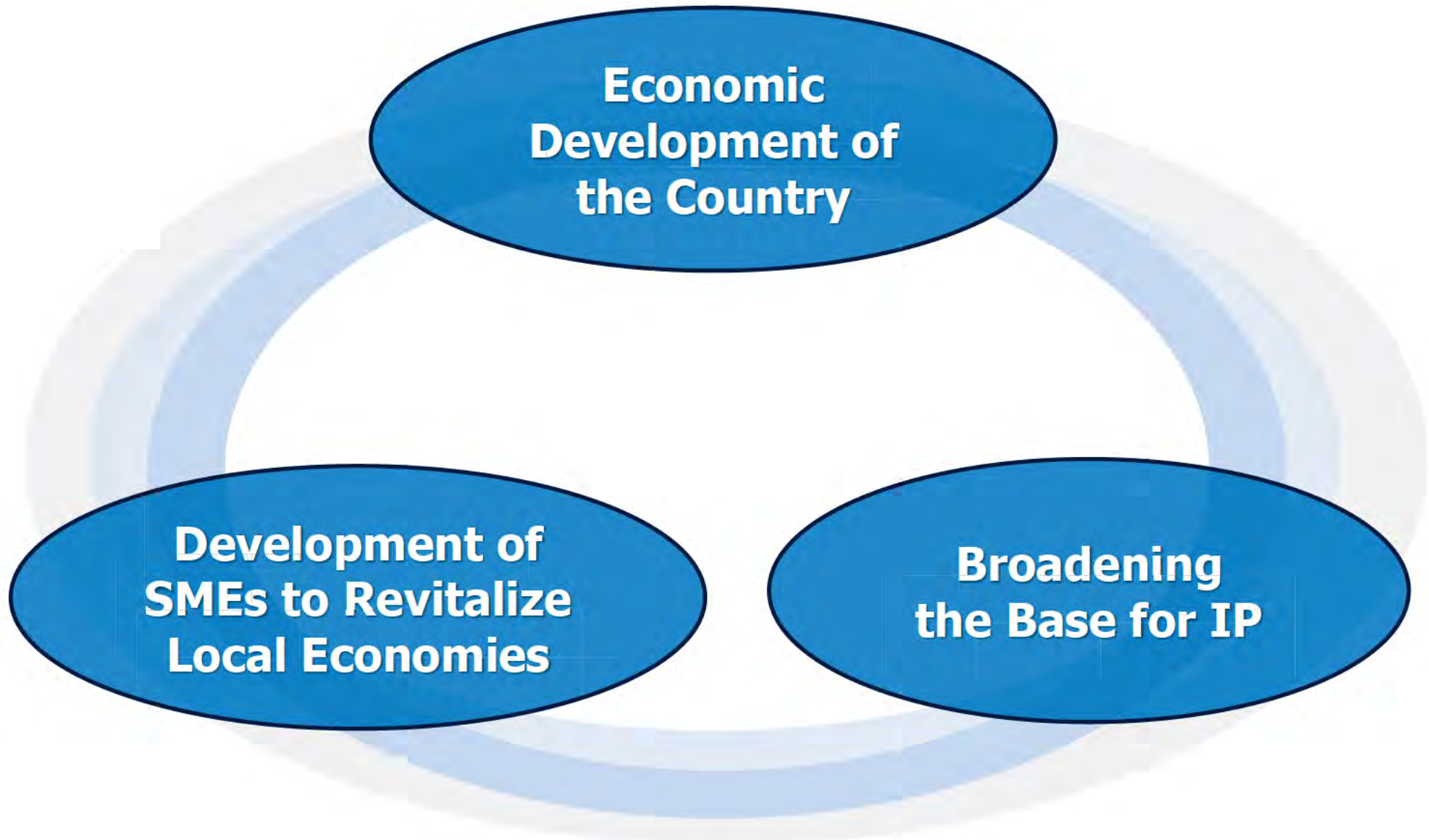
# **IP Support for SMEs in Japan**

**2020**  
**Japan Patent Office**

- 1. Significance of IP Support for SMEs**
- 2. Present State of IP Utilization by SMEs**
- 3. Introduction of JPO's IP support policies for SMEs**

