

Intellectual Property Strategic Program 2010

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Intellectual Property Strategy Headquarters

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I. Foreword

- Amid ongoing economic globalization and intensifying international competition, Japan again has been outstripped by European countries despite having seemed to catch up with them and is being surpassed by the emerging countries which have been pursuing us. Is not this the actual state of Japan right now?
- However, this must not be Japan's inherent state. Japan has still a lot of potential: world-class qualities such as nationwide higher education, advanced science and technology in many fields, and contents called "Cool Japan."
- If Japan can fully make the most of the potential of these, we will not only be able to win out in the competition in overseas markets, but also be able to activate domestic markets and achieve substantial economic growth.
- What becomes essential on this occasion is the utilization of international standards and intellectual properties. In order to fully utilize such intellectual properties as excellent technologies and content, strategies for the development of human resources, creation of innovations, establishment of international standards, and the development of global business shall be carried out.
- In order to realize those things, the Intellectual Property Strategic Headquarters has formulated the Intellectual Property Strategic Program 2010, in collaboration with the government-wide new growth strategy. This project, together with each field's strategies such as industrial policies, science and technology policies, and information communications technologies policies, can achieved the objectives of the growth in each field.
- To this end, the relevant people in such fields as industries, universities, and governments shall work together to come to grips with those things. If we can remove factors standing in the way of making the most of our potential and fully exercise our inherent strength, we certainly will be able to achieve a "Japan Restoration."
- It is time for us to act to ensure the Intellectual Property Strategic Program 2020 begins with words filled with hope instead of words filled with a critical sense.

II. Fundamental acknowledgment

- While Japan's technologies still remain at the highest world level in many fields, these things is not necessarily linked with the industrial competitiveness of Japanese industries. Now the world competitiveness depends on comprehensive management of intellectual property. Such intellectual property management requires innovative business models and strategic international standardizations.
- To establish and make use of international standards strategically, Japan must work with not only the U.S. and the EU, but also fast- growing economies, such as China and India. Also, both the private and the public sectors needed to drastically intensify their efforts at international standardization.
- In the specific strategic fields where not only worldwide growth is expected but also Japan has advanced technologies (e.g., “environment/ energy (green innovation)”, “medical and nursing care (life innovation)”), all Japan's strategy shall be carried out to enhance international competitiveness, through establishing international standards strategically and utilizing intellectual properties, and removing factors that hinder the creation of innovation.
- In addition, while the cultural strength (expressive power) where Japan has advantages, along with technological strength, is praised throughout the world as “Cool Japan,” its potential has not yet been brought out into industrial aspects and our soft power has not been fully utilized. Based on the increase in the importance of digital contents in line with the development of digitalization and networking, Japan not only carries out international development, regarding it as a growing industry, but realizes its spillover effects in cooperation with other industries.
- Moreover, in order to support the policies and measures of such individual industries, Japan is carrying out the establishment of a stage for the cultivation of human resources and improvement of intellectual property systems to collaboratively create among industry-academia-government sharing an image of output. Through these, we constitute an intellectual strategy to activate our overall potential for the power of technology (strength in manufacturing) and the power of culture (strength in expression).
- The current intellectual property strategic program is not an extended line from the past, but it is located in the core to reinforce the international

competitive power of Japan's industry, in cooperation with the new growth strategy. It shall be integrally carried out with the Science and Technology Policy and Information Communications policy expeditiously.

III. Three strategies and priority measures

In cooperation with the government-wide new growth strategy, in the Intellectual Property Strategic Program 2010, Japan enhances competitiveness through establishment of international standards strategically to improve global competitiveness in the specific strategic fields for international standardization, develops a growth strategy placing the contents reinforcement of Japan as a core, and it strengthens intellectual property management in a cross-sectional manner between industries.

Strategy1 Enhancement of competitiveness by establishing international standards in the specific strategic fields for international standardization

- In the future, Japan selected and focused on the growing industrial fields, as “Strategic Fields for International Standardization” where Japan has its technological advantages. In the seven fields focused on as its first step, Japan will promote intellectual property management to utilize these intellectual properties and establish the international standards that lead to the enhancement of the competitiveness in the global market.
<Specific strategic fields for International Standardization >
(1) Advanced medical technology, (2) Water, (3) Next generation vehicles, (4) Railways, (5) Energy management, (6) Digital Content, (7) Robot
- As a part of the strategy, Japan will formulate a set of competitiveness enhancing strategies including standardization roadmaps in the strategic field by focusing on the intellectual property managements and rapidly carry them out. Further, in cooperation not only with the U.S. and the EU but with Asian countries, we will formulate collaborative development programs within fiscal 2010, under strategic partnership contributing to the acquisition of international standards.
- We comprehensively support the international standardization activities for not only *de jure* standards but also forum standards contributing to enhancing the competitiveness of Japan’s industries.
- Mainly in the specific strategic fields, we enlighten executives’ in the

businesses having international competitiveness in order to, promote changes in the consciousness of and approaches to intellectual property management, including the international standardization strategy. And also, we actively promote to consult and support important cases respectively.

[Expected outcomes] (as of 2020)

1. To increase world market share in the specific strategic fields through the promotion of international standardization in conjunction with R&D and commercialization strategies as well as acquisition/utilization of intellectual property rights

Strategy 2 Promotion of growth strategies at the core of strengthening contents

- In order to assist overseas deployment of contents, acquisition of overseas distribution channels and transmission of information overseas, urgently form public-private investment fund (PPIF) and take assistance measures as well as examine how to assist in terms of tax system.
- Strongly call for elimination of regulation in foreign countries regarding contents that hinders dissemination into Japan contents, and realize it.
- Form infrastructure of human resource development and the accumulation of human resource even from overseas through assistance of formation a contents version COE (Center Of Excellence), utilization of information communications technology including digital text books for education, promotion of increase in production opportunities, dispatch of first-class creators to primary and junior high schools and promotion of communication educational activities.
- In order to activate the development and provision of digital contents and services, promptly arrange the comprehensive legal system regarding communications and broadcasting, and formulate the measures for effective utilization of radio waves including utilization of white space s within fiscal 2010.
- For measures to copyright infringement contents over the Internet, introduce a mechanism to urge implementation of infringement countermeasures by Internet service providers and formulate the reform plan regarding reinforcement of access control avoidance restrictions within fiscal 2010.
- By establishing “Contents special district” and arranging the environment where new technology and service is allowed to be engaged in the specific district, create international environment to promote production of pioneering contents and to promote attraction of international contents production.

[Expected Outcomes] (as of 2020)

1. Overseas earning at the core of content:

About 1.2 trillion yen (2009) -> about 2.6 trillion yen

* Japan's current ratio of overseas earning:

5% (about 0.7 trillion yen) (2009) -> 10% (about 1.5 trillion yen (2020)

* Overseas earning by economic spillover effect to other fields:

About 0.5 trillion yen (2009) -> about 1.1 trillion yen (2020)

2. Number of foreign students related to contents: 10,000

* Number of foreign students related to arts faculty (about 3,000) (2007)

*For reference, since the cultivation of human resources is fundamental, target of 2 comes down

the target of 1 and 3.

3. Market scale of digital/Internet contents business (including new business):

About 1.4 trillion yen (2008) - about 7 trillion yen

Strategy 3 Industry cross-sectional enhancement measures for intellectual properties

- Expand exemption system of patent related fees for venture companies, and SMEs (small and medium sized enterprises). In addition, as assistance measures for them inexperienced in patent applications, hearing the views of related persons, consider measures including such ones to alleviate the patent attorney's fee etc. (e.g. the Patent Pack Fee System (a low fee rate system combined with fees to pay Japan Patent Office and patent attorneys) and obtain a conclusion of the review within FY2010 after hearing the views of related persons.
- From 2010, set up one-stop consultation counters all over the country to collectively receive a variety of consultations in respect to intellectual property management, contributing to businesses.
- Build a place where multiple industries, universities and public research institutes can carry out collaborative research (collaborative creation) by using each research sources and sharing an output image of innovation.
- In view of furnishing the basis for innovation, review the patent system to contribute to enhancement of utilization of patents and convenience for a wide range of users including universities. (e.g.: enhancement of license system, application procedures simplified for universities and researchers)
- Carry out improvement of patent system for integration and simplification of application procedures, as well as taking actions for achieving substantial mutual recognition of patent examination results in each country among Japan, the U.S., Europe, Korea and China. In addition, conclude the negotiations for a worldwide treaty (ACTA) to decrease the damage caused by imitation products and pirate editions within 2010.

[Expected Outcomes] (as of 2020)

1. Promotion of utilization of intellectual property, and creation of new business ahead of the world

* Blue light-emitting diode (annual average sale: ¥0.4 trillion) is an example of utilizing technology developed in university and gained a worldwide share.

2. Amount of Export of technology; about ¥2 trillion -> about ¥3 trillion

3. Generate plenty of niche-top businesses playing active role throughout the world

4. Amount of exports by SMEs; about ¥10 trillion -> about ¥14 trillion

IV. Strategy in each field

Strategy 1 Enhancement of competitiveness by establishing international standards in the specific strategic fields for international standardization

1. To formulate and carry out the competitiveness reinforcing strategies for the enhancement of the competitiveness and to expand measures that become the basis of those things, in consideration of technology trends, market trends and the characteristics of Japan.

- It is a high-priority issue that both the private and the public sectors drastically intensify their efforts at international standardization to strongly support the future of expansion private companies' business activities.
- In this regard, in the specific strategic fields where Japan's advantage can be made use of, the private sector and the public sector integrally formulate strategies for the enhancement of the competitiveness focusing on the intellectual property managements including standardization roadmaps in the specific strategic fields for international standardization.
- As infrastructures developed for these efforts, we will vigorously work on: the collaboration with Asian countries from the research and development phases, the expansion of supports for the international standardization activities towards not only de jure standards but also the forum standards, and human resource developments.

<Specific strategic field for International Standardization>

We think that the specific strategic fields where Japan should focus on as its first step should be carried out with public and private sectors as a team , and selected the following seven fields with the following ① to ③ in minds.

- ① Just as important are fields, which are regarding to as an innovation infrastructure for various technologies, the standard utilized information communications technologies function as international public property, and field in which the meaning of international standardization is grasped to a certain extent and for which substantial assistance is effective in view of strategic developments in the future;

② In cooperation with each other, it is important for the related government office and ministries to implement strategic measures for international standardization for many more fields independently of current selected fields;

③ Fields other than the current selected fields could be selected as a specific strategic fields in the future;

(1) Advanced medical technology (iPS cell, genome, advanced medical device)

Cabinet Office and Ministries in charge:

Cabinet Office, Ministry of Education, Culture, Sports and Technology, Ministry of Health, Labor and Welfare, Ministry of Economy, Trade and Industry

(2) Water

Government Office and Ministries in charge:

Ministry of Health, Labor and Welfare, Ministry of Economy, Trade and Industry, Ministry of Land, Infrastructure and Tourism, Ministry of Environment

(3) Next Generation vehicles

Government Office and Ministries in charge:

Ministry of Economy, Trade and Industry, Ministry of Land, Infrastructure, Transport and Tourism

(4) Railways

Government Office and Ministries in charge:

Ministry of Economy, Trade and Industry, Ministry of Land, Infrastructure, Transport and Tourism

(5) Energy Management (Smart grid, Energy conservation, Energy conservation technology, Accumulator)

Government Office and Ministries in charge:

Ministry of Internal Affairs and Communications, Ministry of Economy, Trade and Industry

(6) Digital Content (Cloud computing, 3D, Digital Signage, Next generation browser)

Government Office and Ministries in charge:

Ministry of Internal Affairs and Communications, Ministry of Economy, Trade and Industry

(7) Robot

Government Office and Ministries in charge:

Ministry of Health, Labor and Welfare, Ministry of Economy, Trade and

Industry

[Target indicators]

* Unless otherwise specified below, the target year shall be 2020.

- ① To formulate and implement, in the international standardization specific strategic field, the competitiveness reinforcing strategy making intellectual property management, including standardization roadmaps.
- ② To foster the standardization, especially young ones, capable of serving as chair persons and supervisors at international standards organizations (800 persons)
- ③ To increase the number of cases for Japan to work as secretariats at international standards organizations (150 cases)
- ④ To establish international standards in the fields where assessment methods and standards/criteria play important rules for realizing environmental protection and "Safety and Security." (five new fields)

(1) To Formulate and implement, in the international standardization specific strategic field, the competitiveness reinforcing strategy making intellectual property management including standardization roadmaps

*In the following, “short-term” is an item to be implemented in one to two years, and “medium-term” is an item to be implemented in three to four years.

*Abbreviations

MAFF	Ministry of Agriculture, Forestry and Fisheries
METI	Ministry of Economy, Trade and Industry
MEXT	Ministry of Education, Culture, Sports, Science and Technology
MHLW	Ministry of Health, Labor and Welfare
MIC	Ministry of Internal Affairs and Communication
MLIT	Ministry of Land, Infrastructure, Transport and Tourism
MOE	Ministry of the Environment
MOF	Ministry of Finance
MOFA	Ministry of Foreign Affairs
MOJ	Ministry of Justice
NPA	National Police Agency

Specific measures		Outline	Government Office/ Ministries in Charge
1	Formulation of standardization roadmaps in the specific strategic fields for international standardization (short term and mid-term)	The private sector and the public sector integrally formulate strategies for the enhancement of the competitiveness focusing on the intellectual property managements including standardization roadmaps in the specific strategic fields for international standardization	Cabinet Office MIC MEXT MHLW METI MLIT MOE
2	Integrated promotion of the creation/protection of intellectual property and standardization thereof (mid-term)	Promoting the standardizations in problem-solving and demonstrative R&Ds in an integrated manner. Promoting the creation/protection of intellectual properties in differentiated areas and the standardizations in other areas in an integrated manner	METI MIC MLIT

(2) Provide infrastructure for formulating and implementing competitiveness reinforcing strategies

Specific measures		Outline	Government Office/ Ministries in Charge
3	Construction of joint R&D programs in the Asian region (short term and mid-term)	Planning and promptly constructing a joint R&D program based on the partnership not only with the United States and EU but also with Asian countries in FY2010 with a view to the standardization and commercialization for creating new businesses in the Asian region and finding partners to make a suggestion on and establish the international standards.	METI MIC MLIT
4	Systematic measures for standardization in the Asian region (Medium-term)	Systematically striving to the standardization in the Asian region and accurate verification thereof.	METI MIC MLIT
5	Comprehensive support including the forum standards (short term)	Not only supporting the conventional de jure standardization but also comprehensively supporting international standardization activities including the forum standardization which contributes to the enhancement of competitiveness of Japanese industries.	METI MIC MLIT
6	Developing specialists of international standardization activities (mid-term)	Developing specialists of international standardization activities who have acquired not only technical knowledge but also IP and business knowledge and negotiation skills on a field.	METI MIC MLIT
7	Founding a screening system for standardization specialists (mid-term)	Deliberating and reaching a conclusion for founding screening/accreditation systems on the standardization management with a view to dissemination of knowledge on the standardization and "visualization" of skills of specialists of international standardization activities.	METI
8	Promoting awareness raising in the private sectors (short term)	Encouraging private sectors' understanding and awareness raising concerning standardization activities that contribute to business management.	METI MIC MLIT

(3) Strengthen awareness for intellectual property management and measures

Specific measures		Outline	Government Office/ Ministries in Charge
9	Practicing IP management (mid-term)	Educating executives of internationally competitive businesses, mainly in the specific strategic fields, for strengthening awareness-raising on and measures for IP management including international standardization strategies by the entire company. In addition, actively providing consultation and support for prospective businesses by each case.	METI

(4) Disseminate Safety and Security

Specific measures		Outline	Government Office/ Ministries in Charge
10	Studying and supporting for the international standardization of fair evaluation methods and support for the international standardization (short term)	Supporting studies to find out fair evaluation methods and appropriate standards, standardizations thereof, and accurate accreditation of those international standards.	METI MIC MLIT
11	Supporting for transmitting information on regulations/specification to overseas (short term)	Supporting the translation of Japanese regulations/specifications and the dissemination to overseas.	METI MIC MLIT MOE

Strategy 2 Promotion of growth strategies at the core of strengthening contents

1. Establish a mechanism to make profits flow in from overseas at the core of contents.

- Taking into account difficulty to expect the significant expansion of domestic markets in the future, it has become an imperative issue to transcend the usual domestic orientation and to acquire secure overseas markets in Asia which are expanding fast.
- Even if not achieving worldwide big hit, but if securing a certain niche markets, sales in total can be increased to a considerable extent. There is a substantial potential in overseas development.
- Meanwhile, international competition among countries has already started, so Japan shall prioritize inputting resources to the contents which are produced for overseas development.
- In order to obtain overseas markets, a single attempt by Japan has certain limitation. It is important to attract funds and production from overseas and acquire the program time frame by the promotion of international collaborative production.
- In parallel, it is important to comprehensively transmit Japan's pop culture, to increase a spillover effect by linking with such other sectors as Japan's contents, tourism and fashion, and to call for elimination of overseas regulation for contents in the Asian market.
- Through the above, a mechanism to make profits flow from overseas shall be established making Japan's contents a core.

