



JAPAN PATENT OFFICE



---

## REGIONAL WORKSHOP

---

**WIPO/SMES/TYO/19**  
**ORIGINAL: ENGLISH**  
**DATE: JANUARY 17, 2019**

# **Case Study Workshop on Support for Intellectual Property Management in SMEs (IP Advantage)**

organized by  
the World Intellectual Property Organization (WIPO)

with the assistance of  
the Japan Patent Office (JPO)

**Tokyo, January 29 to 31, 2019**

FINAL PROGRAM

*prepared by the International Bureau of WIPO*

Tuesday, January 29, 2019

10.30 – 10.40 Registration

10.40 – 11.00 Opening Ceremony

Welcome addresses by:

Ms. Rebecca Ferderer, Associate Research Officer, Japan Office, World Intellectual Property Organization (WIPO), Tokyo

Mr. Masashi Nemoto, Director, International Cooperation Division, Japan Patent Office (JPO), Tokyo

**Session 1 Importance of IP for SMEs**

11.00 – 12:00 **Topic 1 Outline of IP**

Speaker: Ms. Yukiko Kamijo, Patent Attorney, Project Associate Professor, Graduate School of Media and Governance, Keio University

12:00 – 12:15 Coffee Break

12:15 – 13:15 **Topic 2 The Importance of IP Management and Utilization**

Speaker: Prof. Yoshitoshi Tanaka, Department of Industrial Engineering and Economics, School of Engineering, Tokyo Institute of Technology

13.15 – 14.15 Lunch

14:15 – 15:15 **Topic 3 Business Development and Growth through Appropriate IP Management**

Speaker: Prof. Yoshitoshi Tanaka, Department of Industrial Engineering and Economics, School of Engineering, Tokyo Institute of Technology

15:15 – 16:15 **Topic 4 Risk of Inappropriate IP Management**

Speaker: Mr. Roberto Carapeto, Attorney at Law, Licks Attorneys

16:15 – 16:30 Coffee Break

16:30 – 18:30 **Topic 5 Business Strategy of a Japanese Company**

Speaker: Mr. Mitsuhiro Takasaki, CEO, Engineer Inc.

18:45 – 20:45 Reception

Wednesday, January 30, 2019

09.00 – 11.30      **Session 2**      **Country Reports**

Training Outline:

Participants will present on the situation of **SME support in their own countries, with particular attention given to IP**. Presentations should be less than 10 minutes and prepared in advance.

Goals:

- To be able to give a brief overview of SME support in their respective offices.
- To be able to compare with the case of their own country with other countries.

11.30 – 13.00      **Session 3**      **Case Study Workshop**

Training Outline:

Participants will form into **three groups of four** and provide guidance to an SME based on the details provided on a **hypothetical case**. Participants discuss a **case common to all three groups** and prepare a presentation on their business strategies. Each group will have approximately 45 minutes to read and prepare the case and 10-15 minutes to present and answer questions.

Speaker: Mr. Eiichi Tamura, Patent Attorney, E. Tamura & Co.

13.00 – 14.00      Lunch

14.00 – 16.00      **Session 3 (cont'd)**

Training Outline:

Participants will form into **three groups of four** and provide guidance to an SME based on the details provided on **hypothetical cases**. Participants discuss **cases individual to all three groups** and prepare a presentation on their business model, giving particular consideration to their IP strategies. Each group will have approximately 1 hour to read and prepare a presentation on the case and 15-20 minutes to present and answer questions.

Goals:

- To be able to assess the IP assets of businesses and the means of protection for those assets.
- To consider the problems presented and determine how these businesses might manage their IP assets.
- To understand different IP strategies and consider the outcomes for each case.

Speakers: Ms. Yukiko Kamijo, Patent Attorney, Project  
Associate Professor, Keio University

Mr. Noriaki Ozaki, Associate Professor,  
University of Tsukuba

Mr. Takao Ogiya, Director General, IP  
Research Center, JIPPI

16.00 – 16.15      Coffee Break

16.15 – 17.45      **Session 4      Guest Speaker Presentations on Japanese Companies**

Training Outline

Participants will listen to presentations by representatives from the Japanese companies featured in the study visits on Thursday, January 31. Guest speakers will provide a 30 minute presentation on the actual outcome of their businesses, with particular attention to the management of their IP assets. Following each presentation, an additional 15 minutes of Q&A are allotted for each speaker.

Speakers: Ms. Hisako Tanaka, General Manager of Legal and IP Department, TANITA Corporation

Mr. Masaki Yasuda, Patent Attorney, Legal and IP Department, TANITA Corporation

Mr. Kanji Okauchi, CEO, Kyoritsu Chemical-Check Lab., Corp.

Ms. Quin Kato, Overseas Manager, Sales Dept., Marketing/Sales Promotion Div., Kyoritsu Chemical-Check Lab., Corp.

17.45 – 18.00      Closing Ceremony

Thursday, January 31, 2019

**Session 5      Study Visits**

10.00 – 12.00      Visit to TANITA Corporation

12.00 – 13.00      Lunch

15.00 – 17.00      Visit to Kyoritsu Chemical-Check Lab., Corp.

[End of document]