

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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Edited by
Fernando Alonso BSc. Hons

Greetings from Yoshikawa International Patent Office!

We take this opportunity to express our sincere gratitude and appreciation for your continued support. We wish to share with our most valuable associates, some recent developments in the field of Japan intellectual property law.

Once again, we invite you to read our newsletter and explore our [website](#) to know more about our firm. We also hope 2011 will be a happy and successful year for all of you!



Japan's Hidden Discovery
VISIT JAPAN 2011

New Patent Attorney: Mrs Kanna Ichikawa

We are pleased to announce the addition of a new patent Attorney in our team. She passed the patent attorney examination in 2010. Before, she played an important role as technical staff in our firm.

Additional 1 Year Extension in the Period of Payment for Patent Examination Requests (until March 31, 2012). JPO News Japan. December 24, 2010

This measure will allow applicants to have 1 additional year for paying their Request for Examination fees (measures started on April 1, 2009). The JPO is again helping corporations taking into consideration the current world economic situation.

[Link](#)

Japanese Traditional Culture: New Year Celebration. First Sunrise, First Prayer for Good Fortune.



In Japan, sunrise on New Year's Day is believed to have special supernatural powers, and praying to the first sunrise of the year has become a popular practice since the Meiji era (1868–1912). Even today, crowds gather on mountaintops or beaches with good views of the sunrise to pray for health and family wellbeing in the New Year.



Each year, we proudly contribute to the ONG: *Doctors of the World*.

Quote of the Month



"We will work even harder to reduce the waiting period of Patent Examinations (to 11 month by 2013)"

JPO Commissioner Mr IWAI Yoshiyuki on his New Year's Greeting Message, 4th of January 2011.

[JPO News.](#)

9,834

The number of Successfully Handled Applications.

40%

Lower Professional Fees compared to most IP firms in Japan.

Reciprocity

on behalf of our Japanese Clients.

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Professional Technical Staff - Native-Language Speakers.



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IP NEWS

JPO starts campaign to eliminate counterfeited and pirated goods. JPO News Japan. December 10, 2010.



<http://www.kawanai.go.jp/>

The Japan Patent Office (JPO) is carrying out a “Counterfeited and Pirated Goods Eradication Campaign,” begun December 10, 2010, to raise consumer awareness of counterfeit and pirated goods. In recent years, the circulation of counterfeited and pirated goods through the Internet has been on the rise. This campaign seeks to introduce the reality and the harmful results of the damages incurred by consumers who casually purchase counterfeited and pirated goods by Internet shopping and other means, and thereby deter purchases of such goods.

With the aim of fostering the attitude among consumers that they should not buy or approve of counterfeit and pirated products, this public awareness campaign will use various media, including posters, a special website and online commercials.

The campaign’s website carries damages reports, “Gallery of Fakes,” analysis of intellectual property rights, and other information. Visitors can experience a simulation of the damages purchasers of illegitimate goods may incur.



Counterfeit products.

Japan Patent Office

JPO to decrease Examination Request Fees by 25%. JPO News Japan. January 1, 2011.

The Japan Patent Office (JPO) began adjustments to lower its examination request fees by 25% (January 1, 2011). It will revise the cabinet ordinance and put the changes into effect in the summer of 2011.

Because the number of patent applications has dramatically declined through the worldwide economic recession since the Lehman Shock, JPO will lessen the burden on corporations with these reductions and support research and development.

Yakult Plastic Bottle registered as 3D Trademark in Japan.



On November 16, 2010 the 3D trademark application for the plastic bottle of a lactic acid beverage called Yakult was approved by the Intellectual Property High Court reversing a previous rejection and stating that “taking into consideration the long use and the remarkable sales record of the goods, the shape alone has acquired distinctiveness”. This was the second time a 3D trademark for the shape of a beverage bottle was allowed, following the Coca-Cola bottle.

The IP High Court has considered:

1. Yakult Honsha Co., LTD. has maintained the shape of the bottle since 1968.
2. Their share in the lactic acid beverage market has always been more than 50 %.
3. More than 98 % of consumers can identify this product from the shape of the bottle.

As a result, the IP High Court stated that “the 3D shape of the bottle projects a strong image equivalent to or greater than the product name and distinguishes it from other companies’ products” when the Court reversed the earlier rejection by the JPO.

Yakult’s plastic bottle was introduced in 1968 and designed by the famous interior designer, Isamu Kenmochi.