[Target indicators]

- ① The number of visual contents which Japan carries out an active role (Japan possesses the rights) and yield a worldwide hit (Over five billion yen of overseas sales) shall reach five per annum.
- ② The number of investment cases from overseas (international collaborative production and attraction of film shooting) shall reach 50 per annum.
- ③ The amount of new revenue from the Asia market at the core of Japan contents has reached one trillion yen per annum.
- ④ Removal /relaxation of contents regulations in foreign countries shall be realized.

(1) Assist overseas development of contents, establish overseas distribution channels

Specific measures		Outline	Government Office/ Ministries in Charge
1	Creation of a mechanism to supply overseas development funds (Short/Medium-term)	Promptly set up of funds, as a mechanism to promote provide financial resource for overseas development, and in order to investments for contents production by private funds, examine the transparency of input funds and the feature of assistance from tax and fiscal viewpoints.	METI MIC
2	Acquisition of distribution channels in overseas (Short-term)	Acquire distribution channels by securing the program frame for overseas channels in Asia and utilizing distribution companies, collecting information and assisting for distribution bases to arrange with local companies	METI MIC

(2) Attract funds and production from overseas and establish a mechanism for collaboration.

Specific measures		Outline	Government Office/ Ministries in Charge
3	Assistance for promoting international collaborative production (Short/Medium-term)	Strengthen intermediation functions to make international collaborative production and attraction of film shooting, and examine the assistance method from tax and fiscal viewpoints to subsidize a certain ratio of domestic production expenditures as an incentive.	METI MIC
4	Conclusion of international collaborative production agreements (Medium-term)	Conclude international collaborative production agreements with countries including Asian countries.	MOFA METI
5	Promotion to attract film shooting of large-scale movies (Medium-term)	In order to attract the shooting of big-scale movies, promote to facilitate various administrative procedures of related regulations and to promote understanding of local residents in the neighborhood.	METI NPA MLIT

(3) Comprehensively disseminate Japan's pop culture toward the world

Specific measures		Outline	Government Office/ Ministries in Charge
6	Comprehensive dissemination utilizing events at home and abroad (Short-term)	Utilizing the famous events at home and abroad starting with co-festivals (comprehensive holdings of movie festivals, games, drama and other events), comprehensively disseminate Japan's attractions ranging from contents, fashion, tourism. And expand the range of the popularity of Japanese contents through the invitation of users from overseas and the enhancement of Japanese language education overseas.	MIC METI METI MLIT, MOFA

7	Establishment of a mechanism of direct delivery to overseas users through the Internet (Short/Medium-term)	Assist for establishment of a mechanism to deliver Japan's animation and music to overseas over the Internet.	METI
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(4) Expand Asian markets by strengthening diplomacy

	Specific measures	Outline	Government Office/ Ministries in Charge
8	Relaxation of contents regulations in various foreign countries (Medium-term)	Strongly appeal to various foreign countries to relax regulations on contents such as bans on Japanese dramas on terrestrial broadcasting, bans on sales of foreign-made game machines and distribution restrictions on games and quantitative restriction on visual contents from foreign countries, and realize them.	MOFA MIC MEXT METI

2. Form a “prestigious place” to gather excellent human resources from overseas

- Despite the fact that the level of quality of Japan’s individual/users’ is never low, it is not connected to business models.
- The cultivation of human resources, which is the basis of contents, tends to be understated. Taking visual contents area an example, due to structural changes resulting from the constriction in production costs, if the present situation continues, it is concerned that Japan’s basis of human resources for contents will be debilitated in the future.
- Therefore, it is important to regard digitization as a good opportunity and to anticipate the aggressive creation of a production opportunity through the creation of new media and digitization in various sectors.
- Moreover, the cultivation of human resources, including business aspect, viable in the international arena is important. To this end, environmental arrangement to become “prestigious place” to gather human resources is necessary, as well as the continuous dispatch of human resources who is promising for the future.
- Further, with adoption of a viewpoint of “a whole public of creators,” which expands the range of creators, environmental arrangement to promote secondary creation, promotion of archives by regarding contents as Japan’s cultural heritages, and enhancement of education for elementary school students and higher education for which excellent human resources will gather domestically and from overseas are important.
- Through the aforementioned, we seek for Japan to be an attractive “prestigious place” in which excellent human resources will gather from overseas.

[Target indicators]

- ① The number of contents produced locally to be disseminated to the world shall be at 100 sets per annum.
- ② Every elementary school student shall come to be able to easily utilize digital contents using various information terminals or digital equipment, one set per individual in class.
- ③ The increase in foreign students from overseas related to contents shall be increased: 10,000 people
- ④ A contents version COE shall be formed.
- ⑤ The number of participants for workshops with respect to education for digital production shall be increased: 350,000 per year.

- ⑥ The number of visits to elementary and junior high schools by creators shall be 10,000.

(1) Aggressively create opportunities for production and publication

Specific measures		Outline	Government Office/ Ministries in Charge
9	Digitization of educational contents (Medium-term)	Carry out the enhancement of educational contents ranging from digitalized textbooks and study materials	MEXT MIC
10	Reinforcement of production assistance for contents produced locally (Short-term)	Expand production assistance for locally produced contents including the promotion of tourism	MIC MLIT, METI
11	Promotion of the utilization of outside production operators by NHK (Short-term)	In view of the broadcasting a wide variety of programs, realize creation of production opportunities through promoting of NHK, as the public broadcasting organization, to utilize outside producers(including excellent young producers)	MIC

(2) Attracting human resources from overseas to assume the delivery of Japan's contents, cultivate human resources with the validity across the world

Specific measures		Outline	Government Office/ Ministries in Charge
12	Promotion of formation of a contents version COE (Medium-term)	In addition to the cultivation of human resources related to contents (including education for workers), assist universities that carry out core roles with research and development functions, and promote the formation of a base(contents version COE (Center of Excellence)) for which creators domestically and abroad to gather	MEXT METI MIC
13	Establishment of networks with overseas creators (Short-term)	In order to cultivate creators and producers with worldwide validity, carry out assistance for the cultivation of human resources in relation to the establishment of networks overseas through dispatches of human resources abroad	MEXT METI MIC
14	Upgrade of the production process for animation and visual contents (Short-term)	Realize the cultivation of human resources specialized in the upgrade of the production process for animation and visual contents (for instance, sharing the production knowhow and 3-Dimensionalization)	METI MIC
15	Promotion of accommodation of human resources for contents from Asia (Medium-term)	Arrange the environment for promoting accommodation of human resources for contents from Asia	METI

(3) Expanding the range of creators and promote creative activities by users

Specific measures		Outline	Government Office/ Ministries in Charge
16	Holding of workshops concerning digital contents (Short/Medium-term)	Through assistance for workshops, promote education for producing digital contents from stages of elementary and junior high schools.	MEXT
17	Improvement of creative activities by first class creators' school visits (Short-term)	Through school visits by first class creators and education activities to enhance communication capabilities, for elemental school students, improve opportunities for creative activities and education for intellectual property at formal education.	MEXT
18	Obtaining of publication opportunities (Short-term)	Find young creators obtain publication opportunities by assistance for short film production and movies festivals	METI MEXT
19	Clarification of rights processing rules for secondary creation (Medium-term)	Clarify rights processing rules for secondary creations (including parody) and collaborative creations over the Internet	MEXT METI MIC
20	Rule formation for partial excerpt of contents on the Internet and rule formation of Internet broadcasting (Short-term)	Starting from partial excerpt of contents and applications in broadcasting over the Internet, assist rule formation between related parties in private sectors based on international trends in order that business development in the future is to be facilitated.	MEXT
21	Promotion of archiving of contents and their digitization and networking movements (Short/Medium-term)	Regarding Japan's contents as national cultural properties, improve archives for creative infrastructure, through assistance for archiving of visual contents and assistance for digitization and networking movement of various archives regarding Japan's pop culture	MEXT
22	Strategic utilization of NHK's properties on broadcasting programs (Short/Medium-term)	Grasping the accumulation of the visual and audio contents produced by NHK as public valuable properties, promote strategic utilization of them	MIC
23	Promotion of conservation of broadcasting programs by private broadcast stations (Short/Medium-term)	With reference to the contents of private broadcast stations, assist the promotion of accumulation of contents led by the private sector	MIC

3. Promote digitization and networking of contents which lead the world

- Digitization and networking of contents not only create new businesses and new contents but also have the possibility to make it easy for worldwide development, and contribute to the industrial development at the core of contents.
- On the other hand, the digitization and networking of Japan's contents have been lagging behind in the scales of both platforms and contents distribution, and are in the situation to be exposed to the offense of platforms from the U.S. In addition, it should be kept in mind that the conservation and processing of Japan's contents data may possibly be integrated into servers existing overseas under the circumstance of low priced cloud computing in the future.
- Therefore, it is important to strategically carry out measures with respect to the creation of new media for contents, promotion of electronic distribution, strategic responses to platforms and measures against copyright infringement which is the premise of the electronic distribution business.
- In addition, examination of the desirable copyright systems corresponding to the era of digitization and networking is needed, as well as the activities by private sectors should be promoted based on international trends so as to facilitate the development of businesses in the future, starting with the partial excerpt of contents over the Internet and utilization in broadcasting over the Internet.
- Through the above, the digitization and networking of contents should be promoted to lead the world.

[Target indicators]

- ① The scale of the contents market related to the new media, ranging from mobile broadcasting and digital signage, shall grow to about one trillion yen.
- ② About 80 percent of books and broadcasting programs in the future shall be delivered by electronic media.
- ③ International standards about platform for important contents shall be obtained.
- ④ Sound competition between platforms in major areas shall be obtained.
- ⑤ Major countries and regions shall become the members of ACTA.

- ⑥ The distribution business of Japan's contents overseas over the Internet shall be established and its sales shall reach the scale of 100 billion yen.
- ⑦ The rate of people who have used copyright infringing contents in a certain period in the past shall be decreased by about 80 percent.
- ⑧ The circulating quantity of copyright infringing contents by fixed point observation shall be decreased by about 80 percent.
- ⑨ Comprehensive reviews on issues over copyright systems in response to digitization and networking (including general provision of rights restriction, period of protection, and the desirable compensation system) shall be conducted, and conclusions shall be formed successively.

(1) Create new media for contents

Specific measures		Outline	Government Office/ Ministries in Charge
24	Creation of specific district for contents (Short-term)	Locate a "specific district for contents," enhance an environment to conduct a trial of new technology and service in the specific district, and create an international place to promote creation of pioneering contents and attractions for international contents production.	METI MIC MEXT
25	Enhancement of infrastructure to create new media (Short/Medium-term)	Provide infrastructures for new media through assistance for demonstration experiments and standards formulation of mobile broadcasting and digital signage, full coverage of broadband in Japan, promotion of white space utilization, assistance for dissemination of IPTV and environmental enhancement for cloud computing.	MIC
26	Relaxation of regulation for contents delivery/broadcasting (Short-term)	Formulate the measures for effective utilization of radio waves ranging from the utilization of white space within fiscal 2010, as well as promptly provide comprehensive legal systems for communications/broadcasting in response to digitization.	MIC

(2) Promote electronic delivery for contents

Specific measures		Outline	Government Office/ Ministries in Charge
27	Promotion of electronic delivery of books (Short/Medium-term)	With regard to promotion of electronic delivery of books, keeping in mind an expanded reproduction of knowledge, improve environment for the promotion of digital archiving of the National Diet Library (NDL) and electronic book deposit to NDL in the non-commercial sector. And assist formulation of standards in the private sector, formation of right process rules and measures for the formation of business models in the commercial sector.	MIC MEXT METI
28	Promotion of electronic delivery of broadcasting programs (Short-term)	In order to promote electronic delivery of broadcasting programs, assist unification of rights process and rule formation in transfer to mobile equipment. In addition, for the promotion of IPTV, come to grips with stimulation to provide cutting edge services in on-demand services by NHK and private broadcasting operators	MIC
29	Promotion of digitization/3-Dimensionalization for movie theaters (Short-term)	Assist digitization and 3-Dimensionalization of movie theaters.	METI
30	Assistance for demonstration experiments for contents delivery with new forms	Assist demonstration experiments in relation to contents delivery with new forms utilizing the characteristics of electronic delivery	METI MIC

	(Short-term)		
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(3) Secure user convenience by ensuring an appropriate balance between platforms and contents, along with generating platforms from Japan

Specific measures		Outline	Government Office/ Ministries in Charge
31	Standardization of platforms (Short-term)	With reference to important platforms (e.g. 3D images and IPTV), formulate and carry out strategies including a standardization roadmap with public and private working in unison, and assist demonstration experiments and international standardization in an integrated manner.	METI MIC
32	Promotion of platform competition (Medium-term)	Regarding important sectors (e.g. books), stimulate competition between platforms and formulate non-exclusive multiplatform strategies with public and private cooperation in an integrated manner from the standpoint of user convenience.	METI MIC
33	Examination of business models for platforms (Medium-term)	Examine environmental arrangements for the establishment of business models with merits for both platform businesses and contents businesses ranging from shares of market information.	METI MIC

(4) Substantially decrease copyright infringement contents to be a precondition for electronic delivery business

