Overview of the "Intellectual Property Strategic Program 2017" (Approved on May 16, 2017, by the Intellectual Property Strategy Headquarters)

Cabinet Office
Intellectual Property Strategy Promotion Bureau

Structure of the Intellectual Property Strategic Program 2017

Innovation creation

Regional revitalization

Culture creation

I-3 Integrated Promotion of IP and Standardization Strategies to Lead the Global Market

- · Promotion of comprehensive IP management (data, standardization, etc. in addition to IP)
- Promotion of cross-sectorial standardization and human resource development utilizing national research and development agencies

II-2 Promotion of IP Utilization by Regional Companies and SMEs and Industry-Academia/Inter-Industry Collaboration

- · Raising SMEs' awareness for IP, support for overseas expansion utilizing IP
- Facilitation of industry-academia collaboration, support for commercialization

I-2 Development of IP System Infrastructure

- Strengthening of evidence collection procedures
- Introduction of an ADR system (compulsory licensing of standard essential patents)

I-1 Development of IP System for Strengthening Industrial Competitiveness through the Utilization of Data and Artificial Intelligence

- Establishment of contract guidelines on data utilization
- Amendment of the Unfair Competition Prevention Act (prohibition of the wrongful acquisition of data, etc.)
- Amendment of the Copyright Act (establishment of flexible rights limitations)
- Examining specific requirements and scope of protection for the patent registration of Al learned models
- I Establishment of IP System as the Foundation for the 4th industrial Revolution (Society5.0)

II-1 Utilization and Enhancement of IP to Support Proactive Agriculture, Forestry and Fishery and Food Industries, etc.

- Domestic and overseas protection of geographical indications (GI) and plant varieties, enhancement of the consultation system
- Establishment of JAS that communicates the strengths of Japanese agricultural, forestry and fishery products
- Promotion of smart agriculture utilizing data, etc.

II Promotion of Regional Revitalization and Innovation Utilizing the Potential of IP

II-3 Augmentation of IP Education and IP Human Resource Development toward the "Nation of IP Human Capital"

- Enhancement of IP education in the new government-issued course of study
- Development of curricula and educational materials by the Intellectual Property Education Promotion Consortium
- · Establishment of the Regional Consortium

III-1 Promotion of Overseas Expansion of Content and Strengthening of Industrial Infrastructure

- Cool Japan Public-Private Partnership Platform, establishment of hubs and mutual cooperation with the Regional Cool Japan Promotion Council
- and mutual cooperation with the Regional Cool Japan Promotion Council
 Human resource development in the content sector, collaboration with
- educational institutions

III-2 Revitalization of the Film Industry

- Promotion of the overseas expansion of small and medium-sized production companies through enhanced production support and diversified financing
- Public-Private Liaison Conference for the Improvement of the Filming Environment

III Making Japan Shine in 2020 and Beyond by Strengthening Content Quality/ Power

III-3 Development of Digital Archive

• Establishing a government-run, cross-sectorial portal website and utilizing it for research, business, inbound tourism, etc. under industry-academia-government collaboration

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- I. Establishment of IP System as the Foundation for the 4th industrial Revolution (Society5.0)
 - 1. Development of IP System for Strengthening Industrial Competitiveness through the Utilization of Data and Artificial Intelligence

Current Situations and Challenges

- Cross sectorial utilization of various kinds of data and utilization of artificial intelligence (AI) are essential for the maintenance and strengthening of the Japanese industries' internationall competitiveness in the era of the 4th Industrial Revolution (Society5.0).
- In order to promote the utilization of valuable data, which is not protected by copyright, etc. under the current IP system, it is necessary to introduce a legal framework that helps a wide range of companies utilize such data under certain conditions as one of their business options, while also providing support for initiatives in the private sector.
- To promote the development and utilization of AI, it is necessary to improve the environment for developing "learning data" for AI, while also figuring out issues concerning AI creations and how AI learned models, which require an enormous amount of investment, should be protected under the IP system.

