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STATE INTELLECTUAL PROPERTY OFFICE
THE PEOPLE'S REPUBLIC OF CHINA

WORLD INTELLECTUAL
PROPERTY ORGANIZATION
GENEVA

JAPAN PATENT OFFICE

WIPO ASIAN REGIONAL TRAINING COURSE FOR TRAINERS AND INSTRUCTORS OF INTELLECTUAL PROPERTY

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the State Intellectual Property Office (SIPO) of
the People's Republic of China

and with the assistance of
the Japan Patent Office (JPO)

Beijing, July 23 to 27, 2001

USE OF AUDIOVISUAL AIDS FOR IP TEACHING AND TRAINING; PRODUCING A VIDEO FILM AND READING MATERIALS ON IP

Document prepared by Mr. Keishin Terayama,
Deputy Director General, First Patent Examination Department,
Japan Patent Office (JPO), Tokyo

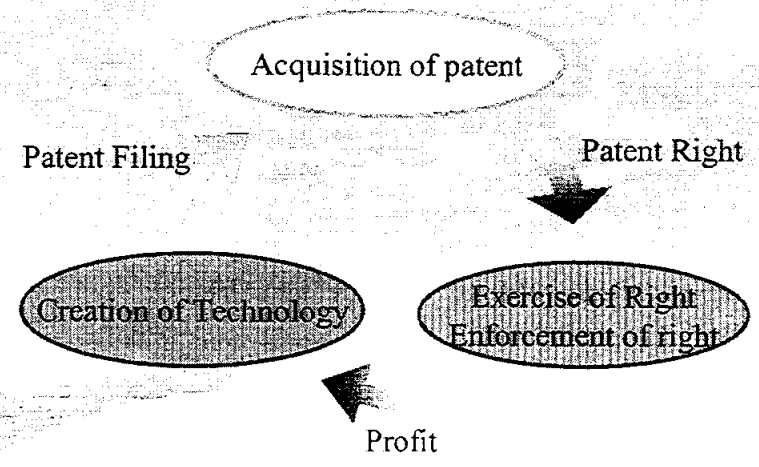
Educational Promotion of IPR to the public and researchers

July 2001

Keishin TERAYAMA
Deputy Director-General
First Patent Examination Department
Japan Patent Office

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Cycle of Intellectual Creation



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Targets of Educational Promotion

- Chapter 1
  - -- Elementary Education
- Chapter 2
  - -- Vocational Education
- Chapter 3
  - -- Seminar for Universities and Research Institutes
  - -- Seminar for Venture Business Managers
- Chapter 4
  - -- Orientation for Business Persons in general

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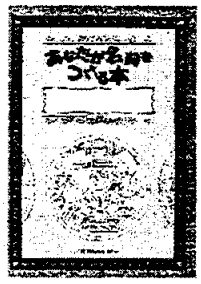
Targets of Educational Promotion

- **Chapter 1**
  - **– Elementary Education**
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Elementary Education

- Elementary School Level
  - Encourage Inventive Minds and Interest
  - Cultivate Originality and Creativity



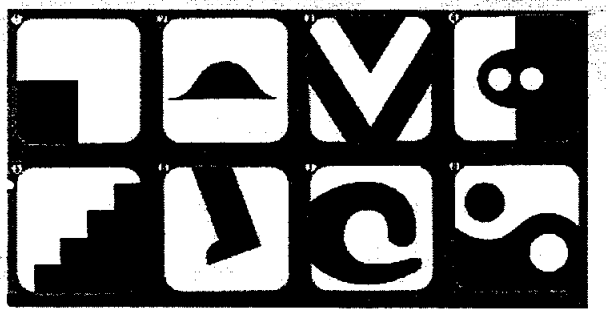
A book you name your own title :

Targeting on 5th grade pupils in elementary school
(include 64pages)

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Elementary Education

- Droodle (coined word : drool + doodle)



