

Outline of the Intellectual Property

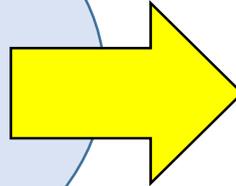
Strategic Plan 2019 (decided by the Intellectual
Property Strategy Headquarters Meeting on June 21, 2019)

Cabinet Office, Intellectual Property
Strategy Promotion Secretariat

Intellectual Property Strategy Vision (decided in June 2018)

Existing Intellectual
Property Strategy

→ to page 3



Intellectual property
strategy with an eye
toward around 2030

→ to page 4, 5

Transition Strategy to Achieve the Vision (embodied in the annual
Intellectual Property Strategic Plan)

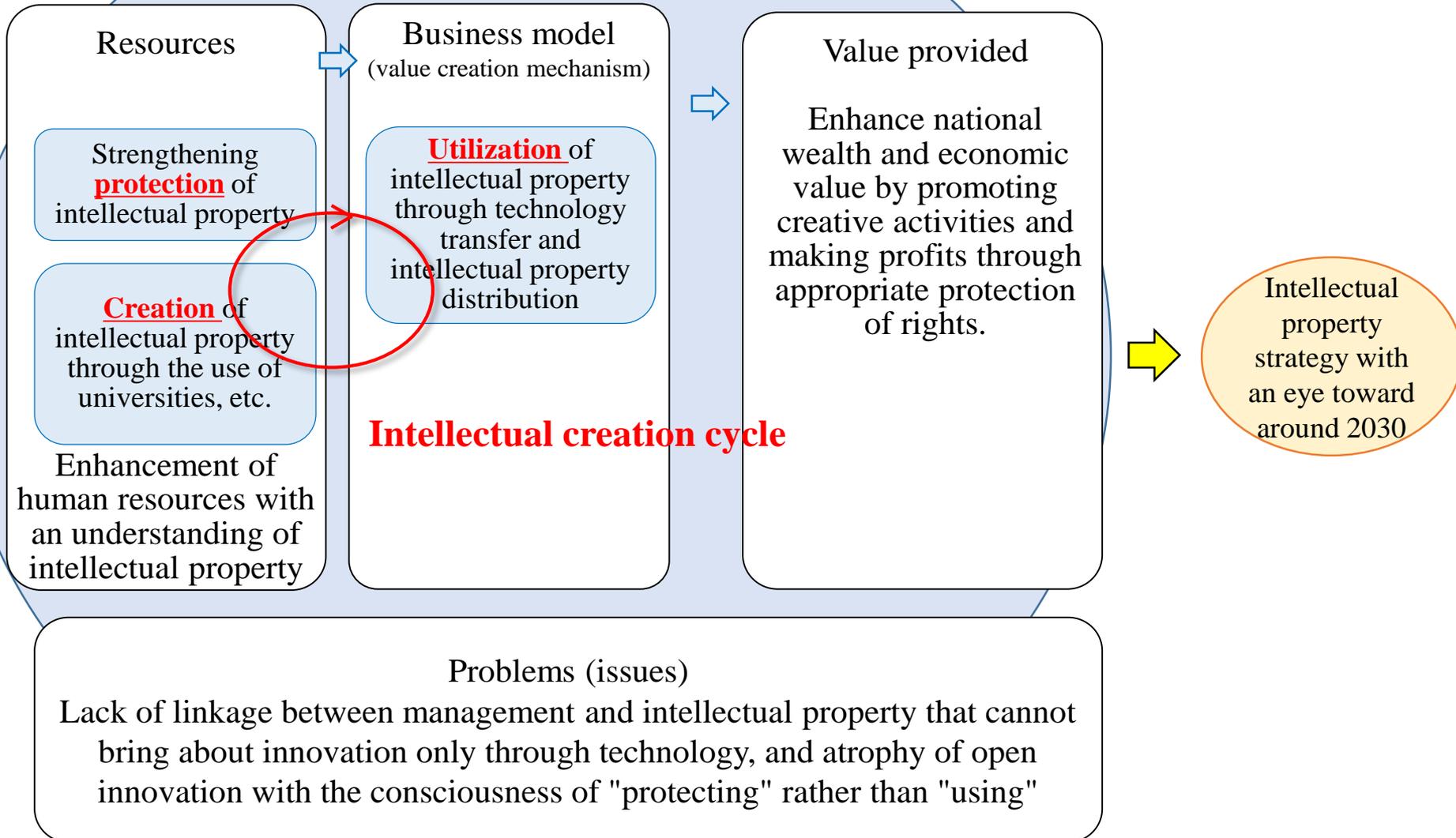


**Intellectual Property
Promotion Plan 2019**

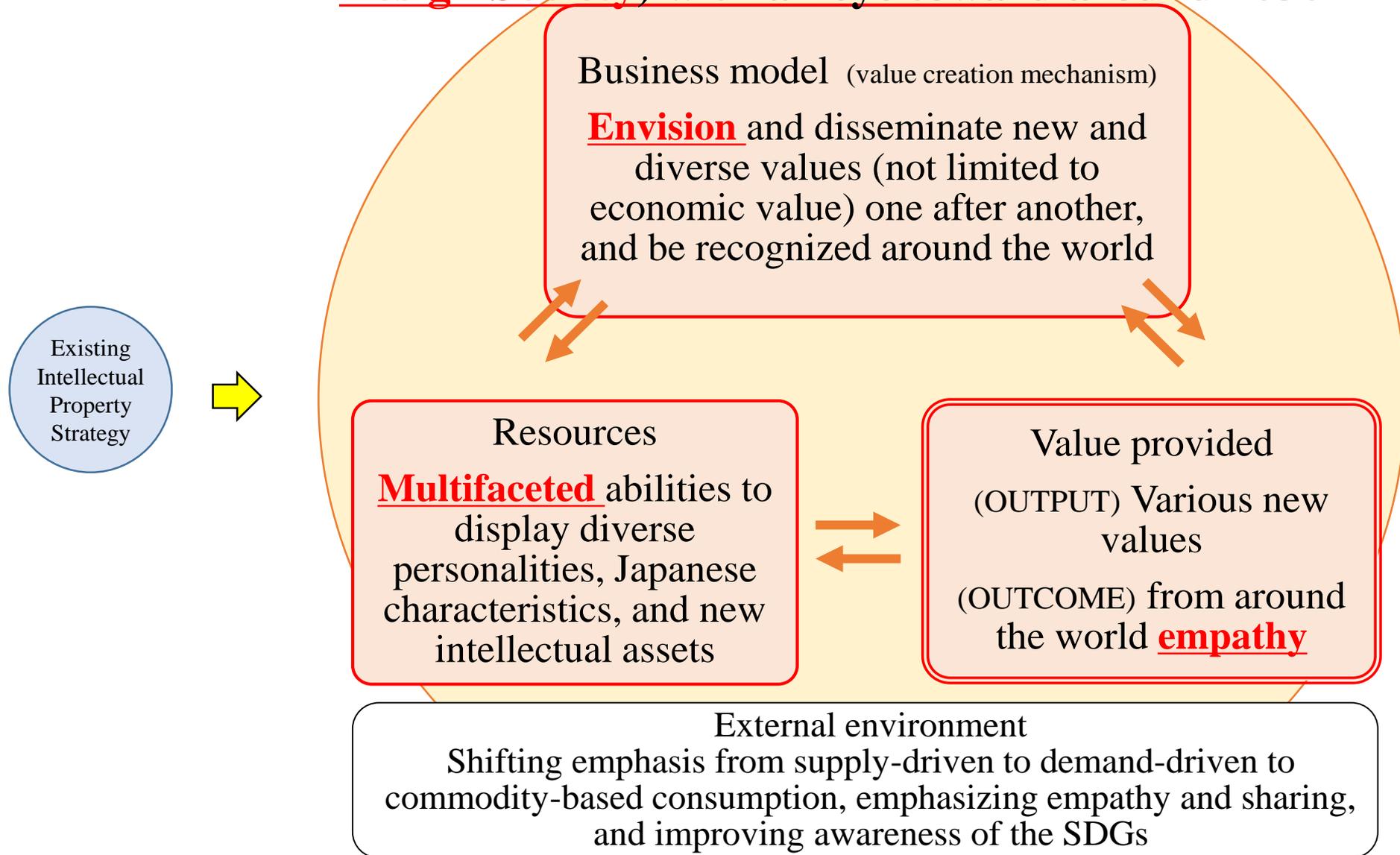
→ to page 6

Existing Intellectual Property Strategy

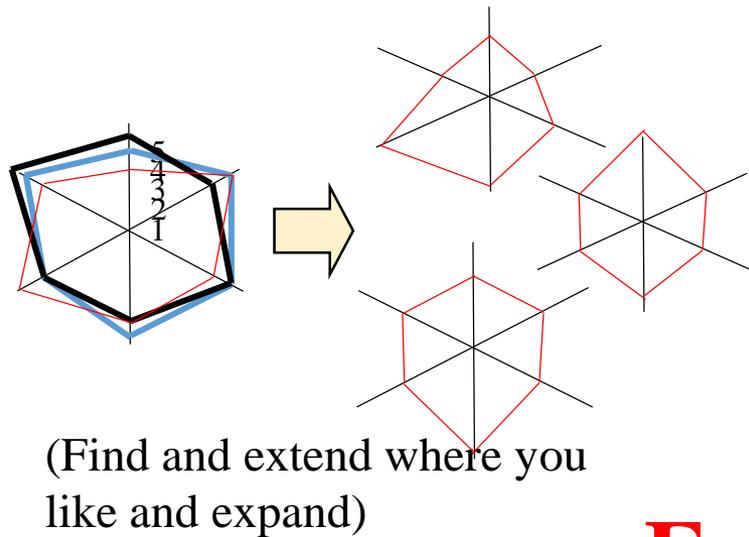
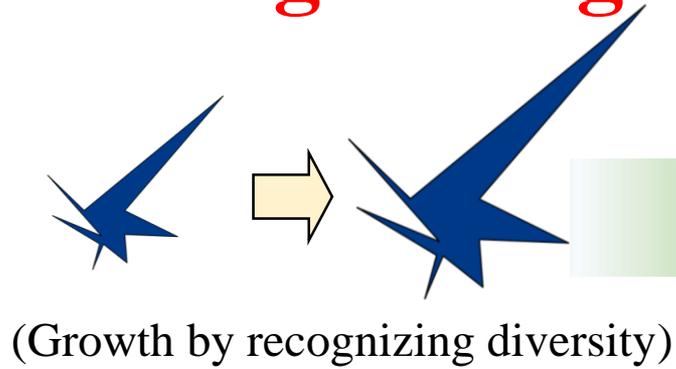
(Realizing an Intellectual Property-Based Nation)