Specific measures		Outline	Government Office/ Ministries in Charge
34	Conclusion of ACTA negotiations and the expansion of member countries after conclusion (Short/Medium-term)	Conclude negotiations of the Anti-Counterfeiting Trade Agreement within 2010, and expand the circle of protection worldwide through the expansion of member countries to major countries and major regions and bilateral agreements.	MOFA MIC MOJ MOF MEXT METI
35	Reinforcement of measures against copyright infringement through bilateral consultation (Medium-term)	Strongly appeal to the reinforcement of contents infringement countermeasures, through cross-sectional bilateral consultation with related ministries and agencies and consultation about copyrights against the governments of countries or regions where infringements occurred, based on specific contents infringement situations, and realize corrections.	MOFA METI MEXT METI MIC
Relisted	Establishment of a mechanism of direct deliver to overseas users though the Internet (Short/Medium-term)	Assist for establishment of a mechanism to deliver Japan's animation and music to overseas over the Internet.	METI

36	Reinforcement of access control avoidance regulations (Short-term)	Strengthen regulations on avoidance device by the expansion of target behaviors (production of device and provision of services), expansion of target equipment (relaxation of the "only" requirement), application of criminal penalties and introduction of border measures, arranging appropriate exception provisions not to bring in diminish in product development and R&D, as well as introduce regulations on certain avoidance behaviors for access control to protect copyright. In this respect, compile a draft of the specific legal system reform plan within fiscal 2010.	MEXT METI MOF
37	Promotion of measures against infringements by providers (Short/Medium-term)	In collaboration with Internet service providers and right holders, establish a practical mechanism to carry out new countermeasures (for example, transfer of warning mails and detection using technological methods) within fiscal 2010. In parallel, after verifying the Provider Responsibility Restriction Act, examine the necessity of system reform to guarantee actual efficiency, and obtain its conclusion within fiscal 2010. Moreover, provide necessary measures based on the situation of progress of the above actions .	MIC
38	Promotion of authorized delivery service development (Medium-term)	Based on a viewpoint of measures against copyright infringement contents over the Internet, promote the development of authorized services by private businesses corresponding to consumer convenience.	METI MIC
39	Assistance for development of the prevention technology against copyright infringement (Short-term)	Assist development of prevention technology against copyright infringement and its utilization in the private sector.	METI MIC
40	Reinforcement of dissemination and awareness-raising activities concerning copyright infringement (Medium-term)	Strengthen dissemination and awareness-raising activities for consumers with public and private sector cooperation in unison.	MEXT METI MIC
41	Enforcement by the police (Short-term)	Carry out effective enforcement by the police.	NPA

(5) Arrange the copyright system in response to the era of digitalization and networking

Specific measures		Outline	Government Office/ Ministries in Charge
42	Comprehensive review on issues over the copyright system (Medium-term)	Carry out a comprehensive review on issues over the copyright system corresponding to digitalization/networking (including protection period, the desirable compensation system), and obtain a conclusion by 2012 and successively carry out measures beginning from what can be done as a result of the reviews .	MEXT
43	Comprehensive review on issue over the copyright system (Short-term)	Out of No.42 comprehensive reviews for the copyright system, promptly provide the necessary measures for introduction of general provision of right restriction, based on the review so far, after compiling specific schemes for the enhancement of the legal system within fiscal 2010.	MEXT
44	Comprehensive review on issue over the copyright system (Short-term)	Out of 42 comprehensive reviews on the copyright system, with respect to "indirect infringement," promptly provide the necessary measures, obtaining a certain conclusion concerning the legal requirements, including clarification of scope of injunctions within fiscal 2010	MEXT
Relisted	Rule formation for partial excerpt of contents over the Internet and rule formation over Internet broadcasting (Short-term)	Starting from partial excerpt of contents and applications in broadcasting over the Internet assist rule formation between related parties in private sectors, based on international trends in order that development of businesses in the future is to be facilitated.	MEXT

Strategy 3 Cross-sectional Reinforcement Measures for Intellectual Property

1. Promote utilization of intellectual property in venture companies, SMEs and local areas, and generate not only domestic but also worldwide businesses

- Despite having excellent technologies and resources, venture companies, SMEs and local areas in Japan do not sufficiently utilize them. In order to realize economic growth for Japan, it is important that venture companies, SMEs, who have so far been low-keyed in view of utilization of intellectual property, turn to utilize effectively their buried technologies and resources, using intellectual property as leverage.
- Therefore, from the standpoint of promoting utilization of intellectual property, provide comprehensive supporting measures, which are easy to be understood and used by users with venture companies and SMEs, and give assistance for them to generate not only domestic but also worldwide businesses

[Target indicators]

- ① Expand the user of patent systems in venture companies and SMEs (The number of venture companies and SMEs which make patent application for the first time (total): about 30,000 companies)
- ② Increase the number of overseas applications by venture companies and SMEs (about 8,000 cases to 12,000 cases)
- ③ Ensure penetration of intellectual property management, including knowhow secrecy management, to venture companies and SMEs (e.g.: Enhancement of the rate of penetration determined from various questionnaire)

(1) Improve assistance policies

Specific measures		Outline	Government Office/ Ministries in Charge
1	Creation of new assistance measures for applications (Short-term)	As assistance measures for venture companies and SMEs inexperienced in patent applications, hearing the views of related persons, consider measures to alleviate the patent attorney's fee (e.g.: the Patent Pack Fee System (a low fee rate system combined fees to pay Japan Patent Office and patent attorneys)) and obtain a conclusion within FY2010	METI
2	Improvement of exemption systems of patent related fees (Short-term)	With respect to exemption systems of patent related fees, expand it to be easily understandable and applicable by reviewing the scope of SMEs to a larger extent and reviewing the application procedures	METI
3	Provision of assistance tools for procedure document preparations (Short-term)	Develop and provide procedure document preparation assistance tools making application procedures easy for patents, utility models, design and trademarks with functions to prepare documents of patent application and application for normal/accelerated examination simultaneously..	METI
4	Improvement of assistance for overseas applications (Short-term)	Improve subsidy system for overseas application costs	METI

(2) Improve inquiry counters and assistance systems

Specific measures		Outline	Government Office/ Ministries in Charge
5	Setting up one-stop consultation counters (Short/Medium-term)	Along with setting up consultation counters all over the country to collectively receive a variety of inquiries concerning management of intellectual property which contribute to business from 2010, cultivate human resources to appropriately respond to a wide variety of consultations, and in parallel, strengthen cooperation between local governmental bodies and assistance agencies in local areas.	METI MAFF
6	Improvement of assistance systems for venture companies/SMEs (Medium-term)	Improve systems which can comprehensively give assistance from research and development to establishment of business, development of overseas business, and to taking measures against infringement, as well as cultivating and securing human resources to assist intellectual property activities for venture companies/SMEs.	METI
7	Assistance for the formulation of brands for regional SMEs (Short-term)	For the establishment of brands using excellent resources including technologies and traditional culture in local areas, carry out examination on reinforcement of assistance measures for regional SMEs and take necessary measures.	METI

8	Establishment of food culture brands featuring local foodstuff (Medium-term)	In order to promote activities to establish food culture brands featuring local foodstuff, assist the formulation of brand strategies including the delivery of information overseas and effective utilization of intellectual property rights while assisting development of products.	MAFF
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(3) Strengthen dissemination activities

	Specific measures	Outline	Government Office/ Ministries in Charge
9	Dissemination and enlightenment of intellectual property strategies (Short-term)	Develop big-scale dissemination and enlightenment activities to permeate the importance of intellectual property strategies, including knowhow secrecy, to venture companies and SMEs management.	METI
10	Expand penetration of trade secrets management (Short-term)	Disseminate the guidelines of trade secrets management.	METI
11	Prevention unintended leakage of technologies to overseas (short term)	In order to prevent unintended leakage of technologies to overseas, develop dissemination and enlightenment activities to familiarize venture companies/SMEs and universities/research institutions, which provide technologies and export, with the response to the security trade management based on the Foreign Exchange and Foreign Trade Act, and support the construction of an autonomous export management system in those activities.	METI
12	Establishment of brands and promotion of utilization for intellectual property rights (Short term)	Compile a collection of cases on an innovative brand strategy including a method of constructing new brands utilizing technologies and designs and on effective methods of utilizing IP rights to protect those brands, and utilize them for raising awareness of those who involve in constructing and maintaining brands including business managers so that the brand strategy is reflected on the company's management strategy.	METI

(4) Promote user participation demonstration experiments

	Specific measures	Outline	Government Office/ Ministries in Charge
13	Demonstration experiments with user participation (Short-term)	In order to create new business obtaining general user participation, carry out measures involving demonstration experiments with user participation specific to the region (space).	MIC METI

(5) Develop AI (Agri-Informatics)

	Specific measures	Outline	Government Office/ Ministries in Charge
14	Development of AI systems (Agri-informatics) (Short/Medium-term)	Aiming at an unprecedented state of agriculture in the world, develop AI (Agri-Informatics) systems to replace technologies and knowhow (implicit knowledge) of practical farmers with knowledge usable to farmers in general (formal knowledge) using IT, while examining control methods of intellectual property generated by such AI system.	MAFF

2. Raise Industry-Academia-Government Co-creation Ability to the highest level in the world

- Despite the high level research ability of universities and public research institutes in Japan, the circumstances for the industry to effectively utilize the ability of universities and public research institutes to generate “knowledge” for their business success is not yet adequate.
- The co-creation ability among industry-academia-government should be drastically reinforced up to the world top-class level by forming places for industry-academia-governments to share the image of an outcome of innovation from an early stage of their research and create new technologies and intellectual properties, by upgrading industry-academia cooperative abilities in universities, and by improving of circumstances for accelerating industry-academia cooperation.

[Target Indicators]

- ① Form places where industry-academia-governments utilize the “knowledge” of universities and public research institutes and cooperatively create businesses.
- ② Increase research funds disbursed by domestic enterprises to domestic universities and public research institutes. (From approximately 100 billion yen to 150 billion yen)
- ③ Raise the amount of overseas funds that account for the part of research funds of universities and public research institutes.
(From approximately 8 billion yen to 50 billion yen)

(1) Formation of places for industry-academia-governments' creating cooperatively

Specific measures		Outline	Government Office/ Ministries in Charge
15	Formation of places where industry-academia-governments co-create with sharing the image of outcome of innovation for co-creation (Medium-term)	Form places for joint research (co-creation) in which universities and public research institutes participate with their research results and researchers and multiple enterprises participate with funds and their researchers so that they can share the image of outcome of innovation.	MEXT METI
16	Construction of mechanisms which permit industry-government-academia to plan and promote of R&D activities (Short-term)	Permit industrial fields and universities to jointly own the image of outcome of innovation through close communication between them on the occasion of co-creation of knowledge, and start construction of a function (platform of "knowledge") to plan and promote R&D activities based on each role after expanding industry-university cooperation into fundamental research at the same time.	MEXT
17	Reform of existing research footholds in terms of operation (Medium-term)	In existing research footholds and public research institutes, construct a system based on industry, government and academia management for co-creation opportunities in a responsible way according to their objectives and characteristics, along with mechanisms to enable enterprises to smoothly utilize advanced research facilities renovated at national expense, and to manage intellectual properties (including human resources) in joint research in which multiple enterprises participate.	MEXT METI

(2) Enhancement of industry-university cooperation ability in universities

Specific measures		Outline	Government Office/ Ministries in Charge
18	Restructuring and reinforcement of existing intellectual property management centers of universities and TLO (Technology Licensing Organization) (Short/Medium-term)	From the perspective of promotion of industry-university cooperation that is useful for both industrial and academic fields, strengthen the industry-university cooperation function through restructuring (networking, wider area and specialization) the existing intellectual property management centers of universities and TLO and qualitative reinforcement of human resources for intellectual property management, while reviewing the state of evaluation of industry-university cooperation functions, including the indicators with regard to IP activities.	MEXT METI

19	Fostering and securing experts for research management including IP management (Short-term)	With a view of creating an environment where researchers can concentrate on their creative research activities, establish the social status of specialists who carry out research management, including IP management, and those who are responsible for advanced technical support, including utilization support of cutting-edge research facilities, and acquire top-rate talent.	MEXT
20	Penetration and enlightenment in universities (Short-term)	Promote penetration and enlightenment activities on examination of patent application before publication of research findings in joint research while paying attention to the importance of publication of theses, and on the importance of the control of trade secrets and security export control.	MEXT METI
21	Increase in research funds of foreign enterprises received by universities (Short-term)	To increase the research funds from foreign enterprises and institutions, clarify cooperation rules with foreign enterprises and institutions with regard to joint research and delegated research on the basis of IP universities and public research institutes acquired at national expense.	Cabinet Office MEXT METI

(3) Environmental improvement for promotion of industry-university cooperation

Specific measures		Outline	Government Office/ Ministries in Charge
22	Securing open access to research results in which public funds were invested (Short-term)	Secure open access in principle to research results (theses and scientific data) in which public funds were invested.	MEXT MHLW MAFF METI
23	Review of a patent system based on the particularities of universities (Short-term)	Based on the particularities of universities and public research institutes (aiming at plowing back the research results into society), review the patent system for universities and public research institutes to utilize it conveniently. (e.g. Freeing application formats, expanding exceptions to lack of novelty invention, and improving academic discounts)	METI
24	Review of the budget and investigation of a taxation system for effective industry-university cooperation (Short-term)	To realize industry-university cooperation effective for both industrial and academic sides (joint research and human resources development), thoroughly review the budget and related measures and consider the present state of support in terms of taxation. (e.g. Matching funds, and tax-system preferential treatment)	Cabinet Office MEXT METI

3. Reconstruction of infrastructure to accelerate innovation, including taking action corresponding to the development of open innovation

- Steadily advance the improvement of intellectual property systems and take action to cope with the development of open innovation with a view to smoothing the path for and accelerating the activities of utilization of intellectual property, which is a pillar of innovation.
- Building and maintenance of brands are essential elements to effectively connect the results of innovation activities to business success in the market. Improve related IP systems to encourage efforts for building brands by making the best use of Japanese enterprises' excellent technologies and resources.

