

Catchphrase: What is invisible is not secret, what is visible is a protectable secret

I. Management Principle (Company vision)

Japanese enterprises and employers enable to improve the productivity and profitability by using intellectual property directly or indirectly.

II-1. Overview

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[Members] 10 ppl. (1 Director, 3 Deputy Directors, 3 Assistant Directors, 2 Officials, 1 Part-time)
[URL]
<http://www.meti.go.jp/policy/economy/chizai/chiteki/index.html>
(Unfair Competition Prevention Law)

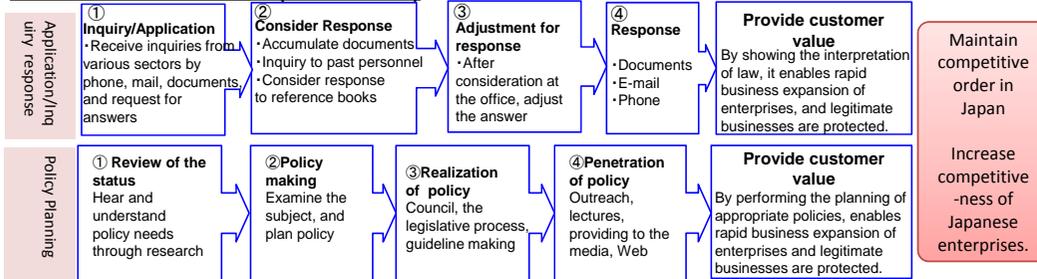
II-2. History

- 1988 Establishment of Intellectual Property Policy Office at Ministry of International Trade and Industry Industrial Policy Bureau General Administration Division due to a major revision of the Unfair Competition Prevention Law related to protection of confidential business
- 1990 Upgraded to the Ministerial Ordinance Office that required organizational regulation by the Ministry of International Trade and Industry
- 2000 Placed under the Economic Industrial Bureau's Industrial Organization Section

II-3. Awards received • Certification • Qualification

•(Qualification) 1998- Jurisdiction Division for Unfair Competition Prevention Law

III-1. Internal environment (Flow of work)



Flow of work	Efforts that lead to the differentiation from competitors (Application/Inquiry response)	Flow of work	Efforts that lead to the differentiation from competitors (Policy Planning)
① Inquiry	<ul style="list-style-type: none"> • Taking the record at all times for various inquiries • Person in charge of intellectual property law understands its overview • Provide model format on the homepage 	① Review of the status	<ul style="list-style-type: none"> • Since the close contact with the parties concerned and Executive Agency, grasp of the current situation is efficiently achieved • Gathering opinions from related industries and support organizations
② Considering for Response ③ Adjustment for response	<ul style="list-style-type: none"> • Enable the utilization of an external network 	② Policy making	<ul style="list-style-type: none"> • Enable the use of an external network
④ Response	<ul style="list-style-type: none"> • By discussion with multiple personnel, we are able to answer with accuracy • An early settlement process in the office makes prompt response. 	③ Realization of policy	<ul style="list-style-type: none"> • Because of the direct jurisdiction over unfair competition prevention law and various guidelines, these can reflect new policy quickly.
Provide customer value	<ul style="list-style-type: none"> • By making an indication, such as the interpretation of the law, it enables rapid business expansion of enterprises and legitimate businesses are protected. 	④ Penetration of policy	<ul style="list-style-type: none"> • Reliability can be supplied since originating from the legislation charge organization.
		Provide customer value	<ul style="list-style-type: none"> • By planning appropriate policies, it enables rapid business expansion and protects legitimate enterprises.

III-2. Internal environment (Strengths and Weaknesses)

[Strength]

- Knowledge of the person in charge
- Networking with other ministries
- System in which more than one person can take charge of one matter.
- Prompt decision-making • Active communication in the office
- Reliability that originated from the law jurisdiction organization
- Accumulation of past research

[The reason and background]

- Possible to accumulate of research and query to predecessor
- Many young workers with frank atmosphere
- Value work-life balance, and promote the income of paid vacation
- Staff seconded from Ministry of Education and Japan Patent Office, experienced people in related departments to province intellectual property are enrolled.
- Planning in cooperation with the relevant industry and organizations

[Weakness] (Business Challenge)

- Small manpower
- Network breaks off with personnel transfer.
- May delay the update of collection of books
- Database arrangement of a judicial precedent is required.