Intellectual Property Strategy (Realization of **Value Design Society**) with an eye toward around 2030



Escaping from normal/ being average



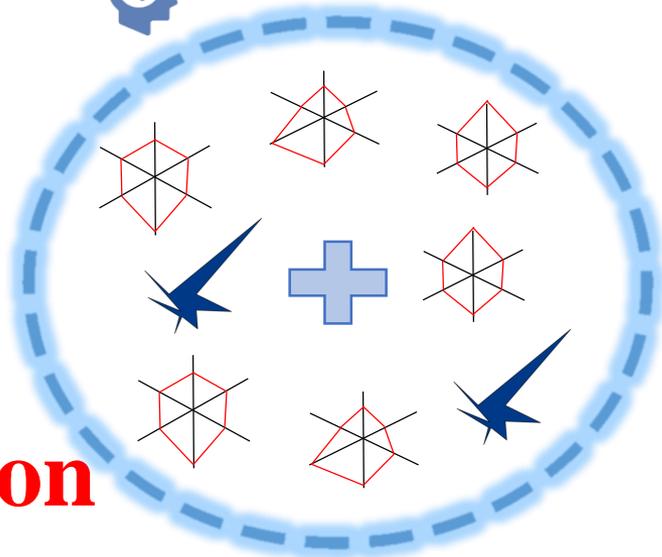
Empathy

Value

Design (Concept)



Fusion



Realizing a **Value Design Society:**
Dreams × Technology × Design = Future



(First Pillar)
**“Escaping from
normal/being
average”**

Strengthen individual entities based on the concept of "escaping from normal/being average" and encourage them to take on new challenges.



