



March 13, 2026

N. Kuji

IP*SEVA Asia office

(Green technology licensing network)

It began among IP Collegium members in 2022 talks about green technology and IP.

Over the following years, various presentations were given by the members.

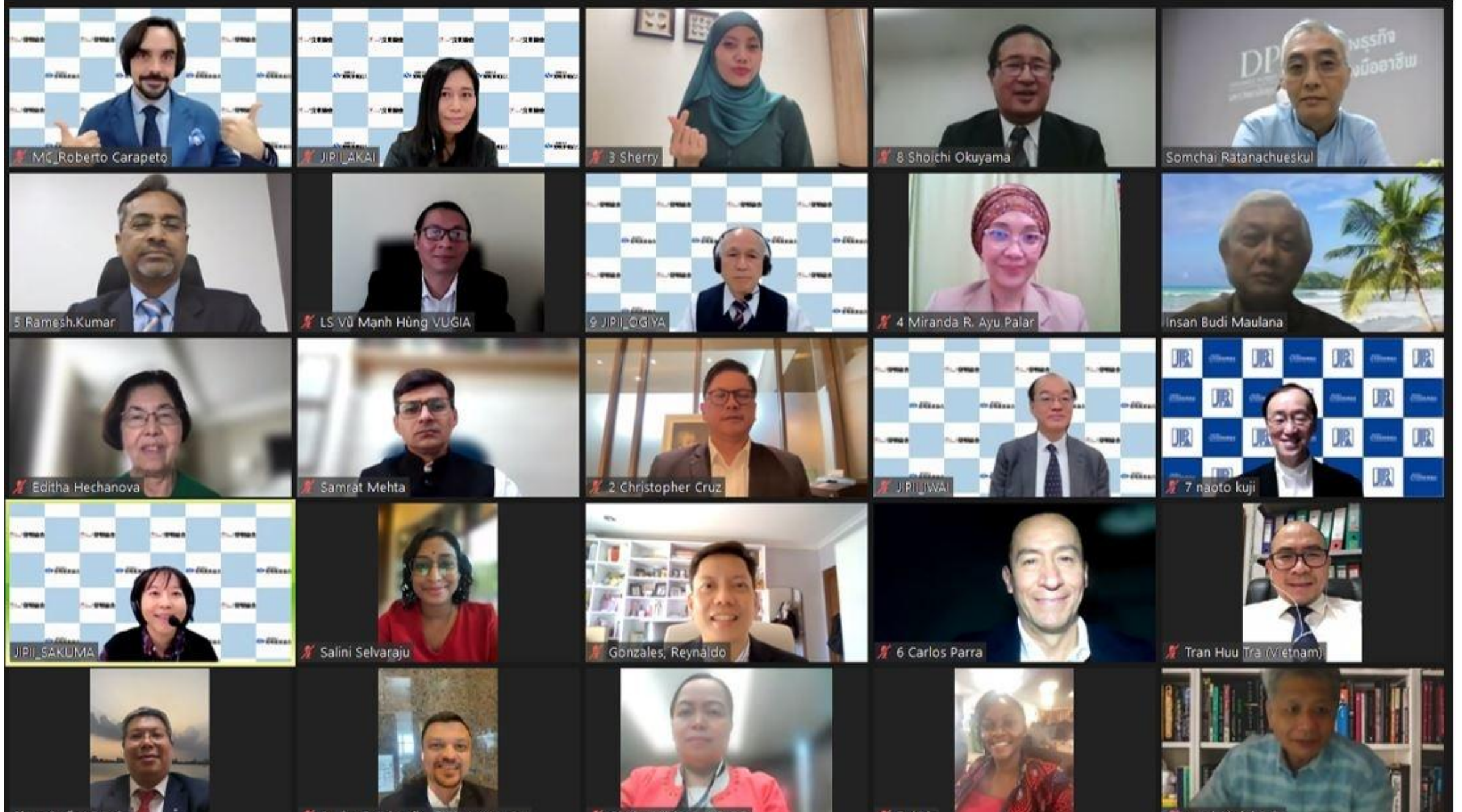
The starting concept was as follows.

