

企画セッション

◆ IP UTILIZATION AND PROMOTION IN EMERGING MARKETS ◆

ABSTRACT

In trying to create new markets such as ones in Latin American countries, Mexico is an important country for Japan in the future and the two countries already have a long history of relations and trade. Additionally, major parts of enterprises are SMEs (Small and Medium Enterprises) both in Mexico and Japan, and the development of SMEs is emphasized for healthy development in the global economy. Although it is difficult to manage IP matters internationally or develop intellectual property (IP) strategy for SMEs unlike large companies, utilizing IP and its protection are crucial and essential challenges. Therefore, it is required to establish appropriate IP schemes suited to specific needs including utilizing IP assets containing IP rights, technology transfer and technical guidance based on University Industry Collaboration (UIC), strategic usages of designs and trademarks and protecting Traditional Productive Knowledge cultivated over the years in individual regions. In this session, two comparative research results are mainly reported: one is a branding strategy including technical brands to encourage SMEs in emerging countries; the other is technology transfer and the protection scheme of Traditional Productive Knowledge such as implicit knowledge under national policy comparatively between Japan and Mexico. This session presents a panel discussion covering the following information: IP situations of SMEs including Japanese traditional industries through the project activities in the Osaka Institute of Technology; the support scheme for SMEs under UIC and IP assets management; China's experience including patent and utility model applications as IP strategy for emerging countries.

PANELISTS

Ms. Adriana Burgos (Main Panelist I: detailed after)

Ms. Jimena Chi Barrales (Main Panelist II: detailed after)

Ms. Kyoko Takada (Moderator): Associate Professor at Osaka Institute of Technology

Mr. Kozo Kubo: Professor at Nara Institute of Science and Technology

Mr. Kazuo Murakawa: Professor at Osaka Institute of Technology

SESSION LANGUAGE

English

Main Panelist I

Ms. Adriana Burgos (Attorney at Law)

Trademark Strategies and Innovation.

Compared with Japan, Mexico is in an early stage within the innovation field. More than 95% of enterprises in Mexico are SMEs, with limited resources and few investments in innovation. Most of its IP

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tools are trademark registrations. In view of the high rate of trademark filings by SMEs, the highlight will be on the relevance of branding as a way for SMEs to grow and as an incentive for them to invest in R&D. In this presentation, the aim is to provide key trademark strategies for SMEs to build successful branding, collecting some successful strategies from Japanese companies.

Main Panelist II

Ms. Jimena Chi Barrales (Attorney at Law)

“Empowering Innovators within the Mexican IP Policy: A Comparative Study with the Japanese Experience.”

During the past year 2013, the Mexican government launched the National Development Plan 2013-2018, establishing 5 main goals, out of which three are in close relation with IP and Innovations: Prosperous Mexico, Mexico with Global Responsibility and Inclusive Mexico. Along with such a plan, the Mexican Institute of Industrial Property (IMPI) issued the Protected Innovation Plan 2013 to 2018 and by closely looking into those two documents, three main stakeholders seem to be the key to the success or failure of the same: Research Institutes, MSMEs (Micro, Small and Medium Enterprises) and Traditional Productive Knowledge (PTK). In the case of Research Institutes, three different study approaches are offered and three different conclusions are proposed in order to empower Mexican innovators.

Ms. Adriana Burgos (Attorney at Law)

Professional qualifications: IP Specialization Programme at UNAM 2009, IP Intensive Course at WIPO 2007, Trademark Managing Advanced Course at SPTO 2007, LLB in Law at UNAM 2006. Several IP National Courses and Seminars.

Practice Area: Ms. Burgos regularly advises clients mostly of Small and Medium Enterprises on trademarks matters and compliance with the laws enforced by the Mexican Patent and Trademark Office (IMPI) and Mexican Copyright Office, as head of the IP Department of the Mexican law firm Cassis, Chamlati & Madrazo.

Ms. Jimena Chi Barrales (Attorney at Law)

Ms. Barrales graduated with an LL.M. in International Trade Law, Contracts and Dispute Resolution from the University of Turin, Italy (2012) and with an LL.B. from the Panamericana University in Mexico City (2010). Her practice in the IP field began in 2007, focusing on national and international trademarks prosecution, as well as traditional knowledge and fair trade commercialization schemes.