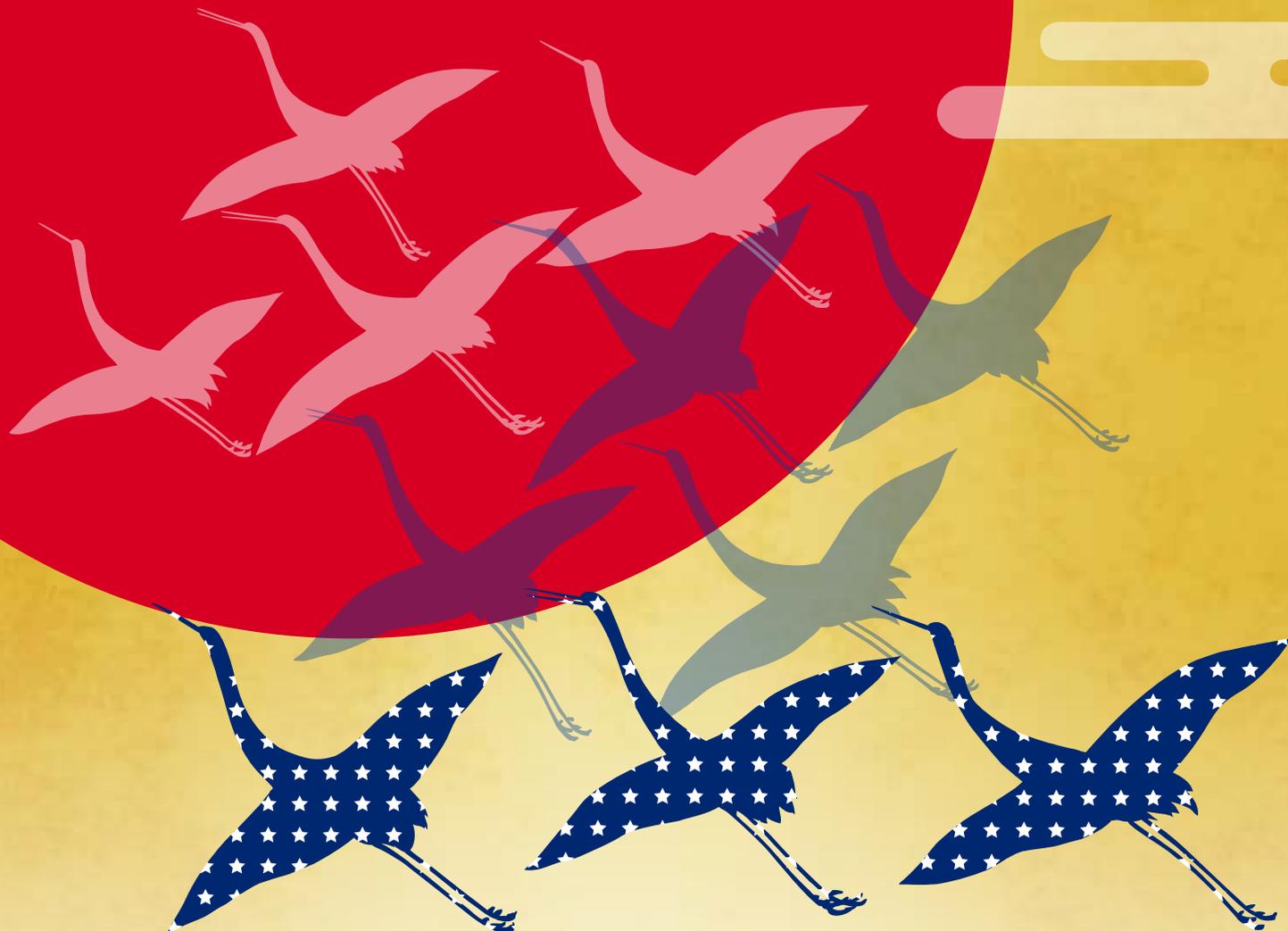


Discover IP JAPAN Conference 2017

**2.5
CLE POINTS**

**Registration is free
and space is limited.**



SEATTLE | 12PM-5:30PM, FEBRUARY 7, 2017 | MICROSOFT EVENTS CENTER

Seattle Metropolitan Chamber of Commerce
1301 5th Avenue, Floor 15
Seattle, WA 98101

PALO ALTO | 8:30AM-1:30PM, FEBRUARY 9, 2017 | SHERATON PALO ALTO HOTEL

625 El Camino Real
Palo Alto, CA 94301-2301



Japan Patent Attorneys Association
is pleased to have these sponsors:

Japan Patent Office
Washington State Patent Law Association
Silicon Valley Intellectual Property Law Association



Discover IP JAPAN Conference 2017

PROGRAM

Seattle 12:00 p.m.-1:00 p.m.

Palo Alto 8:30 a.m.-9:00 a.m.

Registration and Light Meal

Seattle 1:00 p.m.-1:20 p.m.

Palo Alto 9:00 a.m.-9:20 a.m.

Welcome Remarks

Seattle 1:20 p.m.-2:00 p.m.

Palo Alto 9:20 a.m.-10:00 a.m.

