

NEWSLETTER

Yoshikawa International Patent Office – Japan

YOSHIKAWA-PATENT.COM

YOSHIKAWA INTERNATIONAL PATENT OFFICE

Since 1988

- Patent
- Trademark
- Utility Model
- Design
- Translation



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Osaka . Japan.
534-0024

Edited by
Fernando Alonso BSc. Hons

*G*reetings from Yoshikawa International Patent Office.

On March 11, 2011 we had the largest earthquake ever recorded in the history of Japan hitting the Tohoku Region in northeastern Japan. Our deepest thoughts and sympathies go to everyone affected by this tragic event. We sincerely wish for the earliest recovery from the current situation.

We inform you that our firm, based in Osaka, is operating at full capacity and was not directly affected. We sincerely appreciate all messages of concern and encouragement from valuable colleagues and friends.

In this new season, we invite you to read our newsletter and explore our [website](#) to keep updated about our company.



133rd INTA Annual Meeting
San Francisco - May 14-18, 2011
Please let us know if you wish to arrange a meeting



Marking our **10,000 request** achievement with a New Corporate Image:

YOSHIKAWA INTERNATIONAL PATENT OFFICE

[New Website](#) launching soon.

[New Office opening in San Francisco](#) in the next following months.



Services:

- Liaison Office
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[Michael Douglas, United Nations Messenger of Peace](#)

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A Moment of Silence



Rescue workers observe a minute of silence to mourn for the victims of the earthquake and tsunami in Rikuzentakata, Iwate Prefecture.
March 18, 2011.

10,100

The number of Successfully Handled Applications.

40%

Lower Professional Fees compared to most IP firms in Japan.

Reciprocity

on behalf of our Japanese Clients.

Since 1988

Professional Technical Staff & Native-Language Speakers.



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IP NEWS

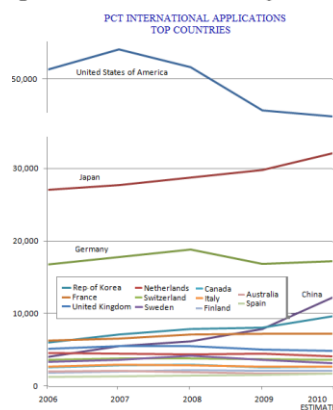
International Patent Filings Recover in 2010. WIPO News Geneva. February 9, 2011

International patent filings via PCT increased by 4.8% in 2010, with strong growth from China (+56.2%), the Republic of Korea (+20.5%), and Japan (+7.9%), offsetting a mixed performance in European countries and a continued decline in the United States (-1.7%). 162,900 estimated international patent applications were filed in 2010 as compared to the 155,398 applications filed in 2009.

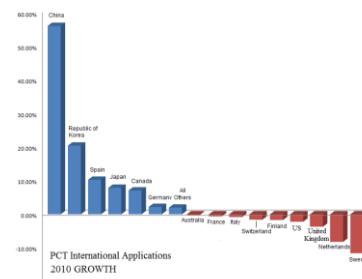


Click [here](#) to watch the press conference

“Overall PCT filings recovered from the economic crisis-induced drop in 2009, almost reaching their 2008 level,” said WIPO Director General Francis Gurry. “The fast growth rates from East Asia reflect acceleration in the geographic diversification of innovative activities. This trend has many implications, not least an increased linguistic diversity of the technology that patent offices use as a basis for determining whether an invention is patentable.”



Despite the 1.7% fall in 2010, the United States remains the largest user of the PCT system with 44,855 international applications, followed by Japan (32,156 filed applications) and Germany (+2.2%, 17,171). China (12,337) overtook the Republic of Korea (9,686) in 2010 as the fourth-ranked PCT filing country. France maintained its 6th place position (-0.6%, 7,193), followed by United Kingdom (-3.7%, 4,857), Netherlands (-8.2%, 4,097), Switzerland (-1.6%, 3,611), Sweden (-11.6%, 3,152), Canada (+7.1%, 2,707), Italy (-0.8%, 2,632), Finland (-2.2%, 2,076), Australia (-0.2%, 1,736) and Spain (+10.3%, 1,725).