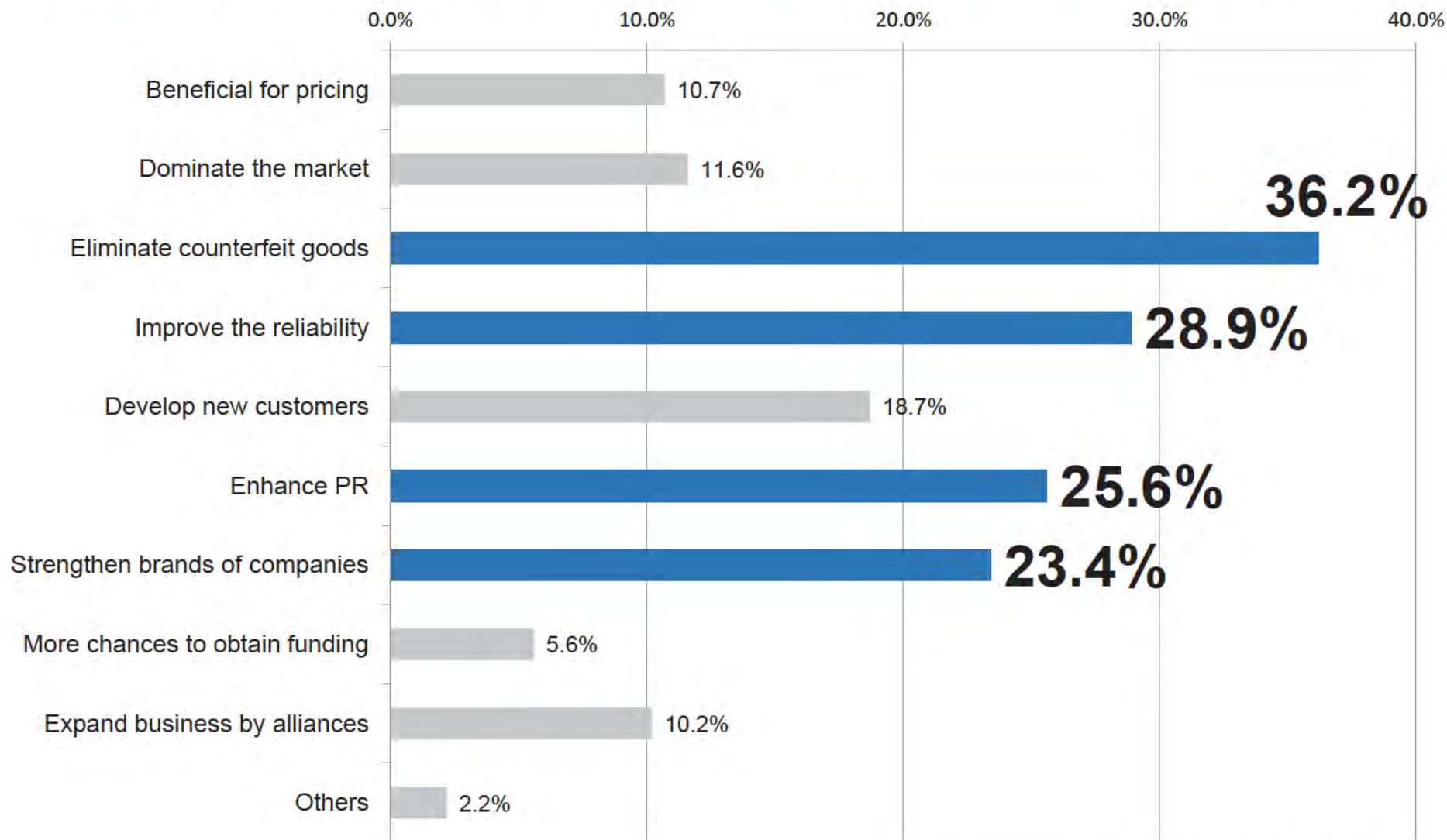
- 1. Significance of IP Support for SMEs**
2. Present State of IP Utilization by SMEs
3. Introduction of JPO's IP support policies for SMEs