(Second Pillar)
“Fusion”

Accelerating new combinations through the "fusion" of diversified personalities



(Third Pillar)
“empathy”

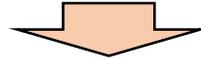
Creating an environment that facilitates the realization of value through "empathy"



On the basis of an “intellectual property-based nation”

(1) Medium-to long-term direction

- (i) Helping edgy talent to blossom
- (ii) We will develop an environment where edgy people and companies can easily challenge
- (iii) Supporting edgy people and companies



(2) Specific measures

○ Fostering the creativity and advancement of edgy human resources

- Making use of EdTech to achieve "individual optimization of learning" and "STEAM education with fusion of literature and problem solving"
- Enhance the environment for local activities, such as cooperation between schools and local communities and demonstration of outstanding talents in the arts and culture. Consider extracurricular activities for edgy human resources and a mechanism to easily find new opportunities for learning

○ Structures to support ventures

- Intensive support will be provided for the formation of hub cities in order to establish a startup ecosystem, and various measures will be promoted to promote the use of SMEs and ventures in public procurement.

○ Support for strengthening intellectual property strategies of local areas and small and medium-sized enterprises

- Support will be provided to regional banks, etc. to prepare "Intellectual Property Business Proposals" to resolve issues faced by SMEs using intellectual property
- Improve management systems by providing guidance and advice on the management of technical information, etc. by SMEs and utilizing the certification system