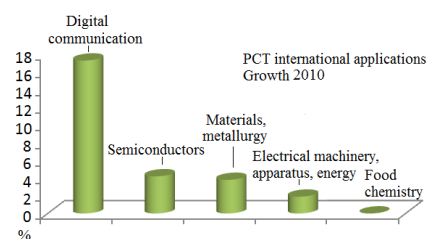
Top Applicants

2010 Ranking	Applicant	Country
1	PANASONIC CORP.	JP
2	ZTE CORP.	CN
3	QUALCOMM INCORPORATED	US
4	HUAWEI TECHNOLOGIES CO., LTD.	CN
5	KONINKLIJKE PHILIPS ELECTRONICS N.V.	NL
6	ROBERT BOSCH GMBH	DE
7	LG ELECTRONICS INC.	KR
8	SHARP KABUSHIKI KAISHA	JP
9	TELEFONAKTIEBOLAGET LM ERICSSON (PUBL)	DE
10	NEC CORPORATION	JP
11	TOYOTA JIDOSHA KABUSHIKI KAISHA	JP
12	SIEMENS AKTIENGESELLSCHAFT	DE
13	BASF SE	DE
14	mitsubishi electric corporation	JP
15	NOKIA CORPORATION	FI

Panasonic Corporation (Japan, 2,154) kept the top spot in the list of PCT applications published in 2010, followed by Chinese telecommunications giant ZTE Corporation (1,863), and Qualcomm Incorporated (USA, 1,677). A second Chinese company—Huawei Technologies (1,528)—occupies the fourth rank, followed by Koninklijke Philips Electronics N.V. (Netherlands, 1,435 applications), Robert Bosch GMBH (Germany, 1,301 applications), and LG Electronics (Republic of Korea, 1,298 applications).

Fields of Technology

Digital Communication saw the fastest growth (17.3%, 10,581 published applications) in 2010. This technical field accounted for the largest share of total PCT applications published in 2010 (up from the third largest share in 2009). Almost every other field of technology experienced declines or modest growth. The sharpest decline in patenting was seen in the field of telecommunications.



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Japan Patent Office

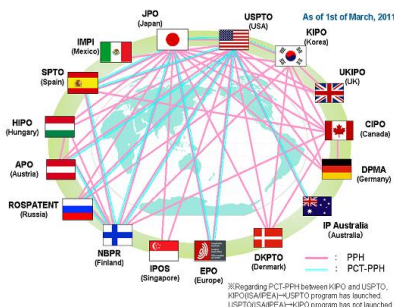
Procedures and measures in response to the recent Tohoku earthquake. JPO News Japan. April 6, 2011.

- Bail-out Measures in the Wake of the Tohoku – Pacific Ocean Earthquake by Various IP Offices.
- Handling of Procedures Affected by the Tohoku District - off the Pacific Ocean Earthquake.
- Effects of the Tohoku District - off the Pacific Ocean Earthquake on the Release of I P Gazettes.

[Link](#)

Expanding the Patent Prosecution Highway (PPH) Network. The 3rd Plurilateral Patent Prosecution Highway Working Level Meeting. JPO News Japan. January 19 / 20, 2011.

Efforts to Enhance the Usability of the PPH Program Experts from the below countries are continuing to discuss how to further enhance the usability of the PPH program. A meeting held in Tokyo this year brought together the following 19 countries and organizations.



[Link](#)

JPO to build an Intellectual Property information databank (DB). March 1, 2011.

The JPO will build an Intellectual Property information databank (DB) in cooperation with the Japan External Trade Organization (JETRO) and others. Companies' planning of IP strategies during overseas expansion, handling of lawsuits, and other practical information will be compiled in the database, supporting businesses' foreign advance as well as technology transfer to emerging countries and other endeavors.

[Link](#)

JASRAC to exempt earthquake-affected businesses from royalties. March 17, 2011.

The Japanese Society for Rights of Authors, Composers and Publishers (JASRAC) has announced that it will exempt businesses such as restaurants, karaoke clubs, etc. which have suffered damage due to the recent Tohoku earthquake, from paying royalties for a certain period of time.