# 1-1. Significance of IP Support for SMEs



# 1-2. Significance of IP Support for SMEs

## Q. What kind of effects were obtained as a result of IP activities?



SOURCE : Research by the JPO

# 1-3. Significance of IP Support for SMEs

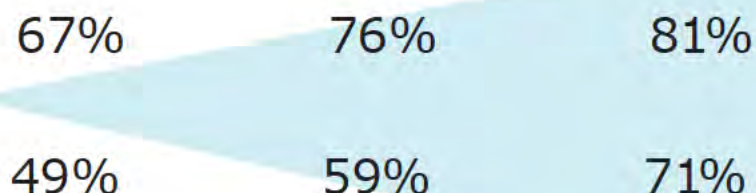
## Best Practices by Utilizing IP

## Number of employees

30 or less      31~100      101 or more

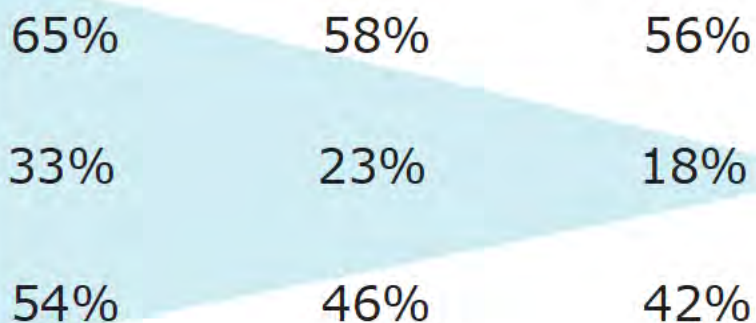
### Direct effects

- Companies were able to take prominent position in terms of competitions with others
- Companies were able to protect position in terms of competitions with others



### Indirect effects

- Companies were highly evaluated for their technological strengths to further develop sales channels
- Companies formed a business tie-up with other companies
- Companies have actively been having PR opportunities



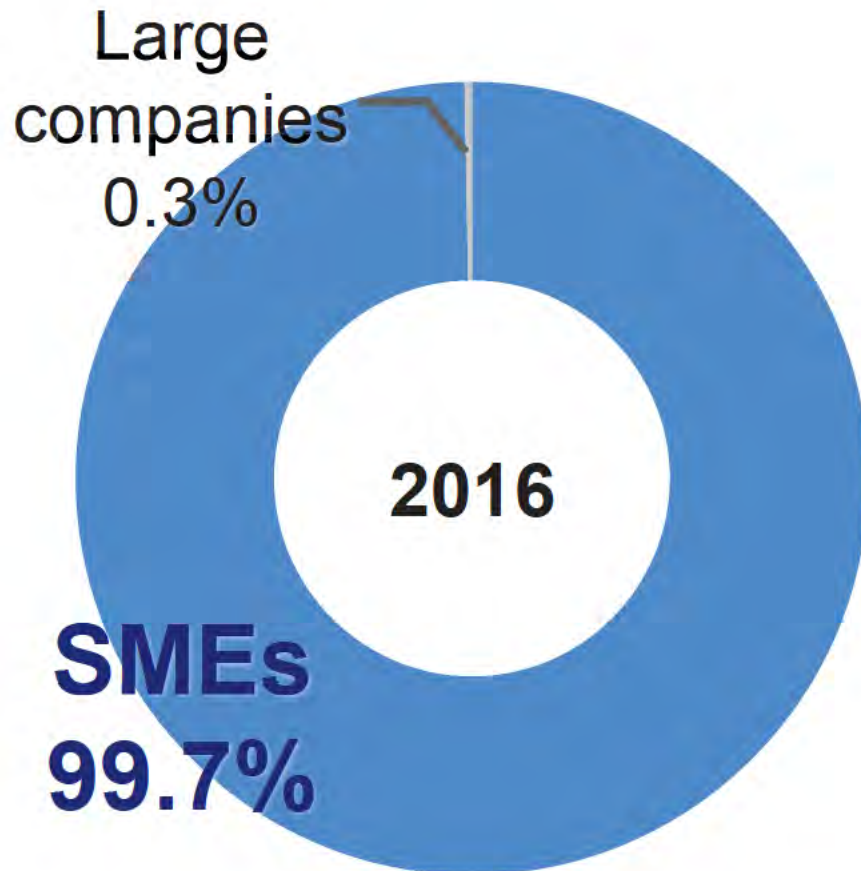
Source: To Get along with Intellectual Property (March 2012)

- Companies with brilliant future have something special. The Collection of Hints in KANSAI

1. Significance of IP Support for SMEs
- 2. Present State of IP Utilization by SMEs**
3. Introduction of JPO's IP support policies for SMEs

