WIPO ASIAN REGIONAL TRAINING COURSE FOR INTELLECTUAL PROPERTY TRAINERS AND INSTRUCTORS

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the International Intellectual Property Training Institute (IIPTI)

and
the Korean Intellectual Property Office (KIPO)

and with the assistance of
the Japan Patent Office (JPO)

Daeduk, Daejeon, Republic of Korea, March 18 to 22, 2002

IMPORTANCE OF INTELLECTUAL PROPERTY (IP) EDUCATION AND TRAINING IN THE KNOWLEDGE-BASED ECONOMY

Document prepared by Mr. Takao Kato,
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Importance of Intellectual Property Education and Training in the Knowledge-based Economy

March 18, 2002
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Director
Office of Policy Planning and Promotion for Intellectual Property Management and Education
Technology Research Division
General Affairs Department
Japan Patent Office

Targets of IP Education and Training

- **Education**
  - Elementary Education
  - Vocational Education
    - Basic level
    - Practical level

- **Training**
  - Orientation for Business Persons in general
  - Seminar for SME and Venture Business Managers
Targets of IP Education and Training

⇒ Chapter 1
- Elementary Education

• Chapter 2
- Vocational Education
  • Basic level
  • Practical level

• Chapter 3
- Orientation for Business Persons in general
- Seminar for SME and Venture Business Managers

Elementary Education

From childhood to high school

Development of "IP minds" leading to recognition of the role the IPR systems plays in society is crucial.

- High school (3 years)
  - The role of IPR systems in industrial development

- Junior high school (3 years)
  - Basic knowledge of IPR systems
  - Necessity of IPR systems

- Elementary school (6 years)
  - Originality and creativity
  - Respect for others' ideas
- **Educational Materials** (for elementary school)
  We have prepared multimedia materials (a video and CD-ROMs) and are considering their introduction into elementary computer education.
  - A cartoon video (patent part and trademark part)
  - CD-ROM software
### Number of IPR Materials Provided

*FY 2000 results and FY 2001 targets*

<table>
<thead>
<tr>
<th>Level</th>
<th>FY 2000 results</th>
<th>FY 2001 targets</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Elementary school</strong></td>
<td>sub text copies 220,000 (22% of 5th grade pupils in Japan)</td>
<td>sub text copies 300,000 (30% of 5th grade pupils in Japan)</td>
</tr>
<tr>
<td><strong>Junior high school</strong></td>
<td>sub text copies 150,000 (15% of 8th grade students in Japan)</td>
<td>sub text copies 200,000 (20% of 8th grade students in Japan)</td>
</tr>
<tr>
<td><strong>High school</strong></td>
<td>sub text copies 80,000 (8% of 11th grade students in Japan)</td>
<td>sub text copies 100,000 (10% of 11th grade students in Japan)</td>
</tr>
</tbody>
</table>

### Targets of IP Education and Training

- Chapter 1
  - Elementary Education

⇒ **Chapter 2**
  - **Vocational Education**
    - Basic level
    - Practical level

- Chapter 3
  - Orientation for Business Persons in general
  - Seminar for SME and Venture Business Managers
**Vocational Education**

For vocational school and university students

We provide an educational curriculum which outlines the IPR system and offers practical knowledge.

Students will be able to gain the basic practical skill of obtaining IPR for the results of R&D, and specialized practical abilities to exploit the rights.

Learning specialized practical ability

University (4 years)

- Learning how to exploit IPR and license

High school (3 years)

- Learning the outline of the IPR systems

Learning basic practical ability

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**Vocational Education (Basic practical ability)**

<table>
<thead>
<tr>
<th>Provision of IPR Standard Textbooks (to learn basic practical ability)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IPR Standard Textbook on Patents</strong> (210 pages)</td>
</tr>
<tr>
<td>For students majoring in science/engineering</td>
</tr>
<tr>
<td><strong>IPR Standard Textbook on Industrial Designs</strong> (140 pages)</td>
</tr>
<tr>
<td>For design school students</td>
</tr>
</tbody>
</table>

We provide four kinds of IPR standard textbooks free of charge which outline the IPR systems and offer practical knowledge such as how to write a specification, how to file an application and how to exploit patents.
### Number of IPR Materials Provided (FY 2001 targets)

<table>
<thead>
<tr>
<th>FY 2000 results</th>
<th>FY 2001 targets</th>
</tr>
</thead>
<tbody>
<tr>
<td>IPR Standard Textbook on <strong>Patents</strong>&lt;br&gt;170,000 copies</td>
<td>IPR Standard Textbook on <strong>Patents</strong>&lt;br&gt;200,000 copies</td>
</tr>
<tr>
<td>IPR Standard Textbook on <strong>Trademarks</strong>&lt;br&gt;30,000 copies</td>
<td>IPR Standard Textbook on <strong>Trademarks</strong>&lt;br&gt;100,000 copies</td>
</tr>
<tr>
<td>IPR Standard Textbook on <strong>Industrial Designs</strong>&lt;br&gt;20,000 copies</td>
<td>IPR Standard Textbook on <strong>Industrial Designs</strong>&lt;br&gt;50,000 copies</td>
</tr>
<tr>
<td>IPR Standard Textbook on <strong>Technology Transfer</strong>&lt;br&gt;20,000 copies</td>
<td>IPR Standard Textbook on <strong>Technology Transfer</strong>&lt;br&gt;50,000 copies</td>
</tr>
</tbody>
</table>

