

Strategy in Japan on IP Valuation & Exploitation

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IP is of critical importance

Changes in Driving Force behind Economic Growth

Natural Resources



Tangible Assets



Intangible Assets

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IP Strategy Headquarters

Members: All ministers
10 experts from private sector

Chair person: Prime Minister KOIZUMI



Drastic Progress in IP Strategy

2002

2003

2005

Policy Statement
by KOIZUMI

IP Strategy Headquarters

IP Strategic Programs 2003, '04, '05

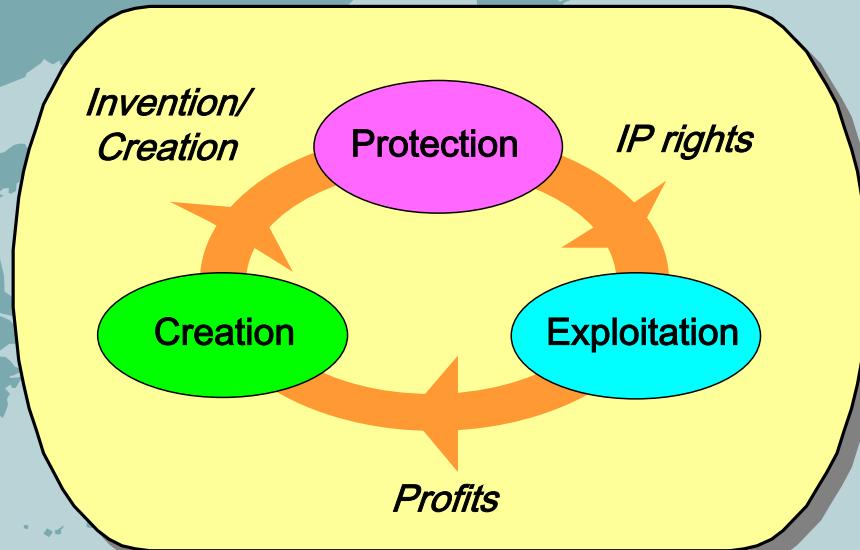
Basic Law on IP

Major achievements

- ① IP High Court
- ② University IP Headquarters
- ③ Measures against Counterfeits & Pirated Copies
- ④ Increase of Patent Examiners
- ⑤ Media Contents Business
- ⑥ 18 IP-related Laws enacted

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Productive Cycle of IP System



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1. Universities

Conventional Function

Education

Research

New Function

Technology Transfer

+

- **39 TLOs**
- **Japanese Bayh-Dole system**
- **Subsidies**

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2. Enterprises

- Self exploitation
- Licensing
- Trading

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3. Patent Pools

**Clarifying guideline for
Antimonopoly Act on patent pool**
[Now under Public Comment]

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4. Financial Methods for IP Exploitation

- New Trust Business Law
- IP-secured Loans
- Equity investment, Project finance

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5. Method for IP Valuation

Example: *Electrical equipment maker*

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- a) Sales Volume
- b) Contribution to the Product
- c) Possibility of Avoidance
- d) Future Prospects

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6. Information Disclosure of IP

- **Guideline for Info Disclosure of IP**
 - **Voluntary “IP Report”**
for Investor Relations
- **Disclosure in Securities Report**

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7. Development of IP Market

- **Promotion of patent licensing**
 - 6 ('97) → 1381 ('04)
- **“Patent Licensing Fair”**
 - License matching forum

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8. Development of Human Resources

Dispatch *Patent Licensing/Info Advisors* to assist SMEs and Venture Companies

→ Leading to

foster IP brokers/intermediaries

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Tasks Ahead

- **Globalization of business activities**
 - **The World needs standards on IP**
 - **Accounting rule**
 - **Taxation rule**
- **OECD is expected to play a vital role**

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