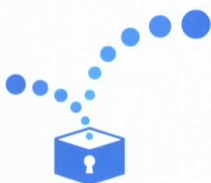


Introduction to the
Intellectual Property
Association of Japan
(IPAJ)



Intellectual Property Association of Japan (IPAJ)

Intellectual property (IP) management has undoubtedly become one of the core management issues for today's corporations. As the hollowing out of the manufacturing industry continues, for all companies regardless of industrial sector, the shift from tangible goods to intangible IP lies at the root of irrevocable change. The question of how to deal with IP issues is felt particularly acutely in the field of rapidly changing advanced technologies, where IP has a significant influence on corporate management seeking to pioneer new business areas. For those seeking to predict the businesses and technologies of tomorrow and use these predictions in corporate management, it is therefore of the utmost importance to participate in research activities into the most advanced IP strategies and systems.

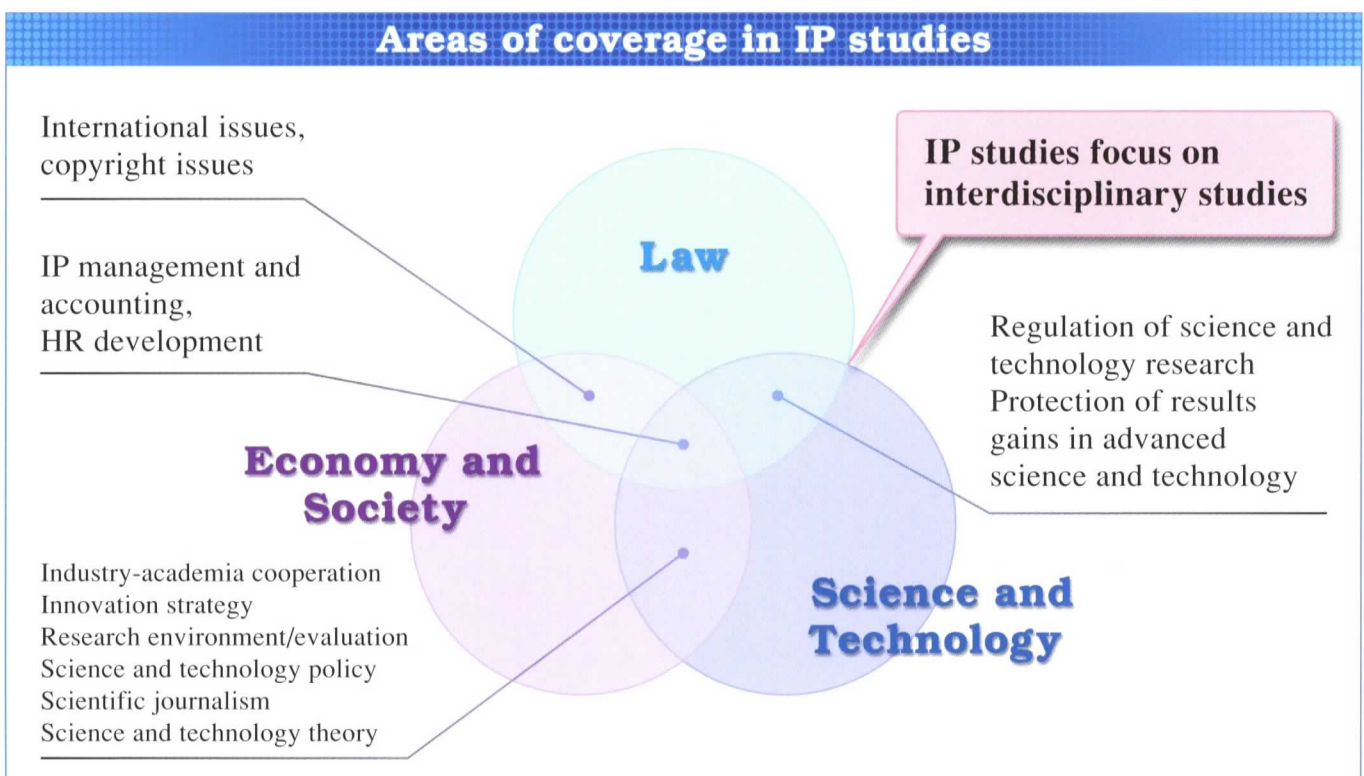
Issues of how to utilize IP created through corporate activities, how to respond to U.S. and European IP strategies, and how to protect IP overseas, are just some of the areas in which it is necessary to boost IP strategy. Furthermore, it is not an overstatement to say that there is a strong demand for a platform for IP-related research that will contribute to the construction of new business models that can engage in successful IP management.