[Target Indicators]

- ① Establish IP system responding to open innovation. (e.g. Consider a review of the current registration system to protect non-exclusive licenses and take necessary measures according to the reconsideration results)
- ② Stabilize IP rights (e.g. Consider problems of retrials and so-called double track and take necessary measures according to consideration results)
- ③ Shorten first action pendency to the world top level. (to 11 months in 2013)
- ④ Establish IP system that further promotes an effort for building and maintenance of brands. (e.g. Consider a review of a trademark system and a mechanism which supports geographical indications of agricultural, forestry and marine products and food products, and take necessary measures according to the consideration results)

(1) Construction of an IP system to support IP utilization activities including consideration toward open innovation

Specific measures		Outline	Government Office/ Ministries in Charge
25	Improvement of systems to promote IP utilization (Short-term)	Consider the review of the registration system to protect non-exclusive licenses against third parties with a view to urge system improvements that contribute to effective utilization of patents, and draw a conclusion	METI
26	Reinforcement of protection of trade secrets (Short-term)	Paying attention to the principle of open trial, the fear for restriction of defendants' exercise of the right of defense and the needs for securing of smooth legal proceedings, consider an appropriate legal measure to protect the content of trade secrets in criminal proceedings and draw a conclusion	METI MOJ
27	Effective use of an employee service invention system (Medium-term)	Implement continuous information gathering/evaluation of application of an employee service invention system after revision of the system	METI
28	Improvement of a system to promote an effort to build brands (Short-term)	Give consideration on advancing improvement of IP systems which accelerate an effort to build and maintain brands, and draw a certain conclusion	MAFF METI

(2) Stabilization of IP rights

Specific measures		Outline	Government Office/ Ministries in Charge
29	Stabilization of IP rights (Short-term)	From the perspective of stabilizing IP rights, review a system where the final and conclusive decision of an infringement lawsuit can be reexamined due to subsequent final and conclusive appeal/trial decisions (problem of rehash) and give consideration to the state of relationship between the Japan Patent Office (JPO) and courts, including a double track which permits a dispute over the validity of a patent in both trials for invalidation at JPO and infringement lawsuits at courts	METI

(3) Improvement of use of patent examination

Specific measures		Outline	Government Office/ Ministries in Charge
30	Consideration on description requirements for patent description (Short-term)	In light of the realization of an examination corresponding appropriately to technological and international trends, give consideration to description requirements for patent application description on the basis of comparative analysis of other countries and take necessary measures	METI

31	Expeditious patent examination (Medium-term)	Taking necessary actions, move forward for expeditious patent examination	METI
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4. Establishment of an international intellectual property system which enables effective acquisition and protection of global rights at a low cost

- Intellectual property is an indispensable tool for winning through in fierce international competition in foreign countries. It is important for Japanese enterprises to achieve strategic acquisition and utilization of intellectual property in accordance with their global business activities. The creation of a global environment to ensure such activities is essential.
- Therefore, make efforts to establish an international intellectual property system which enable effective acquisition and protection of global rights at a low cost.

[Target indicators]

- ① Create an environment to enable effective acquisition of global rights at a low cost in accordance with overseas business activities and raise the percentage of overseas patent application.
 - Improve the common basis for patent examination among the five largest patent offices of Japan, the US, Europe, Korea and China
 - Raise the covering rate of patent prosecution highway (PPH) for overseas patent applications from approx. 70% to 90%.
- ② Improve the common basis of the new plant variety protection system in the Southeast Asian countries
 - Ensure new member countries enter the UPOV (International Union for the Protection of New Varieties of Plant) Agreement of 1991
 - Uniform examination methods
 - Start mutual utilization of examination data
- ③ Have major countries and areas (including newly emerging nations in Asia) become member countries of ACTA (Anti-Counterfeiting Trade agreement)
- ④ Decrease the number (percentage) of Japanese enterprises which were affected by copying and counterfeiting in Japan and foreign countries from 25% to 12%.

(1) Improvement of the quality of patent examination work sharing and expansion of the quantity of it

Specific measures		Outline	Government Office/ Ministries in Charge
32	Expansion of patent examination work sharing (Medium-term)	With a view to advancing the international harmonization of examination administrative work for substantial mutual recognition of patent examination results, improve the quality of patent examination work sharing and expansion of the quantity of it achieving the following: (i) improve the environment for patent examination work sharing including establishment of the system to share examination results in framework of "IP5"(the five largest patent offices of Japan, the US, Europe, Korea and China), and (ii) make progress in expanding the scope covered by Patent Prosecution Highway and simplifying the procedure of it	METI

(2) Promotion of international harmonization of patent system

Specific measures		Outline	Government Office/ Ministries in Charge
33	System improvement for participating in the Patent Law Treaty (Short-term)	Review procedures including relief of applicants who lost their rights due to the lapse of a period and improve the system to contribute to convenience for applicants while considering participation in the Patent Law Treaty which standardizes patent application procedures that vary between countries and simplify the procedures	METI
34	Promotion of discussion on the Substantive Patent Law Treaty (Medium-term)	Accelerate discussion on the Substantive Patent Law Treaty aiming at harmonization of the substantive aspects of the patent system (e.g. novelty, inventive steps)	METI MOFA

(3) Alleviation of burden caused by language differences

Specific measures		Outline	Government Office/ Ministries in Charge
35	Alleviation of burden caused by language differences (Medium-term)	Carry out research and taking action for improvement of accuracy of machine translation of patent documents, offer the fruits of such activities to applicants, and improve the search environment of patent documents written in foreign languages	METI

(4) Creation of a uniform basis for a new plant variety protection system

Specific measures		Outline	Government Office/ Ministries in Charge
36	Creation of a common basis for a new plant variety protection system (Medium-term)	In light of creating a common basis for a new plant variety protection system in East Asia, make efforts to harmonization of the system through making approaches to non-member countries of the UPOV Agreement of 1991 and conducting activities under the Plant Variety Protection Forum while considering establishment of an East Asia Plant Variety Office in the future.	MAFF

(5) Improvement of an intellectual property environment in developing countries

Specific measures		Outline	Government Office/ Ministries in Charge
37	Improvement of an intellectual property environment in developing countries (Medium-term)	Strengthen the support of human resources for intellectual property in developing countries and newly emerging nations, and at the same time construct a network with personnel experienced in training given by Japan	METI

(6) Acceleration of measures against counterfeit and pirate goods

Specific measures		Outline	Government Office/ Ministries in Charge
Relisted	Compromise at ACTA (Anti-Counterfeiting Trade Agreement) negotiations and subsequent expansion of member countries (Short/Medium-term)	Make a compromise during the ACTA negotiations in 2010 and expand the circle of protection to a world level through increasing member countries to major powers / regions along with bilateral agreements	MOFA MIC MOJ MOF MEXT METI
38	Reinforcement of measures against IP infringement through bilateral consultation (Short-term)	While fostering cooperative relationships with the countries / regions where infringement has occurred, seek actions from these countries to strengthen measures against counterfeit and pirate goods based on the specific infringement situation related to industrial products and contents	MOFA MEXT METI MAFF NPA MIC MOF

V. Process chart

(Refer to appended table)

Appended Table

“Intellectual Property Strategic Program 2010” Process chart

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014-2019
I .To establish international standards in the specific strategic fields for international standardization								
1	Formulation of standardization roadmaps in the specific strategic fields for international standardization (Short/Medium-term)	The private sector and the public sector integrally formulate strategies for the enhancement of the competitiveness focusing on the intellectual property managements including standardization roadmaps in the specific strategic fields for international standardization.	Cabinet Office	Formulating the strategies for the enhancement of competitiveness including standardization roadmaps in the strategic sectors for international standardization in cooperation with related agencies and ministries	Enforcing the strategies for the enhancement of competitiveness in each field in cooperation with related agencies and ministries			
			MIC					
			MEXT					
			MHLW					
			METI					
			MLIT					
MOE								
2	Integrated promotion of the creation/protection of intellectual property and standardization thereof (Medium -term)	Promoting the standardizations in problem-solving and demonstrative R&Ds in an integrated manner. Promoting the creation/protection of intellectual properties in differentiated areas and the standardizations in other areas in an integrated manner.	METI	Establishing an IP Working Group (provisional title) and deliberating on an integrated promotion of the protection of IP and standardization thereof	Promoting based on the deliberation results			
			MIC	Drawing a conclusion on measures to integrally promote the standardization in problem-solving and demonstrative R&Ds in the “ICT Policy Task Force for a Global Era” (September 2010)	Integrally promoting the standardization in problem-solving and demonstrative R&Ds based on the conclusion			
			MLIT	Deliberating on measures for demonstrative experiments toward the international standardization	Implementing demonstrative experiments toward the international standardization			
3	Construction of joint R&D programs in the Asian region (Short/Medium-term)	Planning and promptly constructing a joint R&D program based on the partnership not only with the United States and EU but also with Asian countries in FY2010 with a view to the standardization and commercialization for creating new businesses in the Asian region and finding partners to make a suggestion on and establish the international standardization	METI	Creating “Asia-Pacific Industrial Science &Technology and International Standardization Cooperation Program” (provisional title)	Implementing joint R&D based on the program mentioned on the left			
			MIC	Drawing a conclusion on joint R&D program in the “ICT Policy Task Force for a Global Era” (September 2010)	Implementing joint R&D program based on the conclusion			
			MLIT	Deliberating on research exchanges with Asian countries toward the international standardization	Consulting with countries toward joint R&D	Implementing joint R&D program		
4	Systematic measures for the standardization in the Asian region (Medium -term)	Systematically striving to the standardization in the Asian region and accurate verification thereof	METI	Creating “Asia-Pacific Industrial Science & Technology and International Standardization Cooperation Program” (provisional title)	Implementing based on the program)			
			MIC	Drawing a conclusion on measures for the standardization and verification in the Asian region in the “on ICT Policy Task Force for a Global Era” (September 2010)	Implementing measures in the standardization and verification for the Asian region based on the conclusion			
			MLIT	<ul style="list-style-type: none"> Promoting the international standardizations by formulating an action plan in the existing international scheme Constructing the container logistics information service (Colins) toward the international standardizations and leading discussions on the international standardizations 				
5	Comprehensive support including the forum standards (Short-term)	Not only supporting the conventional de jure standardization but also comprehensively supporting international standardization activities including the forum standardization which contributes to the enhancement of competitiveness of Japanese industries	METI	In addition to the support for the de jure standardizations, individually investigating the trend of typical forum activities and deliberate on necessity of the support for those forums	Implementing the support based on deliberation results			
			MIC	Drawing a conclusion in the “ICT Policy Task Force for a Global Era” (September 2010)	Implementing the comprehensive support for standardization activities in various standardization organizations and forums after strategically narrowing down prioritized fields			
			MLIT,	Supporting the international standardizations including the forum standards for internationally competitive systems				

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014~2019
6	Developing specialists of international standardization activities (Medium-term)	Developing specialists of international standardization activities who have acquired not only technical knowledge but also IP and business knowledge and negotiation skills on a field	METI MIC MLIT	Deliberating on measures for developing specialists • Promoting existing human resources developments through trainings and seminars • Deliberating on a new method of human resources development	Implementing the support for developing specialists based on deliberation results			
7	Founding a screening system for standardization specialists (Medium-term)	Deliberating and reaching a conclusion for founding screening/accreditation systems on the standardization management with a view to dissemination of knowledge on the standardization and "visualization" of skills of specialists of international standardization activities	METI	Deliberating and reaching a conclusion for founding screening/accreditation systems				
8	Promoting awareness raising in the private sectors (Short-term)	Encouraging private sectors' understanding and awareness raising concerning standardization activities that contribute to business management	METI MIC MLIT	Enhancing private sectors' understanding on the international standardizations • Holding training courses and seminars for business executives • Exchanging opinions with business owners and specialists of standardization activities				
9	Practicing IP management (Medium-term)	Educating executives of internationally competitive businesses mainly in the specific strategic fields for strengthening awareness-raising on and measures for IP management including international standardization strategies by the entire company. In addition, actively providing consultation and support for prospective businesses by each case	METI	• Establishing "IP Working Group (provisional title) with the participation from the private sectors, analyzing cases of different countries, and deliberating on a course of effective and necessary approaches to integrally and effectively utilize the protection of IP and the standardization • Holding training courses and seminars for business executives • Providing consultation/support services for prospective businesses by each case	Implementing necessary approaches according to deliberation results of the working group mentioned on the left			
10	Studying and supporting for the international standardization of fair evaluation methods and support for the international standardization (Short-term)	Supporting studies to find out fair evaluation methods and appropriate standards, standardizations thereof, and accurate accreditation of those international standards	METI MIC MLIT	• Deliberating on the support for studies to find out fair evaluation methods and appropriate standards and standardization thereof • Promoting the participation of accreditation organizations in R&D projects (METI)	Implementing the support based on deliberation results			
11	Supporting for transmitting information on regulations/specification to overseas (Short-term)	Supporting the translation of Japanese regulations/specifications and the dissemination to overseas	METI MIC MLIT, MOE	Supporting the translation of Japanese technical guidelines and regulations/specifications disseminating them to overseas				

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium -term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014~2019
II. Promotion of Growth Strategies at the core of strengthening of contents								
1	Creation of a mechanism to supply overseas development funds (Short/Medium-term)	Promptly set up of funds, as a mechanism to provide financial resource for overseas development, and in order to promote investments for contents production by private funds, examine the transparency of input funds and the feature of assistance from tax and fiscal viewpoints.	METI	Establishing a contents overseas operations fund	Creating cases that make a profit based on the rights of Japanese contents through managing the fund to promote the investment from inside and outside the contents industry, and deliberating on transparent use of the invested fund and a course of support from a viewpoint of tax and finance			
			MIC	Deliberating on a course of support for private funds from a viewpoint of tax and finance	Implementing the development of an environment for activating private fund activities based on the deliberation results mentioned on the left			
2	Acquisition of distribution channels in overseas (Short-term)	Acquire distribution channels by securing the program frame for overseas channels in Asia and utilizing distribution companies, collecting information and assisting for distribution bases to arrange with local companies	METI	<ul style="list-style-type: none"> Developing overseas bases to collect information on overseas contents markets in China and other countries Developing a system to support the overseas operations of Japanese companies by utilizing lawyers and accountants familiar with circumstances of the industry, legal duties and accounting 	Support the securing of overseas channels through the expansion of base areas and the enhancement of support system			
			MIC		Promoting overseas operations of contents by creating opportunities to continuously transmit them to overseas through overseas broadcasters			
3	Assistance for promoting international collaborative production (Short/Medium-term)	Strengthen intermediation functions to make international collaborative production and attraction of film shooting, and examine the assistance method from tax and fiscal viewpoints to subsidize a certain ratio of domestic production expenditures as an incentive.	METI	Deliberating on a course of support for incentive for international joint production	Implementing by constructing a support system for international joint production based on deliberations results mentioned on the left			
			MIC	Founding "Contents Overseas Operations Promotion Consortium (provisional title)" to deliberate on support measures for promoting international joint production	Based on deliberation results mentioned on the left, implementing such support measures for international joint production promotion as soliciting/inviting overseas media, cooperation for production and translation	Continuously implementing support measures for international joint production promotion, and implementing sharing of know-how, global operations of broadcasting contents, support measures for international joint production with Asian countries		
4	Conclusion of international collaborative production agreements (Medium-term)	Conclude international collaborative production agreements with countries including Asian countries.	MOFA	Cooperating with related agencies and ministries concerning the deliberation on countries with which the international joint production agreement should be concluded and necessary matters as its contents	Realizing the agreement conclusion by sequentially negotiating with countries with which the agreement should be concluded in cooperation with related agencies and ministries			
			METI	Deliberating on countries with which the international joint production agreement should be concluded and necessary matters as its contents				
5	Promotion to attract film shooting of large-scale movies (Medium-term)	In order to attract the shooting of big-scale movies, promote to facilitate various administrative procedures of related regulations and to promote understanding of local residents in the neighborhood.	METI	Deliberating on measures for promoting the enhancement of system to accept filming from foreign movies with a view to supporting for filing in designated areas in cooperation with domestic film commissions and related agencies and ministries	Implementing measures in cooperation with domestic film commissions and related agencies and ministries based on deliberation results mentioned on the left			
			NPA	Providing necessary information on the permission for road use in response to the above-mentioned deliberation on promoting the enhancement of system to accept filming of foreign movies	Implementing approaches to provide a body that films a large-scale movie with necessary information			
			MLIT,	Providing necessary information on the permission for extra service in using filming cars in response to the above-mentioned deliberation on promoting the enhancement of system to accept filming of foreign movies	Implementing cooperation necessary for the said measures			