[Link](#)

JPO to strengthen IP risk measures in relation to Japanese companies overseas. April 6, 2011.

The JPO has decided to form a working committee at the joint government-private sector International Intellectual Property Protection Forum (IIPPF). The committee will provide support to foreign expansion of medium-sized and small enterprises. Along with reducing IP risks at overseas destinations, the JPO aims to promote dialogue with foreign governments through the committee.

[Link](#)

Preparations for Patent Law amendments including the introduction of a legitimate opposition system and usurpation application relief under way. February 16, 2011

On February 16, 2011, a meeting of the Intellectual Property Policy Committee at the Industrial Structure Council was held, resulting in a Committee panel's approval of a report "on legislative issues regarding the patent system." The report proposes, among other provisions, the introduction of a legitimate opposition system, which would enable an opposition to third parties given the existence of a non-exclusive license. METI and JPO are to initiate preparations for Patent Law amendments, etc., following the contents of this report.

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IP NEWS

**The 125th Anniversary of the IPR System
Projects. JPO Japan. March 11, 2011**

Plasmacluster – Air Sterilization



Mr Kazuo Nishikawa at Sharp Corporation (Japan).

He developed the plasmacluster technology, an air purifier that recreates the natural chemical process that purifies the air in the Earth's atmosphere.



This revolutionary air purifier ensures a clean and well balanced air flow in the office or public area. It has been proven to be effective against suspending viruses and microbes that contaminate our air, leaving the working environment a cleaner and healthier place to be.

This highly innovative and technologically advanced air purifier not only release high levels of Plasmacluster Ions evenly into the room to render airborne viruses inactive but then the air is passed through a filter system ensuring unparalleled fresh, clean air which is of constant premium quality.



Plasmacluster Technology Keeps Air Clean and Pure

What inspired you to develop this technology?

I undertook the research and development of Plasmacluster technology in 1998, when filtering systems remained the most popular means of eliminating dust, dirt and odor in the air. With the filtering method the air could not be fully cleaned.

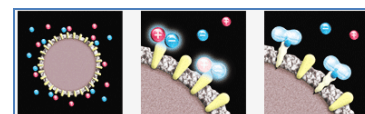
While consumers often requested the removal of cigarette smoke and odor, an examination of the air in a room revealed a health risk, as the air contained fungus and mold, which could cause asthma.

Based on such findings, my development efforts were meant, along with *in-situ* purification of the air, to eliminate not only odors of cigarette smoke, etc. but also microbes and other harmful substances that could cause harm to health.

What specific difficulties have you faced in developing this technology?

I had much difficulty in producing my intended ions. So I made several adjustments, including the control of voltage applied and the electrode structure, and finally succeeded in producing the targeted ions by controlling the plasma discharge intensity. In addition, such ions needed to be released by wind throughout a room before harmful airborne substances could be eliminated in situ, and yet there remained a problem that those ions could collapse as they collided with a device body. Seeking to allow a quantity of ions required to be released outside, I worked with product design engineers to review ion-generating device layout and so on, and even provided the first model with a separate air trunk for Plasmacluster Ions.

Furthermore, a demonstration of effectiveness was required to commercialize Plasmacluster. Our company, being an electronics manufacturer, had no knowledge of microbes, but we were able to proceed with the project by acquiring a wide range of knowledge from third party laboratories and research institutions for microorganisms.



Working mechanism to inhibit bacteria

What gives you joy as an inventor?

Despite many difficulties, it was very satisfying for me as a developer when my own idea or hypothesis was verified. And I find the multiple processes of hypothesizing and testing, to be very exciting. Also, one can greatly enhance his or her own technology by combining it with technologies of other fields through discussions with external research institutions or engineers from different industries instead of secluding oneself in a company laboratory.

Furthermore, it gives me great pleasure to publically announce technical developments jointly with external institutions and thereby share a sense of accomplishment with their staff.

In the future, serving as a nurturing parent, rather than a natural parent, of this technology, I am looking forward to fostering it to the extent that people willingly embrace it all over the world, as I strive to realize my goal contained in the slogan – “Bringing Plasmacluster Ions to wherever there is air!”