### Vocational Education (specialized practical ability)

- IPR materials for researchers of universities and national research institutes (to learn practical knowledge)

- Patent Workbook (185 pages)

- Exploitation of Patents for vitalizing Industries (330 pages)

- Patent Handbook (190 pages)

- We hold seminars for university researchers and national research institutes nationwide.
**Vocational Education** *(specialized practical ability)*

- **FY 2000 results**
  - Seminars for researchers of universities and national research institutes
    - 62 seminars 2,800 attendees

- **Future challenge**
  - Seminars should be held considering the researchers' needs

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**Targets of IP Education and Training**

- Chapter 1
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    - Basic level
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⇒ **Chapter 3**
  - Orientation for Business Persons in general
  - Seminar for SME and Venture Business Managers
Training: Orientation and Seminar

- **Orientation for business Persons in general**
  - **Beginner Course**
    - Outline of IPR systems and Administration
    - 5,300 attendees (FY2000)
  - **Professional Course**
    - Examination Criteria, PCT system, IPC
    - 8,300 attendees (FY2000)
  - **about Amendment of Law**
    - 5,700 attendees (FY2000)

- **Seminar for MSE and Venture Business Managers**
  - 3,200 attendees (FY2000)

Challenge facing IPR Education

- **How to increase the number of teachers capable of teaching IPR concepts to children**

- **Study and development about how to teach IPR, and the increase of the researchers for this study and development**
The situation of IPR education and dissemination of IPR systems in USA, Canada and European countries

<table>
<thead>
<tr>
<th>Education level</th>
<th>USA</th>
<th>France</th>
<th>Netherlands</th>
<th>Spain</th>
<th>Canada</th>
<th>Switzerland</th>
<th>Belgium</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Elementary Education</strong></td>
<td>O</td>
<td>O</td>
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</tr>
<tr>
<td><strong>Focal points</strong></td>
<td>Cultivation of originality and creativity</td>
<td>Cultivation of originality and creativity</td>
<td>Acquisition of basic knowledge of IPR system</td>
<td>Protection of patent</td>
<td>Protection of patent</td>
<td>Protection of patent</td>
<td>Protection of patent</td>
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<td><strong>Education materials</strong></td>
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<td></td>
<td>publications</td>
<td>videos</td>
<td>publications</td>
<td>publications</td>
<td>-</td>
<td>CD-ROMs</td>
<td>Website</td>
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<tr>
<td><strong>Support IPR education by the government</strong></td>
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<td>-</td>
<td>O</td>
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<td></td>
<td>The law of protecting American inventors in 1999</td>
<td>General policy is on the &quot;ring act&quot;</td>
<td>General policy is on the &quot;ring act&quot;</td>
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<td><strong>Vocational Education</strong></td>
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<td></td>
<td>Over high school level has IPR seminars</td>
<td>postgraduate school</td>
<td>The master's course at Alicante university and Santiago university</td>
<td>Zurich Science Technology postgraduate school</td>
<td>Louvain Catholic university and Brussels Freedom university has IPR</td>
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<td><strong>Education materials</strong></td>
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<td></td>
<td>videos</td>
<td>lectures</td>
<td>publications</td>
<td>publications</td>
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<tr>
<td><strong>Education for Business Persons in general</strong></td>
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<td>O</td>
<td>O</td>
<td>O</td>
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<tr>
<td></td>
<td>establishment of training center</td>
<td>lectures</td>
<td>seminars for venture business managers</td>
<td>(IP information fairs)</td>
<td>trainings</td>
<td>participations in exhibition</td>
<td>seminars for venture business managers</td>
</tr>
</tbody>
</table>

O indicates positive answer to the questionnaire by AIPPI-JAPAN in 2001
- indicates negative answer or no answer to the questionnaire by AIPPI-JAPAN in 2001

Reports of AIPPI-JAPAN research in 2001
<table>
<thead>
<tr>
<th></th>
<th>Japan</th>
<th>Korea</th>
<th>Hong Kong</th>
<th>Taiwan</th>
<th>Philippines</th>
<th>Singapore</th>
<th>Malaysia</th>
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<td><strong>Elementary Education</strong></td>
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<td><strong>Focal points</strong></td>
<td>Development of IP minds</td>
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<td>Learning how to activate IPR and licence</td>
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<td></td>
<td>Videos and CD-ROMs</td>
<td>Videos publications+Websites</td>
<td>publications</td>
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<td>IP pamphlet</td>
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<td><strong>Support IPR education by the government</strong></td>
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<td></td>
<td>IPR education support project has developed since 1998</td>
<td>The budget for IPR education has gone on since 1999</td>
<td>The action plan of IPR protection</td>
<td>promotion of IP education forms part of IPOM charter</td>
<td>Proposition of national IPR policy</td>
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<tr>
<td><strong>Vocational Education</strong></td>
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<td>Seminars of IPR systems</td>
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Reports of AIPPI•JAPAN research in 2001

IP is educated at law school and industrial high school
National Singapore University has IP postgraduate law
They have started IPR seminars at universities since 1995