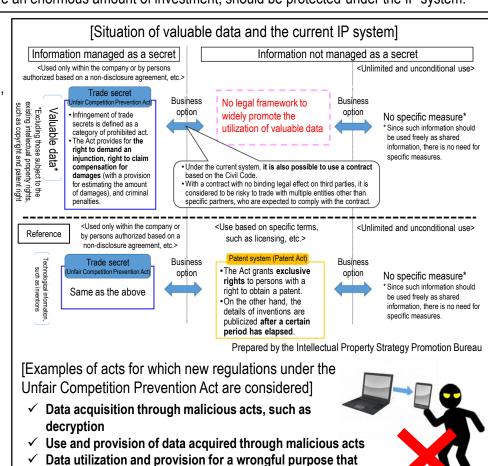
Measures to Be Taken

[Development of an IP system, etc. for promoting data utilization]

- Consider introduction of the contract guidelines on data utilization rights, etc., and assistance measures and systems for the social implementation of the data market, etc.
- Consider strengthening the protection measures for data, such as
 prohibition of wrongful data acquisition and technical restrictive measures,
 including encryption, with a view to submitting a bill to amend the Unfair
 Competition Prevention Act in the next ordinary Diet session
- Examine restricted rights for the promotion of data utilization, while closely monitoring the situation of the data market, etc.

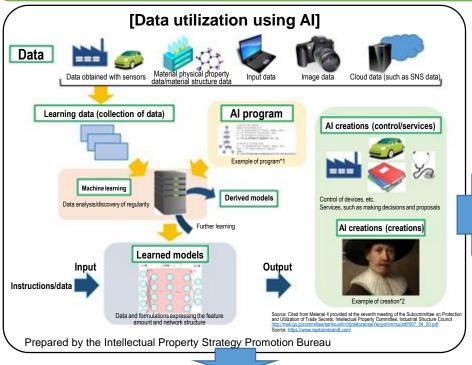
[Development of an IP system for promoting the development and utilization of Al]

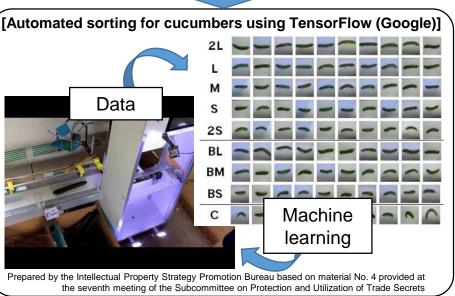
- Consider the provision and disclosure of AI learning data beyond the circle
 of specific persons in the context of the designing and operation of the
 system concerning the provisions regarding the limitations on rights under
 the Copyright Act
- Consider approaches to the appropriate protection of learned models by means of contracts and specific requirements for their patent protection, etc.
- Continue to consider how AI creations should be handled under the IP system, while constantly studying actual cases

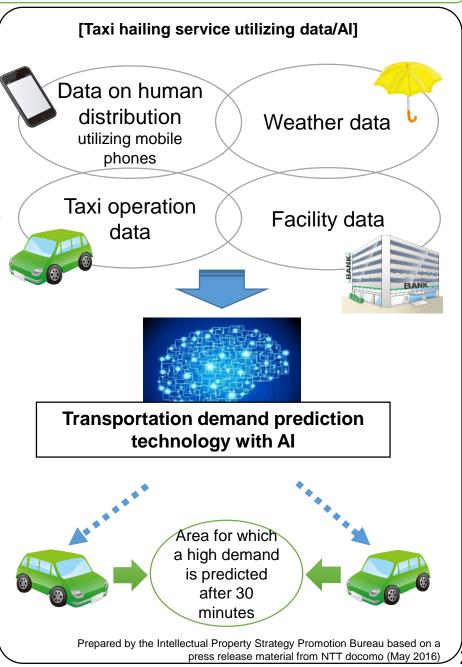


goes against the intent of the data provider

- I. Establishment of IP System as the Foundation for the 4th industrial Revolution (Society5.0)
 - 1. Development of IP System for Strengthening Industrial Competitiveness through the Utilization of Data and Artificial Intelligence







I. Establishment of IP System as the Foundation for the 4th industrial Revolution (Society5.0)

2. Development of IP System Infrastructure

Current Situations and Challenges

- The strengthening of evidence collection procedures in litigations and enhancement of alternative dispute resolution (ADR) are needed in order to provide effective protection of IP, which serves as the foundation for the creation of innovations utilizing IP.
- At the same time, it is also necessary to improve the industrial property right system, which is the foundation of Japan's international competitiveness, and its operation according to changes in social circumstances and users' needs.

