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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

Thank you for your kind
attention

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