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Self Locking Nut



Mr Katsuhiko Wakabayashi at
HARD LOCK Industry Co. Ltd

The father of the Hard Lock Nut and
the president of the company.



“Nuts that do not loosen” were developed by Mr. Wakabayashi and are used in such places as transmission towers, nuclear power plants and bullet train cars – where “there would be trouble if the screw came loose” – and keep our lives safe.

Actually, the principle used in this product came to Mr. Wakabayashi in a flash when he was looking at an object that had existed since ancient times in Japan

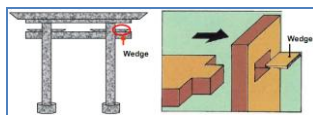


Diagram of the Principle of a Wedge
used in Torii Gates

What inspired you to become an inventor?

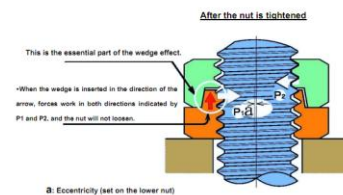
When I was in the fourth grade of elementary school, I was evacuated to the countryside from the city because of the war. One day, I saw a woman planting soybean seeds in a field and painfully stretching her back each time she bent over to plant a seed, and I wondered if there wasn't an easier way to plant seeds. I came up with the idea of drilling equally spaced small holes on the outside of a round can, which I saw lying nearby, and of rolling the can on the field with both hands to neatly plant seeds on the ridges in the field. So I made this gadget on a trial basis right away. The grown-ups around me were delighted and highly praised the gadget. I also made a small-sized air blower after seeing grown-ups having difficulty in starting a fire in a furnace. The grown-ups were also very impressed with this air blower, and one of them made the same air blower and handed them out in the neighborhood. Seeing people rejoicing, a sense of joy welled up within me, and this memory was imprinted in my mind as a child. This feeling has lasted in my mind all these years and has been the primary basis for my present development of products.



Hard Lock Nut

What specific ideas and difficulties have you faced as an inventor?

“Hard Lock Nuts” came into being out of the sheer desire to escape from customer complaints about loosened nuts. At the time, I was spending my days thinking night and day about the perfect self-locking nut that could withstand any kind of shock or vibration. Then one day, when I saw wedges used for a gate (i.e., torii) at a Shinto shrine, I suddenly hit upon an idea. I envisioned that by applying the principle of the wedge, which has been used in wooden architecture over the years since ancient times, it might be possible to create a self-locking nut that could withstand any kind of shock or vibration. After much trial and error, I gave up on realizing the idea with a single nut and came up with the idea of using two different nuts, a concave nut and a convex nut, with one serving as a wedge and the other as a hammer. The upper nut with the concave bottom was screwed onto the lower nut with the convex top. The convex top of the lower nut served as a wedge and with the eccentric structure on the top surface of the lower nut, force was generated not only in the vertical direction but also in the lateral direction, which resulted in creating a powerful self-locking effect. This is how the “Hard Lock Nut that absolutely does not loosen” was developed.



What gives you joy as an inventor?

The joy you feel upon completing the development of a product through hard work is like walking on air and cannot be expressed in words. The accomplishment gives you the greatest pleasure and joy when you consider the fact that the product will be for the good of the world and humanity.

“No pain, no gain.” I think life itself is hidden in this proverb, and the way of life implied by the proverb is inevitable for those engaged in R&D. You cannot develop new things while taking it easy. I believe that you are able to perceive something new through winning over the battle against yourself at all times and facing various situations in carrying forward your research step by step. I believe that you are able to perceive something new through winning over the battle against yourself at all times and facing various situations in carrying forward your research step by step.