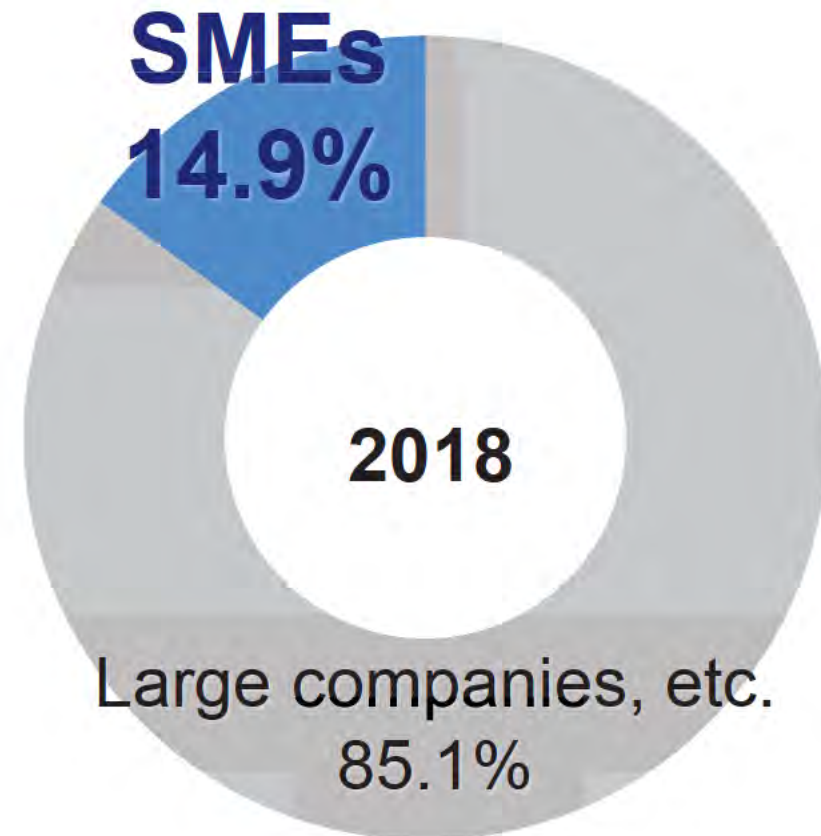
## 2-1. Relationship between SMEs and IP in Japan

Ratio of SMEs to All Companies (2016)



Total number of Japanese companies:  
About 3.59 million

Percentage of Applicants (2018)



Total number of patent applications filed at the  
