

Effective Utilization of Patent Information in Japanese global companies

ATIS (Association of Technical Information Services)

Member: IHI Corporation

Intellectual property Dept.

IP STRATEGY G.

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Overview of ATIS



(Association of Technical Information Services)

- Established: 1981(Started with 8 companies)
- Number of member entities: about 40
 - The members are companies which provide technical information services (including Patent information) and mainly subsidiaries of Japanese major companies, and some of the members are the companies' division providing the services.
- Purpose
 - As for the technical information, advancement of ATIS members' knowledge and skills, and contribution to Japanese industries evolution through various activities about the technical information services.

Parent company and subsidiary for intellectual property job



(Intellectual Property Division in Parent Company)

- Intellectual Property Strategy
- Intellectual Property Management
- Patent License
- Litigation
- Patent Search
- Procedure of Patent Application

(Subsidiary for Intellectual Property)

- Patent Search
- Procedure of Patent Application

Activities 2017

ATIS

Panel Discussion



Purpose of making use of PI data

1) Patentability Search

To confirm the patentability of the invention by investigating prior art. This will reduce useless patent applications.

2) Freedom-to-Operate Search

To confirm that own products may not infringe patent rights of other companies.

3) Validity/Invalidity Search

To find prior art that can invalidate a patent when finding a patent that obstructs own business or receiving a warning of patent infringement.

On the contrary, to confirm the validity of own patent when warning other companies with patent infringement.

4) Patent application technical trends analysis

To survey the activities of other companies by investigating patent applications in a given field of business.

Patent application technical trends analysis

General Information Analysis

- Market, Regulations ; External environment
- Key company's Business environment and feature
- Product features

PI data Macro Analysis

- Each company's Technology trend
- Domestic and foreign patent application trend
- Main keywords, Classification

PI data Micro Analysis

- Applying own patent classification
- Detailed analysis (Specialty, Core technology)

PI data Core Analysis

- Identification of flagged patents on main products

Patent application technical trends analysis

Case Study

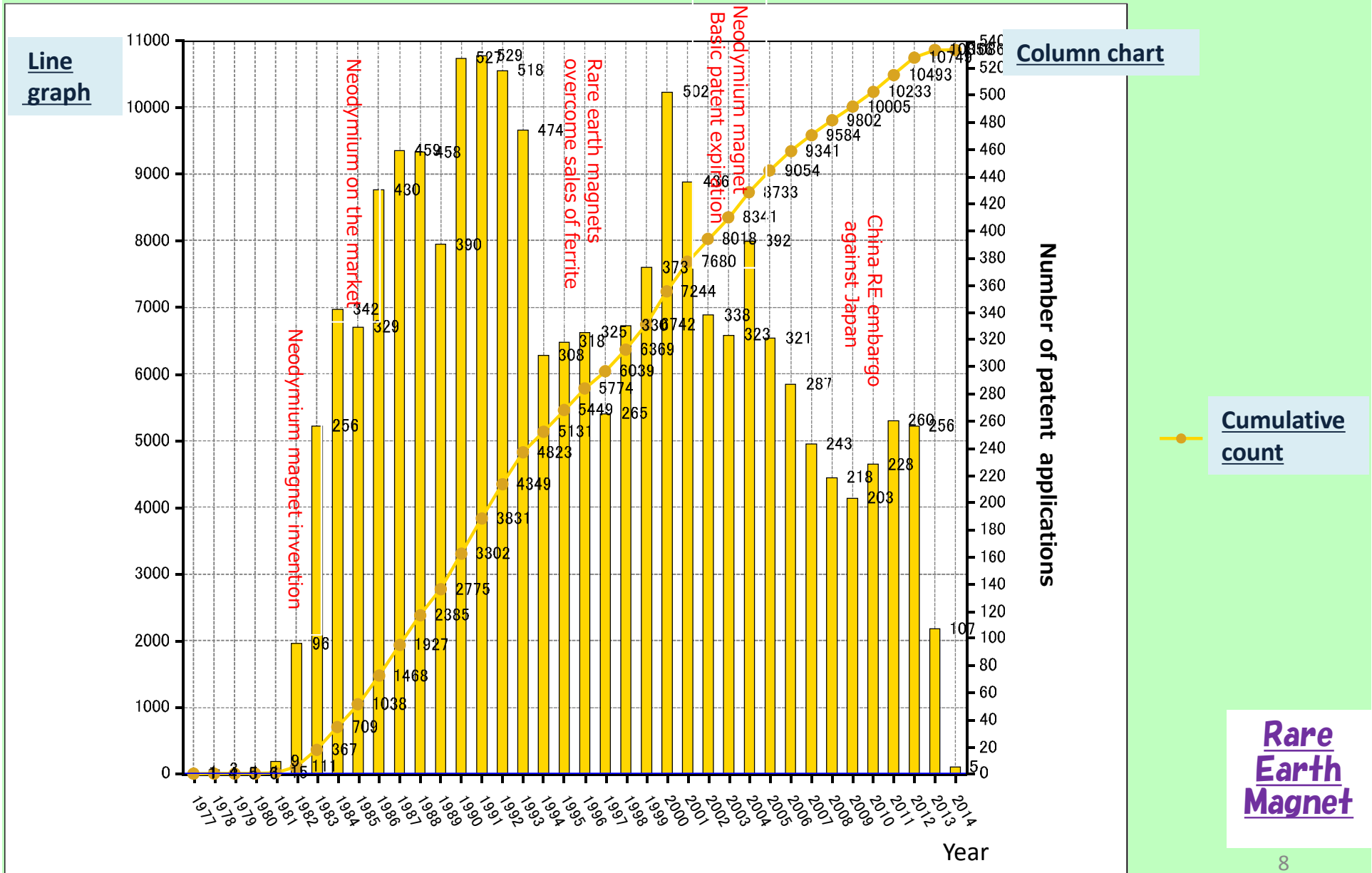
1) Rare earth magnet

Neodymium magnet is a powerful rare earth magnet invented in Japan.