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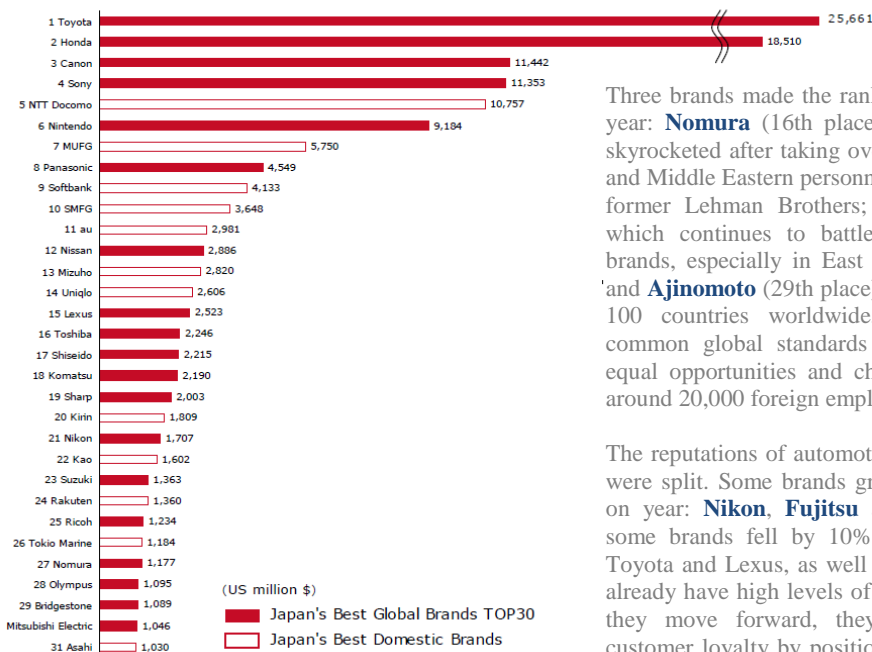
Top Japanese Brands in 2011. Interbrand Survey Press release. February 1, 2011



Although **Toyota** retained its number-one value ranking, it fell 16% from last year. **Nomura**, **Unicharm** and **Ajinomoto** made the rankings for the first time. **NTT Docomo** ranked Japan's number-one domestic brand.

In this year's ranking, the recalls that plagued Toyota (-16%; 1st place) at the beginning of 2010 were covered by papers worldwide, causing consumers to lose trust in the Toyota brand. As a result, the values of both the Toyota and Lexus (-19%; 8th place) brands fell substantially.

"Japan's Best Global Brands 2011"



This drop in value was enormous: the total value of the top 30 brands fell 3% from the previous year. But if the drop in value of these two brands is excluded, the total grew 2% overall, showing the strong reputation of most Japanese brands despite the highly unfavorable exchange rates of the Japanese yen in 2010.

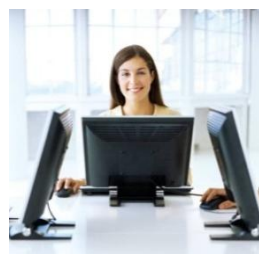
Meanwhile, **Shiseido** (+3%; 10th place) continues its meteoric rise in the Chinese market. This year it became the first non-automotive or electronics brand to break into the top 10. The brand that most increased its value year on year was **Asics** (+12%; 22nd place), thanks to its popular running shoes, as well as its reinvigorated promotions of European apparel products that brilliantly communicate the brand philosophy.

Three brands made the ranking for the first time this year: **Nomura** (16th place), whose global presence skyrocketed after taking over Asia Pacific, European, and Middle Eastern personnel and operations from the former Lehman Brothers; **Unicharm** (28th place), which continues to battle P&G and other global brands, especially in East Asia and Southeast Asia; and **Ajinomoto** (29th place), which does sales in over 100 countries worldwide, and began publishing common global standards for personnel, providing equal opportunities and chances at education to its around 20,000 foreign employees.

The reputations of automotive and electronics brands were split. Some brands grew by 10% or more year on year: **Nikon**, **Fujitsu** and **Hitachi**. Meanwhile, some brands fell by 10% or more. These include Toyota and Lexus, as well as Yamaha. These brands already have high levels of global recognition, but as they move forward, they will need to increase customer loyalty by positioning themselves in a way that differentiates them.

International Staff Multilingual Customer Service

Our professional native staff is available for communication in English, Spanish, Chinese, Japanese, Korean, Italian, French, Portuguese and German.



Increasing Productivity through Successful Collaboration

We are providing cost-efficient, high-quality services and maintaining strong and close ties with leading law firms around the world, with whom we cooperate in international projects.

Please contact us if you wish to receive a free quote or additional information