JPO by Japanese users:  
About 0.25 million



## 2-2. Harsh Reality of Japan's SMEs

✓ Enterprises lack information about intellectual property, persons in charge, and funds

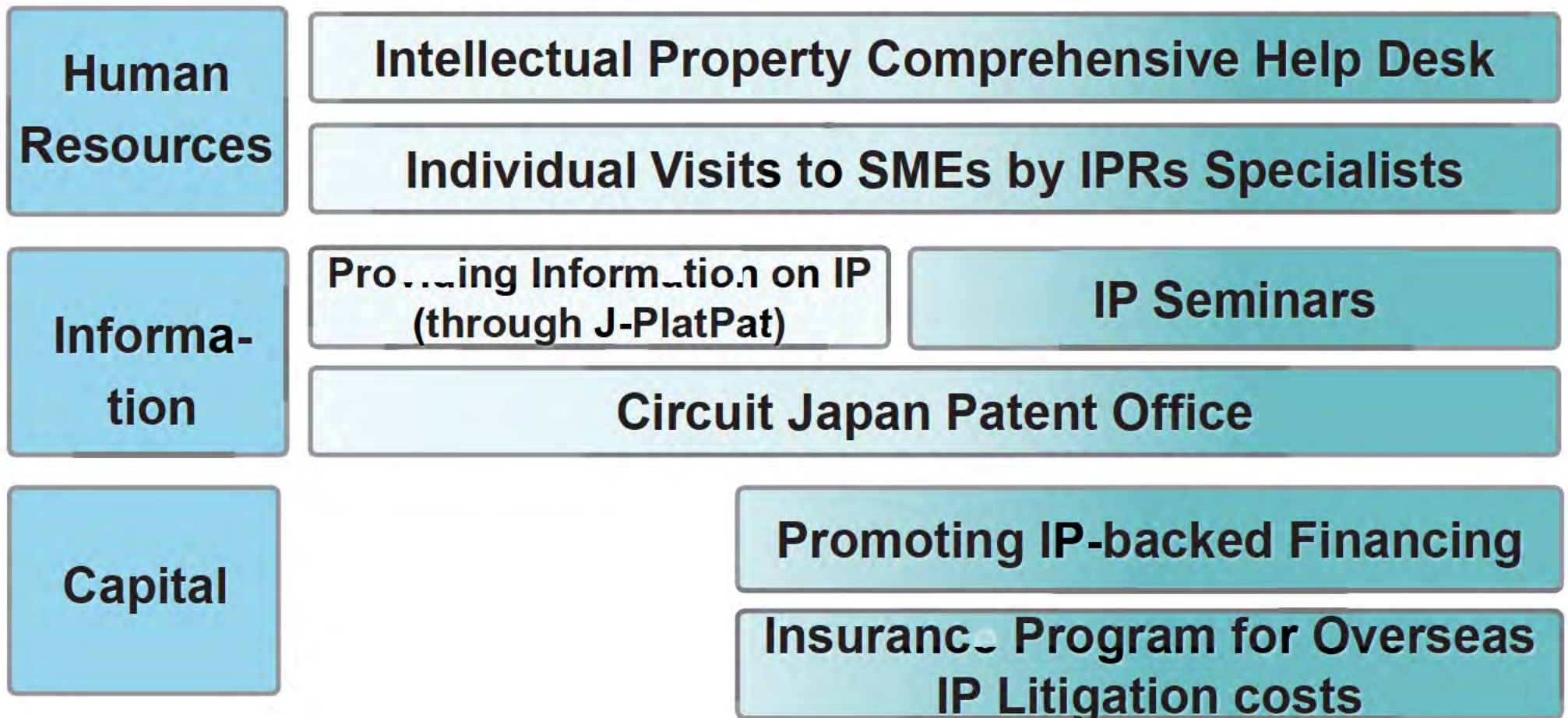
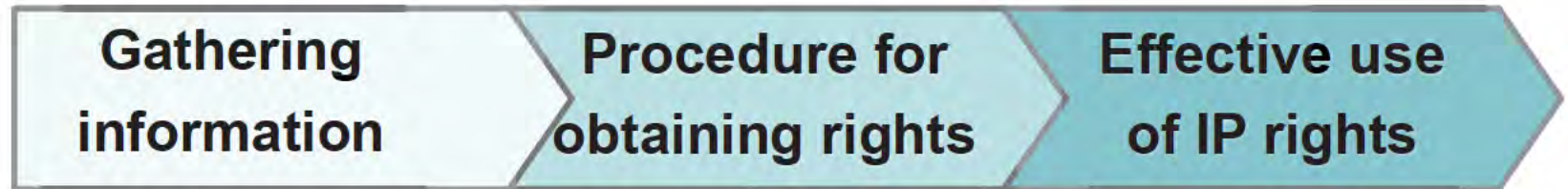


