



JAPAN IP CONFERENCE



DATE:
15 APRIL 2014
VENUE:
TOKYO

DRIVING INNOVATION, BRAND PROTECTION & GROWTH

"Japan aims to become the world's leading country regarding intellectual property in the next 10 years." Hideo Hato, Commissioner, Japan Patent Office

Despite challenges in digital piracy and anti-competitive IPR practices, the Japan Patent Office (JPO) and the Japan Fair Trade Commission (JFTC) have worked actively to fulfill the government's ambitious IP vision through enactment of the Anti-Counterfeiting Trade Agreement (ACTA) and enforcement of the Anti-Monopoly Act. Presenting unprecedented regulatory updates by the JPO and the JFTC, Asian Legal Business' Japan IP Conference offers legal, IP, technology and scientific experts quintessential know-how on how to balance between compliance with IP-related legislations and winning IP monetisation and brand protection strategies.



INNOVATE

REUTERS/Regis Duvignau

GOVERNMENT & IP EXPERTS FROM JAPAN, HK & SINGAPORE



Hideo Hato
Commissioner,
Japan Patent Office
(JPO)



Ken Natsume
Director, Japan,
World Intellectual
Property Organisation
(WIPO)



Peter Cheung
Director-General,
Intellectual Property
Department, Govern-
ment of HKSAR



Hiroyuki Odagiri
Commissioner,
Japan Fair Trade
Commission (JFTC)



Toyotaka Abe
Director of Interna-
tional Patents,
Asia, Director of IP,
Microsoft Japan



Joe Welch
Vice-President for
Government Relations,
Asia,
21st Century Fox



Ang Kwee Tiang
Regional Director,
IFPI Asia



Shuya Hayashi,
Professor of Law,
Nagoya University
Graduate School
of Law



Rubya Ramjahn
Head of IP, APAC,
eBay



Mizuho Kageshima
Director of Legal
Coach Japan



Takayuki Kitajima
Representative Director
and General Counsel,
Unilever Japan Hold-
ings K.K.



Takamiki Nishikawa
Senior Legal Counsel,
Fox International
(Japan)



Yuichi J. Nakagawa,
Brand Protection
Director, Unilever
Japan Holdings K.K.



Ayumi Nishino
Manager and Attorney
at Law, Intellectual
Property Management
Div., Licensing Dept.,
NEC Corporation

WHY YOU SHOULD ATTEND

- Learn how leading experts have bridged IP management efforts between Japan, Hong Kong, Singapore and across Asia
- Meet top IP experts from government, multilateral organisations, the technology, entertainment, e-commerce and consumer goods industries
- Localise your IP rights in Japan and monetise your brand/innovation globally
- Explore commercial opportunities in the swiftly developing international IP trading market
- Take note of the in-house counsel's increasing role in IP management and brand protection
- Establish streamlined anti-counterfeiting, anti-piracy and active reputation management strategies for effective brand protection
- Harmonise IP monetisation with anti-trust compliance frameworks
- Use e-discovery in the correct manner throughout IP litigation processes: following the US model

Register early for this event and save \$100!

Early bird discounts in place until 14 March – To book, please visit www.regonline.com/japan_ip
Book 5 delegates and **save an additional 20%**.

For further information, please contact Trang at chuminh.trang@thomsonreuters.com or **(65) 6870 3711**

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PROGRAM AGENDA

8:30

Registration

8:50

Chair's Opening Remarks

The Latest Legislative Developments & Government Guidelines in IP

9:00

Government Keynote: Japan's experience in using IP-based strategies to promote innovation and growth

- The government's 2013 "Japan Revitalization Strategy" and the "Basic Policy Concerning IP Policy": achieving an IP-based nation?
- Planned revisions to the Design Act, the Trademark Act and the Patent Attorney Act
- International harmonisation providing strengthened IP protection in Japan and for Japanese businesses expanding overseas
- Enhanced support for SMEs, local regions and universities



HIDEO HATO
Commissioner,
Japan Patent Office (JPO)

IP Collaboration Across Borders & International Best Practices

09:30

Keynote Address: WIPO's IP information strategy in the global digital era

- IP protection for Japanese businesses: WIPO's global services
- WIPO's take on IP cooperation in Asia/ Japan
- Digital data driven IP management
- Japan's initiatives in using IP-centric measures to drive economic development



KEN NATSUME
Director, Japan,
World Intellectual Property
Organisation (WIPO)
Patent Office (JPO)

10:10

Government Keynote: Crusading IP Monetisation and International IP Trading: The story of the HK IP Department

- Bringing international IP trading to the forefront: successfully launching IP trading platforms
- The innovative concept of Trading of Virtual Goods (TVG)/International copyright digital exchange
- Collaboration across borders: streamlining IP protection and monetisation across different jurisdictions (the HK example)



PETER CHEUNG
Director-General,
Intellectual Property
Department, Government
of HKSAR (tbc)