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium -term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014~2019
6	Comprehensive dissemination utilizing events at home and abroad (Short-term)	Utilizing the famous events at home and abroad starting with co-festivals (comprehensive holdings of movie festivals, games, drama and other events), comprehensively disseminate Japan's attractions ranging from contents, fashion, tourism. And, expand the range of the popularity of Japanese contents through the invitation of users from overseas and the enhancement of Japanese language education	MIC	Supporting comprehensive contents transmission utilizing events, for example, holding "International Drama Festival" as part of the major event of the Co-Festa	Feeding back the results of project and implementing an improved cooperation method			
			MEXT	<ul style="list-style-type: none"> Comprehensively transmitting Japanese media art by holding Agency for Cultural Affairs Media Art Festival and through regional exhibitions, overseas exhibitions and introduction of art on the website (media art plaza) Deliberating on the cooperation with other events 	Feeding back the results of project and implementing it in cooperation with over events			
			METI	<ul style="list-style-type: none"> Continuously implementing the Japan International Contents Festival (Co-Festa) Comprehensively transmitting information by exhibiting at the Japan Expo held in Paris in July in cooperation with related agencies and ministries 	From a viewpoint of strengthening its function of the co-festa as an international fair, deliberating on measures for improving the international recognition, enhancing the ability to attract customers such as foreign buyers, etc., strengthening overseas operations and strengthening the hub functions, and implementing those measures			
			MLIT	Transmitting information combining contents with the trip to Japan by exhibiting at the Japan Expo held in Paris in July in cooperation with related agencies and ministries	Feeding back the results of project and implementing an improved cooperation method			
			MOFA	Implementing projects to lead the interest of the youth who are attracted to Japanese pop culture into deeper understanding on Japan and Japanese education by exhibiting at the Japan Expo held in Paris in July through the Japan Foundation in cooperation with related agencies and ministries	Feeding back the results of project and implementing an improved cooperation method			
7	Establishment of a mechanism of direct delivery to overseas users through the Internet (Short/Medium-term)	Assist for establishment of a mechanism to deliver Japan's animation and music to overseas over the Internet.	METI	Deliberating on the support for constructing an Internet distribution portal site of animation and comics for the entire world according to the private sector's needs	Implementing the support for overseas operations of animation and comics based on deliberation results mentioned on the left			

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium -term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014~2019
8	Relaxation of contents regulations in various foreign countries (Medium-term)	Strongly appeal to various foreign countries to relax regulations on contents such as bans on Japanese dramas on terrestrial broadcasting, bans on sales of foreign-made game machines and distribution restrictions on games and quantitative restriction on visual contents from foreign countries, and realize them.	MOFA MIC MEXT METI	Organizing countries for which Japan should require the relaxing of regulations, setting of priorities of matters in regulations to be relaxed, and how to advance the process	Discussing with countries concerned at the bilateral discussions (Japan-China Economic Partnership, Japan-Korea Economic Director Meeting) and realizing the relaxing of regulations Promoting international joint production and implementing play up of successful cases through multilateral and bilateral international dialogue such as the "Asia Contents Business Summit" and the "Japan-China-Korea Culture Contents Industry Forum"			
9	Digitization of educational contents (Medium-term)	Carry out the enhancement of educational contents ranging from digitalized textbooks and study materials	MEXT MIC	<ul style="list-style-type: none"> Formulating "Informatization Vision of Education (provisional title) for promoting the informatization of school education strategically and integrally including a future course of digital textbooks/materials at the "Council on Informatization of School Education" in order to deliberate on comprehensive promotion measures concerning the informatization of future school education (elementary school and junior high school level), and comprehensively promoting information and communications technology in cooperation with related agencies and ministries from hard, soft and human aspects Digitalizing materials, etc, provided by MEXT 	<ul style="list-style-type: none"> Studying on and developing teaching methods utilizing digital materials Providing classes utilizing digital textbooks (digital materials in compliance with textbooks) and digital materials at all schools Accumulating and sharing software (digital materials) easy to use in classes such as images and pictures as a database, deliberating on useful utilization methods (utilization of cloud computing), and basic enhancement/strengthening of the system and function of the National Information Center for Educational Resources (NICER) 			
				Steadily promoting the "Future School Promotion Project," and concerning digital textbooks/material contents, uniformly providing digital materials (textbooks) by education cloud in this project, and deliberating on all-in-one digital materials and its network distribution as a method of utilizing tablet PCs			Implementing approaches for enhancing digital textbooks and materials by various information terminals and digital equipment by each child/student	
10	Reinforcement of production assistance for contents produced locally (Short-term)	Expand production assistance for locally produced contents including the promotion of tourism	MIC MLIT, METI	<ul style="list-style-type: none"> Supporting the production of regional contents, and promoting overseas operations of contents by securing broadcasting slots in other countries to create opportunities for continuous transmission of Japanese contents to the world Developing digital contents in each region, distribution infrastructures, and "Regional Contents Cloud (provisional title)" and implementing "Regional Contents Creation Project (provisional title) including the development of "Regional Contents Producers (provisional title)" 	Implementing projects for promoting the visit Japan trip utilizing regionally-based contents			
				Striving to develop human resources who can realize the increase in tourists through contents production utilizing regional resources, implementing approaches related to image production for the purpose of regional promotion on a trial basis under cooperation between regional universities and the local economy, and systematizing its know-how as a curriculum				

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014-2019
11	Promotion of the utilization of outside production operators by NHK (Short-term)	In view of the broadcasting a wide variety of programs, realize creation of production opportunities through promoting of NHK, as the public broadcasting organization, to utilize outside producers (including excellent young producers).	MIC	Promoting approaches by NHK to increase the ratio of outsourced programs and joint production programs in BS digital broadcasting that starts in April 2011				
12	Promotion of formation of a contents version COE (Medium-term)	In addition to the cultivation of human resources related to contents (including education for workers), assist universities that carry out core roles with research and development functions, and promote the formation of a base (contents version COE (Center of Excellence)) for which creators domestically and abroad to gather.	MEXT	<ul style="list-style-type: none"> Implementing the support for establishing COEs like "Global COE Program" at universities after deliberating on its future course Constructing information base/consortium that play a central role of information collection/transmission on media art as well as collaboration/cooperation among related cultural facilities and universities 		Prioritized developing of high-level/medium-level human resources of the contents fields by high-quality educational programs, and Improving and updating educational programs by collaboration among technical schools, universities and the industrial world		
				Constructing a framework model concerning human resources development such as the contents field by collaboration among technical schools, universities and the industrial world	Expanding the program development by collaboration among technical schools, universities and the industrial world			
			METI	Implementing the development of systems for human resources development/technical development cooperation in 3D animation images for promoting the creation of new media utilizing Japanese universities and contents				
			MIC	Deliberating on how to explore future-generation production technologies of contents production	Providing universities with the support for exploration of future-generation production technologies of image contents based on deliberation results on the left			
13	Establishment of networks with overseas creators (Short-term)	In order to cultivate creators and producers with worldwide validity, carry out assistance for the cultivation of human resources in relation to the establishment of networks overseas through dispatches of human resources abroad	MEXT	Dispatching new creators and producers to overseas in the new artist overseas training system				
			METI	<ul style="list-style-type: none"> Implementing projects to support the overseas study at educational institutions of the state-of-the-art movie/image production in the United States, etc. Creating a curriculum which is used as a common text in Asia in cooperation with concerned parties in Asia to share experiences of producers in the Asian region and promoting its adoption in major educational institutions in Asia utilizing the "Asia Contents Business Summit (ACBS)" 				
			MIC	Deliberating on measures for developing human resources in the contents fields through exchanges with foreign creators	Based on deliberation results mentioned on the left, implementing measures for developing human resources in the contents field through exchanges with foreign creators			

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014~2019
14	Upgrade of the production process for animation and visual contents (Short-term)	Realize the cultivation of human resources specialized in the upgrade of the production process for animation and visual contents (for instance, sharing the production knowhow and 3-Dimensionalization)	METI	<ul style="list-style-type: none"> Deliberating on an idea of constructing infrastructure for CG animation joint production in the Asian region in order to supply management support tools/production support tools by connecting the production process (pipeline) between an animation production company and an image contents production company Creating and disseminating a standard curriculum of skills by the instructions from animation experts and a new curriculum for learning production technology such as CG and 3D 	Based on deliberation results mentioned on the left, deliberating on and implementing an idea of constructing infrastructure according to the private sector's needs for CG animation joint production in the Asian region in order to supply management support tools/production support tools by connecting the production process (pipeline) between an animation production company and an image contents production company			
			MIC	Deliberating measures for developing an environment for future-generation image contents production such as 3D and the multi-view image encoding technology	Based on deliberation results mentioned on the left, developing an environment for producing future-generation image contents			
15	Promotion of accommodation of human resources for contents from Asia (Medium-term)	Arrange the environment for promoting accommodation of human resources for contents from Asia	METI	Deliberating on a possibility of improving the contents production capability of domestic producers by the production know-how of foreign human resources with advanced expertise by accepting human resources from Asia, etc., who own advanced expertise		Based on deliberation results mentioned on the left, developing an environment for promoting the acceptance of foreign human resources from Asia, etc.		

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014~2019
16	Holding of workshops concerning digital contents (Short/Medium-term)	Through assistance for workshops, promote education for producing digital contents from stages of elementary and junior high schools.	MEXT	Deliberating on measures for developing advanced ICT human resources in regions for children in elementary schools, junior high schools and high schools	Based on deliberations mentioned on the left, developing curriculums by the industry-academia collaboration	Implementing the following measures to develop advanced ICT human resources in regions for children in elementary schools, junior high schools and high schools (implementing projects to develop advanced ICT human resources in regions intensively (e.g. training camp) and continuously (e.g. more than 2 years in principle for each student) for the digital native generation (children in elementary schools, junior high schools and high schools) in cooperation with the industrial world and universities, and supporting designing/production of digital products and learning of programming technique for children ("Digital Native Gateway") and providing opportunities to inspect Japanese and overseas leading-edge companies and research institutions)		Developing about 3,000 advanced ICT human resources annually according to their age (about 60 in each prefecture)
						Developing about 1,500 advanced ICT human resources annually according to their age (about 30 in each prefecture)		
17	Improvement of creative activities by first class creators' school visits (Short-term)	Through school visits by first class creators and education activities to enhance communication capabilities for elemental school students, improve opportunities for creative activities and education for intellectual property at formal education.	MEXT	Implementing systematic and continuous workshops by dispatching lecturers to elementary schools and junior high schools through active learning of great stage art for children, and deliberating on the enhancement of opportunities for creative activities in school education and the promotion of communication education activities	Based on deliberations mentioned on the left, implementing necessary measures			
18	Obtaining of publication opportunities (Short-term)	Find young creators, obtain publication opportunities by assistance for short film production and movies festivals	METI	Establishing a place where future-generation young creators can be found by top creators from Japan and other countries and those creators can produce and present at the Japan International Contents Festival (Co-Festa)		Planning and implementing measures for providing places to present products in overseas and promoting exchanges with foreign creators in cooperation with overseas operations of the Co-Festa to expand the stage to overseas		
			MEXT	Supporting domestic film festivals and promoting the development of young film writers by means of support for short films				

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014-2019
19	Clarification of rights processing rules for secondary creation (Medium-term)	Clarify rights processing rules for secondary creations (including parody) and collaborative creations over the Internet	MEXT	Concerning the clarification of rules for right processing of contents produced by various persons on the Internet, deliberating on a possibility of addressing by legislative proceedings or agreement, and summarizing a report in FY2010 at the Subdivision on Copyright, the Council for Cultural Affairs	Implementing necessary measures based on contents of the report mentioned on the left			
			METI	Concerning the right processing related to contents distribution, deliberating on a future course of the "multiple right processing system" in which a right holder of digital contents or a contents holder provides a permission, controls the use and sets a price by himself from a viewpoint of reducing the contract/transaction costs, and implementing a basic designing of the system and demonstrative projects	Collecting cases of right processing of secondary production through the approaches mentioned on the left, and clarifying the rules for it			
			MIC	Presenting specific conclusions on a future course of rules by deliberating on the rules for right processing of joint production/secondary production of image contents and division of earnings (special cyber zone, etc.)	Based on deliberations mentioned on the left, formulating right processing rules for contents of joint production/secondary creation as well as a model divisor of profits division			
20	Rule formation for partial excerpt of contents on the Internet and rule formation of Internet broadcasting (Short-term)	Starting from partial excerpt of contents and applications in broadcasting over the Internet, assist rule formation between related parties in private sectors based on international trends in order that business development in the future is to be facilitated.	MEXT	Deliberating on measures concerning partial citation of contents on the Internet and broadcasting on the Internet and their necessity so that rules among parties concerned in the private sector will be established	Based on deliberations mentioned on the left, implementing measures for providing support as necessary			
21	Promotion of archiving of contents and their digitization and networking movements (Short/Medium-term)	Regarding Japan's contents as national cultural properties, improve archives for creative infrastructure, through assistance for archiving of visual contents and assistance for digitization and networking movement of various archives regarding Japan's pop culture	MEXT	<ul style="list-style-type: none"> Implementing projects for constructing the information base of media art and consortium (5 collaboration projects, etc.) Implementing the media art digital archive project and the archive project at the Film Center, National Museum of Modern Art, Tokyo 	<ul style="list-style-type: none"> Enhancing projects for constructing media art information bases and consortium Continuously implementing the media art digital archive project and the archive project at the Film Center, National Museum of Modern Art, Tokyo 			
22	Strategic utilization of NHK's properties on broadcasting programs (Short/Medium-term)	Grasping the accumulation of the visual and audio contents produced by NHK as public valuable properties, promote strategic utilization of them	MIC	Analyzing and evaluating the status of approaches for effective utilization of resources of broadcast programs such as NHK's archive works, etc.	Encouraging the approaches by NHK so that their resources of broadcast programs are utilized more based on the analysis/evaluation mentioned on the left			
23	Promotion of conservation of broadcasting programs by private broadcast stations (Short/Medium-term)	With reference to the contents of private broadcast stations, assist the promotion of accumulation of contents led by the private sector	MIC	Deliberating on support measures for promoting the digital conservation of programs owned by broadcasters	Based on deliberations mentioned on the left, implementing necessary measures			

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014~2019
24	Creation of specific district for contents (Short-term)	Locate a "specific district for contents," enhance an environment to conduct a trial of new technology and service in the specific district, and create an international place to promote creation of pioneering contents and attractions for international contents production.	METI	Implementing demonstrative projects by making towns and commercial areas themselves media (e-space) using various information and communications technologies and by setting a place to create new services such as the location information interlocking service				
			MIC	Deliberating on promotion measures by the special contents zone	Supporting the development of new business models through demonstrative experiments			
			MEXT	Approaches and collaboration by the METI and the MIC concerning problems of copyright and licensing agreement in each project				

