



Activities of the JPO and the NCIPI

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Government Chronology for making Japan an “Intellectual Property-based Nation”

Feb. 4, 2002	Policy Statement by Prime Minister Koizumi (the 154 th session of the Diet)	
Mar. 20, 2002	Strategic Council on Intellectual Property	
Jul. 3, 2002	Intellectual Property Policy Outline	
Dec. 4, 2002	Basic Law on Intellectual Property issued (enforced on Mar. 1, 2003)	
Mar. 1, 2003	Intellectual Property Policy Headquarters headed by the Prime Minister	
Jul. 8, 2003	Strategic Program for the Creation, Protection and Exploitation of Intellectual Property	
May 27, 2004	Intellectual Property Strategic Program 2004	
Jun. 10, 2005	Intellectual Property Strategic Program 2005 (including promotion of IP exploitation)	



Activities of the JPO and the NCIPI to Promote Patent Exploitation

JPO : Patent Evaluation Method

Patent Licensing Fair

NCIPI : Patent Licensing Promotion Program for Technology Transfer
(Patent Licensing Advisors, Patent Licensing DB, etc.)

- The NCIPI is an independent national administrative agency (Government of Japan agency).
- The NCIPI was established in April 2001 (Separated from the Japan Patent Office).



Intellectual Property Evaluation Proposed by JPO

A patent right provides a business with a monopolistic advantage secured by legal enforcement and does not have economic value in and of itself.

The JPO created a system for ranking a patent right, not according to its monetary value but according to other factors such as the patent right's strength and business potential of the invention.



Evaluative Indicators

- A. Basic items
- B. Evaluation of essential value
- C. Evaluation of transfer and licensing potential
- D. Evaluation of marketability
- E. Overall Evaluation



A. Basic items

1. Status of a Patent Application
2. Term of Duration of Rights
3. Number of Countries where Applications were filed
4. Dispute with Third Parties
5. Status of Licensing



B. Evaluation of essential value

1. Wideness of the scope of the invention
2. Extent of disclosure through examples of implementation
3. Clarity of technological scope of rights
4. Relationship to third party's rights (risk for conflict)
5. Technological superiority compared to substitute technology
6. Degree of technological perfection of invention
7. Necessity of additional development for commercialization
8. Marketability



C. Evaluation of transfer and licensing potential

1. Reliability of technology transfer
Whether the inventor can continue to develop the related technology and contribute to the production of related inventions, etc.
2. Stability of rights and Ability of the right-holder
Whether the right-holder has the means, financial resources, and time to enforce the right, etc.



D. Evaluation of marketability

1. Business potential of the invention
 - Whether the benefit provided by the invention is clear
 - Whether how the product utilizing the invention will be sold is clear, etc.
2. Profitability from commercialization
 - The size of the market
 - The market share the invention is expected to acquire, etc.



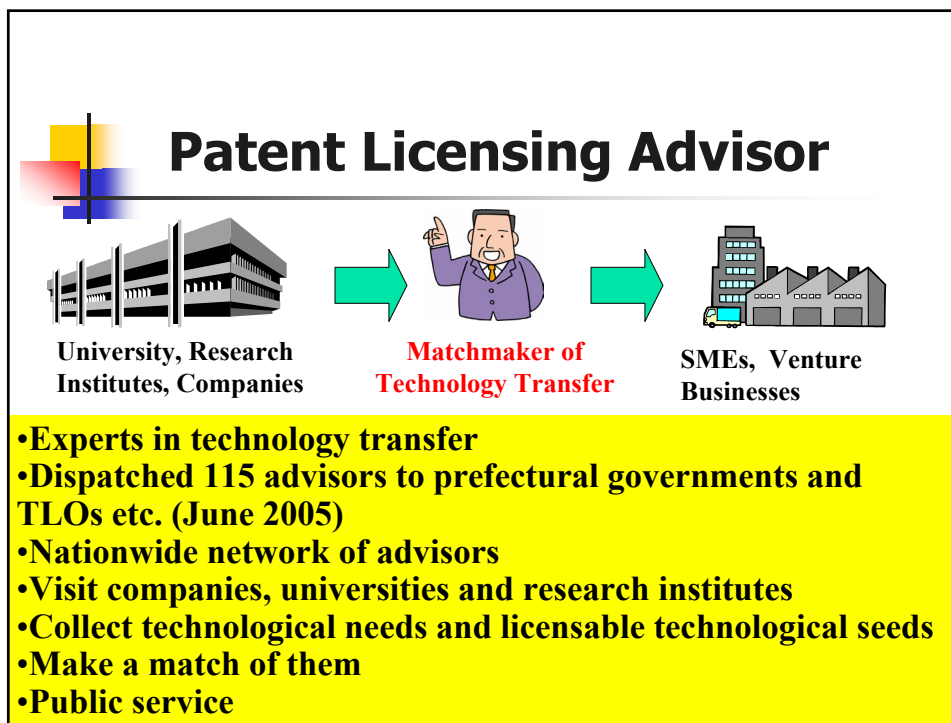
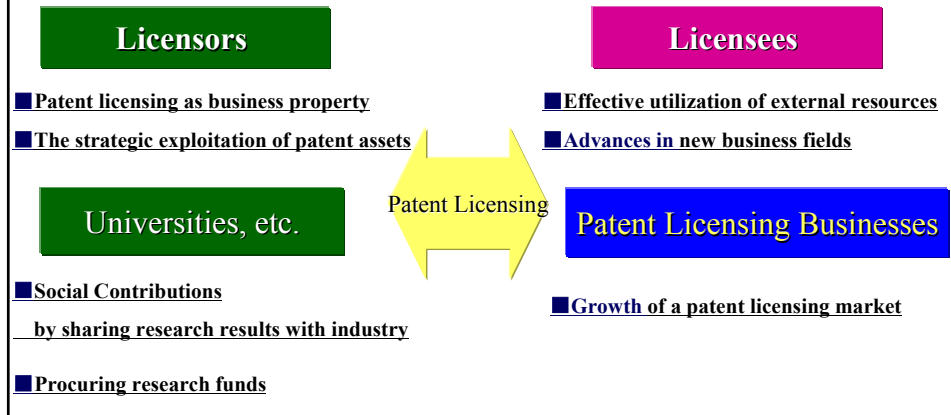
E. Overall Evaluation

