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NEWS ABOUT Sonoda & Kobayashi

IPR Support Program - September 2018

Sonoda & Kobayashi is pleased to announce its newly launched IPR Support Program in cooperation with the EU-Japan Technology Transfer Helpdesk.

The IPR Support Program aims to help inventors, entrepreneurs and startups in protecting their inventions by providing advice on, and assistance with, the registration of IP rights, which is often the first step in building a foundation for a sustainable business.

If you are interested in this program, do not hesitate to visit the EU-Japan Technology Transfer Helpdesk's website!

<http://www.eu-jp-tthelpdesk.eu/category/ipr-support-programme/>



Webinar Japanese Version - Patents : Oppositions proceedings and nullity actions – a comparison between Europe and Japan - October 2018

Sonoda & Kobayashi is proud to announce we are the first Japanese IP Law firm to provide Webinars in Japanese language on a free access sharing platform. This webinar was made in collaboration with the EU-Japan Technology Transfer Helpdesk and Dr. sc. Robert Boerner from Murgitroyd Munich Office. Please do not hesitate to watch our first Japanese language webinar on comparison of Patent opposition proceedings and nullity actions in both Europe and Japan. This webinar is also available in its original English version.

<https://www.youtube.com/watch?v=5I7zSIYU3v4>

IPPro Patents Magazine Interview - September 2018

IPPro Patents magazine has released its September edition focused on Japan's IP landscape. Dr. Yoshitaka Sonoda had the pleasure to be interviewed on the current and future challenges involving Intellectual Property in Japan. Please feel free to click on the link below to access to the new edition!

http://www.ipprotheinternet.com/ipprotheinternet/IPPro_issue_005.pdf



Comparing Patent laws in different Asian jurisdictions, Asia Business Law Journal - October 2018

For the new Asian Business Law Journal's special edition on "Comparing Patent laws in different Asian Jurisdictions", Natalie Crick (Australian Lawyer) and Dr. Yoshitaka Sonoda (Managing Partner) from Sonoda & Kobayashi wrote an article on Japanese IP measures taken in response to the 4th Industrial Revolution, among which are the JPO's Guide to License Negotiations Involving Standard Essential Patents created in response to IoT's proliferation.

<https://www.vantageasia.com/patent-law-developments-japan/>



European Innovation Day 2018, organized by Delegation of the EU to Japan - October 15, 2018

Don't miss out on the next jointly organized event by EURAXESS Japan and the EU-Japan Technology Transfer Helpdesk, which will bring together the Japan-based community of innovators, individuals and institutions to help them discover opportunities in and cooperation with Europe! The European Innovation Day 2018 will be held on October 15th at the Delegation of the European Union to Japan. Don't forget to register!

<https://euraxess.ec.europa.eu/worldwide-japan/european-innovation-day/european-innovation-day-2018>

EURAXESS Japan & the EU-Japan Technology Transfer Helpdesk present:

EUROPEAN INNOVATION DAY 2018



15 Oct. | EU Delegation Tokyo
5 'Research to Market' sessions
10 briefings 'European Innovation Landscapes'
Info & registration: bit.ly/EID2018Japan

  

EU-Japan Centre
for Industrial Cooperation
日欧産業協力センター

IPR Conference in Seoul - October 16, 2018

We have the pleasure of inviting you to the 2018 Korea-EU IPR Conference organized by the European Chamber of Commerce in Korea. This Conference will cover the current IP challenges caused by the 4th Industrial Revolution and new technologies. Sonoda & Kobayashi is supporting this event which will take place in Seoul's Four Seasons Hotel on October 16th. Kazuyuki Semba, Japanese Patent Attorney at our firm, will be addressing the topic of "IP Related Issues of Cloud Technology in Japan". For further information, check the ECCK's website. We hope to see you at the Conference!

<https://ecck.eu/events/korea-eu-ipr-conference-2018/>



Registration is open for Judicial Symposium on Intellectual Property Tokyo - October 31 & November 1, 2018

Sonoda & Kobayashi invites our clients and colleagues to participate in the Judicial Symposium on Intellectual Property co-organized by the Intellectual Property High Court and the Supreme Court of Japan. This event will take place on October 31st and November 1st. Please don't forget to register!

<https://www.jsip-tokyo2018.com/en/>

Judicial Symposium on Intellectual Property TOKYO 2018

LATEST IP NEWS IN JAPAN

Japan extends industrial design protection by 5 years - August 17, 2018

The Japanese Design Act will be reviewed during next year's ordinary Diet session. The Japanese Patent Office's current draft plans to extend industrial design protection for 5 years, reaching a total of 25 years protection, which would be the longest among industrial nations along with the EU. Additionally, the overhaul will enable businesses to file one single application for multiple designs. The scope of the "design" definition will also expand to cover website layouts and architectural features. These changes are part of an initiative to strengthen commercial brand strategies, especially in the electronic and automobiles industries where the success of the product is closely linked to its design rather than few substantial functional differences.

<https://asia.nikkei.com/Economy/Japan-extends-industrial-design-protection-by-5-years>

EU moves to add Japan to data transfer white list - September 07, 2018

The European Data Protection Board is currently reviewing the proposal to add Japan alongside 10 other countries listed in the data transfer white list. This would enable Japan to be exempted from the EU's General Data Protection Regulation which prohibits the transfer of personal data out of the European Economic Area. This exemption will be granted by the end of the year under the condition that Japanese domestic laws or international commitments are deemed sufficient for ensuring an adequate level of personal-data protection.

<https://asia.nikkei.com/Politics/International-Relations/EU-moves-to-add-Japan-to-data-transfer-white-list>

Japan's ANA enters space exploration business - September 06, 2018

ANA HOLDINGS and Japan Aerospace Exploration Agency (JAXA) are launching their new multi-phased program, AVATAR X, aiming to "revolutionize space exploration and development using real world Avatars. These robots will help to build camps on the Moon, support long-term space missions and explore space from afar.

<https://www.ana.co.jp/group/en/pr/201809/20180906.html>

Website for the International Arbitration Center in Tokyo - September 2018

We are pleased to announce that the International Arbitration Center in Tokyo has launched its website. If you are interested in this newly opened Arbitration body, please don't hesitate to check for information on their web portal.

<https://www.iactokyo.com/>



JPO Starts Design-Driven Management - August 9, 2018

The Japanese Patent Office announced the establishment of a Chief Design Officer along with a team project for Design-Driven Management. These initiatives are set with a view to improve the quality of services and communication between users and the JPO.

http://www.meti.go.jp/english/press/2018/0809_003.html

Outline of Accelerated Examinations and Accelerated Appeal Examinations for Trademarks - September 2018

Since 2017, the JPO has initiated accelerated examination and appeal examination procedures for trademarks under certain conditions. These accelerated examination tracks are still underused despite their non-existing additional cost. We recommend you have a look at the link below in order to check whether you fulfill the conditions to utilize these procedures.

http://www.jpo.go.jp/torikumi_e/t_torikumi_e/outline_accelerated_trademark.htm

Japan enjoys 30% jump in intellectual property trade surplus - August 21, 2018

Japanese businesses took in 1.5 trillion yen (\$13.6 billion) more from use of their intellectual property than they spent for the half-year ended June 30, an increase of 30% over the previous year. According to Nikkei Asian Review, this rise could reflect the expansion of partnerships between Japanese and European companies to develop products such as Pharmaceuticals.

<https://asia.nikkei.com/Business/Business-Trends/Japan-enjoys-30-jump-in-intellectual-property-trade-surplus>

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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