[The reason and background]

- Small number of workers
- Less experience in intellectual property department
- Insufficient tools and know-how to reach out to SMEs

IV. External environment (Opportunities and Threats)

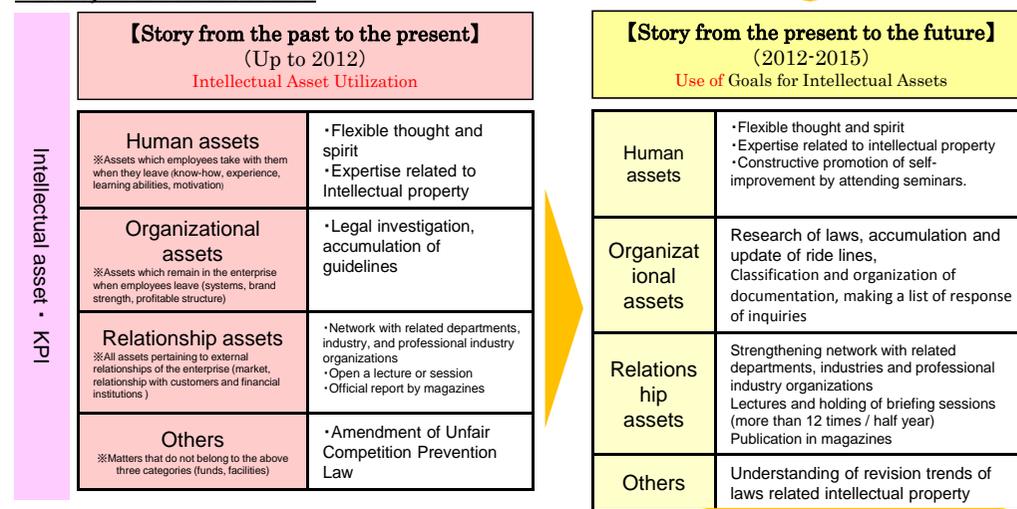
Opportunities
High interest of company toward outflow of technical matters and trade secrets, information needs related to Intellectual property
Continuous interest toward Intellectual Asset-based Management
Needs of financial institutions toward understanding non-financial information in a company
Needs of control for unfair competition act by using the Unfair Competition Prevention Law

Threats
Cost consciousness inside the company toward management and utilization of intellectual property, situations where active intellectual property strategy is unlikely to be taken
Self-image of "There is no intellectual property" in small and medium-sized enterprises in particular
A new intellectual property management approach such as overseas intellectual property fund or ideas of intellectual exchange
Public employee fixed number reduction, decrease of new hires

V. Future Vision (Policy and Strategy)

Future vision on the basis of external environment and intellectual property	①	A quick and precise accomplishment assistance for enforcement of the Unfair Competition Prevention Law
	②	Effective measure for trade secret protection and prevention of technical outflow, effective common knowledge to enterprises
	③	Environmental improvement for utilization support of intellectual property, effective common knowledge to a company
	④	Appropriate prevention for unfair competition
Efforts to realize future vision	① Organize and accumulation of past cases, continuous update of work reference materials (department manuals, reference books), promotion of self-improvement of the person in charge, extension activities and lectures execution, development of practical guidelines ② Discussion about effective way of being familiar with trade secret management guideline (review of chapters), discussion of Technology Outflow Prevention revised guidelines, discussion about penetration compliance policy to managerial classes including trade secrets ③ Create an environment that can be funded by financial institutions to leverage intellectual property information, study of advanced features are required for intellectual property management at small and medium-sized enterprises and universities, continuous information gathering towards smoothing use of intellectual property ④ Discussion of the unfair competition law protection range, understanding of revision trends of laws related intellectual property.	

