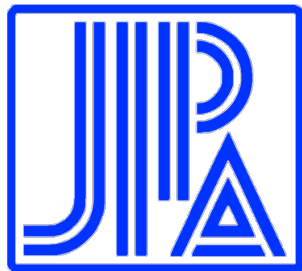


“New Exploitation Strategy of IP in the Post Covid-19 Era”



Nao Kuji

Japan IP Association : Executive managing Director
IP*SEVA Asia : Principal



Intellectual Property for Sustainable Energy Ventures

The Sustainable Development Goals concept is made by 5 P-words:

Planet,
Prosperity, Peace, Partnership,
People

These five concepts are broad and covers almost all of world problems.

Among them, **Planet** is more important than other P. (I think)
Because it directly relates to the survival of mankind.



Monopoly right such as IP could be negative to the SDGs.
Monopoly right means that it is used only by the right holder and is limited to the capacity of the right holder's business size.

The concept of monopoly could be negative to the SDGs.

IP should not be an obstacle to the SDGs.

IP should serve as a tool for acceleration to SDGs.

For the use of technology for common human challenges, IP should focus more on functions of licensing and shared use of technologies.

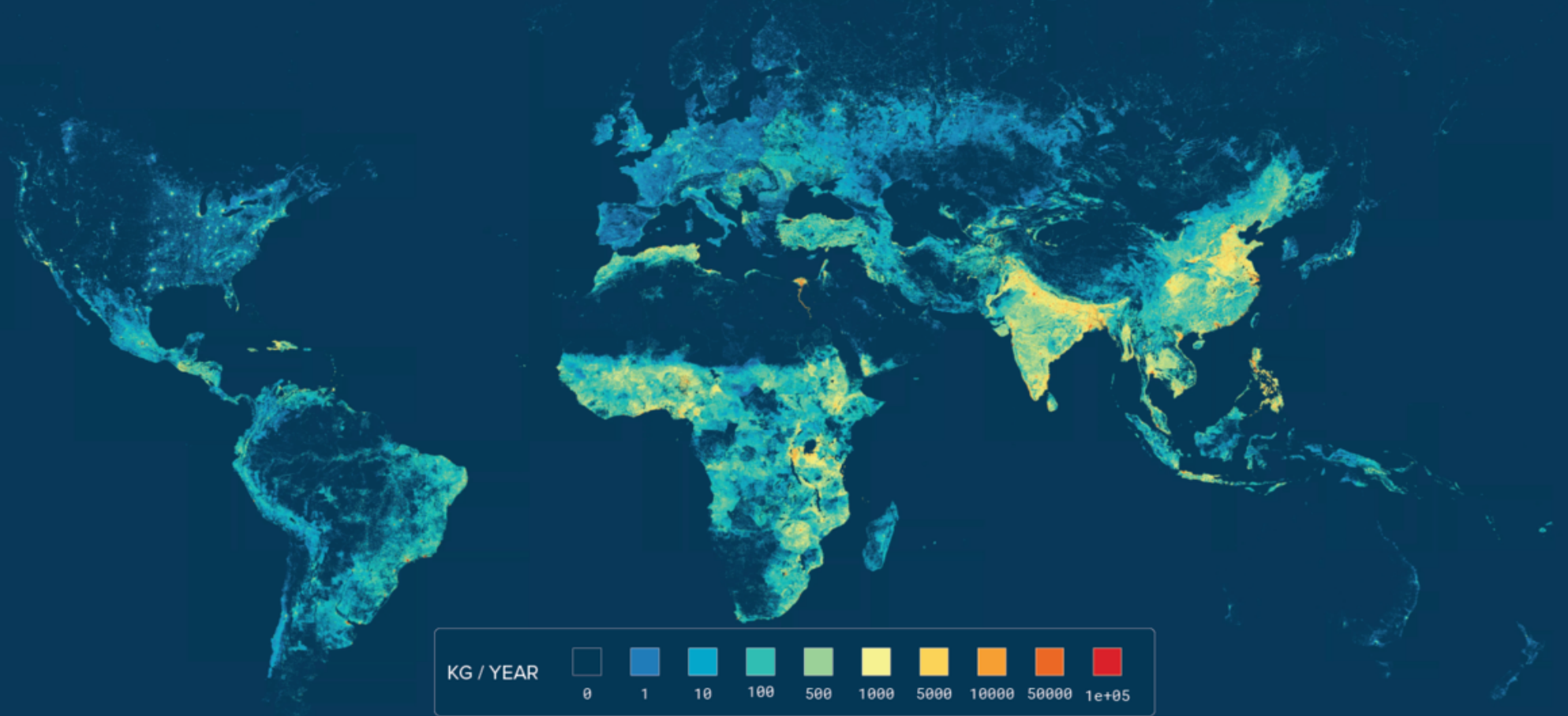
IP may hinder the dissemination of environmental technologies, therefore,

IP experts should express their opinions on how to use IP.