Patent rights are evaluated overall by considering the evaluation results obtained in the aforementioned parts (A to D) together with the evaluation objectives.

Why Patent Licensing and technology Transfer?

★ Creation of new business by utilization of a licensable patent

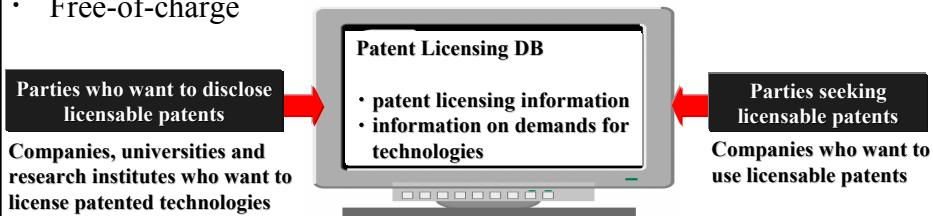
- Effective use of the fruits of research of a university and a research institution
- Activation of a regional economy
- Promotion of patent licensing business (Formation of a patent licensing market)





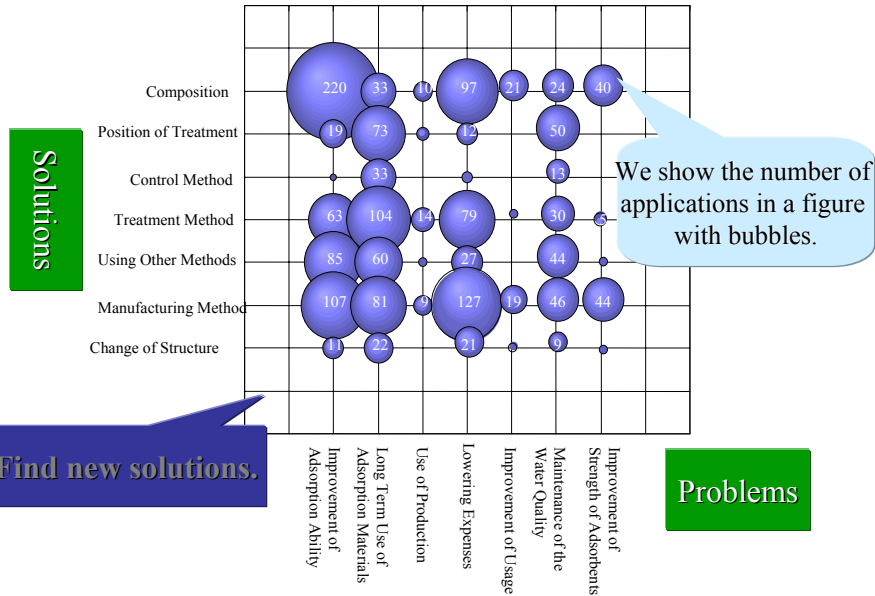
Patent Licensing Database

- Licensable patents of companies, universities and research institutes can be searched on the Internet.
- About 59,000 licensable patents included (At the end of May, 2005)
<http://www.ryutu.ncipi.go.jp/en/db/index.html>
- Free-of-charge



- Information about licensable patents can be obtained
- Accessible through Internet

Example of Patent Map Analysis (Water treatment by use of absorption)





Patent Information Advisors Dispatch Service

What is a
Patent
Information
Advisor?

