

Plan for IP school in Japan

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Professor Katsuya Tamai
Department of Intellectual Property
Research Center for Advanced Science and Technology
The University of Tokyo

Agenda

- Why do we need IP school now?
- What is our IP school like?
- How will we achieve our plan?

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IP has become critical for Japan to survive-1

A Chinese "HONDA"

- Produces automobiles copying from HONDA
- Much cheaper than HONDA (about half)
- Quality is much lower than HONDA, but matches Chinese standard

What HONDA has done

- Made alliance with a Chinese HONDA to learn how to produce at lower cost
- Built JV company in China
- Begins to import automobiles made in China as a real HONDA brand at a cheap price

We are afraid that Japan would lose against China by products even in competitive areas. Only chances seem to be in advanced ideas and brand

IP has become critical for Japan to survive-2

Reality in Industry

Existing companies:

Impossible to keep "in-house" production

Venture business:

Should divide technology and sell each divided tech to expand business and to get fund

Both:

Need to think how to be marketed in China

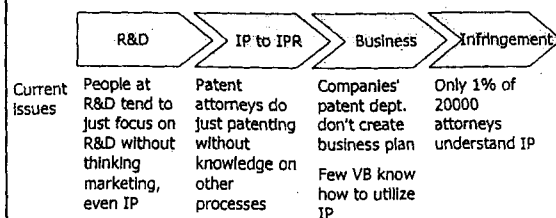
Implication

• Technology should be changed into IPR when companies need to cope with production "beyond in-house" and marketing in China

• Those who can create business plan with IP perspective are strongly and urgently needed

But few IP professionals in Japan as of today

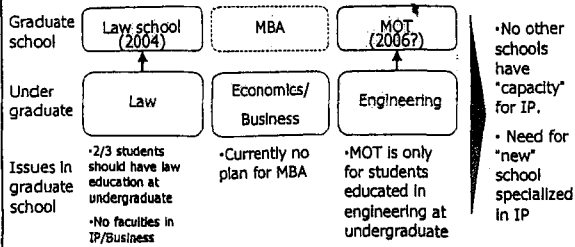
Process towards industry expansion through tech



Because IP people in Japan are only focused on "their" process and don't know total process, industry expansion can not be expected

Why not at "other" schools?

Overview of the Univ. of Tokyo



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Mission of our IP school

- Develop IP professionals with specialty in one process among R&D, IP to IPR, Business and Infringement and with understanding total process
- Become the most competitive IP school in Asia

Our target and goal

Market to be targeted

People at companies IP Dept.: 20000 persons
 Patent Attorneys: 4600 persons
 Attorneys and Judges specializing in IP: Few
 People who want to create VB: few not visible yet
 People who want to be a leading researchers in IP: few not visible yet

Our goal in 2006

People who can utilize IP in business (Tech Transfer people, IP Dept. VB CEO and R&D people): 50-100
 IP professionals who can strategically deal with patenting (IP to IPR) and infringement: 20
 People who can be a leading researcher in IP: a few

Value Proposition

What we have now as assets

Successful experiences in IP management which have hardly been seen in Asia yet

- Technology Licensing Office - CASTI
- University Venture Capital - ASTEC
- Technology Business Center - ACTeB

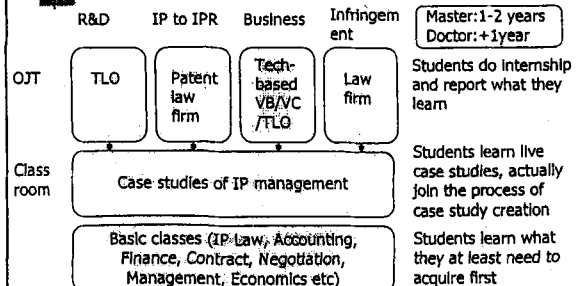
Broad and various connection with law firms, patent firms, and IP schools in the world

Value proposition

Should be positioned as "IP-MBA" school

- "Live" teaching material as On the Job Training
- Plenty resources for case study of IP management
- Open to the world

What we will deliver to students



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Niche-Global Strategy

- Niche: In order to keep school's quality, should target only those who really want to study IP even if they themselves should pay
- Global: Unless we become competitive not only in Japan but globally, we can not survive even in Japan in this IT age

Preparation for IP school opening

Trial classes

Date	Start in Nov. 2002
Schedule	3 times a week
Class overview	1: Basic IP classes for general (up to 50) 2: IP law courses for patent attorneys 3: IP law courses for students
Purpose	To establish the contents of 6-7 classes per one semester before opening in April, 2004

Bottlenecks

- Contents
 - How to acquire good faculties...not exist yet
 - How to create case studies of IP management which have not yet established anywhere
- Environment
 - No idea on how universities could be reformed after 2004.
 - may be forced to set really "cheap" fee by Government...
 - may not be allowed to set flexible salary system to faculties...