Plenary Session

Benefit of the Japanese Patent Law System Over the U.S. Patent System in the Pharmaceutical Area

The Japanese pharmaceutical market ranks second after the United States. Recent uncertainties on patent eligibility from U.S. patent cases on natural products (ACLU v Myriad Genetics) and diagnostic methods (Ariosa v Sequenom) have reduced patent filings in the pharmaceutical/biotech area. However, such uncertainties do not exist in Japan. Due to the size of the Japanese pharmaceutical market, one should not be deterred from filing there. Furthermore, the speaker will discuss the benefit of the Japanese patent term extension system which can potentially extend patent exclusivity beyond that of the United States.

Speaker:

Seattle & Palo Alto: William HAN, GlaxoSmithKline

Seattle 2:00 p.m.-2:15 p.m.

Palo Alto 10:00 a.m.-10:15 a.m.

Coffee Break

Seattle 2:15 p.m.-3:15 p.m.

Palo Alto 10:15 a.m.-11:15 a.m.

Concurrent Sessions

Session 1:

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

In this session we will introduce the general procedure for obtaining a patent in Japan, including filing an application, responding to an office action and maintenance of a patent. We will introduce a strategic way to obtain a patent to cover your product efficiently and sufficiently with some statistical data. The session is divided into two parts: a presentation in the first part, and in the second part, we will explore the Japanese procedure in more detail with a U.S. patent attorney.

Speakers:

Seattle & Palo Alto:

Toshinori Tanno, Unius Patent Attorneys Office

Takeo Nasu, Nakamura & Partners

Hiroyasu Ninomiya, Sonderhoff & Einsel Law and Patent Office

Seattle: Robert J.M. Lee, Dorsey & Whitney LLP

Palo Alto: David Ahn, Fenwick & West LLP

Session 2:

“Strategic Enforcement of Patent Rights in Japan and Its Merits - What US Patentees Should Know When Enforcing Japanese Patents”

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

Speakers:

Seattle & Palo Alto:

Takao Matsui, Okabe International Patent Office

Seattle: Douglas F. Stewart, Bracewell LLP

Palo Alto: David S. Bloch, Winston & Strawn LLP

Seattle 3:15 p.m.-3:30 p.m.

Palo Alto 11:15 a.m.-11:30 a.m.

Coffee Break

Seattle 3:30 p.m.-4:30 p.m.

Palo Alto 11:30 a.m.-12:30 p.m.

Concurrent Sessions

Session 3:

“Latest Developments in Patent Litigation in Japan - Important Court Decisions for Exercising Patent Rights in Japan”

Japan is an important jurisdiction with regards to patent infringement lawsuits. To obtain a good outcome it is necessary to be aware of Japanese court decisions and then prepare a strategy based upon these decisions. The presentation will include important patent infringement lawsuit decisions and will cover pertinent topics, including claim construction, doctrine of equivalents, infringement of business method patents and damages.

Speaker:

Seattle & Palo Alto: Shimako Kato, Abe, Ikubo & Katayama

Session 4:

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

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

Speakers:

Seattle & Palo Alto:

Makoto Onda, ONDA TECHNO Intl. Patent Attys.

Tomoya Kurokawa, Soei Patent & Law Firm

Yukei Mizuno, CoTech International

Chikako Mori, Sun East IP Firm

Seattle: Kevan Morgan, Seed IP

Palo Alto: Miku Mehta, Procopio, Cory, Hargreaves & Savitch LLP

Seattle 4:30 p.m.-5:30 p.m.

Palo Alto 12:30 p.m.-1:30 p.m.

**Cocktails and networking(Seattle)
Lunch and networking(Palo Alto)**



Discover IP JAPAN Conference 2017

REGISTRATION INFORMATION

-To register, visit the following websites:

-SEATTLE

<https://wspla.org/event/discover-ip-japan-conference-2017/>

-PALO ALTO

<http://www.svipla.org/event-2389032>

-Registration deadline: February 2, 2017 (PST)

-Registration is free and space is limited.

-Continuing Legal Education: 2.5 hours of CLE credit available.

-In Sheraton Palo Alto Hotel, complimentary validated parking is available.

For more information, contact: info.discover.jpaa@jpaa.or.jp

Welcome to the "Discover IP Japan Conference 2017." Due to its great potential for continuously growing technology and expanding markets, U.S. companies/practitioners should take note of Japan as an important country for obtaining intellectual property rights.

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

Let's discover the potential value of IP in Japan!



Masaru Itami

President

Japan Patent Attorneys Association (JPAA)



We are pleased to announce our upcoming "Discover IP Japan Conference 2017," organized by JPAA. The conference is aimed at introducing and promoting Japanese IP systems, in which IP rights can be obtained easily and more effectively, to U.S. companies/practitioners. We hope that all sessions of the conference will encourage and motivate U.S. companies/practitioners to file more IP (patents, designs and trademarks) applications in Japan. We hope all attendees will find valuable and useful information throughout the conference.

We look forward to seeing you all at the conference.

Shogo Ohnishi

Director-General

International Activities Center

Japan Patent Attorneys Association (JPAA)