[Link](#)

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IP NEWS

**The 125th Anniversary of the IPR System
Projects.** JPO Japan. January 24, 2010

**The EcoCute, a water heater using atmospheric
heat.**

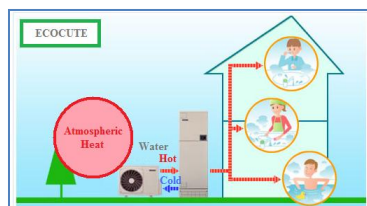


Mr Hisayoshi Sakakibara at Denso Corporation. He invented EcoCute, an energy efficient electric heat pump, water heating and supply system that uses heat extracted from the air to heat water for domestic, industrial and commercial use.

Instead of the more conventional ammonia or haloalkane gases, EcoCute uses carbon dioxide as a refrigerant. The technology offers a means of energy conservation and reduces the emission of greenhouse gas.

What inspired you to develop this technology?

I started developing an “EcoCute” system in 1997 when the Kyoto Conference on the Prevention of Global Warming was held and the world began to pay more attention to technology to save energy and prevent global warming. My current employer, Denso Corporation, is an automobile parts supplier developing and manufacturing products for cars. I have been involved in a study on the use of carbon dioxide (CO₂), which is an environmentally friendly future component of car air conditioning systems, as the use of CO₂ contributes less to global warming than the conventional use of chlorofluorocarbon (CFC). Therefore, the Tokyo Electric Power Company (TEPCO) and the Central Research Institute of Electric Power Industry (CRIEPI) kindly asked us to join them in developing a water heater with a heat pump system that produces hot water by using CO₂. It was at that time that I learned for the first time that water heaters used one third of the total amount of energy in a home and thus successful development of water heaters would be one of the effective ways of preventing global warming. Although this field was completely new to Denso, we decided to take advantage of the opportunity and become part of the trilateral joint development project.



What specific difficulties have you faced in developing this technology?

In order to most effectively use CO₂ as a cooling medium of a heat pump water heater, supercritical CO₂ (CO₂ in a state of neither gas nor liquid) has to be given heat while being continuously in contact with water that gradually increases in temperature from cold water to hot water. However, this idea did not apply to the conventional type of heat pumps which did not use supercritical CO₂. We conducted various experiments under different conditions and then sorted out the results to form another hypothesis. This experimental cycle was repeated. As a result, it was finally discovered that the optimal state of supercritical CO₂ can always be created in the most appropriate manner throughout the year, by adjusting the CO₂ pressure according to the temperature of the heat exchanger which produces hot water.

What gives you joy as an inventor?

When I became involved in the EcoCute development, I could not help paying attention to water heaters installed in the exterior walls of houses even when taking my dog for a walk in the neighborhood. I often “carefully” peeped into narrow spaces between houses in order to find out what kind of water heaters were installed and in what way they were installed. My fellow researchers did the same. Realizing that this practice was almost an occupational disease, we used to laugh about what we were doing. The members dealing with the technologies and products gathered together and had intense discussions with co-researchers of TEPCO and CRIEPI from morning till night to finally complete the world’s first home CO₂ refrigerant heat pump water heater “EcoCute” in April 2001. We were deeply moved when the product, which had not existed before, was brought into the world by drawing upon the knowledge and ideas of all project members an overcoming the problems one by one.

We develop technologies useful to society, and the products, which reflect our own ideas, are welcomed by consumers. This is the best possible situation for engineers, and therefore, all engineers should be able to enjoy this kind of experience. In order to achieve something, you must always be interested in various things, collect much information, and think for yourself. Once you have the opportunity, take it without hesitation. Then you will certainly enjoy a sense of accomplishment. Go for it!

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Bright Red Maple Leaves are the Roots of FriXion Ball



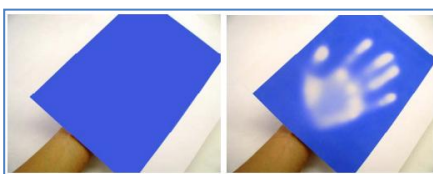
Mr Norikazu Nakasuji,
Managing Director at
PILOT Corporation



FriXion Ball is an erasable gel ink pen developed by PILOT Corporation (Japan). Contrary to other erasable pens in the market, this pen does not scratch or damage the paper you are writing on.

What inspired you to invent this product?

A natural phenomenon, the wonderful changing color of nature during the four seasons in Japan. This fact inspired us to develop a technology using frictional heat, studying the color change temperatures of thermochromic material. Though I do not remember how many times we conducted trial-and-error experiments, I cannot forget the excitement I felt upon seeing five fingers appear sharply on the paper coated with the composition of materials presumed as being “the most likely compound to change color with body heat”.



Thermochromic Material reacting to human heat.

At that instant, I perceived the new principle in its entirety. In the course of developing many commercial products, we were asked from abroad if we could make a ballpoint pen that easily erases like pencils. This inquiry triggered the development of “FriXion Ball”.

