



AUGUST 2018



NEWS ABOUT Sonoda & Kobayashi

Webinar – “Utility Models : an overview of requirements, procedures and tactical use in Europe and in Japan” – June 29, 2018

In collaboration with the EU-Japan Technology Transfer Helpdesk and Murgitroyd’s Munich Office, we held a Webinar on Utility Models in Europe and in Japan. Once again, it was a great success and we thank our partners for their collaboration. Please, do not hesitate to click on the link to subscribe to our YouTube Channel. New Webinars are coming!

<https://www.youtube.com/watch?v=F4VYFDrt0Tc&t=35>

Mock International Arbitration – Toward Early Dispute Resolution of Standard Essential Patents (SEPs) in the 5G Era – University of Tokyo – June 29, 2018

Sonoda & Kobayashi attended a Mock International Arbitration in Tokyo on June 29, hosted by the Japan Patent Office. With participation from leading experts from around the world, the program demonstrated the potential for resolving disputes regarding SEPs in the Fifth-Generation Mobile Communications System (5G) Era. For more information on the event, please click on the following link.

<http://www.mock-ip-int-arbitration.go.jp/en/index.html>

Global IP Attorneys.com - July, 2018

We are pleased to announce that Sonoda & Kobayashi is now on the Global IP Attorneys website, “the largest online company guide for IP attorneys”. You will find us among other IP law firms from around the world. Do not hesitate to have a look!

<https://www.globalipattorneys.com/companies/asia/japan/sonoda-and-kobayashi-intellectual-property-law/tokyo>



Client Satisfaction Survey - July 2018

As you may know, we sent a Client Satisfaction Survey to our valued clients and we thank the participants for taking the time to complete it. We are also happy to announce that we selected a winner to our lottery. Congratulations! For those who missed out and would like the opportunity to win some sweet Japanese gifts, we have re-sent the Survey out, so **please do not hesitate to complete it.**

Sonoda & Kobayashi in Asia Law Business Law Journal - July, 2018

It is important to Sonoda & Kobayashi to be present on quality websites dedicated to Intellectual Property, to help future potential clients to find us easily. Since July, 2018, you can find our firm on the Asia Business Law Directory Website.

<https://www.vantageasia.com/asia-business-law-journal/directory/japan/sonoda-kobayashi/>



Dr. Sonoda was interviewed by the Asia Business Law Journal - July, 2018

Dr. Sonoda “sees standards essential patents (SEPs) as a red-button issue for IP firms”.
Please click on the link to read the entire interview.

<https://www.vantageasia.com/trapped-in-tradition/>

LATEST IP NEWS IN JAPAN

Clarivate Analytics - Top 100 Global Innovators Report 2017 - July 2018

Clarivate Analytics recently published a report entitled “TOP 100 Global Innovators” wherein Japan is ranked the most innovative country in the world before the USA #2. With respect to Europe, France is ranked the most innovative country in the area.

<https://clarivate.com/wp-content/uploads/2018/01/Clarivate-Analytics-2017-Top-100-Global-Innovators.pdf>

Enhancement of Cooperation in the field of AI between the JPO and the SIPO - July 11, 2018

The JPO and the SIPO have given their consent to enhance cooperation in various aspects of patent and trademark administration, including the use of AI.

http://www.jpo.go.jp/shoukai_e/soshiki_e/photo_gallery2018070901.html

Release of Japan Patent Office Annual Report 2018 - June 28, 2018

The Japan Patent Office released its new Annual Report on June 28, 2018. Please click on the following link for further information.

http://www.meti.go.jp/english/press/2018/0628_004.html

IPO launches IP Acceleration Program for startups - July 2, 2018

The JPO launched a program entitled “IP Acceleration program for Startups” (IPAS) which aims to encourage startups to expand their business through Intellectual Property tools.

http://www.meti.go.jp/english/press/2018/0702_002.html

The world's 5 largest IP offices name artificial intelligence a top strategic priority and continue to develop the Global Dossier - June 15, 2018

The annual IP5 Heads Meeting was held this June in New Orleans. Besides continued efforts to improve the working of, and access to, the Global Dossier, the IP5 heads have recognized the impact of Artificial Intelligence on the patent system as being one of the top strategic priorities for them as a group.