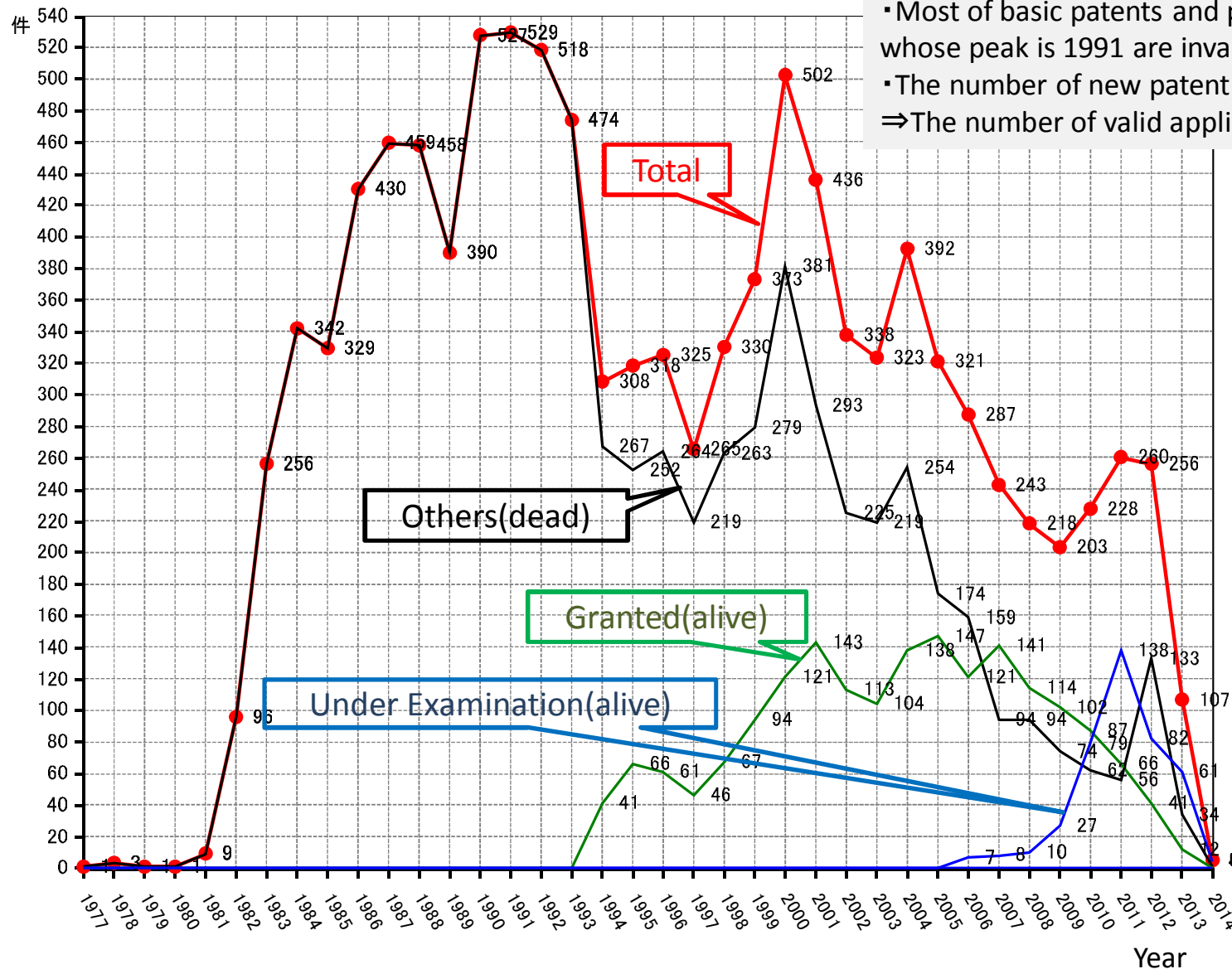
2) dyson

NOTE: These case studies were investigated in 2016 and are not up-to-date.

Number of patent applications by filing year



Legal status of patent applications by filing year

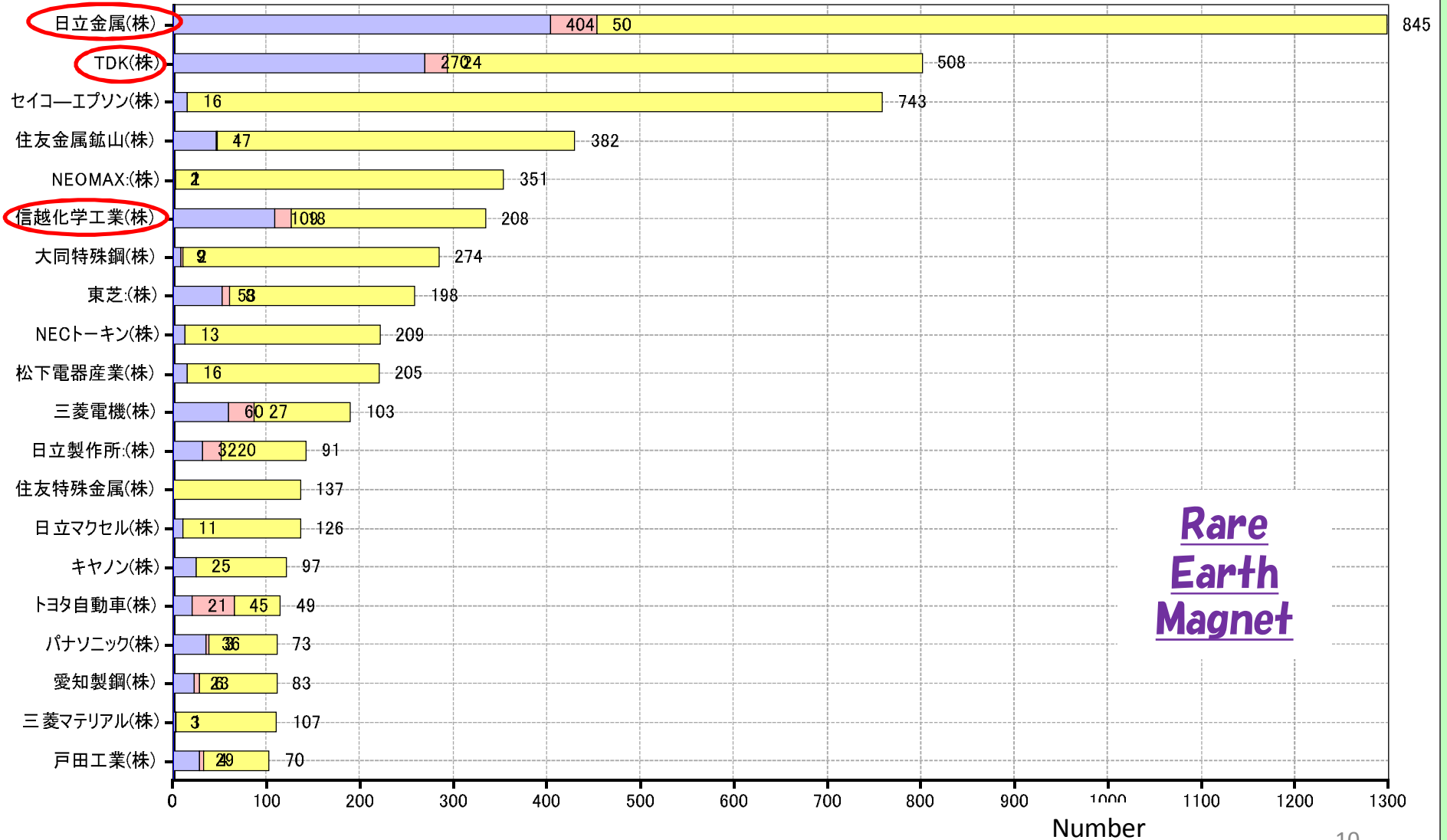


- Most of basic patents and peripheral patents whose peak is 1991 are invalid.
- The number of new patent application is few.
- ⇒ The number of valid application will not increase.

Others: Invalid patent due to expiration of duration of right and so on.