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014-2019
25	Enhancement of infrastructure to create new media (Short/Medium-term)	Provide infrastructures for new media through assistance for demonstration experiments and standards formulation of mobile broadcasting and digital signage, full coverage of broadband in Japan, promotion of white space utilization, assistance for dissemination of IPTV and environmental enhancement for cloud computing.	MIC	Deciding entering business operators by developing systems related to the infrastructure development of multimedia broadcasting (contract broadcasting) for mobile terminals provided by using frequencies from 207.5MHz to 222MHz	Developing systems for multimedia broadcasting for mobile terminals provided using frequencies from 90MHz~108MHz			
			Holding "Study Group on Future of Radio and Regional Information Media" and drawing a conclusion on a future vision of regional information media including multimedia broadcasting for mobile terminals provided using 90MHz~108MHz					
				Deliberating at the "Review Team on International Standardization Strategies" under the "Task Force on ICT Policies in the Global Era" concerning standardization policies for digital signage, and drawing a conclusion (September 2010)	Promoting the standardization related to digital signage by implementing demonstrative experiments			
				Disseminating the broadband service to all households until the end of FY2010	Developing FTTH by means of public development in areas where broadband cannot be provided only by the private sector's services			
				Formulating measures for effective use of radio waves including the utilization of white space at the "Review Team on New Visions for Utilizing Radio Waves"	Exploring new methods of using radio waves utilizing white space by R&D and demonstrative experiments			
				Implementing demonstrative experiments based on the meta data requirements for IPTV distribution considered at IPTV Forum Japan	Implementing the standardization based on the achievements of the demonstrative experiment conducted in the previous year at IPTV Forum Japan			
				Establishing technologies by R&D on a highly reliable and energy-saving network control technology that supports the cloud service and implementing the standardization according to the necessity in collaboration with private forums				

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014-2019
26	Relaxation of regulation for contents delivery/broadcasting (Short-term)	Formulate the measures for effective utilization of radio waves ranging from the utilization of white space within fiscal 2010, as well as promptly provide comprehensive legal systems for communications/broadcasting in response to digitization.	MIC	Submitting to the Diet a "Bill on Partial Revision of the Broadcast Act, etc.," concerning the development of comprehensive legal system of communications and broadcasting	Promptly developing related cabinet and ministerial orders			
				Formulating measures for effective use of radio waves including the utilization of white space at the "Review Team on New Visions for Utilizing Radio Waves"	Exploring new methods of using radio waves utilizing white space by R&D and demonstrative experiments			
27	Promotion of electronic delivery of books (Short/Medium-term)	With regard to promotion of electronic delivery of books, keeping in mind an expanded reproduction of knowledge, improve environment for the promotion of digital archiving of the National Diet Library (NDL) and electronic book deposit to NDL in the non-commercial sector. And assist formulation of standards in the private sector, formation of right process rules and measures for the formation of business models in the commercial sector	MIC MEXT METI	Continuously holding the "Council on Promoting the Use of Publications in the Digital Network Society" which has been jointly held by MIC, MEXT and METI since the last fiscal year to deliberate on promoting the use of publications in the digital network society with parties concerned such as writers and publishing companies and draw a rough conclusion until June	Deliberating on and implementing necessary countermeasures based on the conclusion decided by the "Council on Promoting the Use of Publications in the Digital Network Society" to be held in FY2010			
28	Promotion of electronic delivery of broadcasting programs (Short-term)	In order to promote electronic delivery of broadcasting programs, assist unification of rights process and rule formation in transfer to mobile equipment. In addition, for the promotion of IPTV, come to grips with stimulation to provide cutting edge services in on-demand services by NHK and private broadcasting operators.	MIC	Implementing the unification of counters of right processing works and demonstrative experiments to find unknown right holders in order to promote the unification of right processing in the image field	Implementing demonstrative experiments for the unification of search of unknown right holders in order to promote the unification of right processing in the image field	Implementing demonstrative experiments such as the electronic licensing system of right processing works in order to promote the unification of right processing in the image field		
				Implementing demonstrative experiments that contribute to the standardization of meta data which are different by each contents platform in order to alleviate the burden of contents producers	Implementing the standardization in IPTV Forum Japan based on the achievements of the demonstrative experiments conducted in the previous year			
29	Promotion of digitization/3-Dimensionalization for movie theaters (Short-term)	Assist digitization and 3-Dimensionalization of movie theaters.	METI	Deliberating on methods of promoting the digitization/3D modification of theaters	Promoting the digitization/3D modification of theaters based on the deliberation mentioned on the left			

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014~2019
30	Assistance for demonstration experiments for contents delivery with new forms (Short-term)	Assist demonstration experiments in relation to contents delivery with new forms utilizing the characteristics of electronic delivery	METI	Supporting based on the results of deliberation in "7 Construction of System for Direct Online Distribution to Foreign Users" and "27 Promotion of Online Distribution of Books"				
			MIC	Implementing the ubiquitous special zone project including the contents online distribution through new distribution channels utilizing multi-one-segment service	Collecting reports as necessary for commercialization			
31	Standardization of platforms (Short-term)	With reference to important platforms (e.g. 3D images and IPTV), formulate and carry out strategies including a standardization roadmap with public and private working in unison, and assist demonstration experiments and international standardization in an integrated manner.	MIC	Implementing demonstrative experiments based on the meta data requirements for IPTV distribution considered at the IPTV Forum Japan	Implementing the standardization at the IPTV Forum Japan based on the achievements of the demonstrative experiment conducted in the previous year			
				Deliberating on standardization policies of 3D images at the "Review Team on International Standardization Strategies" under the "Task Force on ICT Policies in the Global Era" to draw a conclusion (September 2010)	Promoting the standardization, etc., in the private sector			
			METI	<ul style="list-style-type: none"> • Implementing the following measures for promoting the platform business in Japan - Developing technologies/techniques of attractive 3D image production - Studying production workflow "improvement" - Improving/disseminating the biological safety guideline of 3D images, and implementing the international standardization of ISO - Setting places for production and presentation of images which use the 3D technology, a new image expression method, for prospective creators from Japan and other countries - Implementing human resources development of the 3D technology in the animation field • Extracting issues by modifying the technical strategy map for promoting technical development, support for standardization and development of systems in order to create promote the creation of new media using contents, disseminating and publicizing them 				
32	Promotion of platform competition (Medium-term)	Regarding important sectors (e.g. books), stimulate competition between platforms and formulate non-exclusive multiplatform strategies with public and private cooperation in an integrated manner from the standpoint of user convenience.	METI	Striving to develop an environment for formulating global specifications and constructing platform business models on electronic books from a standpoint of encouraging the competition among platforms				
			MIC	Deliberating on the standardization of technologies that allows contents holders to use contents for multiple purposes in various distribution channels and platforms	Implementing demonstrative experiments to standardize technologies that allows contents holders to use contents for multiple purposes in various distribution channels and platforms	Supporting the deliberation on business models that allows multi-use of contents based on the achievements of the demonstrative experiments		

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014-2019
33	Examination of business models for platforms (Medium-term)	Examine environmental arrangements for the establishment of business models with merits for both platform businesses and contents businesses ranging from shares of market information.	METI	Implementing the deliberation on constructing platform business models of electronic books from a standpoint of constructing beneficial business models for the both parties		Implementing the construction of platform business models based on the results mentioned on the left		
			MIC	Deliberating on issues related to the current development of environment for constructing platform business models	Developing an environment toward the construction of platform business models			
34	Conclusion of ACTA negotiations and the expansion of member countries after conclusion (Short/Medium-term)	Conclude negotiations of the Anti-Counterfeiting Trade Agreement within 2010, and expand the circle of protection worldwide through the expansion of member countries to major countries and major regions and bilateral agreements.	MOFA	Try to conclude the negotiation within 2010 by collaboration among related agencies and ministries by continuous negotiations with countries concerned	/	Extending the network of protection to the world through the expansion of number of member countries and bilateral agreements after deliberating on the principles by collaboration among related agencies and ministries		
		MIC						
		MOJ						
		MOF						
		MEXT						
		METI	Works to conclude the agreement in Japan					
35	Reinforcement of measures against copyright infringement through bilateral consultation (Medium-term)	Strongly appeal to the reinforcement of contents infringement countermeasures, through cross-sectional bilateral consultation with related ministries and agencies and consultation about copyrights against the governments of countries or regions where infringements occurred, based on specific contents infringement situations, and realize corrections.	MOFA	Making requests and cooperating for strengthening the countermeasures against copyright infringement in collaboration with related agencies and ministries to improve the status of copyright infringement in Japan through various places of discussion (see the following opportunities) with countries and regions where infringement has occurred taking into account the increased importance of digital contents, worsening status of infringement, and the request from the industrial world - Japan-China Economic Partnership Consultation - Japan-China High-level Economic Dialogue - Japan-Korea High-level Economic Consultation - Japan-China Copyright Meeting - Japan-Korea Copyright Consultation - Japan-China Intellectual Property Right WG - Joint Mission of the Private and Public Sectors, etc.				
		MEXT						
		METI						
		MIC						
Relisted	Establishment of a mechanism of direct deliver to overseas users through the Internet (Short/Medium-term)	Assist for establishment of a mechanism to deliver Japan's animation and music to overseas over the Internet.	METI	Deliberating on the support for constructing an Internet distribution portal site of animation and comics for the entire world according to the private sector's needs	Implementing the support for overseas operations of animation and comics based on deliberation results mentioned on the left			

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014~ 2019
36	Reinforcement of access control avoidance regulations (Short-term)	Strengthen regulations on avoidance device by the expansion of target behaviors (production of device and provision of services), expansion of target equipment (relaxation of the "only" requirement), application of criminal penalties and introduction of border measures, arranging appropriate exception provisions not to bring in diminish in product development and R&D, as well as introduce regulations on certain avoidance behaviors for access control to protect copyright. In this respect, compile a draft of the specific legal system reform plan within fiscal 2010.	MEXT METI MOF	Acquiring a specific reform plan on domestic regulation by necessary deliberations at the Council on Cultural Affairs and the Industrial Structure Council taking into account deliberations conducted by cooperating of the Cabinet, MEXT and METI Acquiring a specific reform plan on the border control by deliberating at the Councils on Customs and Foreign Trade" as necessary taking into account the status of deliberation on domestic regulation	Implementing necessary measures based on the results of deliberation mentioned on the left			
37	Promotion of measures against infringements by providers (Short/Medium-term)	In collaboration with Internet service providers and right holders, establish a practical mechanism to carry out new countermeasures (for example, transfer of warning mails and detection using technological methods) within fiscal 2010. In parallel, after verifying the Provider Responsibility Restriction Act, examine the necessity of system reform to guarantee actual efficiency, and obtain its conclusion within fiscal 2010. Moreover, provide necessary measures based on the situation of progress of the above actions.	MIC	<ul style="list-style-type: none"> Promoting the cooperating between providers and right holders at the Council on the Guidelines for the Provider Liability Restriction Law Constructing an effective system through establishing a coordinating committee consisting of parties concerned such as organizations of right holders, communications operators, video-posting site operators, broadcast operators <p>After reviewing the current Provider Liability Restriction Law, drawing a conclusion on the necessity of revising systems within FY2010</p> <p>Implementing demonstrative experiments on a system that facilitates the detection of infringement contents on the network and the request for removal to providers (constructing the detection system/request system for removal)</p>	<ul style="list-style-type: none"> Continuously supporting the promotion of cooperation system between providers and right holders Implementing measures that cover parties concerned such as revision of guidelines <p>Implementing measures taking into account the achievements of review</p>	<ul style="list-style-type: none"> Implementing demonstrative experiments on a system that facilitates the detection of infringement contents on the network and the request for removal to providers (improving for practical use of the detection system/request system for removal) Establishing a joint detection center that implements countermeasures against illegal distribution of contents on the internet by the cooperation among parties concerned 		

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014~2019
38	Promotion of authorized delivery service development (Medium-term)	Based on a viewpoint of measures against copyright infringement contents over the Internet, promote the development of authorized services by private businesses corresponding to consumer convenience.	METI	Deliberating on the support for constructing an Internet distribution portal site of animation and comic toward the world according to the needs of the private sector	Implementing the support for overseas operations of animation and comics from a standpoint of promoting authorized distribution based on the results of deliberation mentioned on the left			
			MIC	Unifying counters of right processing works, and implementing demonstrative experiments for finding unknown right holders in order to promote the unification of right processing in the image field	Implementing demonstrative experiments for unifying the search of unknown right holders in order to promote the unification of right processing in the image field	Implementing demonstrative experiments of the electronic authorization system right processing works in order to promote the unification of right processing in the image field		
39	Assistance for development of the prevention technology against copyright infringement (Short-term)	Assist development of prevention technology against copyright infringement and its utilization in the private sector.	METI	Developing a system that automatically detects circulation of illegal contents on the Internet and implementing demonstrative experiments to improve its effectiveness taking into account infringement occurring in China	Implementing effective countermeasures against illegal contents circulation on the Internet taking into account the achievements of experiments mentioned on the left			
			MIC	Implementing demonstrative experiments concerning systems that facilitate the detection of contents infringement on the Internet and the request for removal to providers (constructing the detection system/request system for removal)	Implementing demonstrative experiments concerning systems that facilitate the detection of contents infringement on the Internet and the request for removal to providers (enhancing the function of operability of the detection system/request system for removal)	<ul style="list-style-type: none"> Implementing demonstrative experiments concerning systems that facilitate the detection of contents infringement on the Internet and the request for removal to providers (improving the detection system/request system for removal for practical use) Establishing a joint detection center that implements countermeasures against illegal circulation of contents on the Internet by cooperation of parties concerned 		

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014-2019
40	Reinforcement of dissemination and awareness-raising activities concerning copyright infringement (Medium-term)	Strengthen dissemination and awareness-raising activities for consumers with public and private sector cooperation in unison.	MEXT	<ul style="list-style-type: none"> • Holding various lectures for the general public, personnel in charge of copyright-related works in prefectures, library staff and teaching staff, and implementing awareness-raising activities on the copyright protection for many people by developing a learning software of copyright and making it available to many people on the website • Regularly implementing intensive awareness-raising activities in collaboration with right holder organizations and related agencies and ministries 				
			METI	<ul style="list-style-type: none"> • Implementing an elimination campaign of counterfeit and pirated products (including the problem of copyright infringement contents on the Internet) • Regularly implementing intensive awareness-raising activities in collaboration with right holder organizations and related agencies and ministries 				
			MIC	<ul style="list-style-type: none"> • Raising awareness of users of telecommunications services • Providing support to consultation counters that respond to inquiries from mid-sized and small providers that received the request for removing information with suspected copyright infringement • Supporting for deliberating on and implementing effective methods of awareness raising and publicizing activities by all parties concerned at the Liaison Committee consisting of right holder organizations, communications service providers, video-posting site operators and broadcasters • Regularly implementing intensive awareness-raising activities in collaboration with right holder organizations and related agencies and ministries 				
41	Enforcement by the police (Short-term)	Carry out effective enforcement by the police.	NPA	Strengthening crackdown on malicious copyright infringement cases on the Internet such as the use of file sharing software (utilizing effective methods of investigation if necessary), and implementing active publicizing to prevent similar cases in collaboration with awareness-raising activities of the private and the public sectors				
42	Comprehensive review on issues over the copyright system (Medium-term)	Carry out a comprehensive review on issues over the copyright system corresponding to digitalization/networking (including protection period, the desirable compensation system), and obtain a conclusion by 2012 and successively carry out measures beginning from what can be done as a result of the reviews.	MEXT	<ul style="list-style-type: none"> • Concerning the compensation system, establishing a review committee by METI and MEXT in order to advance deliberations on the balance of improving usability of contents and protecting the right of creators for forming consensus of parties concerned, then based on the results of the said committee, striving to form consensus on revision of the compensation system by parties concerned. If interested parties agree to a certain degree, the Copyright Subcommittee of the Council on Cultural Affairs will start deliberations to summarize a system reform draft as soon as a conclusion is drawn • In addition, concerning various issues on the copyright system that responds to digitalization and networking, the Copyright Subcommittee of the Council on Cultural Affairs will deliberate on them in order and feasible measures will be implemented 				
43	Comprehensive review on issues over the copyright system (Short-term)	Out of No.42 comprehensive reviews for the copyright system, promptly provide the necessary measures for introduction of general provision of right restriction, based on the review so far, after compiling specific schemes for the enhancement of the legal system within fiscal 2010.	MEXT	Summarizing a specific plan for developing the legal system within FY2010 based on the results of deliberation so far, and implementing necessary measures for introducing it				
44	Comprehensive review on issues over the copyright system (Short-term)	Out of No. 42 comprehensive reviews on the copyright system, with respect to "indirect infringement," promptly provide the necessary measures, obtaining a certain conclusion concerning the legal requirements, including clarification of scope of injunctions within fiscal 2010.	MEXT	Advancing deliberations at the Copyright Subcommittee, Council on Cultural Affairs, and implementing necessary measures such as summarizing a system reform plan based on the results of deliberation at the Subcommittee				