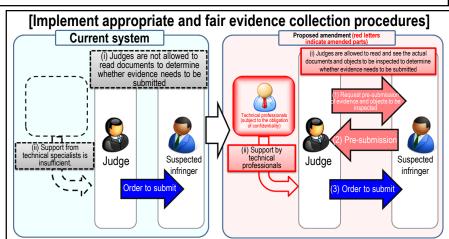
Measures to Be Taken

[Functional Strengthening of Systems for Handling Intellectual Property Disputes]

- Consider the details of a system that enables the court to determine the necessity
 for document submission through in-camera proceedings in relation to orders to
 make a pre-submission of documents and objects to be inspected, with a view to
 submitting a bill to amend the Patent Act in the next ordinary Diet session
- In order to promote the smooth utilization of standards amid the rise of IoT, consider details of an ADR system for standard essential patents (compulsory licensing of standard essential patents), with a view to submitting a bill to amend the Patent Act in the next ordinary Diet session
- In order to stimulate the utilization of international arbitration in Japan, consider specific matters concerning the development of necessary infrastructures, including support for fostering human resources for international arbitration

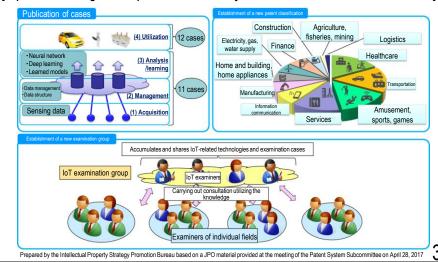
[Strengthening of support for global business development by taking the global lead in examination]

- Improve and strengthen the patent examination system by introducing an IoTrelated patent classification, disclosing the cases of IoT-related examinations, and establishing an examination group, so as to adapt to the era of the 4th industrial revolution
- Improve and strengthen the patent examination system to realize world-class speed and quality of patent examination and result announcement
- Dissemination and permeation of Japanese IP systems in emerging countries, etc.
- Consider the approach and system for strengthening the design capability, which contributes to the branding of companies



Prepared by the Japan Patent Office

[Improve and strengthen the patent examination system to meet the 4th industrial revolution]



I. Establishment of IP System as the Foundation for the 4th industrial Revolution (Society5.0)

3. Integrated Promotion of IP and Standardization Strategies to Lead the Global Market

Current Situations and Challenges

- It is necessary to establish the foundation for more broad-based IP management with a focus on open and closed strategies, as the importance of the data as a new source of competitiveness grows amid increasing expectations for the rise of open innovations.
- The center of standardization activities has shifted from de jure standards to forum/consortium standards and there is an increasing cross-sectorial proposals, which is difficult to address for conventional industry organizations and companies that are segmented based on products or technologies.
- It is necessary to foster and secure human resources that can develop and strengthen standardization systems at companies and carry out IP and standardization management based on their business and management strategies.

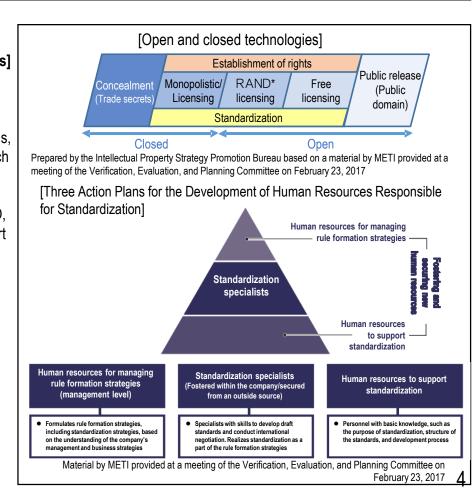
Measures to Be Taken

[Strengthening of standardization strategies at companies and in industries]

