

**IP** is one of the most valuable assets for startups

### ✓ **Exclusiveness**

Strengthening competitiveness of products/services

### ✓ **Collaboration**

Increase of formats involving collaboration with other companies

### ✓ **Trustworthiness**

Establishment of trustworthiness from technical perspectives

### ■ **Initiatives for the entire startup**

For startups aiming for rapid growth through innovative technologies and ideas, IP strategies are an essential requirement for more effectively competing on the global stage.

The INPIT (National Center for Industrial Property Information and Training) are developing comprehensive support measures, in cooperation with JPO, from the creation of inventions to utilization of rights and commercialization, in order to promote IP activities at startups.



### ■ **Main activities and case studies**

• Dispatch of Experts (Support of IP Management Strategy)  
In order to promote the IP activities of startups, the INPIT-KANSAI dispatches experts with extensive experiences and deep knowledges in practical business and IP managements to provide support for the development of IP strategies and to reduce IP risks.

• Japan Platform for Patent Information (J-PlatPat)  
J-PlatPat is an internet based patent information providing service with the user-friendly search functions for official gazette search of Patent, Utility Model, Design, Trademark and for status checking of Legal Status of applications and the like. Through effective utilization of patent information mainly on patent gazettes, etc., startups will be able to prevent redundant R&D, to promote R&D utilizing prior arts, and to avoid unnecessary disputes, etc.

• Support for Analyzing and Utilizing Patent Information  
Actively utilizing patent information in planning business strategy is important for the growth of companies. However, Startups have not fully recognized how effectively patent information can work for their businesses. They also have limitations in terms of expert knowledge and finances. In order to address these issues, the INPIT provide for comprehensive analysis on patent information at startups.

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