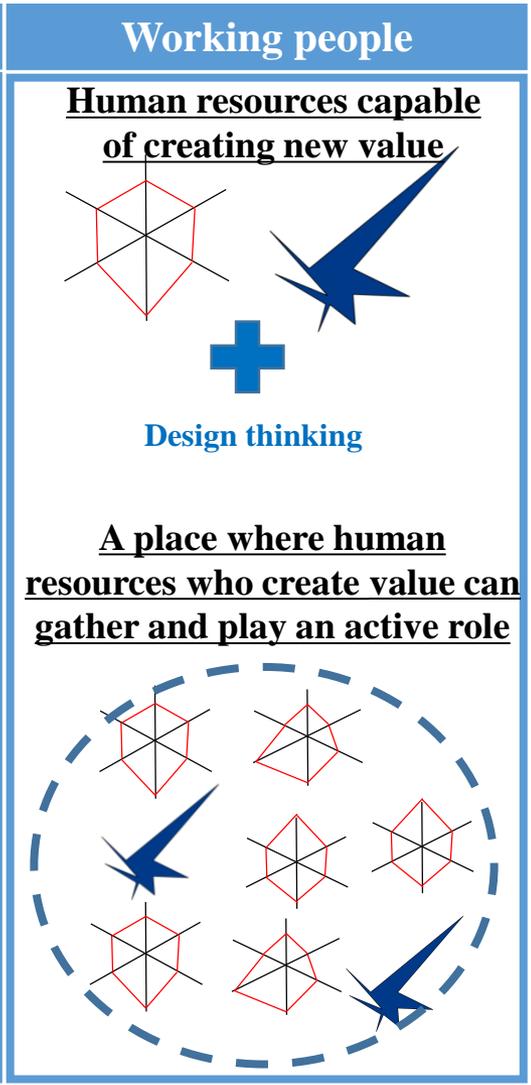
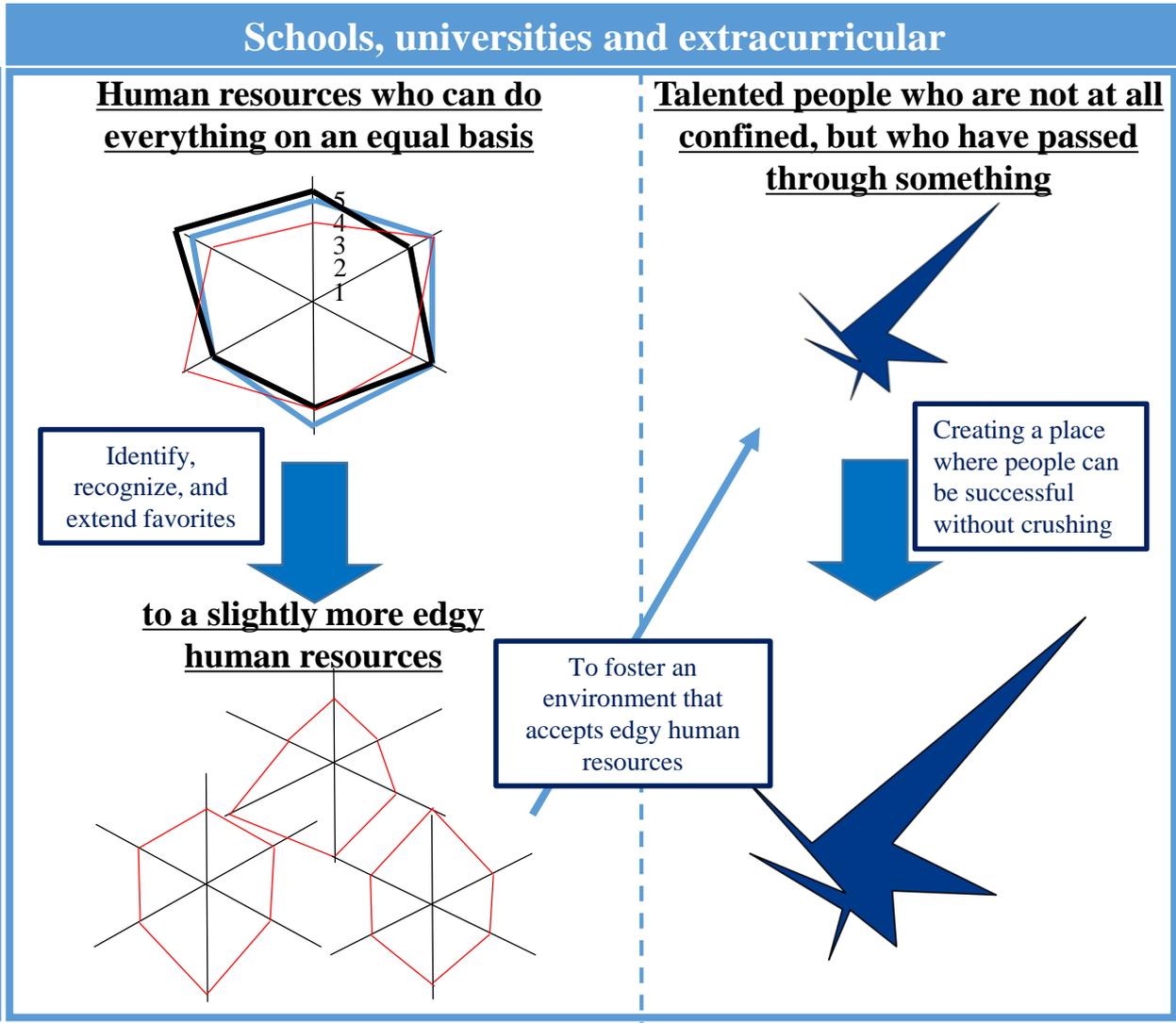
○ Strengthening the Foundation for the Protection of Intellectual Creation

- With the aim of IT adoption and diffusion of legal and civil litigation procedures, institutional considerations will be promoted, such as online document submission and web conferencing, with the aim of consulting the Legislative Council by the end of fiscal 2019.

○ Strengthening measures against counterfeits and pirated copies

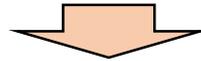
- In order to prevent the spread of damage caused by counterfeits and pirated copies on the Internet, the government will promote measures necessary to implement a comprehensive menu of measures by relevant ministries and agencies.

Ideal human resources and environment



(1) Medium-to long-term direction

- (i) Accelerating real open innovation
- (ii) Develop and utilize a platform that enables employees to meet their personalities and ideas
- (iii) Facilitate value design using data and AI



(2) Specific measures

○ Promotion of open innovation

- In order to transform the behavior toward effective and open innovation, disseminate and implement the mindsets that should be possessed by managers and individuals as set forth in the Task Force for Value Co-creation established in the Intellectual Property Strategy Headquarters.
- In order to promote the social implementation of the research results of universities and national research institutes and to further promote and diversify financial resources, we will consider a mechanism for effective large-scale joint research and development by companies, universities and national research institutes by the end of this year.