Top 20 companies with the most number of patent applications

■ Granted
 ■ Under Exam.
 ■ Others



Rare Earth Magnet

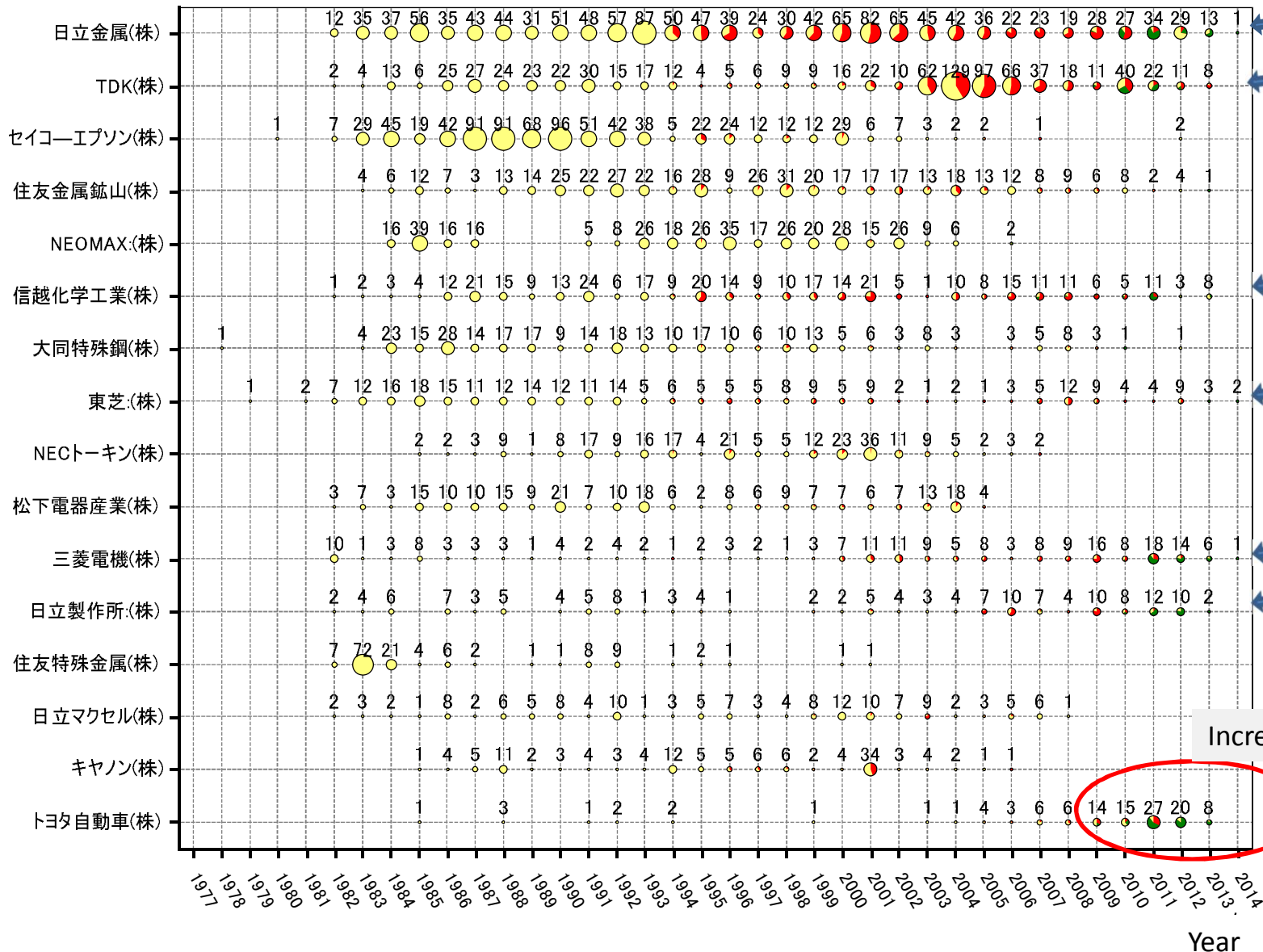
Top 16 companies' patent applications by filing year