1. Significance of IP Support for SMEs
2. Present State of IP Utilization by SMEs
- 3. Introduction of JPO's IP support policies for SMEs**

# 3-1. Three Viewpoints to Support SMEs



## 3-2. Overview of IP Support for SMEs Provided by the JPO



## 3-3. IP Comprehensive Help Desk



### Activities in FY2018

- The number of consultations at IP Comprehensive Help Desk across Japan was...

103,000

- Consultation services by specialists, such as lawyers and patent attorneys

Giving advice about IP issues at every stage of development:



## 3-4. Individual Visits to SMEs by IPR Specialists

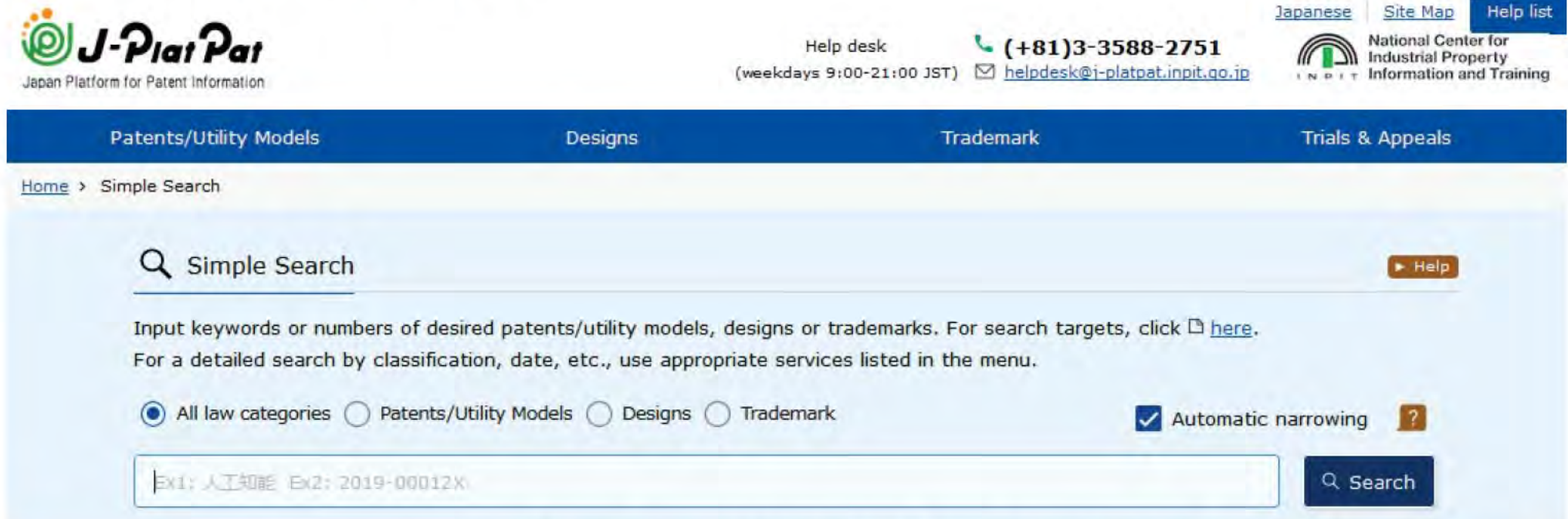
### Sending IPR Specialists for SMEs



## 3-5. Providing Information on IP to SMEs

### SMEs need an Easy-to-use, Simplified Portal

- Top page of J-PlatPat



The screenshot shows the top page of the J-PlatPat website. At the top left is the J-PlatPat logo with the tagline "Japan Platform for Patent Information". To the right, there is a "Help desk" section with contact information: phone number (+81)3-3588-2751, email helpdesk@j-platpat.inpit.go.jp, and operating hours (weekdays 9:00-21:00 JST). Further right are links for "Japanese", "Site Map", and "Help list", along with the logo for the National Center for Industrial Property Information and Training (INPIT).

Below the header is a navigation bar with four main categories: "Patents/Utility Models", "Designs", "Trademark", and "Trials & Appeals".

The main content area is titled "Simple Search" and includes a search input field with a magnifying glass icon. Below the input field, there is instructional text: "Input keywords or numbers of desired patents/utility models, designs or trademarks. For search targets, click [here](#). For a detailed search by classification, date, etc., use appropriate services listed in the menu." Below this text are radio buttons for "All law categories" (selected), "Patents/Utility Models", "Designs", and "Trademark". To the right of these is a checked checkbox for "Automatic narrowing" and a question mark icon. At the bottom, there is a search input field containing the example text "Ex1: 人工知能 Ex2: 2019-00012X" and a "Search" button.