○ Intellectual Asset Platform

- Encourage collaboration and collaboration between domestic and foreign entities and promote the creation of innovations towards the achievement of the SDGs, taking into account the status of trial demonstrations, through such means as dissemination at international conferences as the G20.

○ Establishment of systems and rules to promote the appropriate use of data, AI, etc.

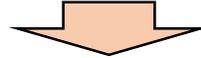
- In order to steadily promote data health reform, solid efforts will be made to link and utilize big data on health, medical care, and long-term care to ensure public health, and to provide services related to the collection and utilization of data necessary for cancer genome information and AI development platform.
- Strengthen and expand the functions of the agricultural data linkage infrastructure to create a smart food chain that can utilize data not only in the production of agricultural products but also throughout the food chain.

○ Realizing a Digital Archiving Society

- Promote and collaborate on the development and utilization of digital archives in various fields, and study the clarification of utilization models and the division of roles with the aim of full-fledged launch of Japan Search.

(1) Medium-to long-term direction

- (i) Facilitating the attainment of value through empathy
- (ii) Increase the number of cases in which empathy is reflected in transaction prices in actual economic activities such as procurement.
- (iii) Creating a new intellectual property system that is conscious of “empathy”
- (iv) Rebuild the Cool Japan strategy based on the concept of “empathy from around the world”



(2) Specific measures

○ Encouraging the design of value by each entity

- The use of management design sheets will be encouraged in efforts to improve corporate governance, evaluating the business performance of financial institutions, and supporting business innovation and management at small and medium-sized enterprises.

○ Construction of the Creation Ecosystem

- In order to promote the utilization of content and rights, the government will develop a database of rights information, conduct a demonstration project to construct a rights processing platform, and consider a mechanism for the processing of rights and the distribution of profits using block chain technology.
- Support will be provided for the development of foreign language metadata necessary for the entry of diverse Japanese musical pieces into overseas markets.

○ Support for video production through improvement of the shooting environment in Japan and overseas

- Conduct empirical research on attracting foreign films to the location and verify the effects on regional economic development
- Strengthen dissemination both domestically and internationally by sharing licensing procedures for shooting and consolidating shooting location information

○ Sustainable Strengthening of the Cool Japan Strategy

- Formulate a new Cool Japan strategy by around the summer of this year, and implement it in cooperation with related ministries and agencies.

Ideal form (Vision)

Value Design Society: Dreams × Technology × Design = Future

Inclusion of diverse values beyond economic value, and the full utilization of diverse personalities while making the most of “Japan's characteristics,” creating and communicating various new values, and gaining the empathy of the world

Transition strategy for realization

A; Strengthen individual entities with the idea of "Escaping from normal/being average" and encourage them to take on new challenges.

B; Accelerating new combinations through "Fusion" of diverse personalities

C; Creating an environment in which values can be easily realized through "empathy"

Value design for the future (Dissemination the idea of management design sheet, implementation of design management, visualization of intellectual property, and evaluate appropriate value)

Promotion of open innovation

Structures to support ventures

(Support for procurement from startup ecosystems and ventures)

Fostering the creativity and advancement of edgy human resources

Support for strengthening intellectual property strategies of local areas and small and medium-sized enterprises

Strengthening the Foundation for the Protection of Intellectual Property Creation

Strengthening measures against counterfeits and pirated copies

Intellectual Asset Platform
(Construction of Concept Cloud, Utilization of SDGs Platform)

Create systems and rules to promote appropriate utilization of data and AI

Realizing a Digital Archiving Society

Support for video production through improvement of the shooting environment in Japan and overseas

Establishment of Creation Ecosystem (Management of copyrighted works using new technologies such as block chains, appropriate distribution of profits, promotion of overseas expansion in response to new content distribution environment)

Sustainable Strengthening of the Cool Japan Strategy