- Consider strengthening of standardization systems, including public-private cooperation and partnership, in order to further promote international standardization under public-private coordination
- Promote standardization in the social system and cutting-edge technology fields, utilizing the New Market Creation Standardization System and national research and development agencies, including AIST
- Based on the Three Action Plans for the Development of Human Resources Responsible for Standardization, promote establishment of the position of CSO, understanding of corporate executives, fostering of human resources to support standardization, such as patent attorneys, establishment of lectures on rule making strategies, and the qualification system for standard development
- Help SMEs, etc. with standardization and acquisition of foreign certifications through the Partnership System for Support of Standardization Utilization and the provision of one-stop services for standardization and development and proposal of IP strategies

[IP management under open and closed strategies]

- Develop human resources that can help SMEs, etc. with developing comprehensive IP strategies
- Strengthen the protection of trade secrets (enhancement and dissemination of trade secret protection handbooks, etc., enhancement of one-stop support, dissemination of timestamps, etc.)



II. Promotion of Regional Revitalization and Innovation Utilizing the Potential of IP

1. Utilization and Enhancement of IP to Support Proactive Agriculture, Forestry and Fishery and Food industries, etc.

Current Situations and Challenges

- In order to ensure the competitiveness of Japanese agricultural products amid the globalization of agricultural product trade, it is necessary to enhance and strengthen the domestic and overseas protection of GIs and support for international application for the registration of varieties.
- It is necessary to develop a framework that helps the strategic introduction and utilization of standards, including GAP (international standard) and JAS, and certifications, and promote the establishment of international standards based on it, so as to contribute to the facilitation of international trade and strengthening of export capacity.
- In light of the aging population and the decrease in the number of farmers, IP management and realization of smart agriculture utilizing AI, ICT, robot technologies, etc. are needed for the development of agriculture as knowledge and information industries.

Measures to Be Taken

[Effective use of agriculture-related IP, such as geographical indications (GI), registration of plant varieties, and regional collective trademarks]

- Promote the utilization of GIs, support commercialization using GI marks, and promote mutual protection of GIs with foreign countries
- Support international application for the registration of plant varieties, strengthen the
 protection of plant varieties and counterfeit measures overseas, and promote overseas
 expansion of the plant industry
- Enhance consultation systems concerning IP in agriculture, forestry and fishery fields, utilizing the general IP help desks

[Promotion of standardization through strategic establishment, utilization, etc. of JAS]

- Strategic establishment and utilization of JAS and international standardization
- Expand the acquisition of the international standard GAP and promote establishing Japanmade GAP as international standards

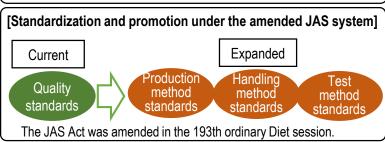
[Promotion of smart agriculture]

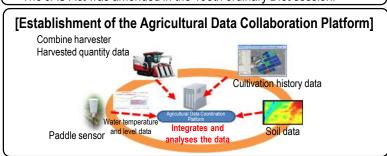
- Support research and development on smart agriculture and establish the Agricultural Data Collaboration Platform for sharing and utilizing various data in the agricultural field
- Protection of IP concerning data utilization

[Strengthening of IP management for R&D in the agricultural, forestry and fishery field]

 Promote the creation of innovation using the platform for knowledge accumulation and utilization, and R&D based on cross-sectorial collaboration under appropriate IP management







Prepared by the Ministry of Agriculture, Forestry and Fisheries

II. Promotion of Regional Revitalization and Innovation Utilizing the Potential of IP

2. Promotion of IP Utilization by Regional Companies and SMEs and Industry-Academia/Inter-Industry Collaboration

Current Situations and Challenges

- In order for Japan to achieve continuous development and growth, while adapting to changes in the environment, it is important to promote innovation creation in a speedy manner and stimulate regional economies.
- It is necessary to provide meticulous support to meet the needs of SMEs, etc., while also raising awareness of those in positions to support SMEs, including financial institutions, concerning intellectual assets and property.
- The stimulation of industry-academia/inter-industry collaboration is important in promoting open innovation. It is necessary for universities, etc. to implement IP management with commercialization in mind and promote collaboration with the industry.

