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THE NEW CHALLENGES TO INTELLECTUAL PROPERTY EDUCATION AND TRAINING FOR THE NEW ECONOMY; POLICY AND INSTITUTIONAL CONSIDERATION

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New Challenges
to Intellectual Property
Education and Training
for the New Economy

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July 2001, Beijing

New Economy

➢ Information Technology (IT)

➢ Globalization
    --- Liberalization of Trade and Investment

➢ Further Development of the New Economy
Gene-related Inventions (1)

- Change of R&D
  In the Past:
  Find Useful Protein → Isolate DNA

  Recently:
  Isolate DNA → Predict Function or
  Usefulness of DNA → Generate Protein

From Hardware Technology
to Software Technology

- Electronic Calculator (1970’s)
- Microcomputer (Early 1980’s)
  ---Electronic Rice Cooker
- Japanese Word Processor (Mid 1980’s)
- Software Media (Mid 1990’s)
  ---Floppy Disk, CD-ROM, etc.
- Network (Present)
  ---Programs are Distributed on the Internet
Software-related and Business Model Inventions

- JPO Experiences
  (a) Clarification of Examination Standards
    --- Scope of Invention
    --- Inventive Step
  (b) Accumulation of Prior Art Information
  (c) Utilization of Experts; Training of Examiners
  (d) Joint Research by EPO, USPTO and JPO
  (e) Dissemination of Business Model Invention-related Information

Examples of Lack of Inventive Step (1)

- Application to Other Fields
  --- Application of a Publicly-known File Search System to create a Medical File Search System

- Digitization of Operations Previously conducted by Humans
  --- Use of an Internet Home Page to Receive Orders Previously handled through Telephone or Fax
Examples of Lack of Inventive Step (2)

- Change based on Artificial Agreement
  --- Universally-known Cooling-Off System applied to E-Commerce

Gene-related Invention (2)

- Joint Research by USPTO, EPO & JPO
  - DNA Segments not having Definite Functions or Usefulness are Unpatentable
Internet related Matters

➢ Infringement of Foreign Trademarks
➢ Domain Names

IP Enforcement Issues

➢ Recent Counterfeits
  Easier, Advanced, Speedier, Global
➢ Jurisdiction
➢ Asian Region: Center of Production & Distribution for Counterfeits
➢ Damage
  Over 5% of World Trade: 300 Billion Dollars
Development of Advanced Technology and IP Rights

- Asia-Pacific Region
  ---Factory to the World
  ---Consumption Region
  ---Entrepreneurship
  ---Technical and R&D Capability
- Intellectual Property Rights
  ---Smooth Operation
  ---Effective Use

Education of Entrepreneurs

- Company Goal for Number of Inventions and Patent Applications
- Financial Incentive for Inventors
- Respect others' Patent Rights
- Strategic Patent Applications
- Prior Art Survey Before Filing
- Utilize Patent Information for R & D
Effective Enforcement

➢ Ability of Officials
    ---Customs, Police, Court, etc.
➢ Public Awareness of Seriousness of IPR Infringement
➢ Cooperation among Government Authorities

Protection of New Technology

➢ Study Protection Systems
    ---Working with Specialists
    ---International Protection Trends
➢ Training for Practitioners, General User and Students
➢ Understanding of New Technology
Development of Capable Lecturers

➢ Importance of Development of Lecturers

➢ Take an Active Role in your Home Country

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Thank you for your kind attention

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