What difficulties have you faced in developing the product?

Although we discovered a new principle, we still did not know how to put it into practice. At that time, the production of writing instrument was developing resistant and permanent colors so our product was very different.

In 1989, 15 years after the discovery of the new principle, we received a proposal from the world largest US toy company. They wanted to launch a ‘makeup doll’, the lipstick and eye shadow would be applied using cold water, and the makeup would taken off with warm water. Girls could safely play with the doll over and over again. We created a “new Metamocolor” that can retain color on a doll’s face with makeup or a face without any makeup at room temperature.

In 2004, about 30 years after the discovery, there was an inquiry from a European sales company asking for a solution to the problem of erasing mistakes made with pens since students in primary and middle schools use ballpoint pens. At that time, the technology of “new Metamocolor” was advanced to the stage where it produced color at minus 20 degrees C and made color disappear at 65 degrees C and was able to maintain the colored state and colorless state even in high summer and midwinter. The 65 degrees C is the temperature that ink disappears with frictional heat of a rubber. The remaining issue was to transform Metamocolor into tiny particles because ink has to flow through the narrow gap at the tip of a ballpoint pen. In this way, FriXion Ball came into being. At long last, technological development and market demand coincided, and we were able to apply the material to writing instruments, which is our main business.

With the creation of FriXion, the writing instrument evolved from an instrument for just keeping records to an “instrument for thinking” with which one can write, erase, and write again.

What gives you joy as inventor?

The feeling of getting excited. For more than 30 years, I have been involved in this project, from the conceptualization of Metamocolor to the commercialization of FriXion Ball. During those years I have felt the greatest happiness as a technical expert and a manager, being able to work with many colleagues who share the same enthusiasm. There seems to be an infinite time for all of you. Eventually you will discover an “ability” you were not aware of. Please try not to miss taking advantage of that opportunity.



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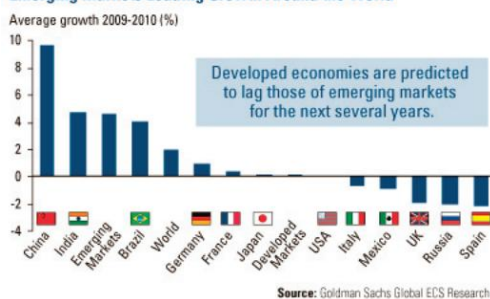
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ECONOMY NOTES

Japan Looks for Economic Growth in Emerging Asia. JETRO Report, November 2010.

Stagnating demand in the US, European Union and Japan has made the advanced economies more challenging and incremental growth is increasingly found in markets such as Emerging Asia. The need to expand into these markets means Japanese firms and investors can no longer treat emerging economies as sourcing platforms with little regard to internal consumption. This is leading government and corporate leaders to formulate new strategies and policies to increase regional integration, growth and business activity in these markets.

Emerging Markets Leading Growth Around the World



A new middle class is developing in emerging market economies as significant proportions of the population rise up from poverty in line with rapid economic growth. The expansion of this middle class not only provides competition for labor and resources but also enormous potential for global consumer markets. As a result, there will be a gradual shift in the dominance of global consumer markets from advanced economies to emerging market economies.”

International Staff Multilingual Customer Service

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



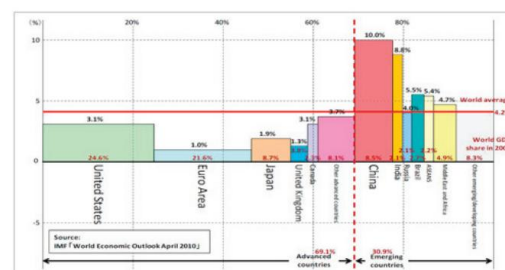
Please contact us if you wish to receive a free quote or additional information

Emerging Asia Increasingly Drives Global Growth and Demand.

Home to the world’s largest populations, many analysts believe China and India hold the biggest potential, followed by Indonesia and other economies that benefit from growth in the region. Increases in education, technical skills and capacity are key factors leading to rising per capita income.

Emerging Asia will play a more significant role in maintaining future global economic growth and stability.

Emerging Market Performance Raises IMF Global 2010 GDP Projections



China is forecast to be the biggest contributor to world GDP growth by 2017, overtaking the USA and accounting for 18.4% of world GDP in PPP terms from 7.1% in 2000. India, with a share of 6.2% of world GDP in PPP terms, will be the third largest contributor toward world GDP in 2017.

China, India and Indonesia are expected to be the best performing emerging economies in 2020 with annual real GDP projected to grow by 8.8%, 7.1% and 7.0% respectively.

JETRO / Euromonitor

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.

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