Rare Earth Magnet

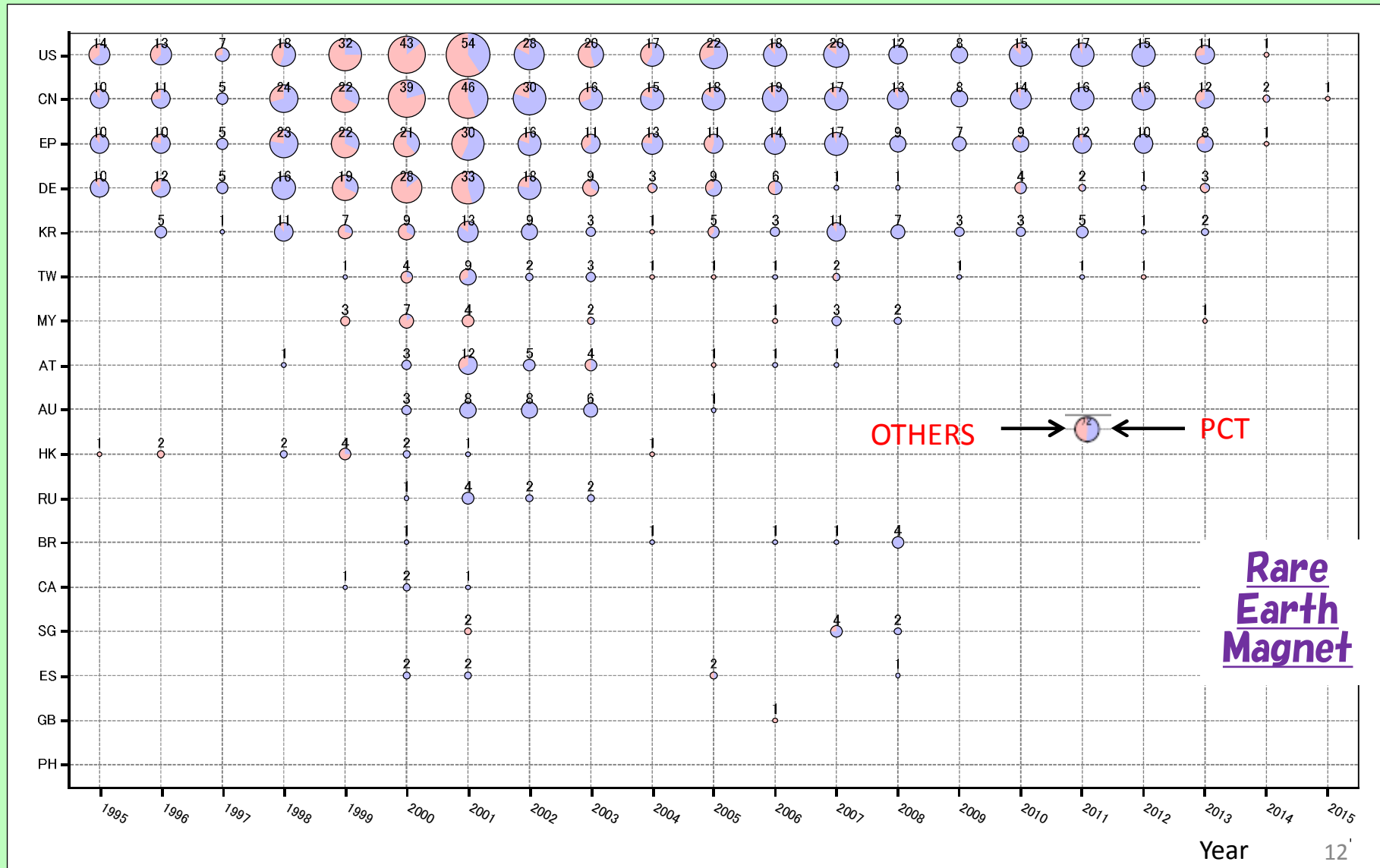
← Application in progress

● Granted
● Under Examination
● Others

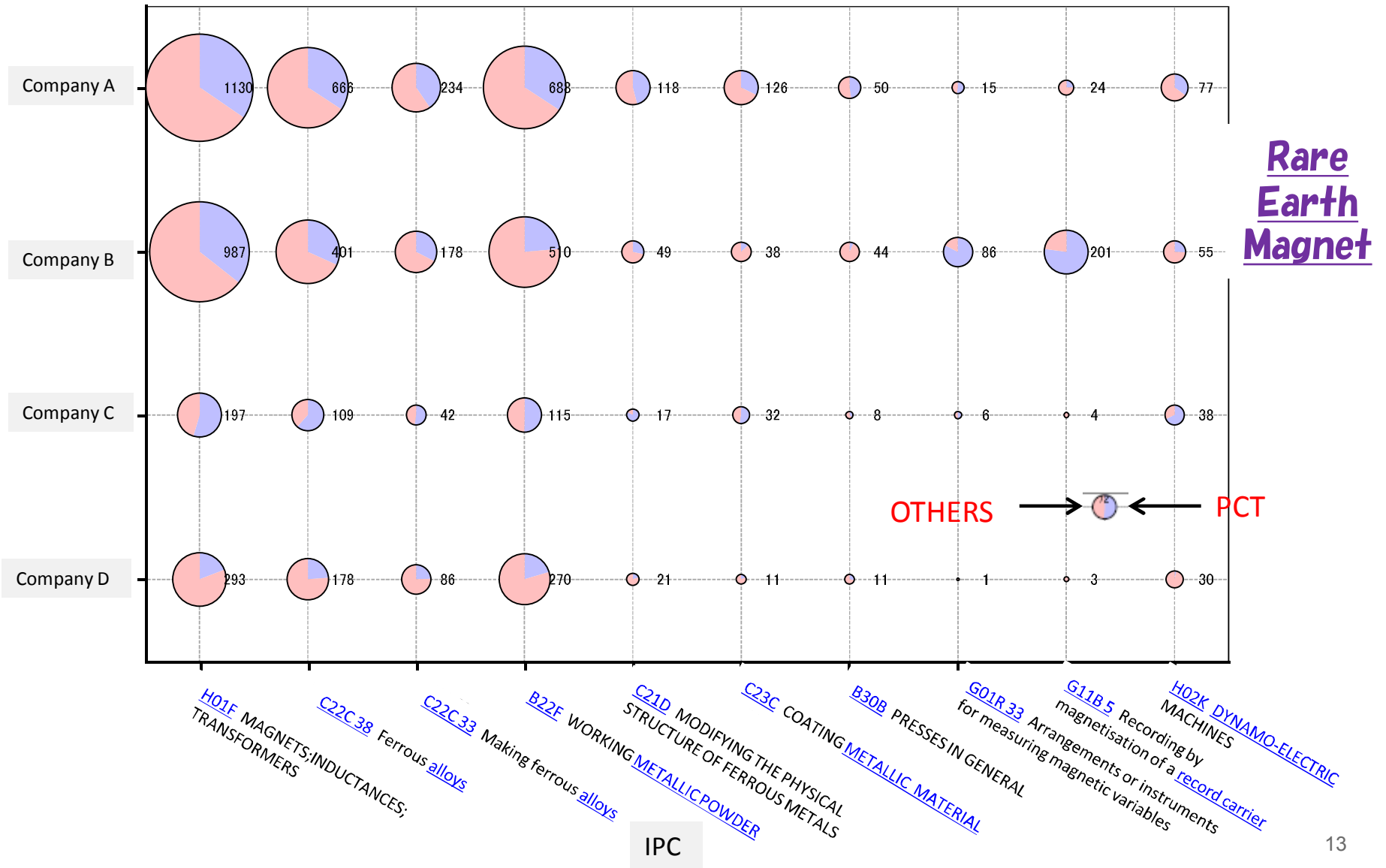
→ Increase in recent years



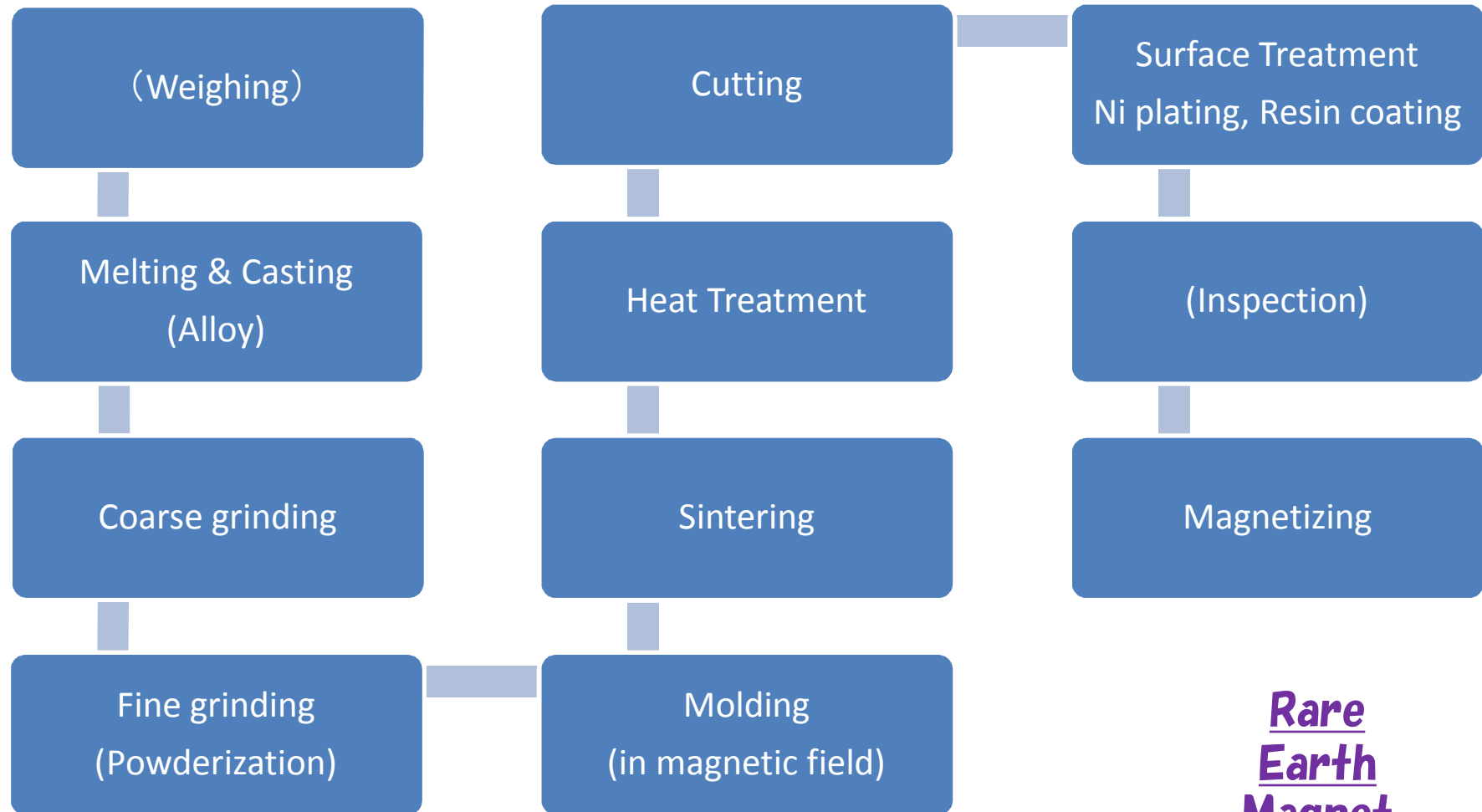
Number of patent applications in the world IP offices by filing year (company A)