Measures to Be Taken

[Support for the establishment of intellectual property rights and their utilization by SMEs]

- Based on the Regional Intellectual Property Revitalization Action Plan (September 2016), strengthen consultation systems in collaboration with the General IP Help Desks and Yorozu Support Centers, while also expanding visit interviews, Circuit JPO, etc.
- Dissemination and awareness raising for intellectual property use in developing companies, and strengthening of support for commercialization utilizing designs and brands and promotion of standardization for intellectual property use challenger type companies
- In order to promote stimulation of regional companies by financial institutions, promote financing and business support based on business viability evaluation, while also promoting IP utilization in such evaluation

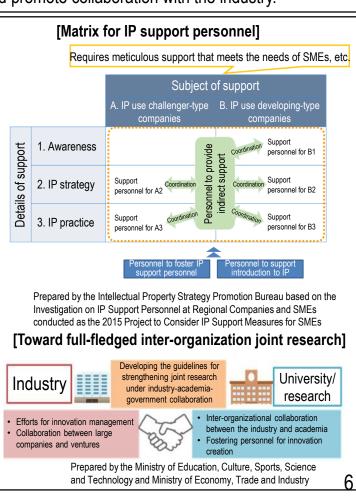
Intellectual property use challenger-type SMEs Companies that consciously acquire rights for their IP and conduct proactive activities utilizing such rights, including expansion overseas

Intellectual property use developing-type SMEs

Companies that have a low level of IP awareness and lack IP (technologies, in particular) that can be established as rights. Most of them are in subcontractor positions.

[Promotion of industry-academia/inter-industry collaboration]

- Ensure the effectiveness of the Guidelines for Fortifying Joint Research Undertaken through Collaboration between Industry, Academia and the Government (November 2016), and strengthen activities under industry-academia-government collaboration
- Establish technology transfer networks while disseminating thorough technology transfer models by developing a system in which leading TLOs, etc. accept core human resources from universities, etc. across Japan and provide OJT to foster human resources for technology transfer
- Strengthen supportive measures to promote the proof of concepts of new research ideas, including gap funds to fulfill the gap between research outcomes and commercialization



- II. Promotion of Regional Revitalization and Innovation Utilizing the Potential of IP
 - 3. Augmentation of IP Education and IP Human Resource Development toward the "Nation of IP Human Capital"

Current Situations and Challenges

- In order to promote the policies of the Intellectual Property Strategic Program 2016, new government-issued course of study, etc., the Intellectual Property Creation Education Consortium was established in January 2017, with a view to realize effective collaboration and cooperation between schools and local communities. Educational institutions are supported under industry-academia-government collaboration based on the three pillars of (1) structured IP creation education, (2) collection and development of educational programs (topics), and (3) support from the Regional Consortium.
- As for higher education, it is necessary to expand voluntary efforts, including the enhancement of subjects related to IP, etc., and consider approaches to IP education in the context of recurrent education for workers.

Measures to Be Taken

[Promotion of Education about Intellectual Property in Schools and Universities]

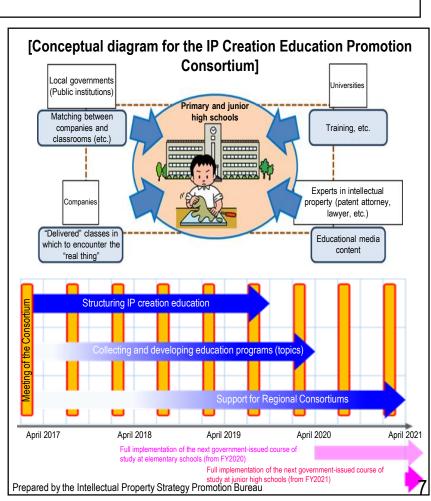
- Realize cross-curricular curriculum management for cultivation of creativity, protection
 and utilization of IP, and promotion of understanding of the meaning of IP, in line with
 the policy of the new government-issued course of study (Public Notice of March 2017;
 to be implemented at elementary and junior high schools from FY2020)
- Promote voluntary efforts at universities and colleges of technology with reference to the initiatives at Yamaguchi University, which made IP subjects compulsory

[Establishment of a Study Support System in Collaboration with the Local Communities and Society]

- Promote the establishment of the Regional Consortiums to expand IP creation education in close coordination with the local communities. Aiming to establish one for each prefecture by FY2020.
- Consider details of how each Regional Consortium should be supported by utilizing the IP Creation Education Promotion Consortium, which consists of relevant ministries, agencies and organizations, educational institutions, companies, etc.