The Intellectual Property Association of Japan (IPAJ) is an organization that was established to respond to such needs and promote needs-oriented IP studies. It was formed through the efforts of researchers who have created IP and by corporate managers who utilize IP. (IPAJ was established in October 2002. It functioned as a private organization until its incorporation in August 2006.) As can be seen from the structure of IPAJ itself, it is based on the participation of a broad range of persons involved in IP in various capacities, with the aim of promoting research activities in interdisciplinary studies, encompassing science and technology, management, law and economics. By taking part in IPAJ's research activities you can expect to acquire knowledge that will help your company to respond to anticipated future fluctuations in the corporate IP environment.

We look forward to welcoming new members who concur with the aims and activities of IPAJ.

■ Outline of IPAJ Activities

Our main work is to provide a platform for advancing research activities in interdisciplinary studies relating to IP (Figure: Three boundaries of advanced technologies, IP systems and corporate activities) by creating research working groups. The major contents of research themes as they relate to corporate activities based on social needs are as follows, and the IPAJ is working to enhance research in these areas.



Details of Activities

■ Academic Research Report Meeting (Scheduled in June)

IPAJ continues to engage in activities towards the formation of a platform for interdisciplinary research, aiming for the creation of a society founded on intellectual property.

Every year an academic research report meeting is held as a forum for predominantly IPAJ members to report on research results relating to IP and also as a forum for conveying information on the latest IP topics. This meeting is implemented with the aim of providing a forum for discussion on the format for IP strategy.

(1) Session Based on General Submissions

Researchers and practitioners involved in IP, many from among IPAJ members, report on research findings concerning new topics relating to IP from a variety of angles.

(2) Working Groups and Planning Sessions

Lecturers in each of the specialist fields relating to the newest information on IP are invited to take part in a panel discussion based on various IP-related themes.

(3) Symposium

Specialists from representative Japanese companies and administrative bodies are invited to this symposium to give lectures relating to specific approaches to IP strategy and the way it should be in future.

■ Symposium (Scheduled in June, November, February)

IPAJ invites lectures to give presentations and take part in panel discussions concerning contemporary and timely issues in various fields.

In June a specialist in IP strategy will be invited to a symposium held concurrently with the Academic Research Report Meeting.

In November a symposium will be held on an interdisciplinary theme to help identify common ground between those engaged in practical work relating to IP and those in academia.

In February IPAJ will cooperate in holding a symposium for the purpose of promoting international exchange, focusing on HR development and Asia.

■ Working Groups

Each working group holds study meetings and based on research results a number of working group sessions are organized for the Academic Research Report Meeting. There are current 10 active working groups.

- ① Research group on Human resource development of IP Professionals
- ② Academia-Industry Cooperation and Ventures
- ③ Life Science
- ④ IP Management and Finance
- ⑤ IP Education
- ⑥ Business and Intellectual Asset/IP Law Study
- ⑦ Asian IP and Innovation
- ⑧ IP Study Seminar
- ⑨ Innovation and Standardization
- ⑩ Contents Management

■ Academic Journal and Other Publications

The IPAJ issues the Journal of Intellectual Property Association of Japan three times a year as a forum for the announcement of IP-related research results, and to disseminate planning papers and papers for peer review. The Journal is distributed free of charge to IPAJ members.

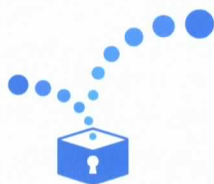
English language papers can be accessed on the IPAJ Web Journal. IPAJ is always open for the submission of papers for publication in both Japanese and English.

IPAJ also publishes an electronic version of an overview of the general presentations and planned lectures presented to the Academic Research Report Meeting each year.

■ Award Program

In 2004 IPAJ established the Distinguished Service in Industry Award, which is awarded each year to companies that have an excellent track record in dealing with IP.

Candidate applications are received from corporate members of IPAJ in Japan and the company that has the most outstanding track record in dealing with IP is granted the award.



Inquiries

■ Intellectual Property Association of Japan

Tokyo University of Science, Graduate School of Management of Science and Technology
Central Plaza 2F, Iidabashi 4-25-1-12, Chiyoda-ku, Tokyo 102-0072, Japan

TEL : 03-5225-6338 FAX : 03-5225-6339

E-mail : office@ipaj.org <http://www.ipaj.org>