VI. Story of the Value Creation



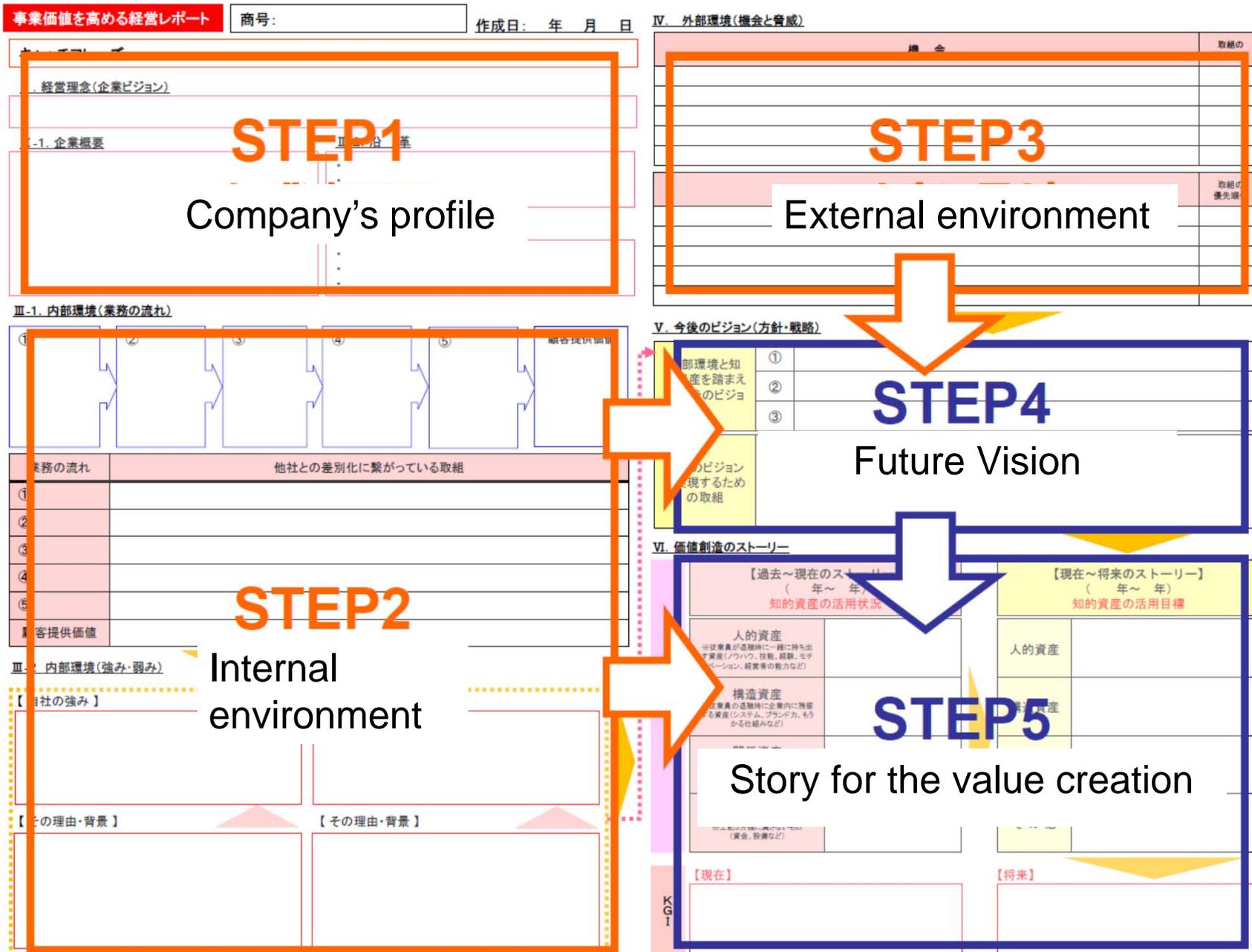
[Present]

- Appropriate execution of Amendment of Unfair Competition Prevention Law
- Familiarity with trade secret management guidelines

