

JPAA IP Practitioners Seminar

*February 24 – 25, 2025
Manila, Philippines*

2025

Organized by

The Japan Patent Attorneys Association (JPAA)

In cooperation with

The Japan Patent Office (JPO)

The Intellectual Property Office of the Philippines (IPOPHL)

The Intellectual Property Association of the Philippines (IPAP)

Welcome Message



SUZUKI Kazunori (Mr.)
President
Japan Patent Attorneys
Association (JPAA)



ONUMA Kazuko (Ms.)
Director General
International Activities Center, JPAA

Message from JPAA President for 2025 JPAA IP Practitioners Seminar

I am so pleased and honored to invite you to the JPAA IP Practitioners Seminar to be held in 2025 in Manila, the Philippines.

The JPAA IP Practitioners Seminar was held for the first time in 2005 in Singapore, and since then, it has been held on a biennial basis in Southeast Asian countries, such as Vietnam, Malaysia, the Philippines, Thailand, Indonesia, and Cambodia, with the participation of more than 1,000 IP practitioners.

Following the suspension for four years since 2019 due to the COVID-19 pandemic, the seminar was resumed in 2023 in Bangkok, Thailand. The next seminar in Manila, the Philippines, will be the second one in the 15 years since 2011 and mark the tenth anniversary.

The IP situation across Asia has dramatically changed in these 20 years, with the number of patent applications and trademark applications filed in Asia reaching nearly 70% of the global total number of applications. Along with this trend, IP activities in Southeast Asian countries have also expanded smoothly. According to WIPO statistics, the number of patent applications filed between 2004 and 2022 in the countries where the JPAA IP

Practitioners Seminar was held among Southeast Asian countries has more than doubled overall, and the number of trademark applications has also increased similarly. In view of the current and future trends in economic development in Southeast Asian countries, there is no doubt that these countries will play a central role in global IP activities. In order to support such IP activities and accelerate their enhancement, highly-skilled IP practitioners are an essential factor for a quality and sustainable global IP system. Accordingly, it is becoming increasingly important to improve the practical IP skills of IP practitioners in Southeast Asian countries and enhance cross-border mutual exchange among them. Celebrating the 10th anniversary of the JPAA IP Practitioners Seminar, which was launched 20 years ago, the members of the JPAA delegation are working to prepare for the next seminar so that it will make a good start for a new phase of IP activities in Southeast Asia. This seminar aims to enable IP practitioners to improve not only theoretical knowledge on IP but also the practical skills required of IP practitioners. Following the half-day plenary session, a group work session will be held for the remaining day and a half. All participants will be divided into the patent class and the trademark/design class to engage in group work in their respective classes.

The group work session will include lectures and discussions on various topics for each class: for the patent class, drafting of patent claims, response to office actions, and the claim satisfaction issue; and for the trademark class, distinctiveness, determination on similarity, request for cancellation, customs, relationship among trademark law, unfair competition prevention law, and copyright law, and infringement cases. As the participants will engage in group work in small groups, in addition to receiving practical training they will also build strong

bonds with each other while pursuing the common goal of becoming highly-skilled IP professionals, and finally establish strong business ties and friendships.

I hope that many IP practitioners will participate in this seminar to be held in Manila, the Philippines, in 2025. I am looking forward to seeing you.

Program

During the two-day seminar, intellectual property practitioners will gain a practical overview of the Japanese intellectual property (IP) system and environment. Each session will provide participants with specific tools and information which they can use to streamline prosecution, increase the value of their IP portfolio, and reduce overall costs. The Monday morning sessions are designed to cover the Japanese IP system and environment in general. From Monday afternoon, the participants will be divided into one of two groups: 1) the Patent Group or 2) the Trademark & Design Group. A portion of these two group sessions will allow participants to share their real-world experiences in IP practice and obtain feedback on the same from their fellow attendees.

Monday, February 24

All Participants

08:30–09:30 Registration

09:30–09:45

Welcome & opening remarks / Activities of JPAA
SUZUKI, Kazunori
President
Japan Patent Attorneys Association (JPAA)

09:45–10:00

Welcome message and IPOPHL's current activities
Ann Claire C. Cabochan
The Deputy Director General
Intellectual Property Office of the Philippines (IPOPHL)

10:00–10:15

Welcome message and IPAP's current activities
Rico V. Domingo
President
Intellectual Property Association of the Philippines (IPAP)

10:15–10:45

JPO's current activities
Nishio, Motohiro
Director, IP Department, JETRO Singapore Attaché of
Japan Patent Office (JPO)

10:45–11:05

Break

11:05–11:35

IP Trend in Asia and Role of IP Professionals
ONUMA Kazuko
Director General
International Activities Center, Japan Patent Attorneys
Association (JPAA)

11:35–11:40

Overview of the two group sessions: the Patent Group
/ the Trademark & Design Group
NAGANO Atsushi / FURUHATA Eri
Patent Group leader / Trademark & Design Group leader

11:40–11:50

Administrative communication

12:00–13:30

Lunch

Patent Group

13:30–13:50 Session P-1

General overview of claim drafting in Japan
NAKAMURA, Toshio

This session will provide brief explanation for the general purpose of claims and for claim drafting based on such purpose. The participants will learn the basis of claim drafting thereby.