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014~2019
Relisted	Rule formation for partial excerpt of contents on the Internet and rule formation of Internet broadcasting (Short-term)	Starting from partial excerpt of contents and applications in broadcasting over the Internet, assist rule formation between related parties in private sectors, based on international trends in order that development of businesses in the future is to be facilitated.	MEXT	Concerning partial citation of contents on the Internet and broadcasting on the Internet, deliberating on measures including their necessity so that the rule formation among parties concerned in the private sector will be promoted	Implementing measures for support as necessary based on the deliberations mentioned on the left			

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014-2019
III Industry cross-sectional enhancement measures for Intellectual Properties								
1	Creation of new assistance measures for applications (Short term)	As assistance measures for venture companies and SMEs inexperienced in patent applications, hearing the views of related persons, consider measures to alleviate the patent attorney's fee (e.g.: the Patent Pack Fee System (a low fee rate system combined fees to pay Japan Patent Office and patent attorneys)) and obtain a conclusion within FY2010	METI	Deliberate on new measures for supporting the application of venture companies and SMEs that are not familiar with patent application (e.g. package patent fee system) and its necessity by exchanging opinions with parties and organizations concerned including SMEs and patent attorneys,	Exploring measures as necessary in collaboration with other support measures for SMEs based on the results of deliberation			
2	Improvement of exemption systems of patent related fees (Short term)	With respect to exemption systems of patent related fees, expand it to be easily understandable and applicable by reviewing the scope of SMEs to a larger extent and reviewing the application procedures	METI	Make discount system of patent-related fees easy-to-understand and usable base upon deliberations at the Subcommittee on Patent System, Committee on Intellectual Property Policies, Industrial Structure Council				
3	Provision of assistance tools for procedure document preparations (Short term)	Develop and provide procedure document preparation assistance tools, making application procedures easy for patents, utility models, design and trademarks with functions to prepare documents of patent application and application for normal/accelerated examination simultaneously.	METI	Develop and provide a support tool for creating documents that facilitate the procedures at the time of application of patents, utility models, designs and trademarks (this tool has a function of creating documents necessary for patent application, for normal/ accelerated examination at a time)				
4	Improvement of assistance for overseas applications (Short term)	Improve subsidy system for overseas application costs	METI	In addition to patents add designs and trademarks to the scope of the subsidy system of foreign application cost Strengthening the appeal to local governments so that their participation in the subsidy system of foreign application fee and unique approaches to the support for foreign application are promoted				
5	Setting up one-stop consultation counters (Short term/Mid-term)	Along with setting up consultation counters all over the country to collectively receive a variety of inquiries concerning management of intellectual property which contribute to businesses from 2010, cultivate human resources to appropriately respond to a wide variety of consultations, and in parallel, strengthen cooperation between local governmental bodies and assistance agencies in local areas.	METI MAFF	Establish the one-stop consultation counter in each prefecture in the "problem-solving consultation/consulting project" Establish the comprehensive consultation counter for intellectual property related to agriculture, forestry and fishery at Regional Agricultural Administration Offices	<ul style="list-style-type: none"> Deliberate and hold seminars for human resources who work at consultation counters Strengthen the network among regional IP strategy headquarters, local governments and local support organizations and IP specialists while constructing a system to review so that the strengthening of the one-stop function will be carried out steadily 			
6	Improvement of assistance systems for venture companies/SMEs	Improve systems which can comprehensively give assistance from research and development to establishment of business, development of overseas business, and to taking measures against infringement, as well as cultivating and securing human resources to assist intellectual property activities for venture companies /SMEs.	METI	Deliberate on a future course of the development and secure of supporting human resources and, comprehensive support system at the Subcommittee on Patent System, Committee on Intellectual Property Policies, Industrial Structure Council, and drawing a conclusion	Implementing measures as necessary based on the results of deliberations			

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014~2019
7	Assistance for the formulation of brands for regional SMEs (Short-term)	For the establishment of brands using excellent resources including technologies and traditional culture in local areas, carry out examination on reinforcement of assistance measures for regional SMEs and take necessary measures.	METI	Deliberate on support measures for creating brands utilizing regional resources for regional SMEs including the development of bases of collecting and transmitting information in the prioritized markets, and implement necessary measures				
8	Establishment of food culture brands featuring local foodstuff	In order to promote activities to establish food culture brands featuring local foodstuff, assist the formulation of brand strategies including the delivery of information overseas and effective utilization of intellectual property rights while assisting development of products.	MAFF	Summarize future issues and countermeasures for them by investigating and analyzing advanced cases on the creation of brands of food culture nation widely	Implement the support for formulating brand strategies including the support for developing new products, information transmission to overseas, and effective utilization of design rights and trademark rights in order to promote the approaches of creating brands of food culture in collaboration with regional producers and parties concerned including the restaurant business			
9	Dissemination and enlightenment of intellectual property strategies (Short term)	Develop big-scale dissemination and enlightenment activities to permeate the importance of intellectual property strategies, including knowhow secrecy, to venture companies and SMEs management.	METI	Newly create easy-to-understand pamphlets for venture companies and SMEs that allows those who are not familiar with IP to understand the importance of IP strategies in the business management, and widely distribute them for financial institutions, etc.				
10	Expand penetration of trade secrets management (Short term)	Disseminate the guideline of trade secrets management.	METI	Widely distribute pamphlets for disseminating the "Trade Secret Management Policy" revised in April 2010 (which accompanied with a check sheet that allows self-diagnosis of the status of trade secret management and examples of various written contracts such as a non-disclosure contract) in cooperation with organization concerned, and hold a number of explanatory meetings				
11	Prevention unintended leakage of technologies to overseas (Short-term)	In order to prevent unintended leakage of technologies to overseas, develop dissemination and enlightenment activities to familiarize venture companies/SMEs and universities/research institutions, which provide technologies and export, with the response to the security trade management based on the Foreign Exchange and Foreign Trade Act, and support the construction of an autonomous export management system in those activities	METI	<ul style="list-style-type: none"> · Distribute pamphlets on the response to the security trade management based on the Foreign Exchange and Foreign Trade Act in cooperation with organization concerned, and hold nationwide explanatory meetings · For the construction of an autonomous export management system by venture companies/SMEs, hold nationwide seminars for them and send experts in export management to them, utilizing private bodies, etc. 				
12	Establishment of brands and promotion of utilization for intellectual property rights (Short-term)	Compile a collection of cases on an innovative brand strategy including a method of constructing new brands utilizing technologies and designs and on effective methods of utilizing IP rights to protect those brands, and utilize them for raising awareness of those who involve in constructing and maintaining brands including business managers so that the brand strategy is reflected on the company's management strategy	METI	Investigate advanced brand strategies and cases of utilizing IP rights for protecting those brands including a method of creating new brand utilizing technologies and designs, and compile a collection of cases	Implement awareness-raising activities for those who involve in creating and maintaining brands including the business managers utilizing the collection			

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014-2019
13	Demonstration experiments with user participation (Short term)	Advancing approaches including user-participating demonstrative experiments that specify a region (space) in order to create new businesses with the participation of general users	MIC	Implement demonstrative experiments with the participation of general users in designated areas as part of the "Support Project for Creating New Services Using ICT" (providing support for creating new services using ICT in order to solve issues in such fields as local industry, agriculture, medical services and health)				
			METI	Implement the collection of users' needs, the extraction of issues, and necessary deliberations by providing general consumers with demonstrative projects utilizing innovative and creative technologies and service models in order to promote the creation and dissemination of new market				
14	Development of AI systems (Agri Informatics System) (Short term/Mid-term)	Aiming at an unprecedented state of agriculture in the world, develop AI (Agri Informatics) systems to replace technologies and knowhow (implicit knowledge) of practical farmers with knowledge usable to farmers in general (formal knowledge) using IT, while examining control methods of intellectual property generated by such AI system.	MAFF	Deliberate on a method of IP management generated by the AI system			Try and evaluate the system (realize advanced agriculture management utilizing the AI system in 2015)	
				Conduct demonstrative experiment of an AI proto-type system in model farmers				

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014~ 2019
15	Formation of places where industry-academia-governments co-create with sharing the image of outcome of innovation for co-creation (Medium term)	Form places for joint research (co-creation) in which universities and public research institutes participate with their research results and researchers and multiple enterprises participate with funds and their researchers so that they can share the image of outcome of innovation.	METI	Developing facilities for conducting joint studies (state-of-the-art innovation bases, etc.) by the industry, academia and government toward the commercialization of state-of-the-art technologies in the region in collaboration with MEXT	<ul style="list-style-type: none"> Creating state-of-the-art cases of open innovation at bases in each region Promoting the development of human resources related to the improved functions of based and state-of-the-art technologies by utilizing graduates of the postgraduate study in the bases 			
				Supporting projects of conducting demonstrative/evaluation studies by the industry, academia and government toward the commercialization of state-of-the-art technologies under the joint research system in collaboration with MEXT	Supporting joint studies, technical demonstrations and projects for the international standardization conducted by the industry, academia and government at bases in each region in collaboration with MEXT			
				Promoting the formation of the world-class R&D base (Tsukuba Innovation Arena (TIA)) where the industry, academia and government gather together in the Tsukuba region in collaboration with MEXT. Developing study infrastructures, and implementing R&D by R&D projects focusing on the exit in order under a clear concept shared by parties concerned of the industry, academia and government	Intensively implementing R&D projects focusing on the exit at the Tsukuba Nanotechnology Base in collaboration with MEXT, developing necessary infrastructures as an industry-academia-government base, and forming a positive cycle human resources development and R&D by strengthening the human resources developing function by means of the industry-academia-government collaboration			
16	Construction of mechanisms which permit industry-government-academia to plan and promote R&D activities (Short term)	Permit industrial fields and universities to jointly own the image of outcome of innovation through close communication between them on the occasion of co-creation of knowledge, and start construction of a function (platform of "knowledge") to plan and promote R&D activities based on each role after expanding industry-university cooperation into fundamental research at the same time.	MEXT	Starting to construct a "place of joint creation by the industry and the academia" (platform of "knowledge") by implementing the "Industry-Academia Innovation Acceleration Project (Industry-Academia Joint Creation Basic Infrastructure Study)" on a trial basis in collaboration with METI taking into account deliberations at the Review Committee by experts	Expanding the industry-academia-government collaboration to the basic study level by implementing this project to construct a "place of joint creation by the industry and the academia" which encourages a cycle of "knowledge" through dialogue between two parties at a full level with a significant enhancement of the number of technical issues and the scale of R&D in collaboration with METI so that accelerating the creation of problem-solving innovation in the entire country			
17	Reform of existing research footholds in terms of operation (Medium term)	In existing research footholds and public research institutes, construct a system based on industry, government and academia management for co-creation opportunities in a responsible way according to their objectives and characteristics, along with mechanisms to enable enterprises to smoothly utilize advanced research facilities renovated at national expense, and to manage intellectual properties (including human resources) in joint research in which multiple enterprises participate.	MEXT	Confirming requests related to the management system, highly effective use of facilities and IP management rules of the existing research bases and public research organizations according to their purpose and characteristic, and implementing necessary deliberations/reviews	Continuously reviewing on and improving the management system, use of facilities and IP management rules as necessary so that the open innovation at research bases will be advanced			
			METI					

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014-2019
18	Restructuring and reinforcement of existing intellectual property management centers of universities and TLO (Technology Licensing Organization) (Short and medium terms)	From the perspective of promotion of industry-university cooperation that is useful for both industrial and academic fields, strengthen the industry-university cooperation function through restructuring (networking, wider area and specialization) the existing intellectual property management centers of universities and TLO and qualitative reinforcement of human resources for intellectual property management, while reviewing the state of evaluation of industry-university cooperation functions, including the indicators with regard to IP activities.	MEXT	Drawing a conclusion by deliberating on measures for strengthening the industry-academia-government collaboration function of IP headquarters at universities and TLOs in the Technology and Research Foundations Section, Council for Science and Technology, aiming at establishing a system that allows sustainable development of industry-academia-government collaboration organization in collaboration with METI		Strengthening the industry-academia-government collaboration function by a new industry-academia-government system		
			MEXT	Reviewing how to evaluate the industry-academia-government collaboration function under the collaboration between the two parties				
19	Fostering and securing experts for research management including IP management (Short term)	With a view of creating an environment where researchers can concentrate on their creative research activities, establish the social status of specialists who carry out research management, including IP management, and those who are responsible for advanced technical support, including utilization support of cutting-edge research facilities, and acquire top-rate talent.	MEXT	Deliberating on measures such as the development of specialized human resources (e.g. research administrators, science technicians), the clarification of carrier pass, and a nationwide training system	Developing a nationwide training system under a roughly 5-year plan, and starting to the development/securing of specialized human resources at universities, etc. so that the social status of specialized human resources such as research administrators and science technicians would be established at universities			
			MEXT	Continuously strengthening TLO's networking, widening of its service areas, its specialty and quality of IP management human resources by implementing the "Creative Industry-Academia Collaboration System Development Project" aiming at establishing a system that allows sustainable development of TLO in collaboration with MEXT		Implementing follow-ups of the approach mentioned on the left		
20	Penetration and enlightenment in universities (Short Term) Increase in research funds of foreign enterprises received by universities (Short term) Penetration and enlightenment in universities (Short Term) Increase in research funds of foreign enterprises received by universities (Short term)	Promote penetration and enlightenment activities on examination of patent application before publication of research findings in joint research while paying attention to the importance of publication of theses, and on the importance of the control of trade secrets and security export control. To increase the research funds from foreign enterprises and institutions, clarify cooperation rules with foreign enterprises and institutions with regard to joint research and delegated research on the basis of IP universities and public research institutes acquired at national expense. Promote penetration and enlightenment activities on examination of patent application before publication of research findings in joint research while paying attention to the importance of publication of theses, and on the importance of the control of trade secrets and security export control. To increase the research funds from foreign enterprises and institutions, clarify cooperation rules with foreign enterprises and institutions with regard to joint research and delegated research on the basis of IP universities and public research institutes acquired at national expense.	MEXT	Publicizing the importance of deliberating on patent application before the thesis presentation in a joint study using opportunities such as seminars where parties concerned (e.g. universities) gather together in collaboration with METI				
			MEXT	Strengthening awareness-raising activities by transmitting information through lecturers for universities and the JPO website				
20	Penetration and enlightenment in universities (Short Term) Increase in research funds of foreign enterprises received by universities (Short term)	Promote penetration and enlightenment activities on examination of patent application before publication of research findings in joint research while paying attention to the importance of publication of theses, and on the importance of the control of trade secrets and security export control. To increase the research funds from foreign enterprises and institutions, clarify cooperation rules with foreign enterprises and institutions with regard to joint research and delegated research on the basis of IP universities and public research institutes acquired at national expense.	MEXT	Reviewing the "Guidelines for Creating Trade Secret Management Policy at Universities" by establishing a "review committee" consisting of experts in collaboration with MEXT	Widely distributing the revised "Guidelines for Creating Trade Secret Management Policy at Universities" to universities in collaboration with MEXT, and holding explanatory meetings			
			MEXT	Holding explanatory meetings for universities, and Implementing awareness-raising activities by information transmission through the "Revised Guidance for Classified Technology Management Concerning Security Trade (for universities and research organizations)" that summarize matters to be complied by universities in terms of compliance concerning the technology provision management based on the Foreign Exchange and Foreign Trade Law, the "Security Trade Management Handbook" as well as pamphlets and posters for awareness raising in cooperation with MEXT				

