



JAPAN PATENT OFFICE



SEMINAR

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WIPO Global Business Seminar

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Japan Patent Office (JPO)

Tokyo, Japan, June 3, 2016

PROVISIONAL PROGRAM

Prepared by the secretariat

supported by:



Japan Intellectual Property Association (JIPA)

Friday, June 3, 2016

1.10 p.m. – 1.30 p.m. Reception

1.30 p.m. – 1.40 p.m. **OPENING SESSION**

Welcome addresses by:

- Mr. Tatsuo Takeshige, Director, Multilateral Policy Office, International Policy Division, Japan Patent Office (JPO)
- TBD, Japan Intellectual Property Association (JIPA)
- Mr. Ken-Ichiro Natsume, Director, PCT International Cooperation Division, Patents and Technology Sector, World Intellectual Property Organization (WIPO)

1.40 p.m. – 2.50 p.m.

Panel Discussion 1:

The use of the Patent Cooperation Treaty (PCT) in Global IP Strategies and in WIPO's global databases

Moderator: Mr. Tatsuo Takeshige, JPO

Speaker: Mr. Shinya Hata, Vice Chairperson, The International Affairs Committee, JIPA (Panasonic Healthcare Co., Ltd.)
Mr. Yoshinori Kato, Subleader (Global Dossier), International Policy & Strategy Project, JIPA (Takasago Thermal Engineering Co., Ltd.)
Mr. Ken-Ichiro Natsume, WIPO

2.50 p.m. – 3.40 p.m.

Panel Discussion 2:

The use of the Hague System in Global Design Strategies

Moderator: Ms. Naomi Kimoto, Director, Design Examination Standards Office, Design Division, JPO

Speaker: Ms. Makiko Chiba, Design Committee, JIPA (TOSHIBA CORPORATION)
Mr. Yuta Tejima, Manager, Corporate Intellectual Property Division, Mitsubishi Electric Corporation
Mr. Masaki Okamoto, Counsellor, WIPO Japan Office

3.40 p.m. – 4.10 p.m. Coffee break

4.10 p.m. – 5.00 p.m.

Panel Discussion 3:

The use of the Madrid system in Global Branding Strategies

Moderator: Ms. Megumi Yoshioka, Consultant, WIPO Japan Office

Speaker: Mr. Kenichiro Okubo, Vice Chairperson, Trademark Committee, JIPA (FUJITSU Limited)
Mr. Kazuhiro Kimura, Director, Trademark Policy Planning Office, Trademark Division, JPO

5.00 p.m. – 5.15 p.m.

CLOSING SESSION

Mr. Yuji Okuma, Director, WIPO Japan Office

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