<https://www.j-platpat.inpit.go.jp/web/all/top/BTmTopEnglishPage>

## 3-6 Providing Information on IP to SMEs

### Publishing Compilation of Best Practices of SMEs Utilizing IP

- ✓ Uploaded on JPO website
- ✓ Free distribution at Helpdesk





## 3-7. IP Seminars



### Activities in 2018

#### **(1) Introductory Level Seminars**

59 times

Held nationwide

7,476 people attended

#### **(2) Advanced Level Seminars**

57 times

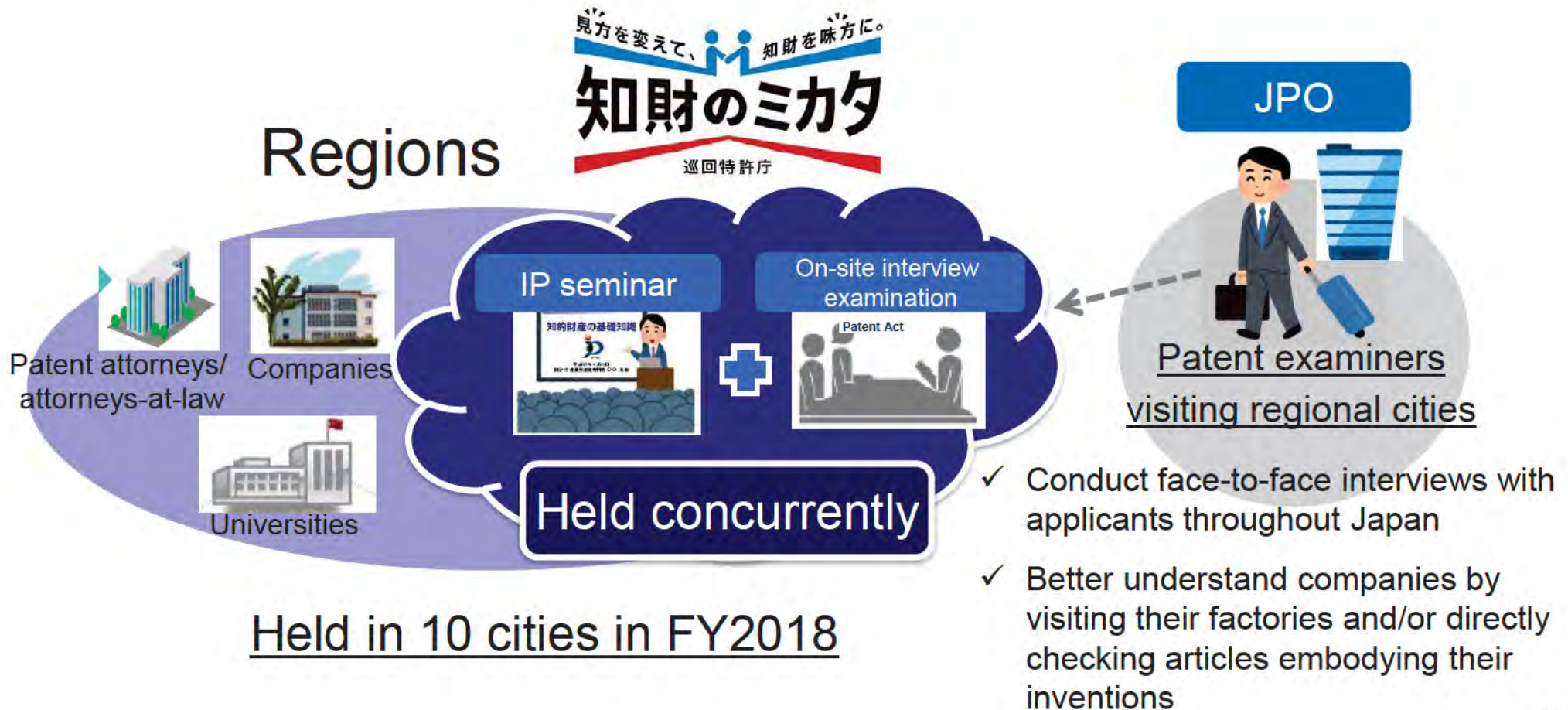
Held in 21 cities

8,249 people attended

# 3-8. Circuit Japan Patent Office

IP seminars

Intensive interview examinations



# 3-9. Program to Reduce Fees for Patents, etc.



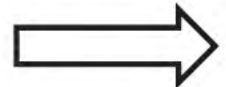
- The JPO revised its fee schedule to reduce patent and examination fees 50% for all SMEs (Before the revision, only limited SMEs were eligible for 50% fee reduction); and
- Procedures needed to apply for fee reductions were also simplified.

## Before the Revision

## After the Revision

Scope of SMEs eligible for fee reduction:

Limited to certain SMEs, such as deficit companies and R&D oriented companies



**All SMEs**

Procedures for applying for fee reductions:

Complicated  
(Need to create and submit documents certifying that they are eligible for having their fees reduced)



**Simplified**  
(No need to submit any certificates)

Fees:

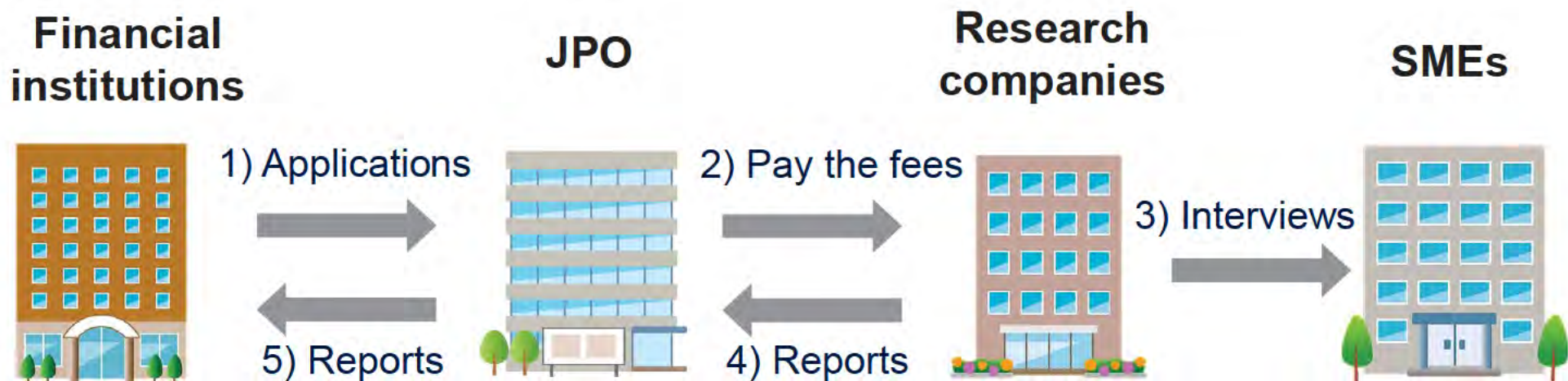
- Examination fees
- Patent fees (to maintain rights for up to 10 years)