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014 ~2019
21	Penetration and enlightenment in universities (Short Term)	Promote penetration and enlightenment activities on examination of patent application before publication of research findings in joint research while paying attention to the importance of publication of theses, and on the importance of the control of trade secrets and security export control.	Cabinet Office MEXT METI	<ul style="list-style-type: none"> Concerning the collaboration between foreign companies/organizations and domestic universities/public research organizations, implementing a survey on the current provisions in domestic universities/public research organizations and problems Based on the survey results, starting to deliberate on a collaboration rule plan together Establishing a place of joint deliberation by the Cabinet Office 	Drawing a conclusion on the collaboration rule and notify universities of it			
22	Securing open access to research results in which public funds were invested (Short term)	Secure open access in principle to research results (theses and scientific data) in which public funds were invested.	MEXT MHLW MAFF METI MEXT MHLW MAFF METI	<p>Requesting open access of research results of research projects by the national expenses as much as possible in their issue guideline and consignment contract if it is appropriate to secure open access of research results by the nature of their purpose and research results obtained</p> <ul style="list-style-type: none"> Promoting the computerization of academic thesis Steadily developing organizational repository at universities, etc. Supporting R&D and IP activities of the industry and the academic worlds, developing and enhancing the foundation system (J-GLOBAL) that links science and technology information such as related patents and documents for provision in order to contribute to improved access to research results <p>Deliberating on additional functions to improve the usability of search of the scientific research result data base provided by the Ministry of Health, Labor and Welfare</p> <p>Deliberating on securing of open access to results of researches by the public funds (competitive funds, etc.) and specific measures in the Ministry and related research organizations, and clarifying necessary system functions</p> <p>Enhancing and developing the research information open database (RIO-DB) of the Advanced Industrial Science and Technology</p>				
23	Reviewing the patent system taking into account the particularity of universities (Short-term)	Reviewing the patent system to one easy to use for universities and public research organizations taking into account the particularity of universities and public research organizations (e.g. liberalization of application format, expansion of the exceptions to lack of novelty of invention, improvement of academic discounts)	MEXT METI	Reviewing the patent system to one easy to use for universities and public research organizations by deliberating at the Subcommittee on Patent System, Intellectual Property Policy Panel, Industrial Structure Council (e.g. liberalization of application format, expansion of the exceptions to lack of novelty of invention, improvement of academic discounts)				
24	Reviewing the budget for effective collaboration between the industry and the academia and deliberating on the tax system (Short-term)	In order to realize effective industry-academia collaboration effective for the both parties (joint research, human resources development), from a standpoint of promoting the expansion/utilization of funds flowed from companies to universities and public research organizations, drastically reviewing the budget and related measures, and deliberating on how to provide support from an aspect of tax system (e.g. a matching fund for promoting the industry-academia collaboration, a preferential tax treatment)	Cabinet Office MEXT METI	<ul style="list-style-type: none"> Reviewing the budget for the industry-academia-government collaboration and the status of tax support, and jointly starting to deliberate on a future course of budget/tax system for effective industry-academia collaboration from a standpoint of promoting the expansion/utilization of funds flowed from companies to universities and public research organizations The Cabinet Office establishes a place for joint deliberation 	Drawing a conclusion on a future course of budget/tax system, and implementing necessary measures			

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014 ~2019
25	Improvement of systems to promote IP utilization (Short-term)	Consider the review of the registration system to protect non-exclusive licenses against third parties with a view to urge system improvements that contribute to effective utilization of patents, and draw a conclusion	METI	Conduct the review on the registration system to protect non-exclusive licenses against third parties at the Subcommittee on Patent System, Intellectual Property Policy Panel, Industrial Structure Council and draw a conclusion				
26	Reinforcement of protection of trade secrets (Short-term)	Paying attention to the principle of open trial, the fear for restriction of defendants' exercise of the right of defense and the needs for securing of smooth legal proceedings, consider an appropriate legal measures to protect the content of trade secrets in criminal proceedings and draw a conclusion	METI MOJ	Deliberate on measures for protection of trade secrets in the procedures for criminal cases in cooperation with the MOJ and METI to draw a specific final draft as soon as possible and draw a conclusion as soon as possible				
27	Effective use of an employee service invention system (Medium-term)	Implement continuous information gathering/evaluation of application of an employee service invention system after revision of the system	METI	Continuously collecting information and evaluating through the IP activity survey and explanatory meetings on the job invention system				
28	Improvement of a system to promote an effort to build brands (Short-term)	Give consideration on advancing improvement of IP systems which accelerate an effort to build and maintain brands, and draw a certain conclusion	MAFF METI	Deliberate on the introduction of a system that supports geographical indication (indication for agricultural and marine products produced in designated regions and whose variety is designated and whose production method and production period are managed appropriately and draw a conclusion				
29	Stabilization of IP rights (Short-term)	From the perspective of stabilizing IP rights, review a system where the final and conclusive decision of an infringement lawsuit can be reexamined due to subsequent final and conclusive appeal/trial decisions (problem of rehash) and give consideration to the state of relationship between the Japan Patent Office (JPO) and courts, including a double track which permits a dispute over the validity of a patent in both trials for invalidation at JPO and infringement lawsuits at courts	METI	Conduct the following actions at the Subcommittee on Patent System, Intellectual Property Policy Panel, Industrial Structure Council <ul style="list-style-type: none"> Deliberate on a review of the system in which the final and conclusive decision of an infringement lawsuit can be reexamined due to subsequent final and conclusive appeal/trial decisions (problem of rehash) draw a conclusion summarizing problem and point of discussion on the relationship between the JPO and the court including the double track which permits a dispute over the validity of a patent in both trials for invalidation at JPO and infringement lawsuits at courts 				
30	Consideration on description requirements for patent description (Short-term)	In light of the realization of an examination corresponding appropriately to technological and international trends, give consideration to description requirements for patent application description on the basis of comparative analysis of other countries and take necessary measures	METI	Deliberate on the necessity in revising the examination standard for description requirements of patent specifications at the Expert Panel on Examination Standards, Intellectual Property Policy Panel, Industrial Structure Council and draw a conclusion	Revise the examination standards as necessary based on the results of deliberation			
31	Expeditious patent examination (Medium-term)	Taking necessary actions, move forward for expeditious patent examination	METI	Take comprehensive approaches including securing of necessary examiners/specialized assistant personnel and expansion of outsourcing of search to registered searching authorities and keep the examination pendency (FA period) in 27 months	<ul style="list-style-type: none"> Formulate and publish the implementation plan of each fiscal year in order to achieve the goal that the examination pendency (FA period) will be 11 months in 2013 Deliberate on and implement necessary measures according to the status of achievement of the previous fiscal year's goal and implementation plan 			

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014~2019
32	Expansion of patent examination work sharing (Medium-term)	With a view to advancing the international harmonization of examination administrative work for substantial mutual recognition of patent examination results, improve the quality of patent examination work sharing and expansion of the quantity of it achieving the following: (i) improve the environment for patent examination work sharing including establishment of the system to share examination results in the framework of "IP5"(the five largest patent offices of Japan, the US, Europe, Korea and China), and (ii) make progress in expanding the scope covered by Patent Prosecution Highway and simplifying the procedure of it	METI	<ul style="list-style-type: none"> Deliberate on the development of an environment that includes the following elements in order to promote international work sharing of patent examination in the framework of the five major patent offices (JPO, USPTO, EPO, KIPO and SIPO) <ul style="list-style-type: none"> A system to share examination results of each office A seamless access environment to the prior art database owned by each office Common application format and standardization of data format Deliberate on and coordinate the simplification of procedures (adoption of common application format for PPH, expansion of the use of machine translation) at the multilateral Patent Prosecution Highway (PPH) meeting Coordinate with partner countries for the expansion of a the scope covered by PPH (include enabling PPH to be used with international search reports of international applications based on the Patent Cooperation Treaty) and the expansion of PPH participating countries to emerging countries 	<ul style="list-style-type: none"> Continue necessary deliberation and coordination related to matters mentioned on the left, obtain a specific agreement through such activities, and implementing necessary measures based on the agreement Obtain an agreement on the simplification of procedures for PPH Coordinate related matters with partner countries to expand the target cases and countries toward further expansion of PPH 			
33	System improvement for participating in the Patent Law Treaty (Short-term)	Review procedures including relief of applicants who lost their rights due to the lapse of a period and improve the system to contribute to convenience for applicants while considering participation in the Patent Law Treaty which standardizes patent application procedures that vary between countries and simplify the procedures	METI	Deliberate on the review of procedures including the relief of applicant's lost rights due to the lapse of a period passed at the Subcommittee on Patent System, Intellectual Property Policy Panel, Industrial Structure Council to draw a conclusion				
34	Promotion of discussion on the Substantive Patent Law Treaty (Medium term)	Accelerate discussion on the Substantive Patent Law Treaty aiming at harmonization of the substantive aspects of the patent system (e.g. novelty, inventive steps)	METI MOFA	<ul style="list-style-type: none"> Deliberate on the grace period, one of the important agendas to be discussed on the patent system harmonization at the Subcommittee on Patent System, Intellectual Property Policy Panel, Industrial Structure Council in order to activate international deliberations on the patent system harmonization Deliberate on the major agendas including the first-to-file system and the grace period among major countries aiming at a package agreement Implementing bilateral dialogues with major countries such as the United States, European countries and Korea to encourage the cooperation with each country aiming at the patent system harmonization 				
35	Alleviation of burden caused by language differences (Medium term)	Carry out research and taking action for improvement of accuracy of machine translation of patent documents, offer the fruits of such activities to applicants, and improve the search environment of patent documents written in foreign languages	METI	<ul style="list-style-type: none"> Implement research studies on machine translation of patent documents (e.g. Japanese-Chinese machine translation) Deliberate on and implementing necessary approaches based on the study results Implementing projects for evaluating and improving the accuracy of machine translation provided by each office within the framework of the IP5 Accumulate dictionary data for Japanese-English machine translation and provide the public with the data at low cost annually Promote the development of search system of patent documents written in foreign languages including the multi-language translation function 				

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014~2019
36	Creation of a common basis for a new plant variety protection system (Medium term)	In light of creating a common basis for a new plant variety protection system in East Asia, make efforts to harmonization of the system through making approaches to non-member countries of the UPOV Agreement of 1991 and conducting activities under the Plant Variety Protection Forum while considering establishment of an East Asia Plant Variety Office in the future.	MAFF	<ul style="list-style-type: none"> Raise awareness of each country on the necessity of the protection system of plant varieties utilizing the East Asia Forum on Protection of Varieties of Plants in order to raise the momentum for establishing the East Asia Protection Agency of Varieties Dispatch specialists who support a revision of national laws for joining the UPOV Treaty 91 in each country Dispatch specialists and accept trainees for improving examination skills of each country 		<ul style="list-style-type: none"> Deliberate on the unification of application formats and examination standards among multiple countries in order to harmonize systems for establishing the East Asia Protection Agency of Varieties, and implement feasible matters on a trial bases Continuously dispatch specialists and accept trainees as mentioned on the left Expand and enhance examination cooperation (sharing of examination data) with the UPOV Treaty contracting countries 		Establishing a standing secretariat of the East Asia Protection Forum of Varieties of Plants for establishing the East Asia Protection Agency of Varieties and conduct activities
37	Improvement of an intellectual property environment in developing countries (Medium term)	Strengthen the support of human resources for intellectual property in developing countries and newly emerging nations, and at the same time construct a network with personnel experienced in training given by Japan	METI	<ul style="list-style-type: none"> Accept trainees from developing and newly emerging countries, and dispatch specialists from Japan (including computerization, construction of system and support for operations) Provide those who have experienced training by Japan with follow-ups, and hold seminars for them in different countries in order to construct and maintain the networks among them and between Japan and them 		<ul style="list-style-type: none"> Establish a website for sharing information on IP-related human resources development organizations in the APEC region Deliberate on measures for strengthening the collaboration among human resources developing organizations utilizing the website (e.g. sharing of information on training programs, exchange of trainees) 		Implement necessary approaches among human resources developing organizations in the APEC region taking into account the results of deliberation mentioned on the left
Relisted	Concluding the ACTA negotiation and expanding the number of member countries after the conclusion (Short/Medium-term)	Concluding the negotiation on the Anti-Counterfeiting Trade Agreement (ACTA) within 2010, and extending the network of protection to the world through the expansion of member countries to major countries/regions and bilateral agreements after the conclusion	MOFA MIC MOJ MOF MEXT METI	Try to conclude the negotiation within 2010 by collaboration among related agencies and ministries by continuous negotiations with countries concerned		Extending the network of protection to the world through the expansion of number of member countries and bilateral agreements after deliberating on the principles by collaboration among related agencies and ministries		
				Works to conclude the agreement in Japan				

	Specific measures	Outline	Government Office/ Ministries in Charge	Short-term		Medium-term		Long-term
				FY2010	FY2011	FY2012	FY2013	FY2014~2019
38	Strengthening countermeasures against copyright infringement through bilateral negotiations (Short-term)	Encouraging the government of a country/region where infringement has occurred to strengthen the countermeasures against contents infringement based on specific status of infringement of industrial products, contents, agricultural and marine products by deepening the cooperation relationship	MOFA MEXT METI MAFF NPA MIC MOF	Making requests and cooperating for strengthening the countermeasures against copyright infringement such as counterfeit and pirate goods in collaboration with related agencies and ministries to improve the status of copyright infringement in Japan through various places of discussion (see the following opportunities) with countries and regions where infringement has occurred taking into account the request from the industrial world - Japan-China Economic Partnership Consultation - Japan-China High-level Economic Dialogue - Japan-Korea High-level Economic Consultation - Japan-China Intellectual Property Right WG - Joint Mission of the Private and Public Sectors, etc.				