Ministry of Economy, Trade and Industry Intellectual Property Policy Office Date: 17 Oct. 2012

Catchphrase: What is invisible is not secret, what is visible is a protectable secret

I . Management Principle (Company vision)

Japanese enterprises and employers enable to improve the productivity and profitability by using intellectual property directly or indirectly.

II-1. Overview

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[Members] 10ppl. (1 Director, 3 Deputy Directors, 3 Assistant Directors, 2 Officials, 1 Part-time) [URL]

http://www.meti.go.jp/policy/economy/chizai/chiteki/index.ht ml (Unfair Competition Prevention Law)

II-2. History

- •1988 Establishment of Intellectual Property Policy Office at Ministry of International Trade and Industry Industrial Policy Bureau General Administration Division due to a major revision of the Unfair Competition Prevention Law related to protection of
- •1990 Upgraded to the Ministerial Ordinance Office that required organizational regulation by the Ministry of International Trade and Industry

 •2000 Placed under the Economic Industrial Bureau's Industrial Organization Section

II-3. Awards received • Certification • Qualification

·(Qualification) 1998- Jurisdiction Division for Unfair Competition Prevention Law

Ⅲ-1. Internal environment (Flow of work)

Application/Inq uiry response	Inquiry/Application • Receive inquiries from various sectors by phone, mail, documents, and request for answers	Consider Response - Accumulate documents - Inquiry to past personnel - Consider response to reference books	Adjustment for response After consideration at	Response Documents E-mail Phone Provide customer value By showing the interpretation of law, it enables rapid business expansion of enterprises, and legitimate businesses are protected.	Maintain competitive order in Japan
Policy Planning	① Review of the status Hear and understand policy needs through research	Examine the subject, and plan policy	cil, the lectures	by value By performing the planning of appropriate policies, enables rapid business expansion of	Increase competitive -ness of Japanese enterprises.

	ng	through	research				guideline making		media, Web		enterprises and legitimate		
						<u></u>		<u> </u>			businesses are protected.		
	Flow o	f work	Efforts that lead to the differentiation from competitors (Application/Inquiry response)					Flow of work	Eff	Efforts that lead to the differentiation from competitors (Policy Planning)			
	①Inquiry		Taking the record at all times for various inquiries Person in charge of intellectual property law understands its overview Provide model format on the homepage						①Review of the status	Since the close contact with the parties concerned and Executive Agency, grasp of the current situation is efficiently achieved Gathering opinions from related industries and support organizations			
	answer with accuracy		Enable the utilization of an external network					②Policy making	·Eı	nable the use of an external network			
			•An early settlement process in the office makes prompt response.					③ Realization of policy	cor	secause of the direct jurisdiction over unfair empetition prevention law and various guidelines, ese can reflect new policy quickly.			
							4	4 Penetration of policy		Reliability can be supplied since originating from the gislation charge organization.			
			cpansion of		Provide customer		By planning appropriate policies, it enables rapid usiness expansion and protects legitimate						

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III-2 Internal environment (Strengths and Weaknesses)

[Strength]

·Knowledge of the person in charge

- Networking with other ministries
- System in which more than one person can take charge of one matter. Prompt decision-making • Active communication in the office
- Reliability that originated from the law jurisdiction organization
- Accumulation of past research

[The reason and background]

Possible to accumulate of research and query to predecessor

- Many young workers with frank atmosphere
- •Value work-life balance, and promote the income of paid vacation ·Staff seconded from Ministry of Education and Japan Patent Office, experienced people in related departments to province intellectual property are enrolled.
- Planning in cooperation with the relevant industry and organizations

[Weakness] (Business Challenge)

- Small manpower
- •Network breaks off with personnel transfer.
- May delay the update of collection of books

enterprises

 Database arrangement of a judicial precedent is required.

[The reason and background]

- ·Small number of workers
- •Less experience in intellectual property department
- Insufficient tools and know-how to reach out to SMEs

IV. External environment (Opportunities and Threats)

Opportunities

High interest of company toward outflow of technical matters and trade secrets, information needs related to Intellectual property

Continuous interest toward Intellectual Asset-based Management

Needs of financial institutions toward understanding non-financial information in a company

Needs of control for unfair competition act by using the Unfair Competition Prevention Law

Threats

Cost consciousness inside the company toward management and utilization of intellectual property, situations where active intellectual property strategy is unlikely to be taken

Self-image of "There is no intellectual property" in small and medium-sized enterprises in particular

A new intellectual property management approach such as overseas intellectual property fund or ideas of intellectual exchange

Public employee fixed number reduction, decrease of new hires

V. Future Vision (Policy and Strategy)

Future vision	1	A quick and precise accomplishment assistance for enforcement of the Unfair Competition Prevention Law			
on the basis o external	f ②	Effective measure for trade secret protection and prevention of technical outflow, effective common knowledge to enterprises			
environment and intellectua		Environmental improvement for utilization support of intellectual property, effective common knowledge to a company			
property	4	Appropriate prevention for unfair competition			
Efforts to realize future vision	books practic ② Dis Techr includ ③ Cre advan contin	panize and accumulation of past cases, continuous update of work reference materials (department manuals, reference possible promotion of self-improvement of the person in charge, extension activities and lectures execution, development of seal guidelines cussion about effective way of being familiar with trade secret management guideline(review of chapters), discussion of ology Outflow Prevention revised guidelines, discussion about penetration compliance policy to managerial classes in grade secrets seate an environment that can be funded by financial institutions to leverage intellectual property information, study of ced features are required for intellectual property management at small and medium-sized enterprises and universities, uous information gathering towards smoothing use of intellectual property cussion of the unfair competition law protection range, understanding of revision trends of laws related intellectual to			

VI. Story of the Value Creation

[Story from the past to the present] (Up to 2012)

Intellectual Asset Utilization

Human assets **Assets which employees take with them when they leave (know-how, experience, learning abilities, motivation)	 Flexible thought and spirit Expertise related to Intellectual property
Organizational assets **Assets which remain in the enterprise when employees leave (systems, brand strength, profitable structure)	•Legal investigation, accumulation of guidelines
Relationship assets **All assets pertaining to external relationship of the enterprise (market, relationship with customers and financial institutions)	Network with related departments, industry, and professional industry organizations Open a lecture or session Official report by magazines
Others **Matters that do not belong to the above three categories (funds, facilities)	· Amendment of Unfair Competition Prevention Law

[Present]

Intellectual

asset

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 Appropriate execution of Amendment of Unfair Competition Prevention Law

Familiarity with trade secret management guidelines

[Story from the present to the future] (2012-2015)

Use of Goals for Intellectual Assets

Human assets	Flexible thought and spirit Expertise related to intellectual property Constructive promotion of self- improvement by attending seminars.				
Organizat ional assets	Research of laws, accumulation and update of ride lines, Classification and organization of documentation, making a list of response of inquiries				
Relations hip assets	Strengthening network with related departments, industries and professional industry organizations Lectures and holding of briefing sessions (more than 12 times / half year) Publication in magazines				
Others	Understanding of revision trends of laws related intellectual property				

[Future]

- Intellectual property protection including small and medium-sized enterprises, awareness to the use of intellectual property.
- Prevention of technology outflow including small and medium-sized enterprises, supportive measures to expand overseas