<http://www.ip-watch.org/2018/06/15/worlds-5-largest-ip-offices-name-artificial-intelligence-top-strategic-priority/>

Twitter Retweet function caused moral rights infringement in Japan - June 30, 2018

The Japanese Intellectual Property High Court ruled that tweeting a photo without the permission of the photographer is considered to represent a copyright infringement. In addition, the IP High Court judges declared that, in this case, the process of the Twitter Retweet function caused moral rights infringement.

<http://japanip.blogspot.com/2018/06/twitter-retweet-function-caused-moral.html>

Japan to consider expanding design protection - June 23, 2018

From the perspective of increasing Japanese companies' competitiveness, Japan has suggested to amend its design law in order to cover a larger design spectrum. As development of technologies and design protection are closely intertwined, the Japanese government raised the idea of expanding the protection of designs to both projection designs and spatial designs. Further considerations include extending the duration of design rights and allowing a single design application filing for more than one design.

<http://japanip.blogspot.com/2018/06/japan-to-consider-expanding-design.html>

Women's participation creates high-value patents - July 27, 2018

The Development Bank of Japan published a report on July 16th 2018, showing that companies would create higher economic value patents if both male and female inventors participated. The study showed that the economic value of a patent which was jointly invented by male and female inventors is 1.5 times the value of a patent which was invented by a single male inventor. Additionally, the Research Institute of Economy, Trade and Industry displays in a report that companies which have a higher percentage of female researchers file more patent applications from a greater variety of fields.

Female participation in the Japanese labor force not only alleviates the aging population problem, but also appears to strengthen economic growth by promoting innovations both quantitatively and qualitatively.

https://www.dbj.jp/en/pdf/investigate/etc/pdf/book1604_01.pdf

Japan's Giant Telecom Provider Files for Patent to Use Blockchain for Contracts Storage - July 24, 2018

A recent Nippon Telegraph and Telephone's (NTT) patent application suggests that the Japanese Telecommunication company may seek to create new types of contract agreements relying on blockchain technology. This new system is believed to simplify contract agreements by using encryption and information decentralization. NTT's idea is to use a blockchain as evidence of a

contract made along a plurality of parties. The influence of blockchain is increasing in Intellectual Property law with major companies acquiring patents for innovations relying on this system, such as Master Card and Boeing among many others.

<https://bitrazzi.com/japans-giant-telecom-provider-files-for-patent-to-use-blockchain-for-contracts-storage/>

Asia's first patent arbitration hub to open in Tokyo and JPO - Intellectual Property Arbitration Portal Site - June 28 and July 9, 2018

Asia's first International Intellectual Property specialized Arbitration body is set to open in Tokyo next month. The International Arbitration Center in Tokyo ("IACT") is to be distinguished from the already existing Japan IP Arbitration Center. The IACT will incorporate multiple local and foreign arbitrators, including a former US chief judge of the Court of Appeals for the Federal Circuit and a University of Tokyo professor. Ambitiously, it is anticipated that intellectual property disagreements will be solved within one year. The Japanese government hopes that the IACT will be capable of competing with thriving arbitral centers such as Hong Kong and Singapore. The IACT will enable IP related disputes between non-Japanese companies to be heard, if all parties agree. Furthermore, even though patents are registered separately in different countries, Tokyo's arbitral awards will be binding across all New York Convention signatories' countries. The JPO has created a portal site for Intellectual Property Arbitration which will continue to be updated as matters progress.

<https://asia.nikkei.com/Business/Business-Trends/Asia-s-first-patent-arbitration-hub-to-open-in-Tokyo>

http://www.jpo.go.jp/torikumi_e/hiroba_e/chizai_chusai_portal_e.htm

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 Yoshiko Ito at newsletter@patents.jp.

In respect of the GDPR, if you would like to unsubscribe from our regular newsletter, please click [here](#).

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