

## Patent News of Japan

November, 2017

### **1. It took two and a half years to be granted the trademark.**

As reported in previous issue, Japan Patent Office (JPO) announced that it has granted the first ever trademark which is consisted of only musical element filed by Taiko Pharmaceutical Co., Ltd. Taiko Co. filed the trademark soon after JPO has started to accept new types of trademark in April 2015, however, it took about 2 and a half years to be granted due to the reason that the name of company or a product is not included in its melody.

The melody has been used in advertisement since 1951. In order to grant the trademark, the evidence that the melody of bugle alone evoked its product was necessary. Taiko Co. has launched the project team consists of 5 members and collected more than 1,000 evidences including TV/radio record to verify that the advertisement has been continuously made throughout the Japan.

### **2. US ITC would investigate China Internet TV sued by Sharp Co.**

The US governmental agency International Trade Commission (ITC) announced on July 27, it would investigate the possibility that Chinese electronic equipment maker Hisense might infringe Sharp's patent of internet connected television. If it finds infringement, some corrective measures such as suspension of sales in the United States would be taken. Sharp has insisted the patent infringement of wireless communication (Wi-Fi) connected television and related electronic devices.

The lawsuit by Sharp and Hisense means the start of Sharp's active campaign for monetization of patent royalties related to 8K television and smart home electronics. In December, Sharp would start selling 8K television which has 16 times resolution of full hi-definition and home appliances for controlling in-room temperatures from outdoors.

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### 3. Patent Information Fair and Conference 2017 in Tokyo

From November 8th to 10th, the Patent Information Fair and Conference (PIFC) 2017 was held in Tokyo. PIFC is the only and biggest IP event in Japan. Every year, many IP vendors of database, search service and software solutions in Japan exhibit booths to introduce their products and services.

It had approximately 20,000 visitors in three days and was very vigorous. Nearly 100 database companies, search companies, translation companies as well as patent/law firms exhibited and introduced products and service. At the conference, prominent speakers were invited from Japan Patent Office, World Intellectual Property Organization, the European Patent Office etc, and made speeches about recent efforts at each offices. One of the major features this year was the technology using artificial intelligence (AI) and that attracted many attendees. Although it is still a developing technology, it drew attention as a next-generation service that could possibly replace the existing service.



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