

**APRIL 2018**

NEWS ABOUT Sonoda & Kobayashi

Sonoda & Kobayashi Intellectual Property Law is celebrating in 2018 its **20th anniversary!**

To celebrate this great event, our firm is offering to our members various conferences from experts on technological, scientific and sociological progress in Japan and abroad.

The goal is to enhance practical and theoretical knowledge of our team on topics related to and not related to Intellectual Property.

We will be happy to report on these topics!

Conference on Challenges to tackle antimicrobial resistance, **Thursday, April 5th, 2018**

In connection with our firm 20th anniversary celebration, we hosted Dr. Yoshiaki GU conference on April 5th, 2018 about 'Challenges to tackle antimicrobial resistance'. Dr. GU, from the National Center of Global Health, has exposed to us the stakes related to resistant bacteria and virus against medicine.

Indeed, from a medical point of view, it has been observed that bacteria have developed resistance to our available drugs due to mutations of their gene pool. Those genetic transformations allow them to adapt to hostile environment created by medicine.

Therefore it has been noticed that antibiotics are no longer effective on bacteria. We have for example observed such a phenomenon concerning influenza. How should we react to such resistance? The current response is to prescribe other medicine treatment or antibiotics however bacteria and viruses would definitively succeed in resisting those in the near future too.

Dr. GU explained how we reached such conclusion through pertinent medical, technological and sociologic explanations and has suggested several solutions that could be very useful in the future to prevent resistant bacteria such as increasing prevention, improving medical training, reducing pharmaceutical lobbying, and reducing generic drug and antibiotics usage.

For more details on this presentation, please contact us.

Webinar- **Friday, April 27th, 2018**

Sonoda & Kobayashi is pleased to announce our next joint Webinar in collaboration with **Murgitroyd Munich** office about oppositions and nullity actions on *Patents – a comparison between the European and the Japanese systems*.

The Webinar is scheduled for April 27th, 2018, at 10:00 am CET.
We would like to invite anyone who is interested in this topic to the Webinar. Please register by April 26th, filling in the link [here](#).

We look forward to your presence online on Friday, 27 April, 2018.

LATEST IP NEWS IN JAPAN

World Intellectual Property Day : April 26th, 2018

This year, WIPO celebrates women who are driving change in innovation and creativity.
<http://www.wipo.int/ip-outreach/en/ipday/index.html>

Invention Day: April 18th, 2018

To celebrate Invention Day 2018, the Japan Patent Office (JPO) has created a special poster and a banner showing the importance of Industrial Property Rights system in Japan. They will be displayed all around the country.



http://www.jpo.go.jp/seido_e/rekishi_e/hatsumeie.htm

Fifth Global Dossier Task Force (GDTF) Meeting, initiatives from April 2018

This year, the Japan Patent Office and the World Intellectual Property Office have decided to reinforce their collaboration through the Japan Funds-In-Trust for Industrial Property (Japan FIT/IP), a JPO financing initiative. Three initiatives were decided: Expand target regions of cooperation (from April 2018); Increase the budget amount (from April 2019); Expand cooperative efforts (from April 2018). The JPO aims to develop environments to foster entrepreneurs who have an IP mindset.

http://www.meti.go.jp/english/press/2018/0221_001.html

36th Trilateral Heads of Office meeting In Japan: March 2nd, 2018

The heads of the Japan Patent Office, the European Patent Office and the United States Patent office held their annual meeting in Hakone. It was about the 4th Industrial Revolution and new technologies, standard essential patents, Artificial Intelligence... The trilateral offices agreed to continue standardizing their respective patent laws.

<http://www.trilateral.net/news/20180302.html>

Canon and Hitachi US patent suits show dramatically different IP enforcement strategies at work: March 5th, 2018

Two Japanese companies have two very different strategies to protect their patents depending on where their subsidiaries are implanted.

<http://www.iam-media.com/blog/Detail.aspx?g=461f4ef4-5f17-4591-a4a3-8f8f01debc7>

Increasing of trademarks applications at the JPO: April 2th, 2018

An interesting assessment highlighting that trademarks could be as effective as patents to protect intellectual property rights.

<http://japanip.blogspot.jp/2018/04/japans-downward-trend-in-patent.html>

Thanks to the government's initiative, large companies support SMEs through patent licensing: March 24th, 2018

Since a large part of patents are not used by big companies such as Nissan, Toshiba or Hitachi, the 'Kawakasi Model' was created to allow use of these patents by small and medium sized enterprises. This model encourages economic growth and diversification.

<http://japanip.blogspot.jp/2018/03/japanese-patent-licensing-model-of.html>

Japan Patent Office Decides "TE' CON MIEL" (Tea With Honey) Is Distinctive In Relation To Tea: February 20th, 2018

According to the Japan Patent Office, Japanese people would not translate "TE' CON MIEL" by Tea With Honey; therefore the opposition failed. This decision shows the importance of translation in patents, trademarks and design applications.

<https://www.ip-watch.org/2018/02/20/japan-patent-office-decides-te-con-miel-tea-honey-distinctive-relation-tea/>

Japan Patent Office Invalidates The Word Mark "Bord'or" In Relation To Bordeaux Wines : January 1th, 2018

French protected designation of origin law has a real impact on the Japan Patent Office's judgment.

<https://www.ip-watch.org/2018/01/12/jpo-invalidates-word-mark-bordor-relation-bordeaux-wines/>

Our Firm

SONODA & KOBAYASHI, an intellectual property law firm, offers dependable legal services for intellectual property in Japan. Our multinational team of 80 experts in technology, law, languages and international communication has served companies from around the world and has gained a reputation for thoroughness and reliability. Our high standards, expertise and team work have defined us since the founding of our firm in 1998.

Visit Us

Sonoda & Kobayashi is located in Shinjuku, one of the main business districts in Tokyo. We welcome visitors and look forward to seeing you at [our office](#).



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If you have any questions regarding this News Bulletin, please contact Nicole Bigler and Jun Kuno at newsletter@patents.jp.

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