[Public Dissemination and Awareness Raising, and Utilization of the Qualification System]

- Encourage acquisition of IP-related qualifications, while also promoting awareness raising activities to improve the public understanding of IP
- Dissemination and utilization of educational materials developed for corporate executives to the private sector



III. Making Japan Shine in 2020 and Beyond by Strengthening Content Quality / Power

1. Promotion of Overseas Expansion of Content and Strengthening of Industrial Infrastructure

Current Situations and Challenges

- In order to enhance the presence of Japanese content in the growing global content market, it is necessary to export more diverse and novel works overseas. It is also important to strengthen cross-sectoral collaboration and coordination with activities to communicate regional information.
- In order to maximize the creative power of Japan, it is necessary to support small- and medium-sized production companies and individual creators, foster human resources under industry-academia collaboration, and promote application of new technologies. Strengthening of anti-counterfeit/piracy measures is also an issue.

Measures to Be Taken

[Sustained Promotion of Overseas Expansion of Content]

 Support for localization and promotion, acquisition of broadcast slots, exposure of Japanese content in countries with low marketability, presentation and business matching at international festivals, and facilitation of rights handing through the development of a database

[Strengthening of Cross-Sectoral Collaboration for Overseas Expansion]

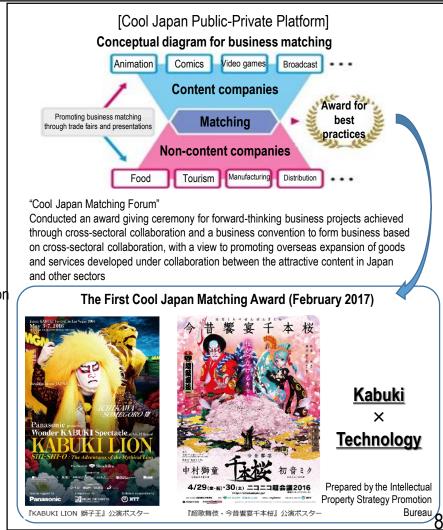
- Promote cross-sectoral collaboration via the Cool Japan Public-Private Platform
- Support overseas expansion in combination with the communication of regional attractions and cross-sectral promotions

[Strengthening of Content Industry Infrastructure]

- Enhance human resource development through the strengthening of collaboration between educational institutions and the industry utilizing the results of the discussion between the Collaboration and the industry utilizing the results of the discussion.
- by the Cool Japan Human Resource Development Review Committee
 Consider such issues as the improvement of the working environment of content production, improvement of terms of business, and systematic issues, such as financing.
- Promote the application of advanced technologies to content, such as augmented reality (AR) and virtual reality (VR)

[Countermeasures against counterfeiting and piracy]

 Overseas measures (reaching out to the governments of the partner countries, through public-private collaboration, etc.), domestic measures (tightening control, raising awareness), online measures (anti-reach site measures, support concerning online advertisement, etc.)



III. Making Japan Shine in 2020 and Beyond by Strengthening Content Quality/Power 2. Revitalization of the Film Industry

2. Nevitalization of the film industry

Current Situations and Challenges

- Film is a comprehensive art form containing elements such as the original work (novels, comics, etc.), music, movies, and animation, and thus it has a great ripple effect to other fields. It is expected to play a role of leading other content fields, inbound tourism, and export of goods and services overseas.
- It is necessary to further promote the recent trends of overseas expansion of Japanese films, while also supporting "challengers," i.e., small- and medium-sized production companies and creators, in order to strengthen the foundation for acquiring overseas markets.

