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**Subject:** JPO's Views on the "Project of Applicant Name Standardization"

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## *JPO's Views on the "Project of Applicant Name Standardization"*

### 1. Introduction

The JPO would like to express our respect to KIPO for proceeding with the pilot project vigorously. There was great significance in the challenge to the unknown area of the IP5 cooperation.

Also, the JPO understands that this project is conducted based on strong user needs. The IP5 offices should face user request in sincerity and work toward its realization, and the JPO will continue to cooperate with the progress of this project.

### 2. Current Status and Issues

Unfortunately, the JPO recognizes that the results of the pilot project provided from KIPO do not achieve the level to satisfy user needs. Even if we continue such approaches, it is difficult to solve many of the following exemplified issues, so the JPO thinks that major progress cannot be expected.

- ✓ Organizing fluctuation of description by differences in language
- ✓ Transfer of right
- ✓ Name change, absorption/merger, split of a company
- ✓ Reorganization of group companies (there are companies establishing different companies that only manage intellectual property)
- ✓ Distinguishing between companies with the same name

### 3. An Example of Issue Solving by a Private Entity

In Japan, there are several private entities that provide applicant information commercially. Of them, a typical example is "MeiYoSen (<http://pat-kts.co.jp/home/index.php/en/meiyosen>)" by Kyowa Techno Service Co., Ltd. According to their explanation to us, they manually solved all the issues exemplified in the above 2 in their database, which is scheduled to be available in January 2018.

Since these manual analysis requires continuous input of economic and human resources, the IP5 offices need to ask again whether it is appropriate for IP offices themselves as government organizations to perform such manual analysis forever and ever.

In Japan, it is considered that it is not appropriate to inject public funds and to enter into the area later by the IP5 offices where private entities have already provided services on a commercial basis in terms of role sharing between government organizations and private entities.

#### 4. Proposal on Reorganization of Two Approaches

The JPO recognizes that there are two possible approaches to proceed with this project. One approach is to analyze the fluctuation of description of the applicant name distributed after being filed as adopted in the current pilot project. The other is the approach which is for an applicant to use a unified writing of an applicant name or disseminate the use of a unified ID at the time of filing.

The JPO would like to propose the review of the approaches because it became obvious that it was difficult to solve the issues exemplified in the above 2 in the former approach. As described in the above 3, because it is difficult for the JPO itself to perform the manual analysis that requires continuous input of economic and human resources at this time, we consider that the IP5 offices should discuss again the possibility of the latter approach as an alternative. The latter approach is the area where private entities cannot reach, so the JPO believes that this is the area that government organizations should work on.

Nevertheless, the JPO recognizes that it is still difficult to solve all the issues exemplified in the above 2 by the latter approach. However, if the IP5 offices acting as government organizations work on the latter approach and private entities can continue the efforts with the former approach, it is expected that user's request can be realized by the "best mix" of the efforts of public and private sectors.

Under the continuous and effective leadership of KIPO, the JPO sincerely hopes that the IP5 offices will advance this project to the next step.

#### 5. Possible Solution

One possible solution as the first step of this project would be that the IP5 offices collaboratively comprise the mapping table as shown in Annex 1 with the cooperation from IP5 industry and that all the applicants and their representative attorneys are encouraged to use the standardized applicant names which are previously defined and listed on the table by the applicants.

Under this solution, the JPO would consider that it is not an obligation for applicants nor their representative attorneys to use the standardized applicants name and therefore the proposed solution will not remove all the issues exemplified in the above 2. However, if many of the major entities of IP5 industry join this cooperation framework, the quality of our data source will be improved at large extent. In addition, if the common global ID is provided to each applicant in the future, it will further enhance the quality of global data network.

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The contents of the following table is one example and prepared by the JIPA without prejudice.

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