Discover IP JAPAN Conference 2017

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
# Program

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<td>12:00 p.m.</td>
<td>Registration and Light Meal</td>
<td>8:30 a.m.-9:00 a.m.</td>
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<td>1:00 p.m.</td>
<td>Welcome Remarks</td>
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<td>1:20 p.m.</td>
<td>Plenary Session</td>
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**Plenary Session**


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

**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:**

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:

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:
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)
REGISTRATION INFORMATION

-To register, visit the following websites:
  - SEATTLE
  - 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)