13:50–14:10 Session P-2

Reviewing a question regarding claim drafting

OTSUKI, Noboru

This session will provide information about a summary of background, invention and embodiments to help you draft claims at the next session.

14:10–15:50 Session P-3

Group discussion

TANAKA, Hideyuki

In this session, participants will draft claims for an invention in their group based on the explanation of the gist of the invention and the prior arts.

15:50–16:10

Break

16:10–17:00 Session P-4

Presentation

TANAKA, Hideyuki

The leader appointed in each group will present the draft claims in front of all participants.

17:00–17:10 Session P-5

General review and model answers

SAITOH, Kimihiro

This session will provide a general review of each group's discussion and presentation. We will also provide model answers and explain what claims were expected to be drafted.

18:00–20:00

Welcome Reception for all participants.

Trademark & Design Group

13:30–15:00 Session T-1

Explanation of distinctiveness in Japanese trademark examination, Workshop

FURUHATA, Eri

Distinctiveness of a mark is one of the requirements for registrability of a trademark in Japan. In this session, registrability criteria pertaining to inherent distinctiveness under the Japanese Trademark Law will be discussed.

15:00–15:30

Break

15:30–17:00 Session T-2

Similarity judgement in Japan, Workshop

ENDO, Hanae

The assessment as to whether goods/services are similar is somewhat unique in Japan. This session gives an overview of the Japanese Examination Guidelines for Similar Goods and Services. We encourage you to try your hand at judging similarity!

18:00–20:00

Welcome Reception for all participants.

Tuesday, February 25

Patent Group

9:00–9:20 Session P-6

Overview of response to Office Action

TANISAWA, Yasuhisa

In many cases, after filing a patent application, we receive an Office Action which is notice of reasons for refusal on the grounds of insufficient description in the description or claims, novelty based on prior art references, or lack of inventive step from the Patent Office. Responding appropriately to the OA is an extremely important action for obtaining patent rights in the expected range and requires a high level of experience and skill for patent attorneys. In this section, we will discuss how to respond to the OA based on the same case as discussed in the Claim Draft section. We will also discuss how to respond to OA that assumes patent infringement.

9:20–9:40 Session P-7

Reviewing a question regarding response to an Office Action

KATO, Kazuhiko

AIKAWA, Toshihiko

In this session, to learn how to respond to OA, this session will explain the reasons for rejection using cited references and illustrate the question by showing the client's requests. An example case may be explained to show how to revise or modify the claims in accordance with the client's request when the claims are amended in order to overcome the rejection.

9:40–10:30, Session P-8-1

Group discussion

ISHIKAWA, Yusuke

In this session, participants will draft response to Office Action in their group based on the office action, cited references and the client's requests.

10:30–10:45

Break

10:45–11:30 Session P-8-2

Group discussion

Continued from Session P-8-1

11:30–12:20 Session P-9

Presentation

AIKAWA, Toshihiko

The leader appointed in each group will present the draft response including claims amendments in front of all participants. The tutor of the group will comment on the presented draft response.

12:20–12:30 Session P-10

General review and model answers

ISHIKAWA, Yusuke

This session will provide a general review of each group's

discussion and presentation. We will also provide model answers and explain what responses were expected to Office Actions.

12:30–14:00

Lunch

14:00–14:40 Session P-11

Patent enforcement in Japan: Navigating the litigation process

CHUSHO, Masashi

Obtaining a patent in Japan empowers you to seek injunctions or damages if competitors use your invention. This lecture will explore the crucial aspects of patent enforcement through litigation in Japan, offering valuable insights into effective litigation strategies. Additionally, these insights will boost your effectiveness at the prosecution stage, helping you navigate both enforcement and patent application with greater skill.

14:40–14:50 Session P-12

Patent infringement analysis (Introduction of the group discussion outline)

ZHANG, Huawei

In this session, basic information for the next group discussion will be given. Specifically, explanations on 3 types of alleged patent-infringing products and key points to focus on will be introduced. Then, in the group discussion, the participants are going to analyze whether or not the products fall into the scope of the claim.

14:50–15:30 Group discussion Session P-13

NAGANO, Atsushi

In this session, each group of the participants will analyze and discuss whether or not the 3 types of alleged patent-infringing products fall into the scope of the patent claim.

15:30–16:00

Break

16:00–16:30 Session P-14

Presentation

NAGANO, Atsushi

The each group will present the discussion results in front of all participants.

16:30–16:40 Session P-15

Patent infringement analysis (Breakdown of model answer)

TSUNO, Masaya

In this section, the model answers to each question will be provided, including the rationale behind them and the background of the questions.