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Elementary Education

- Junior High-School Level
  - Basic Knowledge of IPR Systems
  - Necessity of IPR Protection

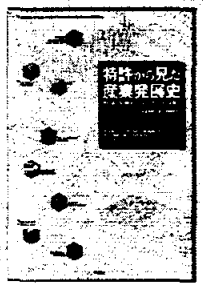


Activate your ideas to the future:
This textbook introduces the history of Intellectual Property System in the world and present scheme of patent protection with cartoon story. (include 68pages)

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Elementary Education

- High-School Level
  - The Role of the Patent System in Industrial Development



Industrial development in view of patent:
This textbook provides correct knowledge on how industrial property rights were involved in Japanese industrial development since the 19th century and on the role of the patent system.
(include 80 pages)

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Concrete Measures (FY2001 plan)

- Elementary School Level
  - Sub-reader 500,000 copies
  - 40% of 5th grade pupils in Japan
- Junior High-School Level
  - Sub-reader 260,000 copies
  - 20% of 7th grade students in Japan
- High-School Level
  - Sub-reader 90,000 copies
  - 10% of 10th grade students in Japan

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Multimedia Material

- Interactive Education Materials
  - Anime Video on Patents and Trademarks
  - CD-ROM Software





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Developing Teaching Method

- Preparing guidebooks for teachers
- Holding explanatory meetings for teachers nationwide
- Demonstrating model lecture classes
- Experimental Education Study
  - in Technical High-Schools

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Targets of Educational Promotion

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Vocational Education

- Students who major in Science/Engineering
  - Practical Skills for obtaining Patent Right
  - Research Manner with IPR Acquisition in Mind

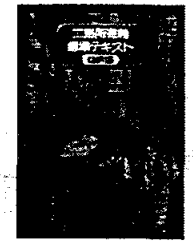


IPR Standard Textbook on Patent :
This textbook is targeted on the students who major in science or engineering. It is written in plain instructions with illustrations
(include 180pages)

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Vocational Education

- Students who major in Commerce
  - Practical Skills for Registration of Trademark



IPR Standard Textbook on Trademark:
This textbook is targeted on the students who major in commerce and business. It is also written in plain instructions with cartoons.
(include 140pages)

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Vocational Education

- Design School Students
  - Practical Skills for acquiring Design Right



IPR Standard Textbook on Industrial Design:
This textbook is targeted on the design school students.
(include 140pages)

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Vocational Education

- Higher year Students who major in Science/Engineering
  - Practical Skills for creating and transferring technology that serves as the core of a new industry



IPR Standard Textbook on Technology Transfer:
This textbook is targeted on the higher year students in the science/technology department of universities.
(include 140pages)

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Present Situation (FY2001 plan)

- Standard Textbook on Patent
  - 200,000 copies
- Standard Textbook on Trademark
  - 50,000 copies
- Standard Textbook on Design
  - 30,000 copies
- Standard Textbook on Technology Transfer
  - 50,000 copies

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Targets of Educational Promotion

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Intellectual Property Seminars

- Seminar for Universities
  - 62 openings 2,842 audiences (FY2000)
  - How to acquire Patent Right
- Seminar for of Venture Business Managers
  - 67 openings 3,230 audiences (FY2000)
  - How to use TLOs
- Seminar for Consultants
  - 18 openings 475 audiences (FY2000)

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Intellectual Property Orientation

- Beginner Course
  - Outline of IPR systems and Administration
  - 5,300 audiences (FY2000)
- Professional Course
  - Examination Criteria, PCT system, IPC classification
  - 8,300 audiences (FY2000)
- Orientation for Law Revision
  - 5,700 audiences (FY2000)

QA

Developing Teaching Method

- Curriculum Planning
  - in Universities
- Workshop on IPR Education
  - Held in Tokyo and Local Areas
- Model Lecture Class Observation
- Preparing guidebooks for teachers
- Holding explanatory meetings for teachers nationwide
- Experimental Education Study
  - in Technical High-Schools

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