Measures to Be Taken

[Strengthening of Industrial Infrastructure, Such as Production Support and Financing]

- Increase the variety and flexibility of the support options, and improve the existing support measures, such as upgrading application procedures
 Consider measures to supply risk money to the planning and production phases,
- which have strong needs for funds
 Expand human resource pool through the enhancement of collaboration between educational institutions and the industry by utilizing the results of the discussion by
- [Quantitative and Qualitative Enhancement of Overseas Expansion]

the Cool Japan Human Resource Development Review Committee

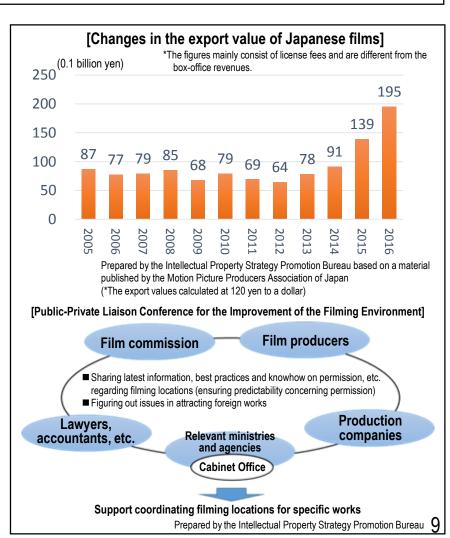
- Develop infrastructure to facilitate international joint productions (negotiation of
- Develop infrastructure to facilitate international joint productions (n international joint production agreements, expansion of subsidies)

overseas promotion, and strengthening of anti-piracy measures

- Support by experts with an eye to establishing an optimal fund raising method to
- promote overseas expansion of small-and medium-sized production companies, etc.
 Cultural exchange projects, maintenance and enhancement of Japanese film festivals and other opportunities to show Japanese films in overseas countries and support for matching with such opportunities, enhancement and strengthening of

[Strengthening of Support for Location Shooting]

 Establish the Public-Private Liaison Conference for the Improvement of the Filming Environment, and develop a support flow through the demonstration of support for coordinating filming locations



III. Making Japan Shine in 2020 and Beyond by Strengthening Content Quality/Power

3. Development of Digital Archive

Current Situations and Challenges

- The government will develop a national comprehensive portal website that provides one-stop services with which users can browse a digital archive of knowledge accumulated in Japan across fields and regions and identify the location of such information. It is expected that this portal website will contribute to education, disaster prevention, business, promotion of inbound tourism, and stimulate studies on Japan in overseas countries.
- To accelerate initiatives like the collaboration between the Cultural Heritage Online (cultural property field) and NDL Search (book field), it is necessary to develop a national cross-sectorial comprehensive portal website like those seen in overseas countries, which allows for the sharing of such information as the list of content and location (metadata), while also expanding open digital content and promoting its use.

Measures to Be Taken

[National measures]

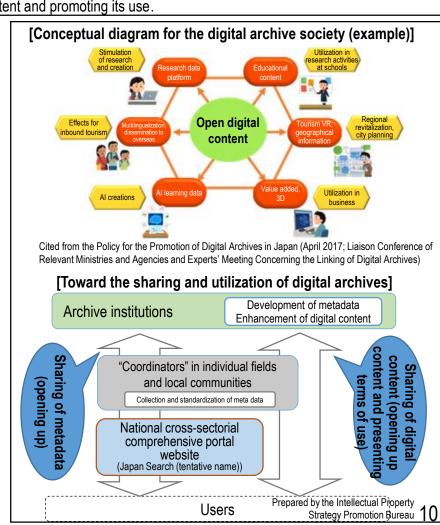
- Develop a schedule by the end of FY2017 for the development of a national crosssectorial comprehensive portal website (Japan Search (tentative name)) centered on the National Diet Library
- Assign "coordinators" in each field and local community and support their initiatives for aggregating metadata
 Consider support measures for individual archive institutions and coordinators, such
- as the enhancement of digital content
- Promote the linking and disclosure of digital archives with a focus on public agencies
- Hold forums for sharing issues and solutions among the industry, academia and government

[Initiatives in Individual Fields]

 The National Diet Library, Broadcast Programming Center of Japan/NHK, Agency for Cultural Affairs/Ministry of Economy, Trade and Industry, and Agency for Cultural Affairs will serve as the coordinators for the fields of books, etc., broadcast content, media art, and cultural properties, respectively. Those organizations will develop policies for archive development, assist in the digitalization of materials in stock, and promote the collection of metadata.