Giving counsel and advice on the promotion of the effective use of patent information with the aim of supporting local SMEs and venture companies in carrying out technology development and obtaining and managing patent rights

- Giving support for acquiring and improving the skills for searching patent information
- Giving supporting for effectively acquiring and managing patent rights with the use of patent information
- Responding to inquiries on the use of patent information
- Raising awareness for promoting the use of patent information

Tasks of a
Patent
Information
Advisor

Giving consultation services
at local bases

Giving instruction on the search and use
of patent information in general

Providing on-site
consultation and advice

Giving in-house training on the search
and use of patent information in general

Providing lectures at
workshops

Organizing seminars hosted by local
governments

**Advice
provided
at
no
charge**



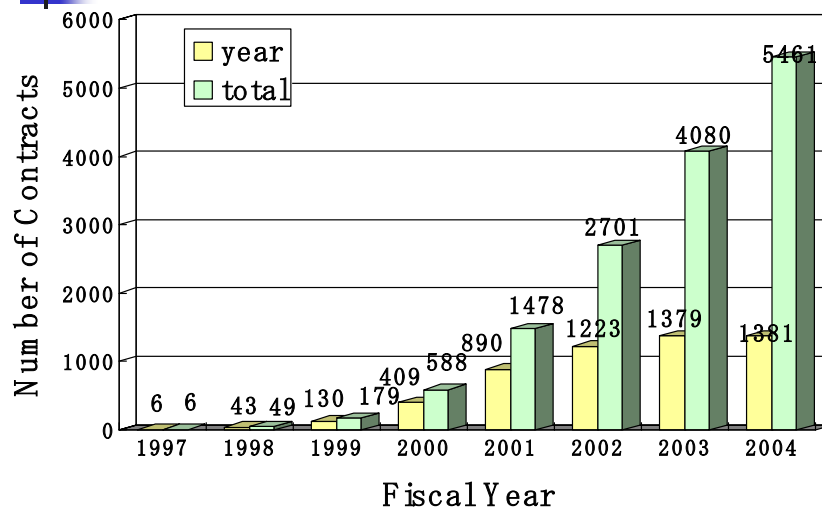
Results of Patent Licensing Fairs

Fiscal Year	Cities (nationwide)	Attendance (thousand)	Participating companies
2004	8	176	638
2003	9	195	674
2002	9	212	575
2001	12	283	937
2000	11	175	856

Promotion of Tech-Transfer --- Other Services ---

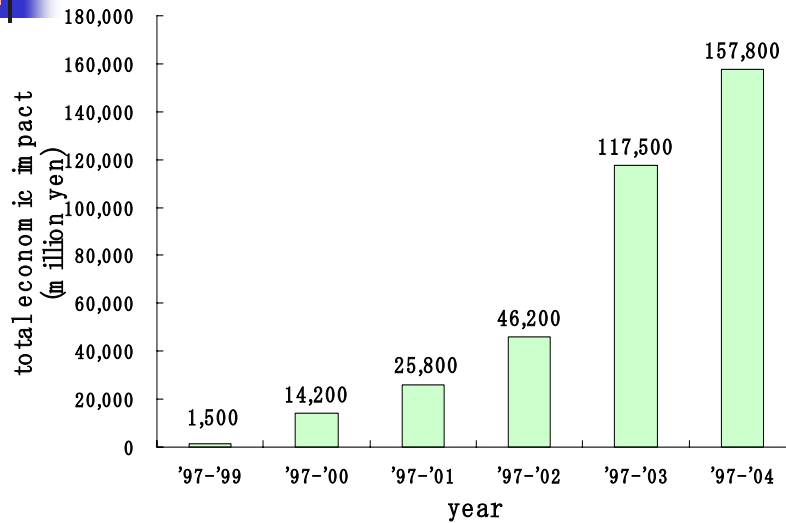
- 1) Patent Licensing Promotion Seminars
- 2) Examples of Licensable Patent Utilization
- 3) International Patent Licensing Seminar
- 4) Training Seminars for Fostering Patent Licensing Experts
- 5) Patent Licensing Agents Database

Results of Patent Licensing Advisor's Activities





Results of Patent Licensing Advisor's Activities



JPO

URL: <http://www.jpo.go.jp/index.htm>

NCIPI

URL: <http://www.ncipi.go.jp/english>

Thank you for your attention!