

# Regional Development and IP

Japan IP Association  
N.KUJI



\*Confidential



# Geographical Indication

Japan, there are many **regional brand** products which are high quality and have obtained reputation as a result of unique production methods and natural characteristics of the production area such as climate and soil conditions.

The GI Act provides a system that the government **protects names of such products** as Intellectual Property.



<https://gi-act.maff.go.jp/en/>

# Ministry of Agriculture, Forestry and Fisheries

The Act on Protection of the Names of Specific Agricultural, Forestry and Fishery Products and Foodstuffs (Geographical Indication Act) entered into force in **June 2015**.

The GI Act protects the interests of producers through the establishment of GI protection system, thereby **contributing to the sound development of the agricultural, forestry and fishery industries** and also to ensure the interests of consumers.



# Traditional Knowledge



The 10th meeting of the Conference of the Parties to the Convention on Biological Diversity (COP 10) was held in Nagoya City, Aichi, Japan in 2010 and the **"Aichi Target"** that the world should address by 2020 **for conservation and sustainable use of biodiversity** was adopted. It was a big step forward for the biodiversity activities to spread among Japanese companies.

# Ministry of the Environment

In September 2015 SDGs (**sustainable development goals**) were adopted at United Nations Conference on Sustainable Development. Conservation of natural capital which is the foundation of society and economy is inseparable from realizing a sustainable society.

Many domestic and overseas companies view social issues indicated by **SDGs as business opportunities**, and the movement introducing them into business strategies has already begun.

There is a change also in the investor side. ESG investments exploiting environmental, social and governance information that does not appear in the financial statements for investment decisions are expanding and attracting attention as a new basis for evaluation to measure the investment value of companies.





# Industrial Design



# Japan Patent Office

**Protection of design not recorded on the article**  
(cloud, network, projected on walls, etc.)

**Protection of space design**  
(buildings, interior design of shops, offices, etc.)

**Expansion of related design system**  
(a similar group of designs by the same applicant)

**Extension of the duration**  
(extending the duration of the design right to 25 years)

**Introduction of Multiple Design All-in-One Application**

**Review of the item classification table**



# Traditional Craft (200+)





# Ministry of Economy, Trade and Industry

Law about promotion of Officially designated Traditional craft products industry was established in May, 1974.

Economy Trade and Industry appoints thing meeting designated requirements as "Officially designated Traditional craft products".



2020年に向けて、  
あなたの文化プログラムを発信!!

<http://www.bunka.go.jp/english/index.html>



# Agency Cultural Affairs

Under the Law for the Protection of Cultural Properties, the government designates and registers the most important cultural properties as **National Treasures, Important Cultural Properties, Historic Sites, Places of Scenic Beauty, or Natural Monuments** and imposes restrictions on exports and activities that alter their existing state.

The government takes action to utilize cultural properties, by subsidizing the development of facilities for the display of cultural properties, and increasing opportunities for the public to enjoy cultural properties at exhibitions and other events.

Among the cultural heritage sites that represent Japan, outstanding ones with universal value are recommended to UNESCO for registration on the World Heritage list.

In order to mitigate the impact of and to adapt to climate change, the United Nations Framework Convention on Climate Change (UNFCCC) calls for all parties to promote and cooperate in the development, application and diffusion - including transfer - of environmentally-sound technologies.

**WIPO GREEN aims to support and operate in conjunction with this mechanism. It is being developed in close collaboration with industry, in particular the Japan Intellectual Property Association (JIPA).**