Even if R & D on each technology is based on conventional development competition,

the use of environmental technologies should be widely shared rather than monopolized.

Environmental Technology should be used as widely as possible



Yellow area is the place where mismanaged plastic waste is generated

JIPA GREEN Symposium was held on June 17, 2021

The subject we picked up was

“ Use WIPO GREEN data for CLEAN OCEAN ”

We tried to **Visualize** WIPO GREEN technologies registered by JIPA member companies.

JIPA members file about 20% of all PCT application of the world
JIPA members register about 20% of all WIPO GREEN technology

Number of Online Access to the Symposium was
over 2,000 from 28 countries.

Panasonic In-water plasma technology



Marine biofouling prevention

TOYOTA Offer 23K patents licensing related to vehicle electrification

RICOH

HITACHI
Inspire the Next Advanced Wastewater Treatment

Treatment of Industrial Wastewater



Canon Plastics Improvement of recycling
make it possible with canon

Copper refining technology

DAIKIN Patent non-assertion for refrigerant

SONY New material for purifying water and air

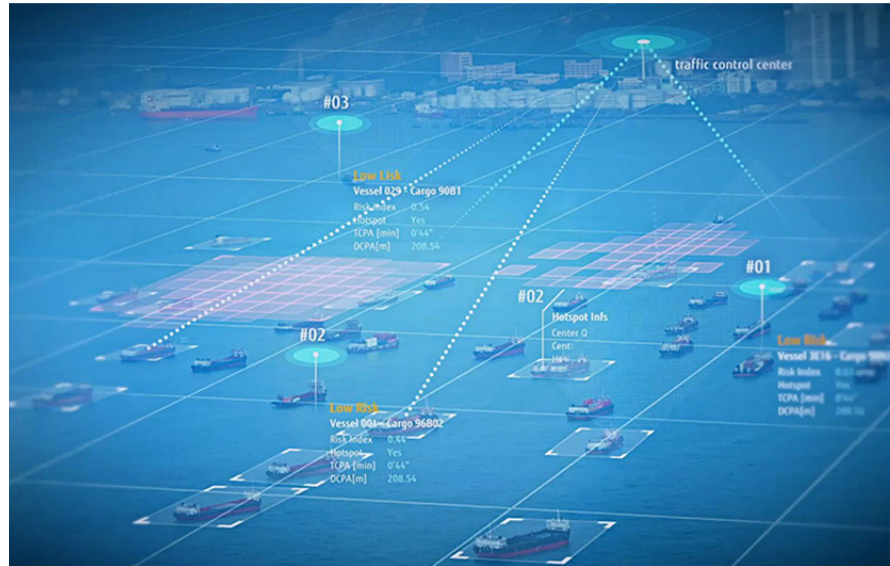


MITSUBISHI HEAVY INDUSTRIES SDGs initiatives

Efforts to Environmental Problems using Blockchain



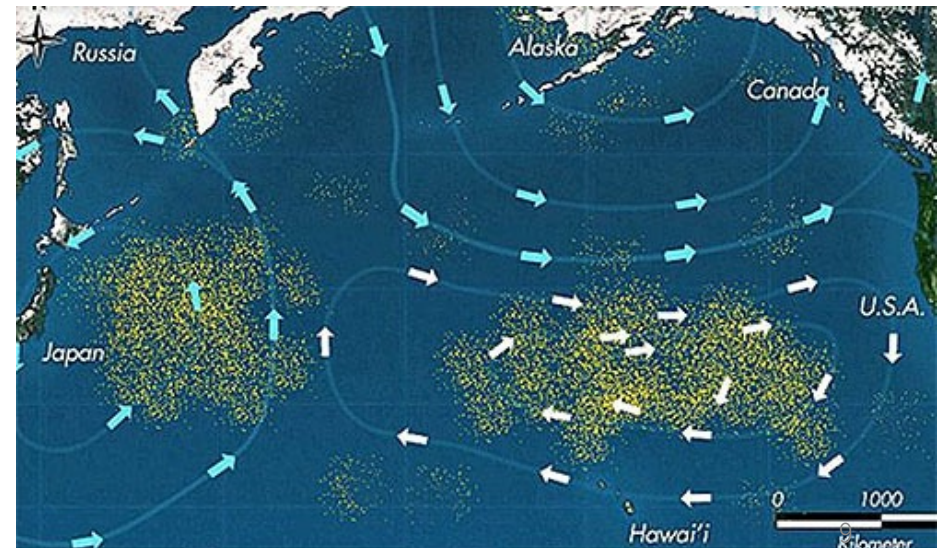
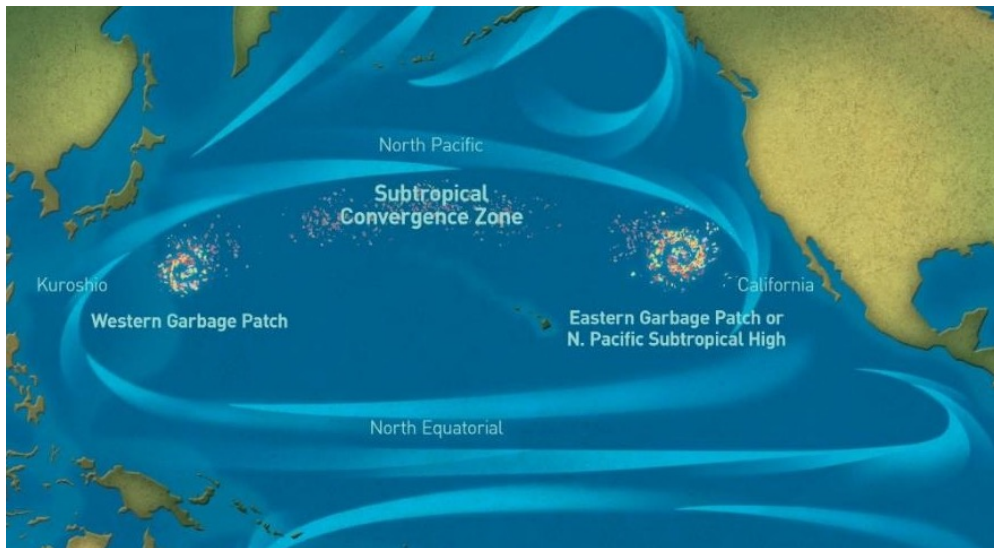
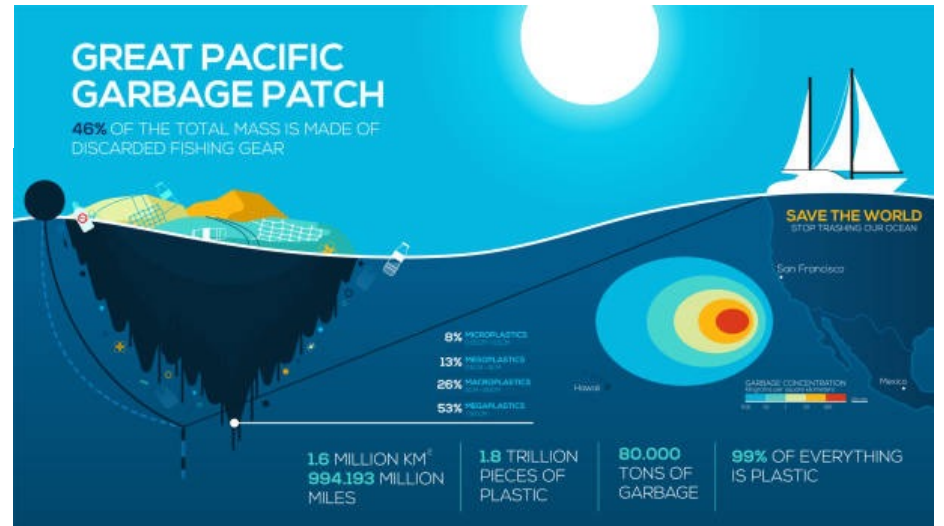
AI Technology to Predict Vessel Collision Risk



HONDA
The Power of Dreams

Honda Beach Cleaner





RACE TO ZERO

Supported by



United Nations
Climate Change



COP25
CHILE



UN CLIMATE
CHANGE
CONFERENCE
UN 2021

The biggest issue in SDGs is Climate change.

There is The Race to Zero campaign, **(for Carbon Neutral)**
Which was launched by the UNFCCC in 2020.

It calls on companies, universities and every entities around the world to take immediate action toward Net Zero in 2050.

If we consider IP as a tool for collaboration and having IP experts play a role in connecting countries, companies, universities and every entities,

It may be the only way the world can achieve Net Zero by 2050.

**This is my opinion as to
“New Exploitation Strategy of IP in the Post Covid-19 Era”**

