

# Dispatch of Lecturers

## ~Strong Support for the Development of In-house Intellectual Property Human Resource~

### 1. Toward Corporate Innovation and Brand Management

Companies need to formulate intellectual property strategies as an integral part of business and research and development strategies under Intellectual property management strategy and plan, execute, evaluate and Intellectual property management and Intellectual property legal affairs for innovation and brand management based on such intellectual property strategies.

Intellectual property management and legal affairs cover a wide variety of intellectual property (rights), designs (design rights), works (copy rights), trade secrets, and trademarks (trademark rights), and encompass all phases of corporate activities at multiple levels: creation and acquisition in the research and development department, protection in the intellectual property and legal departments, and utilization in the business departments. While each of these subjects and activities must be integrated as a whole from the perspective of innovation and brand management, each of them is also highly specialized and international in nature, and furthermore, each system and operation changes quickly, often, and significantly.

### 2. Difficulty in Training and Securing Suitable Human Resources

Therefore, in order to accurately formulate intellectual property strategies and accurately execute intellectual property management and intellectual property legal affairs, it is essential for companies, including management, to establish appropriate organizations and systems for each of the above divisions and stages on a daily basis, and to continue to strive to develop and secure appropriate human resources.

In recent years, intellectual property management and legal affairs have rapidly become more sophisticated and complex in line with changes in the social economy, and it has become necessary for companies to further upgrade the skills of their existing personnel, who are mainly suited to patenting inventions, licensing, and clearance and enforcement defense of other parties' patents, as well as to develop new personnel who can deal the mix of intellectual property rights, open innovation such as various alliances and (international) standardization, and open and close.

### 3. Strong Support for Intellectual Property Human Resource Development of Client Companies

In order to meet the needs of such companies, we provide a comprehensive range of intellectual property-related services in cooperation with attorneys and patent attorneys who are highly specialized, up-to-date, and experienced, both in Japan and abroad, in order to secure external human resources and outsource intellectual property management and legal services to companies. In addition, in order to support the development of internal human resources, we also dispatch our attorneys and patent attorneys as lecturers on a variety of Intellectual property-related topics.

For this type of lecturer dispatch, we have prepared standardized presentation materials on basic topics in advance. Many of our attorneys and patent attorneys have experience as lecturers at various internal and external workshops and seminars, and some of our experts have lectured on intellectual property law at law schools, universities, and other institutions. Therefore, please feel free to contact us for more information on how we can dispatch lecturers on a variety of topics at a reasonable cost depending on your specific individual needs.

### 4. Examples

- Three-day course in specification drafting for corporate researchers and inventors
- Training on trade secrets and information security for employees of companies
- Two- to three-hour training sessions on U.S. patent law for corporate intellectual property departments
- Presentation of important Intellectual Property High Court cases in recent years for corporate legal departments
- Examples of startups and the use of intellectual property for small and medium enterprises



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