Worldwide Patent Applications by International Patent Classification (4 major companies)

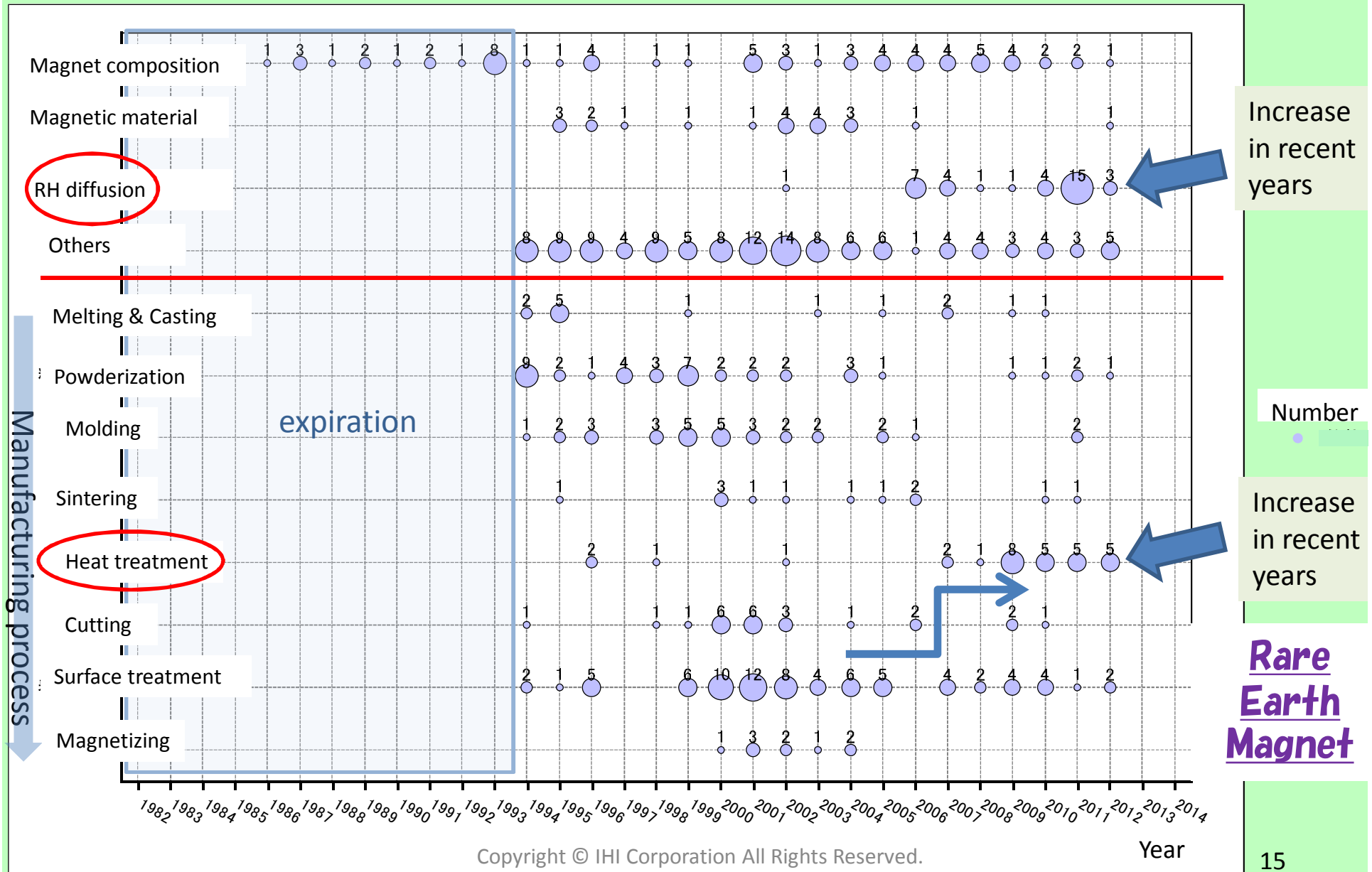


Own classification by manufacturing process



**Rare
Earth
Magnet**

Applied own classification to valid patents for company A



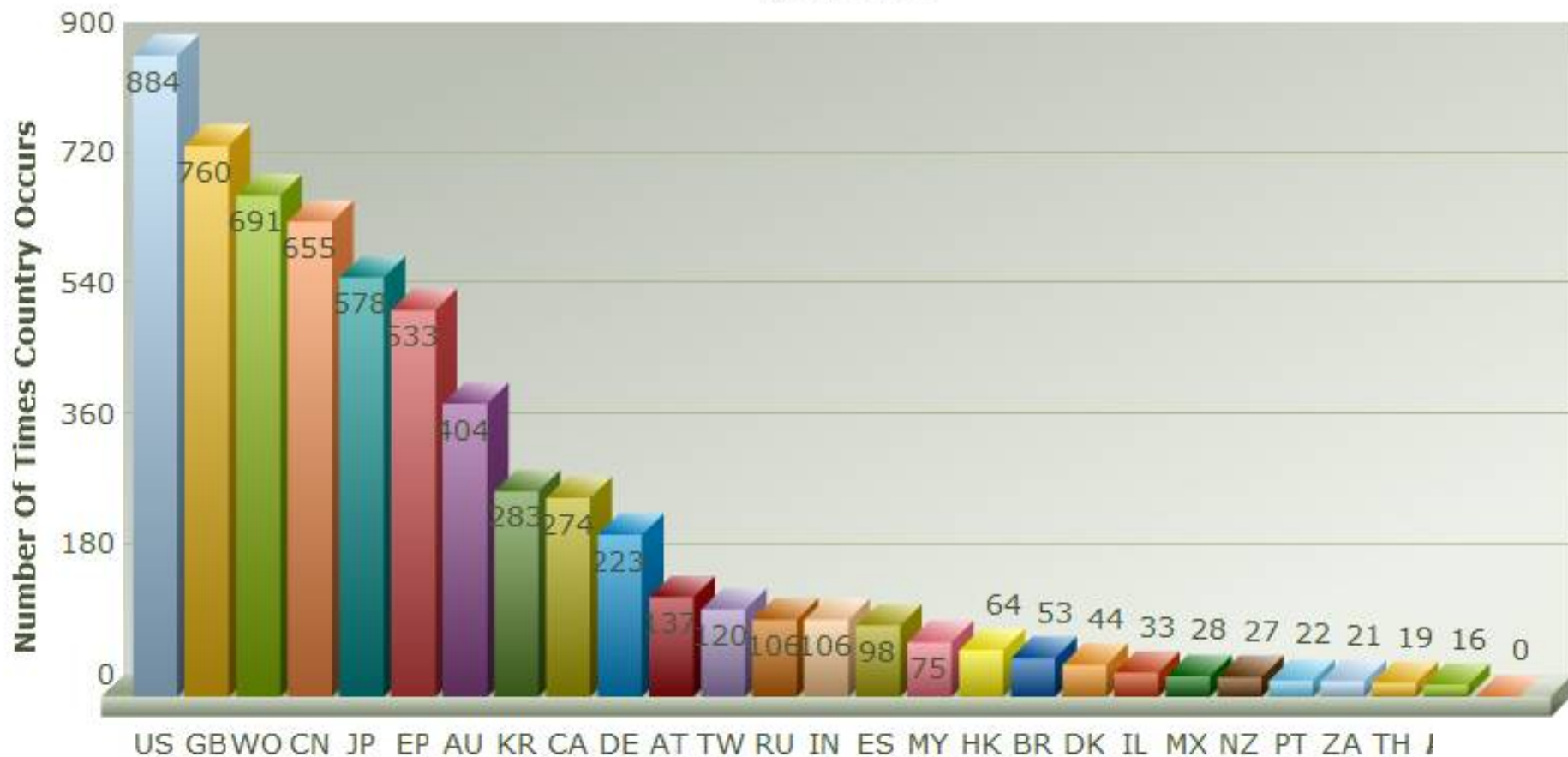
2) dyson

