WIPO ASIAN REGIONAL TRAINING COURSE FOR TRAINERS AND INSTRUCTORS OF INTELLECTUAL PROPERTY

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the State Intellectual Property Office (SIPO) of
the People's Republic of China
and with the assistance of
the Japan Patent Office (JPO)

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USE OF AUDIOVISUAL AIDS FOR IP TEACHING AND TRAINING;
PRODUCING A VIDEO FILM AND READING MATERIALS ON IP

Document prepared by Mr. Keishin Terayama,
Deputy Director General, First Patent Examination Department,
Japan Patent Office (JPO), Tokyo
Educational Promotion of IPR to the public and researchers

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Keishin TERAYAMA
Deputy Director-General
First Patent Examination Department
Japan Patent Office

Cycle of Intellectual Creation

Acquisition of patent

Patent Filing

Patent Right

Creation of Technology

Exercise of Right

Enforcement of right

Profit
Targets of Educational Promotion

- Chapter 1
  -- Elementary Education
- Chapter 2
  -- Vocational Education
- Chapter 3
  -- Seminar for Universities and Research Institutes
  -- Seminar for Venture Business Managers
- Chapter 4
  -- Orientation for Business Persons in general

Chapter 1
- Elementary Education
Elementary Education

- Elementary School Level
  - Encourage Inventive Minds and Interest
  - Cultivate Originality and Creativity

A book you name your own title:

Targeting on 5th grade pupils in elementary school
(include 64 pages)

Elementary Education

- Doodle (coined word: drool + doodle)
Elementary Education

- Junior High-School Level
  - Basic Knowledge of IPR Systems
  - Necessity of IPR Protection

 Activate your ideas to the future:
 This textbook introduces the history of Intellectual Property System in the world and present scheme of patent protection with cartoon story. (include 68 pages)

Elementary Education

- High-School Level
  - The Role of the Patent System in Industrial Development

Industrial development in view of patent:
This textbook provides correct knowledge on how industrial property rights were involved in Japanese industrial development since the 19th century and on the role of the patent system. (include 80 pages)
Concrete Measures (FY2001 plan)

- Elementary School Level
  - Sub-reader 500,000 copies
  - 40% of 5th grade pupils in Japan
- Junior High-School Level
  - Sub-reader 260,000 copies
  - 20% of 7th grade students in Japan
- High-School Level
  - Sub-reader 90,000 copies
  - 10% of 10th grade students in Japan

Multimedia Material

- Interactive Education Materials
  - Anime Video on Patents and Trademarks
  - CD-ROM Software
Developing Teaching Method

- Preparing guidebooks for teachers
- Holding explanatory meetings for teachers nationwide
- Demonstrating model lecture classes
- Experimental Education Study
  - in Technical High-Schools

Targets of Educational Promotion

- Chapter 1
  - Elementary Education
- **Chapter 2**
  - **Vocational Education**
- Chapter 3
  - Seminar for Universities and Research Institutes
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  - Orientation for Business Persons in general
Vocational Education

- Students who major in Science/Engineering
  - Practical Skills for obtaining Patent Right
  - Research Manner with IPR Acquisition in Mind

IPR Standard Textbook on Patent:
This textbook is targeted on the students who major in science or engineering. It is written in plain instructions with illustrations (include 180 pages)

Vocational Education

- Students who major in Commerce
  - Practical Skills for Registration of Trademark

IPR Standard Textbook on Trademark:
This textbook is targeted on the students who major in commerce and business. It is also written in plain instructions with cartoons. (include 140 pages)
Vocational Education

- Design School Students
  - Practical Skills for acquiring Design Right

IPR Standard Textbook on Industrial Design:
This textbook is targeted on the design school students.
(include 140 pages)

Vocational Education

- Higher year Students who major in Science/Engineering
  - Practical Skills for creating and transferring technology that serves as the core of a new industry

IPR Standard Textbook on Technology Transfer:
This textbook is targeted on the higher year students in the science/technology department of universities.
(include 140 pages)
Present Situation (FY2001 plan)

- Standard Textbook on Patent
  - 200,000 copies
- Standard Textbook on Trademark
  - 50,000 copies
- Standard Textbook on Design
  - 30,000 copies
- Standard Textbook on Technology Transfer
  - 50,000 copies

Targets of Educational Promotion

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**Intellectual Property Seminars**

- Seminar for Universities
  - 62 openings 2,842 audiences (FY2000)
  - How to acquire Patent Right
- Seminar for Venture Business Managers
  - 67 openings 3,230 audiences (FY2000)
  - How to use TLOs
- Seminar for Consultants
  - 18 openings 475 audiences (FY2000)

**Targets of Educational Promotion**

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  - Seminar for Venture Business Managers
- Chapter 4
  - Orientation for Business Persons in general
Intellectual Property Orientation

- Beginner Course
  - Outline of IPR systems and Administration
  - 5,300 audiences (FY2000)
- Professional Course
  - Examination Criteria, PCT system, IPC classification
  - 8,300 audiences (FY2000)
- Orientation for Law Revision
  - 5,700 audiences (FY2000)

Developing Teaching Method

- Curriculum Planning
  - in Universities
- Workshop on IPR Education
  - Held in Tokyo and Local Areas
- Model Lecture Class Observation
- Preparing guidebooks for teachers
- Holding explanatory meetings for teachers nationwide
- Experimental Education Study
  - in Technical High-Schools

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