

Intellectual Property Strategy for Osaka Prefecture **outline for changes**

Intellectual property (IP): Patent, utility model, design, copyright, trademark and trade secrets. IP has the function of adding value and increasing the competitiveness of a product.

IP Strategy: How to find the best way to produce, protect and use an IP.

Major changes in the environment surrounding IP

Demands for “building up competitiveness by using IP” and “prevention of Infringement of right” against rapid economic rise in Asia, economic globalization, development of open innovation and digitalization of IP information

Strategy of Osaka Pref. Administrative Office

“Future Vision of Osaka” was decided in 2008, with one of the aims of Making Osaka’s industry “world leading”(strategy for supporting active SMEs in Osaka).

Therefore, the amendment of IP strategy of 2004 is vital.

IP strategy for Osaka Prefecture (the newest one)

● **Mission :** To increase the number of company practicing IP strategy which will enhance their competitiveness. (To create more “No.1”and “The One and Only” company.)

● **Target :** Targeting companies are based on IP status shown in figure below.



Examples of main target

- R&D, licensing or marketing companies
- Industry fields e.g. new energy, bio and etc

● **Method :** Building and enhancing the cooperation and network with IP Support Organizations, mainly concentrated in **MOBIO (Monodzukuri Business Information-center Osaka).**

Strategy	Tactics
Producing IP	Researching cooperation among industry, university and government.
	Technical development support by Technology Research Institute of Osaka Prefecture and etc.
	Providing the information and consultation on IP.
Protecting IP	Accelerating proper protection of IP by cooperation with other governmental bodies.
	Providing the information and consultation on IP.
Effective Usage of IP	Promotion of technology licensing by cooperation among Industry, university and government.
	Providing the opportunities for effective usage of IP.
	Providing the information and consultation on IP.
Personnel training & Increment of IP awareness	Spreading awareness through case study of IP usage.
	Personnel training for the people who are concerned of producing, protecting and using IP.
	Providing the information and consultation on IP.

Promotion of “IP strategy for Osaka Prefecture” through,

- Analysis of the needs of SMEs and review of Osaka Prefecture’s IP projects
- Increase of public awareness on Osaka Prefecture’s IP projects (project list to be up dated annually)