World's first Dyson flagship shop in Omotesanndo

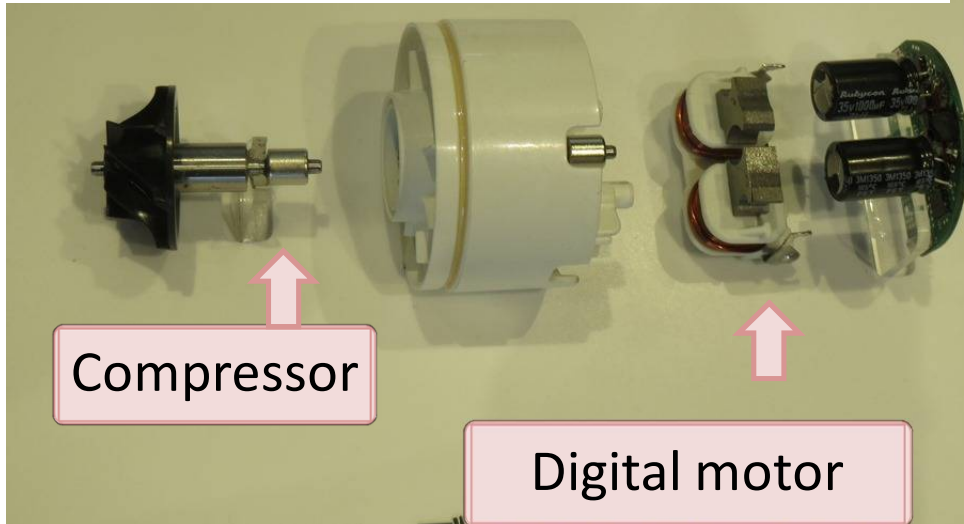


5 minutes walk from this UN University to
Tokyo Metro Omotesando station

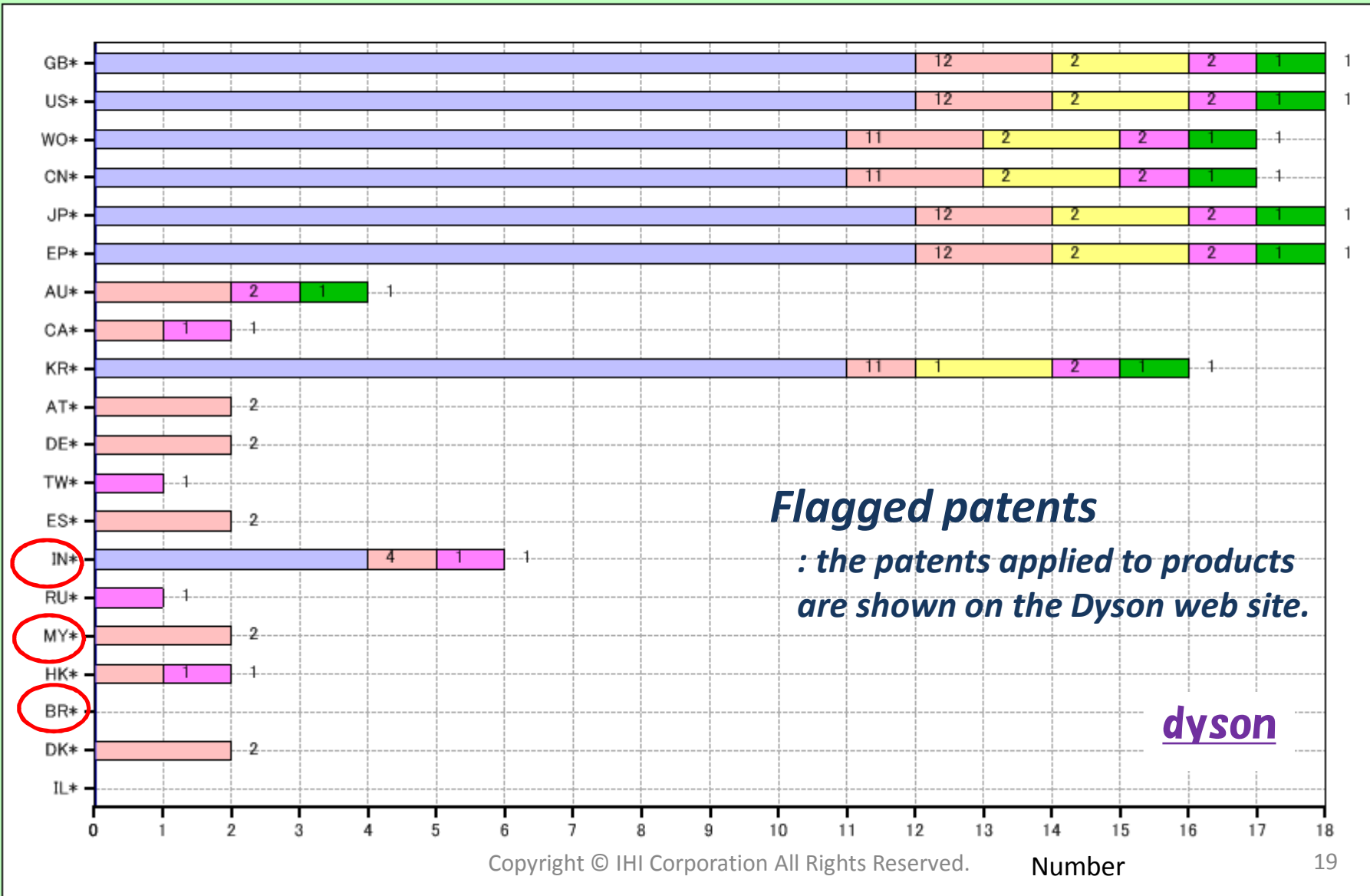
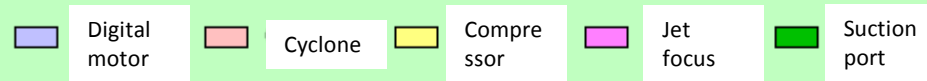
Number of patent applications in the world IP offices by dyson