10:30

Refreshment Break

10:45

Session reserved for sponsors

The Impact of Antitrust and Competition Law on IP Monetisation

11:15

Government Keynote: IP monetisation vs. compliance with anti-trust regulations

- The Japan Fair Trade Commission (JFTC)'s IP Guidelines: the implications of conflicting competition and IP protection laws
- Guidelines on the Standardisation and Patent Pool Arrangements
- Violating the Anti-Monopoly Act via IPR protection practices: case studies
- Non-assertion and cross-licensing rights: the threat of unfair trade practices



Hiroyuki Odagiri
Commissioner,
Japan Fair Trade
Commission (JFTC)

Commercialising IP in Japan and globally

11:45

Applying an international patent strategy in Asia: Microsoft's multi-jurisdictional case study

- Microsoft's patent management strategy
- Policy updates on advancing currently lacking user interface protection



TOYOTAKA ABE
Director of International
Patents, Asia, Director of IP,
Microsoft Japan

12:15

Networking Luncheon

13:15

IP monetisation on FRAUD terms with case studies from the ICT industries

- Essential vs. improvement patents and the standard-setting process
- IP licensing on Fair, Reasonable and Non-Discriminatory (FRAND) terms
- Challenges: patent trolls, third party patents, transfer of patents and prohibitive royalties
- Reconciling conflicting standardisation and anti-trust law compliance
- Japan-specific case studies from the ICT industries



SHUYA HAYASHI
Professor of Law,
Nagoya University Graduate
School of Law,
Competition Review Advisory
Board Member,
Ministry of Internal Affairs
and Communications (MIC)

Anti-counterfeiting & Brand Protection

14:15

Protecting your brand effectively: The case of Coach

- Top 3 issues/challenges created by the Internet for brand protection
- Creating an effective online/offline "Watch" program for IP infringement
- Mechanisms to identify fraud, enforce IPR and prevent future infringements

- Evaluating successful counterfeit enforcement cases and the extent of possible damage recovery



MIZUHO KAGESHIMA Director of
Legal,
Coach Japan

14:30

Combating digital piracy across multiple jurisdictions

- The implications of copyright infringement on IP monetisation in the entertainment sector
- Effective remedies: take-down procedures (old approach) vs. updated and improved measures such as injunctive relief for overseas sites
- Examining the Japanese landscape - the effect of Japan's new anti-piracy law: criminal penalties for deliberate downloading of pirated content

Case study presentations followed by an interactive panel with:



JOE WELCH
Vice-President for Government
Relations, Asia,
21st Century Fox



ANG KWEE TIANG, Regional
Director,
IFPI Asia



Y. HATA,
Director,
Recording Industry of Japan
(RIAJ)

15:15

Panel: Collaboration between brands and marketplaces for effective anti-counterfeiting measures

- How do brand owners leverage the Internet as a business intelligence tool for controlling, identifying and fighting counterfeit products?
- What approaches do/should Internet and e-commerce service providers ("Marketplaces") take in the monitoring and enforcement against unauthorised selling of products on their websites?
- How do Marketplaces work with government and all stakeholders to develop an effective policy to safeguard fair trade?
- What are the main challenges in implementing a proactive, long-term brand protection strategy?



TAKAMIKI NISHIKAWA Senior
Legal Counsel,
Fox International (Japan)



RUBYA RAMJAHN
Head of IP, APAC,
eBay



MIZUHO KAGESHIMA
Director of Legal,
Coach Japan

16:00

Refreshment Break

16:15

Applying reputation management tools as part of overall brand protection: going beyond anti-counterfeiting efforts

- Adopting a proactive (as opposed to a reactionary) brand protection approach
- Dealing with "beyond anti-counterfeiting" issues: look-alike-products and reputation management on social media platforms



TAKAYUKI KITAJIMA
Representative Director and
General Counsel,
Unilever Japan Holdings
K.K.



YUICHI J. NAKAGAWA Brand
Protection Director,
Unilever Japan Holdings
K.K.

Optimising IP Dispute Resolution

16:45

What US IP litigation means to Japanese companies: the impact of discovery/e-Discovery processes on managing IP

- Breaking the stereotype of Japanese corporations shying away from litigations: taking control of IP dispute settlement
- Streamlining e-discovery in patent litigation to reduce procedural costs - the importance of reducing costs for any litigation, but especially for those against non-practicing entities (NPEs)
- Strengths Japanese companies have in IP litigation - using those strengths to our advantage
- Model Order, IPR, new technologies, joint defence group (JDC) etc. as tools for efficient and lower-cost litigations



AYUMI NISHINO
Manager and Attorney at
Law, Intellectual Property
Management Div., Licensing
Dept.,
NEC Corporation

17:15

In-house counsel panel: Navigating your way across Japan's unique IP system

- Does qualification matter: bengoshi vs. benrishi
- The balancing act between IP protection and commercialisation ensuring maximum value is taken from your IP assets
- Educating senior company executives in managing your IP portfolio
- How effective are Japanese and/or international laws in protecting IP?
- How do you align IP management requirements with corporate strategy?

18:00

Chair's Closing Remarks

End of the Japan IP Conference