- Fees for SMEs were reduced to 1/2
- Fees for start-ups were reduced to 1/3

## 3-10. Promoting IP-backed Financing

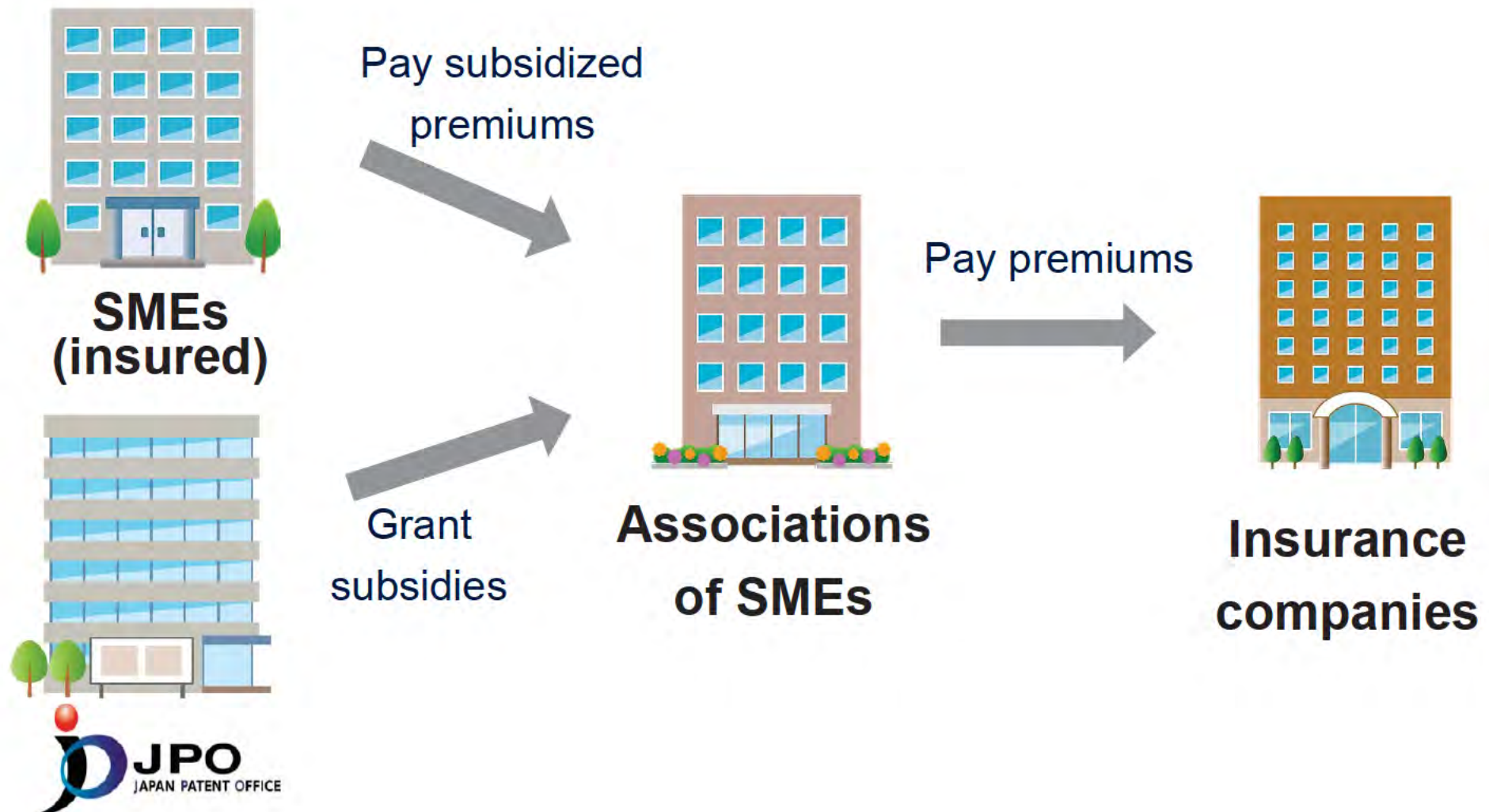
### IP business valuation reports

- ✓ Evaluate how SMEs' IPRs contribute to the growth of their business activities;
- ✓ Made by research companies specialized in evaluating IP
- ✓ Provided to financial institutions at no cost through JPO subsidies



### 3-11. Insurance Program for Overseas IP Litigation costs

Financial Support: Granting subsidies to pay insurance premiums for enrolling in the JPO's insurance system that covers the costs of overseas IP litigations



---



**Thank you for your attention!**