16:40–17:10 Session P-16

Question and answer session

Trademark & Design Group

9:00–10:30 Session T-3

Avenues for cancelling a Japanese trademark registration, Workshop

ASHIHARA, Emi

This session will introduce various Japanese systems for cancellation of trademark registrations with examples while focusing in detail on the non-use cancellation system. The workshop will include a discussion on the extent to which a trademark may be transformed but still provide a claim to “use of a registered trademark” sufficient to defend against cancellation based on non-use.

10:30–11:00

Break

11:00–12:30 Session T-4

Japanese customs practice update

MAKI, Emiko

This session will cover the recent amendments of Japanese laws regarding anti-counterfeits. It will also expect the input from participants regarding the anti-counterfeiting practice in each jurisdiction thereof.

12:30–14:00

Lunch

14:00–15:30 Session T-5

Intersection of Trademark Law, Unfair Competition Prevention Law and Copyright Law

MAKIYAMA, Yoshimichi

This session will compare and contrast the subject matter, method and duration of protection, acts of infringement, and remedies under trademark law, unfair competition prevention law, and copyright law, and examine which law should be applied to specific cases.

15:30–15:40

Break

15:40–17:10 Session T-6

Trademark infringement litigation

KUROKAWA, Tomoya

In this session, we will introduce recent trademark infringement lawsuits in Japan. In particular, we will introduce how the similarity of trademarks is determined and what defenses the alleged infringer may make. We would then like to discuss with the participants the differences between trademark infringement lawsuits in Japan and in their home countries.

General Information

Location

New World Makati Hotel
Esperanza Street corner Makati Avenue, Ayala Center,
Makati City 1228, Philippines

Dates

February 24 and 25, 2025

Language

English only

Registration and Seminar Fees

Applications and payment of the registration fee of USD 300/person will be accepted online only on a first-come-first-served basis and will be open on January 22,2025, and closed on February 10,2025.

If the number of applications reaches the limit, the registration will be closed before February 10,2025. Links to the online registration form and additional information can be found on the JPAA website:

<https://www.jpaa.or.jp/en/activity/2025-jpaa-ip-practitionersseminar/>

The registration fee includes the fees for all seminar materials, coffee breaks, lunches and the welcome reception. All other expenses, such as accommodation fees, are the responsibility of the attendees.

Accommodations

Attendees are responsible for their own accommodations at New World Makati Hotel or other hotels.

The attendees can book their own accommodations at New World Makati Hotel from the following URL.

<https://manila.newworldhotels.com/en/>

New World Makati Hotel
Esperanza Street corner Makati Avenue, Ayala
Center, Makati City 1228, Philippines
Tel. +63 2 8811 6888

Cancellation and Liability

Attendees are encouraged to purchase travel insurance as the organizers will assume no liability and the registration fee is not refundable.

Immigration and Visa Information

Attendees who wish to enter the Philippines should confirm visa information, such as visa exemption to the Philippines. Please check the Philippines embassy homepage in your country to acquire more information.

Smoking Policy

Smoking is only permitted in designated smoking areas.

Request for Understanding of Posting of Photographs on JPAA's Website and Social Media

We plan to take photographs of this event and post them on JPAA's website and social media. Please note that photographs in which you appear may be posted. We appreciate your understanding.

Organizing Committee

President

SUZUKI, Kazunori: Suzuki Shoji Patent Agency

Executive Director

MAKI, Emiko: ABE, IKUBO & KATAYAMA

Director General, JPAA International Activities Center

ONUMA, Kazuko: Osawa Patent Office

Deputy Director General, JPAA International Activities Center

KUROKAWA, Tomoya: SOEI Patent & Law Firm

Chair, Organizing Committee

OTANI, Kimio: RIYUMA & OTANI International IP Firm

Organizer

AIKAWA, Toshihiko	Orion International Patent Office
ASHIHARA, Emi	YKI Intellectual Property Attorneys
CHUSHO, Masashi	Nagashima Ohno & Tsunematsu
ENDO, Hanae	Deloitte Tohmatsu IP Firm
FURUHATA, Eri	FURUHATA International IP Firm
ISHIKAWA, Yusuke	Akiyama & Associates
KATO, Kazuhiko	TANI & ABE, p.c.
MAKIYAMA, Yoshimichi	Ripple Partners
NAGANO, Atsushi	Fukami Patent Office, P.C.
NAKAMURA, Toshio	Asahina & Co.
OKUMA, Yuji	Okuma Japan Patent Consulting
OTSUKI, Noboru	Sunnex international patent office
SAITOH, Kimihiro	Washida & Associates
TAKEUCHI, Utahito	SONDERHOFF & EINSEL
TANAKA, Hideyuki	Tanaka International Patent Firm
TANISAWA, Yasuhisa	FURUNO ELECTRIC CO., LTD.
TSUNO, Masaya	TMI Associates
ZHANG, Huawei	Liu, Shen & Associates



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