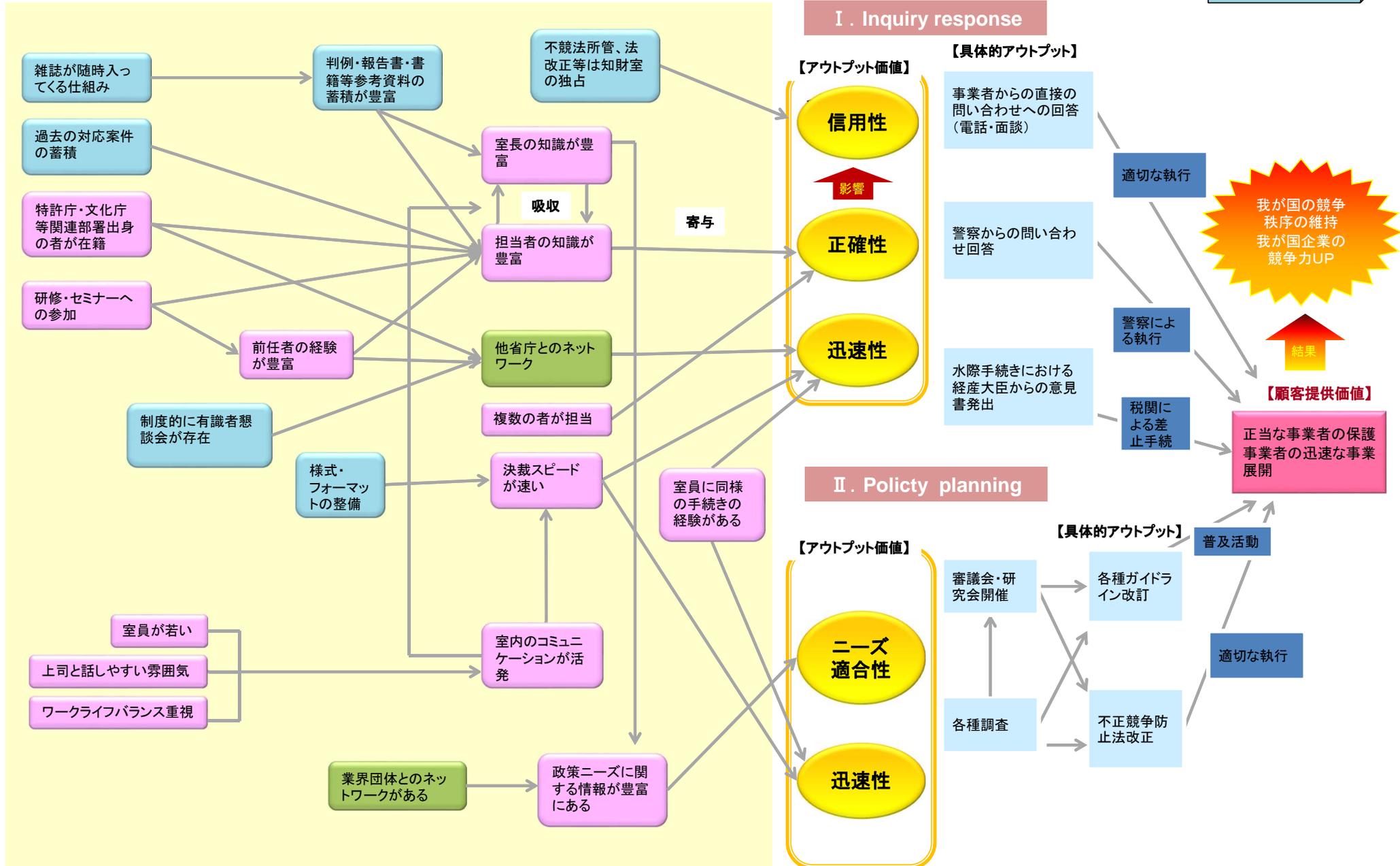
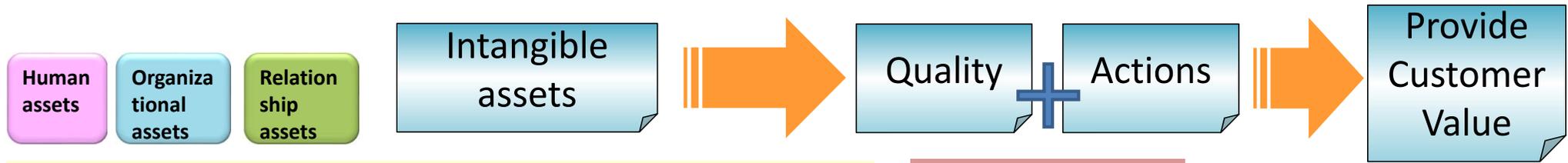
[Future]

- Intellectual property protection including small and medium-sized enterprises, awareness to the use of intellectual property.
- Prevention of technology outflow including small and medium-sized enterprises, supportive measures to expand overseas

Outline of “Management Report to Rise Business Value”



How to make the report? -internal process model-



Implications from making an IC report

<What we learned>

- Free from the image of “public sector has no intangibles”
- Points to be improved in order to improve customer satisfaction could be visualized, for example,
 - aggregation of inquiry responses, updating of the books and references
 - to reduce the time-consuming and less-valued added part in the responding process
- The process of policy planning is more affected by the external environment than the process of inquiry response.
- Necessity of adding various points of views in the process by involving people of various levels (ex; CEO, manager, regular employee, outside consultant)

<Challenges >

- Strongly relying on human assets. They should be transformed to organizational and relationship assets.
- Awareness of the external environment is a challenge. Continuous observation is needed.