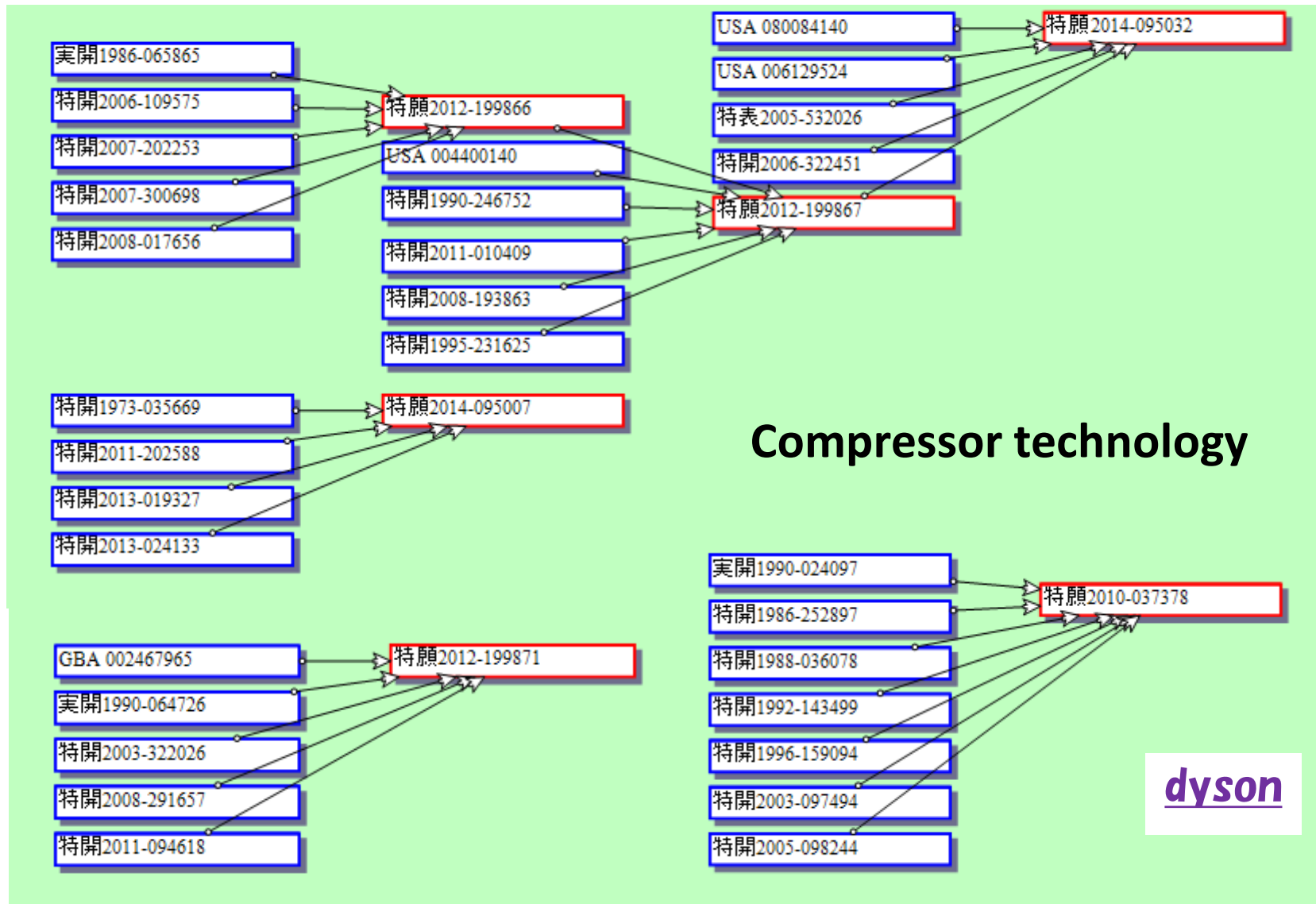
Dyson core technologies and products



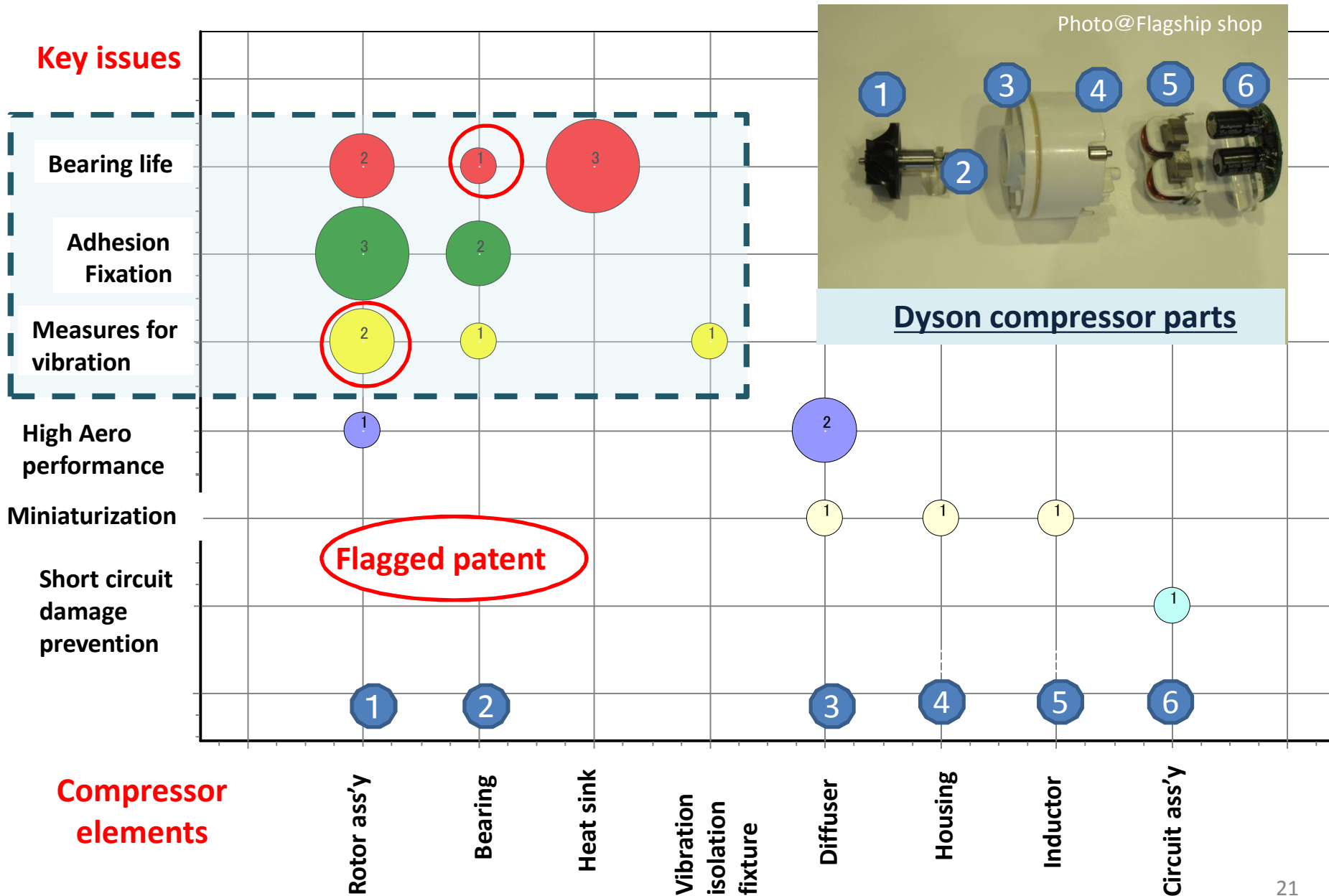
The patent application strategy to each country



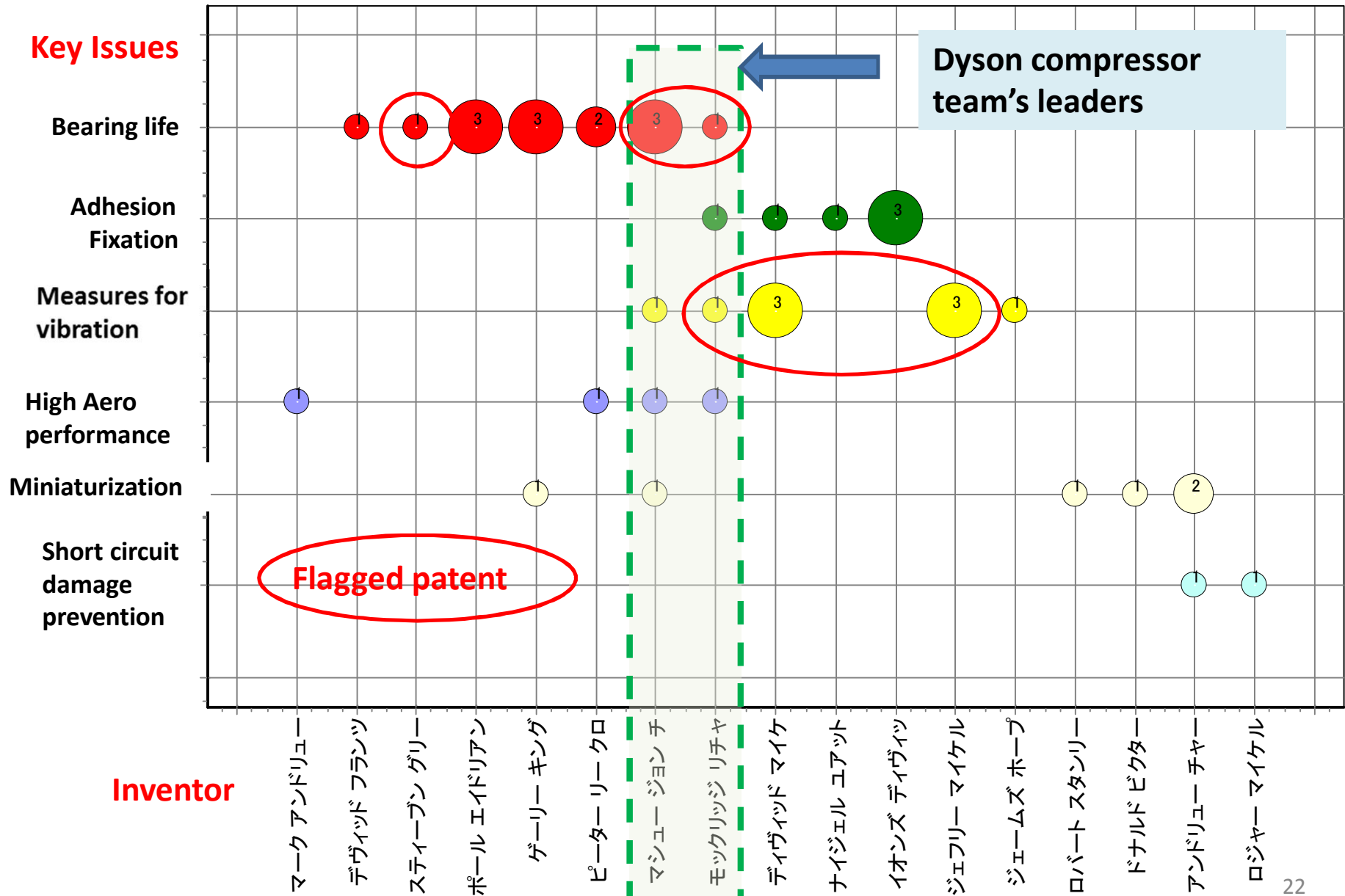
Interpatent relation (Citation data used in patent examination)



Extract key issues from official gazettes



Identify the compressor technology team by categorizing inventors with the same key issue



Conclusion

ATIS

- **Japanese companies are utilizing the patent information actively for global business strategy.**
- **The purposes of using the information are as follows:**
 - To recognize the strengths and weaknesses of companies in each country
 - To confirm the affects of Competitors' patents in each country
 - To search the co-creating companies from each country

Requests from companies

Patent Information data should be recorded and published in a timely manner, completely, without loss.

Importance of accurate PI data

- 1) Have a major influence on the search results and accurate analysis.
- 2) Prevent duplicated research, investment and filing.
- 3) Help make use of invention as technical literature.