[Development of Infrastructure Aimed at Archive Utilization]

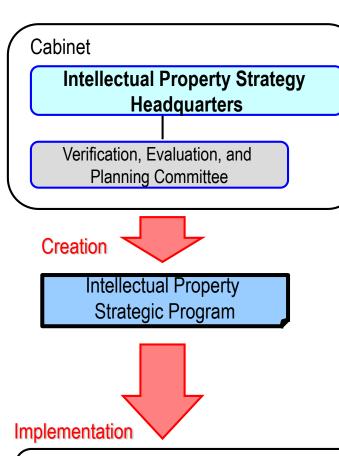
- Promote open digital archives and indication of terms of use by disseminating the Guidelines on the Development, Sharing and Utilization of Digital Archives
- Foster archive-related human resources



Intellectual Property Strategy Promotion System

Reference 1

- The Intellectual Property Strategy Headquarters was established in 2003 based on the Intellectual Property Basic Act. It develops and promotes IP promotion plans across the government and develops plans, promotes, and facilitates comprehensive coordination of important measures concerning IP.
- It creates an Intellectual Property Strategic Program every year. Marking its 10th anniversary, the Headquarters developed the Intellectual Property Vision in 2013. Subsequently, the Basic Policy Concerning Intellectual Property Policy received Cabinet approval.



[Major tasks]

- Development, formulation, and implementation of IP strategies
- Coordination and adjustment of measures of the ministries

[Members]

Chairperson: Prime Minister

Vice Chairperson: Chief Cabinet Secretary, Minister of State for Science and Technology Policy

(Intellectual Property Strategy), Minister of MEXT, Minister of METI

Members: All ministers, experts (10) (listed in order of the Japanese syllabary)

Nobuo Kawakami: President, Kadokawa Dwango Corporation

Makoto Gonokami: President, University of Tokyo

Yoshimitsu Kobayashi: Chairman of the Board, Mitsubishi Chemical Holdings Corporation Junichi Sakamoto: CEO, Shochiku Co., Ltd.

Izumi Hayashi: Lawyer/Partner, Sakurazaka Law Offices [Newly assigned]

Keiko Takemiya: Manga artist/President, Kyoto Seika University

Akihiro Nikkaku: CEO, Toray Industries, Inc.

Yuko Harayama: Member, Council for Science, Technology and Innovation

Rie Yamada: CEO, Tohoku Electronic Industrial Co., Ltd.

Keisuke Watanabe: Patent attorney/Advisor, Hotei Patent Office/President, Japan Patent

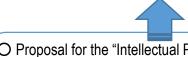
Attorneys Association [Newly assigned]

Examination System Utilized Until the Formulation of the "Intellectual Property Strategic Program 2017"

Reference 2

O "Intellectual Property Strategic Program 2017" approved (May 16, 2017)

Intellectual Property Strategy Headquarters



O Proposal for the "Intellectual Property Strategic Program 2017" decided (April 26, 2017)

Verification, Evaluation, and Planning Committee

[Newly established]

Conference to Address Industrial Property Right Fields

(Chair) Toshiya Watanabe
University of Tokyo Policy Alternatives
Research Institute
Professor

- O Consider IP management for open innovation, IP utilization in regions, at SMEs, and in agricultural and fishery fields, IP education, etc.
- O Follow up for the IP dispute handling system, which is now examined at the Japan Patent Office
- O Five meetings from late October to March

Conference to Address Content Fields

(Chair) Ichiya Nakamura Keio University Graduate School of Media Design Professor

- O Consider revitalization of the film industry, promotion of digital archives, countermeasures for counterfeit and piracy, etc.
- O Follow-up for the copyright system adapting to the introduction of digital networks, which is currently examined at the Agency for Cultural Affairs
- O Four meetings from late October to April

Committee to Review Intellectual Property regarding New Data-related Assets

(Chair) Ichiya Nakamura Keio University

Graduate School of Media Design

Professor

(Chair) Toshiya Watanabe

University of Tokyo Policy Alternatives

Research Institute Professor

- O Consider IP systems concerning the protection and utilization of new information property, such as AI, data, etc., covering copyrights, industrial property rights and all other kinds of IP.
- O Seven meetings from late October to March

[Newly established]

*Held as joint meetings as well

Task Force for Measures to Revitalize the Film Industry

(Chair) Ichiya Nakamura

Keio University, Graduate School of Media Design, Professor

- O Consider support for film production and overseas expansion, and attraction of filming locations
- O Four meetings from December to March