

# Discover IP JAPAN Conference 2018 in Houston

## REGISTRATION INFORMATION

- To register, visit the following website:  
<http://hipla.org/IPJapan2018.html>
- Registration deadline: January 23, 2018

- Registration is free and space is limited.
- Continuing Legal Education: 3.25 hours of CLE credit available.

For more information, contact: [info.discover.jpaa@jpaa.or.jp](mailto:info.discover.jpaa@jpaa.or.jp)



**Keisuke Watanabe**

President  
Japan Patent Attorneys Association (JPAA)

Welcome to the “Discover IP Japan Conference 2018.” Due to its great potential for continuously growing technology and expanding markets, U.S. companies/practitioners should take note of Japan as an important country for obtaining intellectual property rights.

During this conference we will provide tips for obtaining Japanese patents, strategic enforcement of patent rights in Japan, utilizing design rights and other useful subjects. This presents a great opportunity to get the latest information on the Japanese intellectual property system directly from Japanese patent attorneys.

Let’s discover the value of IP in Japan!



**Shogo Ohnishi**

Director-General  
International Activities Center  
Japan Patent Attorneys Association (JPAA)

We are pleased to announce our upcoming “Discover IP Japan Conference 2018,” organized by JPAA. The conference is aimed at introducing and promoting Japanese IP systems, in which IP rights can be obtained easily and more effectively, to U.S. companies/practitioners. We hope that all sessions of the conference will encourage and motivate U.S. companies/practitioners to file more IP (patents, designs and trademarks) applications in Japan. We hope all attendees will find valuable and useful information throughout the conference.

We look forward to seeing you all at the conference.

**3.25  
CLE POINTS**

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and space is limited.

# Discover IP JAPAN Conference 2018 in Houston

**10:00 A.M. - 3:30 P.M., January 30, 2018 | The Houston Club**

**910 Louisiana Street, One Shell Plaza, Suite 4900, Houston, TX 77002**



Japan Patent Attorneys Association  
is pleased to have these sponsors:

Japan Patent Office  
Houston Intellectual Property Law Association



## PROGRAM

9 :30 a.m. ▶ 10:00 a.m. **Registration and Light Meal**

10:00 a.m. ▶ 10:20 a.m. **Welcome Remarks**

10:20 a.m. ▶ 11:00 a.m. **Plenary Session 1**

***“Benefits of Including Japan as a Key Part of Your Company’s IP Portfolio and Filing Strategies”***

U.S. companies have many different factors to consider – strategy, costs, timing, and more – when choosing which countries to include as part of their IP portfolio and filing strategies. This session will provide insight into the reasons a U.S. company should consider the benefits and efficiencies of the Japanese patent system as a complement to the systems in the U.S. and other countries. Discussion will include commentary from licensed practitioners with experience incorporating both Japan and U.S. as co-existing points of focus in their company’s strategies.

Speakers:

Misty Blair, IP Counsel/Head of IP Legal Department, Kaneka Americas Holding, Inc.  
Atsuyuki Fujimoto, Kaneka Corporation, Former JPO Examiner

11:00 a.m. ▶ 11:15 a.m. **Coffee Break**

11:15 a.m. ▶ 11:45 a.m. **Plenary Session 2**

***“International Patent Exhaustion”***

In this session, we will discuss international patent exhaustion in Japan. More specifically, we will introduce a Supreme Court decision on international patent exhaustion, and discuss whether patent owners can enforce their patent rights in Japan against their genuine products sold outside Japan and imported into Japan against their will. In addition, we will introduce some other perspectives on international patent exhaustion in Asian countries.

Speaker:

Tomoya Kurokawa, SOEI Patent & Law Firm

11:45 a.m. ▶ 1 :15 p.m. **Lunch**

1 :15 p.m. ▶ 2 :15 p.m. **Concurrent Sessions**

**Session 1:**

***“Patent Prosecution Practice in Japan – Tips for Obtaining a Patent”***

In this session, we will introduce the general procedure for obtaining patents in Japan, including filing applications, responding to office actions and maintaining granted patents. We will highlight strategies for obtaining patents which to cover your product efficiently and sufficiently with some statistical data. In addition, we will introduce the requirements for a bio-tech patent, with a special focus on the enablement requirement. The session is divided into two parts: a presentation in the first part, and in the second part, we will explore the Japanese procedure in more detail with a U.S. practitioner.

Speakers:

Shusa Endo, AKIT Patent & Trademark Attorneys  
Toshinori Tanno, Unius Patent Attorneys Office  
Hiroyasu Ninomiya, Sonderhoff & Einsel Law and Patent Office  
Yuichi Watanabe, Osha Liang LLP

**Session 2:**

***“Strategic Enforcement of Patent Rights in Japan -  
What U.S. Patentees Should Know When Enforcing Japanese Patents”***

In this session, we will discuss how U.S. patentees can effectively enforce their Japanese patents as well as the merits of enforcement in Japan. A panel discussion including a U.S. practitioner will provide practical tips for achieving substantial results through Japanese patent enforcement. We believe this session will help clear up most concerns about enforcing Japanese patents.

Speakers:

Naoki Okumura, Nakamura & Partners  
Takeo Nasu, Nakamura & Partners  
Steven Spears, Baker Hostetler

2 :15 p.m. ▶ 2 :30 p.m. **Coffee Break**

2 :30 p.m. ▶ 3 :30 p.m. **Concurrent Sessions**

**Session 3:**

***“Post-Grant Review in Japan”***

Both the U.S. and Japan offer tools to the public and third parties for revoking or invalidating patent rights. This session will provide a brief explanation of the different tools available in Japan and how to effectively utilize these tools in light of situation and timing. A U.S. speaker will then provide insight into the U.S. counterparts.

Speakers:

Toshifumi Onuki, TMI Associates  
Peter Schechter, Osha Liang LLP

**Session 4:**

***“Additional Approaches: Using Design Rights to Protect Your Technology  
in Japan”***

This session will cover the benefits of obtaining design rights in Japan by introducing some unique features of the Japanese Design Act. We will also discuss the differences in design protection practices between Japan and the U.S. with examples of icons/user interfaces and examples of functional designs.

Speakers:

Makoto Onda, ONDA TECHNO Intl. Patent Attys.  
Yukei Mizuno, CoTech International  
Margaret Boulware, Boulware & Valoir Intellectual Property Attorneys

3 :30 p.m. ▶ 5 :00 p.m. **Cocktail and Networking**