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INTERNATIONAL INTELLECTUAL PROPERTY
TRAINING INSTITUTE
KOREAN INTELLECTUAL PROPERTY OFFICE



WORLD INTELLECTUAL
PROPERTY ORGANIZATION
GENEVA



JAPAN PATENT OFFICE

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)

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

*Document prepared by Mr. Takao Kato,
Director, Office of Planning and Promotion for Intellectual Property
Management and Education, Technology Research Division,
General Affairs Department, Japan Patent Office, Tokyo*

Importance of Intellectual Property Education and Training in the Knowledge-based Economy

March 18, 2002

Takao KATO

Director

**Office of Policy Planning and Promotion
for Intellectual Property Management
and Education**

**Technology Research Division
General Affairs Department
Japan Patent Office**

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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.

Learning basic
knowledge on IPR



Cultivating IP
minds

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

Elementary Education

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Provision of IPR sub texts



A book for You to Name (64 pages)

Elementary school



Your Ideas can Change the Future (68 pages)

Junior high school



Industrial Development in view of Patent (80 pages)

High school

We provide a variety of IPR sub texts free of charge for elementary and junior/senior high schools in order to support IPR education.

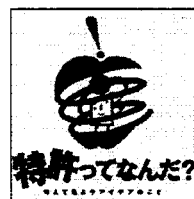
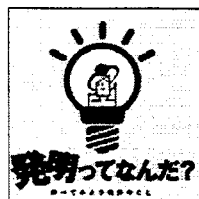
Elementary Education

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- 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

7

(FY 2000 results and FY 2001 targets)**FY 2000 results****FY 2001 targets****Elementary school****Elementary school**

sub text copies **220,000**
 (22% of 5th grade pupils in Japan)

sub text copies **300,000**
 (30% of 5th grade pupils in Japan)

Junior high school**Junior high school**

sub text copies **150,000**
 (15% of 8th grade students in Japan)

sub text copies **200,000**
 (20% of 8th grade students in Japan)

High school**High school**

sub text copies **80,000**
 (8% of 11th grade students in Japan)

sub text copies **100,000**
 (10% of 11th grade students in Japan)



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Targets of IP Education and Training

- Chapter 1
 - Elementary Education

⇒ Chapter 2**- Vocational Education**

- Basic level
- Practical level

- Chapter 3
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Vocational Education

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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



Learning basic
practical ability

University (4 years)

Learning how to exploit IPR and license

High school (3 years)

Learning the outline of the IPR systems

Vocational Education (Basic practical ability)

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Provision of IPR Standard Textbooks (to learn basic practical ability)



***IPR Standard Textbook
on Patents*** (210 pages)
For students majoring in
science/engineering



***IPR Standard Textbook on
Trademarks*** (160 pages)
For students majoring in
commerce



***IPR Standard Textbook
on Industrial Designs***
(140 pages)
For design school students



***IPR Standard Textbook on
Technology Transfer***
(140 pages)
For students in higher education
majoring in science/engineering

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.

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Number of IPR Materials Provided (FY 2001 targets)

FY 2000 results

IPR Standard Textbook on **Patents**
170,000 copies

IPR Standard Textbook on **Trademarks**
30,000 copies

IPR Standard Textbook on **Industrial Designs** 20,000 copies

IPR Standard Textbook on **Technology Transfer** 20,000 copies

FY 2001 targets

IPR Standard Textbook on **Patents**
200,000 copies

IPR Standard Textbook on **Trademarks**
100,000 copies

IPR Standard Textbook on **Industrial Designs** 50,000 copies

IPR Standard Textbook on **Technology Transfer** 50,000 copies



Vocational Education (specialized practical ability)

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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)

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- 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

Targets of IP Education and Training

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- 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**

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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)

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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

	USA	France	Netherlands	Spain	Canada	Switzerland	Belgium
Elementary Education	O	O	-	-	-	-	-
Focal points	Cultivation of originality and creativity Protection of patent	Cultivation of originality and creativity Acquisition of basic knowledge of IPR system					
Education materials	O publications	O Videos publications	O publications	-	-	-	O CD-ROMs Website
Support IPR education by the government	O The law of protecting American inventors in 1999	- -	-	O General policy is on the "king act"	-	-	-
Vocational Education	O Over high school level has IPR seminars	O postgraduate school	-	O The master's course at Alicante university and Santiago university	-	O Zurich Science Technology postgraduate school	O Louvain Catholic university and Burussels Freedom university has IPR
Education materials	O	O Videos Lectures	O publications	O publications	-	-	-
Education for Business Persons in general	-	O Establishment of training center	O Lectures Presentations Workshops	O Seminars for venture business managers Technical park seminars	- (IP information fairs)	O trainings participation in exhibition school education section at IP offices	O Seminars for venture business managers participation in technical exhibition

Reports of AIPPI•JAPAN research in 2001

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

The situation of IPR education and dissemination of IPR systems in Asian countries

	Japan	Korea	Hong Kong	Taiwan	Philippines	Singapore	Malaysia
Elementary Education	O	-	O	O	-	-	-
Focal points	Development of IP minds		Cultivation of originality and creativity Learning how to activate IPR and licence	Cultivation of originality and creativity Acquisition of basic knowledge of IPR system			
Education materials	O	-	O	O	-	-	O
	Videos and CD-ROMs Text books		Videos publications-Websites	publications			IP pamphlet
Support IPR education by the government	O	O	O	O	O	-	O
	IPR education support project has developed since 1998		The budget for IPR education has gone on since 1999	The action plan of IPR protection		promotion of IP education forms part of IPOM charter	Proposition of national IPR policy
Vocational Education	O	-	-	-	O	O	O
	Seminars of IPR systems				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
Education materials	O	-	O	O	-	-	
	Videos Text books		Power Point materials Website	publications			
Education for Business Persons in general	O	O	O	O	O	O	
	Seminars for Beginners Seminars for venture business managers Seminars for practitioners	Seminars for venture business managers	Seminars for venture business managers Seminars for Teachers Seminars for practitioners	Seminars research meetings		seminars trainings	

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