Monopoly right = IP could be negative to the SDGs.

Because monopoly right is used only by the right holder and is limited to the capacity of the right holder's business size.

If we consider IP as a tool for collaboration and having IP experts play a role in connecting countries, companies, universities and every entities,
the world can be saved by IP systems and those technologies.

This is where IP experts can shine.



2023 and 2024 IP Collegium were online conferences



**2025 IP Collegium was held in the Philippine with IPOPHL
Special thanks to Editha for her excellent coordination !!**



This wonderful view is the Taar Lake, a caldera lake of Taar Volcano outside of Manila. It's best to discuss environmental issues in such a beautiful nature.

Looking back from today's perspective, the intellectual property system established more than 150 years ago may no longer fully fit our time.

- **AI-driven inventions are emerging, and humans are increasingly shifting to the role of decision-makers rather than inventors**
- **Once disclosed, inventions are rapidly improved by AI**, leading to a growing tendency not to file patent applications
- The current system still relies on **country-by-country registration combined with global free disclosure**, resulting in an imbalance between rights protection and information dissemination
- Even without filing patents, inventions could be **managed through prior user rights recorded on blockchain**, similar to copyright
- Technologies such as digitally represented genetic resources are increasing, which are **difficult to describe adequately in patent claims**
- **Inventions based on quantum mechanics may fall outside** the traditional requirement of “utilization of natural laws”
- **Cases where patents, designs, or copyrights could all apply are increasing, making classical classifications insufficient**

**Amid these changes,
how should IP experts redefine their role?**



The SDGs (Sustainable Development Goals) are set to reach a milestone in 2030.

Beyond 2030, attention may shift toward SWGs (Sustainable Well-being Goals).

In the future, rather than placing primary emphasis on industrial growth, society may increasingly prioritize human well-being.

If so, intellectual property systems themselves may also evolve:

- The objective of IP systems may shift from “for industrial development” to “for human well-being”
- Exclusive rights may be granted only to inventions recognized as truly fundamental
- Essential environmental and medical technologies may be pooled and made accessible worldwide
- A new system of global prior user rights may emerge to protect investments in parallel and simultaneous global R&D

In 2009, there was intense global debate claiming that intellectual property was the primary villain in addressing environmental issues.

China argued at the United Nations that global environmental degradation was caused by Japan, the US, and Europe **monopolizing environmental technologies through IP rights, and insisted that such technologies should be either released free of charge or subject to royalty-free compulsory licensing.** The protection of IP rights, it was claimed, was obstructing global environmental protection.

Compulsory licensing is permitted under the TRIPS Agreement, and there were indeed many cases where IP monopolization by companies in developed countries hindered technology diffusion.

In response, US companies strongly opposed this view. GE, which held a significant number of environmental technology patents, invited ten companies from Japan, the US, and Europe to engage in lobbying activities at the UN. At the time, I was working at Honda and was one of the members.

My view then was simple:

If we truly care about environmental protection, shouldn't we propose solutions that actually contribute to it?

That idea ultimately became the concept behind WIPO GREEN.

→ Although China later softened its stance, the fundamental question—whether IP can be harmful to the environment and human well-being—remains an issue that must be continuously reexamined.

In addressing these challenges, we can consider the following actions:

Intellectual property is sometimes left unused as dormant patents, or utilized only in small-scale production. In such cases, IP can indeed become a barrier to the diffusion of environmental technologies.

To avoid this, IP experts must proactively voice opinions and take action regarding the appropriate use of environmental technologies.

For large-scale challenges such as energy issues, collaboration among governments and companies, effective joint R&D, and sharing results through patent pools to enable global access can significantly contribute to saving the planet.

IP experts, by leveraging their respective networks and working together, can continue to engage in and sustain such initiatives.

Thank you !