

Mr Takagi

I will talk about global IP technical infrastructure, which means databases and platforms. One of the things that we introduced for the last 10 years, was driven by this one. Big data, you see the quantum leap in 2016, this is amount of data generated in cyberspace, it's not limited to intellectual property, whole cyberspace you see the quantum leap in the data. This increase in the data amount we are generating and we are utilising, has enormous impact on intellectual property as well. So WIPO has responded to this change in the world, and in addition to classic programs like Legal Framework or PCT Madrid, which my colleagues explained. We added global IP technical infrastructure, which consists of four programs, and first two programs to generate data in a standardised way, are basically tasks carried out by IP offices, so I will not touch upon this morning, but the latter half third and fourth program are really relevant to you, because data generated by those programs are made available to the public, so first let me explain global databases.

Global databases I pick out four typical global databases that WIPO is generating, and updating every day, and I would like to explain in a business context, so supposing you set up a new company today, what is the first thing you have to do. You name your company, you have to register your company, do you have any fancy name. You have new products, do you have any idea of good names, so the global brand database can give you a hint, if you come up with certain names which have already been registered somewhere, it's a waste of time and money, so don't do that. Please consult with global brand database.

Secondly in this era of internet and electronic commerce, you have to present your products in a very fashionable way, because there are many similar products and services in the world, so you have to present a nice looking outlook, so that is related to design, and look and feel is very important. So you have to consult global design database.

Number three, your products and services should be supported by new technologies, you believing oh this is my original idea, are you sure, your idea is maybe already developed by somebody else, again it's time and resources waste if you pursue your idea which has been already disclosed somewhere. So you have to consult PATENTSCOPE, this is the patent technologies database.

Lastly you have to make sure your rights, intellectual property rights should be protected, targeted markets I mentioned briefly that your major trading partners like China, are you sure your rights will be protected and enforceable in China, you have to check what kind of legislations of intellectual property rights are there in China.

So all these four global databases and services are made available to the public and to you, and amazingly all of them are free of charge, so why not use it. So I will walk you through it one by one. All those databases are accessible on the homepage of WIPO, WIPO.int and here it's very clear and easy to locate, access to the world IP information.

First brand database containing 28 million records of business identifiers, it's not only trademarks but also geographical indications, and logos or the international emblems like Red Cross protected under Paris Convention. In addition to this about 30 national data collections, unfortunately we are still working on Chinese trademarks, it's an enormous collection but with the exception of China all major

national trademark data collections are there. It's quite easy to search any trademark, and this dotted red line is the search area, you have to key in keywords, you can come up with easily any words that you might think of a new products name. What is unique in global brand database, WIPO, is you can search image, so if you see the left hand side, TripAdvisor or Superman or Apple, if you key in this image you can come up with similar images, it's amazing there are many similar you know copycat logos in the world. I will explain how to do it. For example a silver fern, it's an unofficial flag of New Zealand, I cut and paste from website and put it in, and there are four search categories, shape, colour, texture and composite. I just simply choose shape, here are the search results. You see there are many similar but slightly different silver fern. They are either violating New Zealand's right or not, it's amazing.

So after coming up with fancy name of your new product, next thing is how you can design a very attractive package or design of your product. Global design database can help you, 1.7million records already there, and 6 national data collections including international registration under The Hague. For example this is iWatch, I search iWatch and there are many designs coming up. These are designs, I'm not suggesting that you are violating some others design, but you can inspire your imagination and come up with new design.

Next this is the technology database, PATENTSCOPE, PATENTSCOPE by the way is a trademark of WIPO and registered in Switzerland, as a basic mark, as (22.54), and we are registered under the Madrid system, so last year I received an invoice from Matt at (22.41), and even in WIPO I have to pay the money from my budget. So PATENTSCOPE has enormous amount of data, 60 million patent documents from 40 regional or national collections, and 3.1million published PCT applications. It's quite easy to search the technology, by keying in the technological terms, using for example as my colleague said, the WIPO (22.04) if you are not familiar with technological terms.

This morning I will give you five great tips and tricks. Number one is that you have to log in PATENTSCOPE, you can use PATENTSCOPE without logging in, but the reason why that I'm suggesting that you have to log in, is that if you log in, you should be able to use additional search functionalities which are not available when you are not logged in. So for example you can save your search query, or you can export any patent information search results to excel, so it's easy to share that result with your colleagues or with your client.

Tip number two, you can search patent documents in different languages, as my colleague said 42%, 43% of PCT documents are coming from Asian countries, which are obviously initially filed in Asian languages which are not familiar to English speaking people, so if you log in and scroll down this search, and click on cross lingual expansion then when you key in, for example drone the English term, this is quite easy to convert this drone into a number of translated terminologies, and also synonym this search query is automatically generated by software, you can see at the top Russian or Asian languages, or you can see the English terminology also. The third circle indicates a stealth aircraft, so can you come up with these words from drone, well this is a search technique, and as a result you can get 50% more results of patent information search. In other words without using this cross lingual expansion, you may overlook and miss out 30% of patent documents.

Tip number three, I was trained as a chemist so I know it is very difficult to search chemical formula and compound, generally speaking 20% of patent documents contain chemical formula, and previously there is no way of searching skeletal formula, like those indicated at the bottom of this slide. On top of it

there are many different ways of expressing the same chemical compound, brand name or non propriety names of pharmaceutical goods, or international standardised chemical compounds name. So for a patent searcher it's a headache. Now I will give you panadol, panadol there are several different ways of names, like internationally standardised name or skeletal formula, or international non propriety name which is governed by WHO, World Health Organisation, or panadol for English speaking countries or Tylenol this is for European countries brand name, and acetaminophen this is Asian countries, all in all behind the scene our software can convert those different names, one and the same (17.28), this is the most recent internationally standardised chemical compound naming, and code.

How to search, again you log in and scroll down that search, and chemical compounds click it, then you can either cut and paste skeletal formula, by clicking upload structure, or even you can draw up the chemical skeletal formula, because sometimes its brand new chemical compound and there is no name allotted. And also you can convert from names, so compound name, generic name or INN, International Nonproprietary Names. We are covering PCT and US patent documents at the moment, and we are working on the expansion of this software to other Asian language patent documents. At the moment we are not covering (16.07) claim because it's so complicated. This is a combination of salts. So panadol example that I go back to panadol, if you click on INN and paracetamol this is generic name, then you can get these search results. The beauty of this software which was launched October last year, it's brand new software, is that you can click on compound on this tab, and you can highlight all the skeletal formula, of compounds included in a given patent document. So you don't have to read chemical compound and try to guess what kind of formula etc, it's very easy to browse. When you move your mouse over the highlighted keywords, pop up screen indicates this skeletal formula, so again it's very visible.

Tip number four, is to consult national dossier information. Have you heard of dossier? No, dossier means search and examination reports produced by intellectual property office. IPONZ recently started to examine the patent applications, so soon the IPONZ had the search and examination reports, maybe they made available to the public. WIPO case, this is I am going to explain in a few minutes, feed dossier information to PATENTSCOPE, and you can consult that. When you click on the documents, then you can get access to all those documents like office action document, search reports, examination reports, or the amendments to the patent claims in response to office action. Why it is so useful because if you look at those documents, you can understand whether this patent application is likely to be rejected, or is given a patent, or why that the patent claims have been amended, so you can see any legal status of patent application, it's important for patent attorney.

Tip number five this is a WIPO translate to, we have developed WIPO translate as a software of our own, which is similar to Google Translate or Bing Microsoft, or Baidu Translate which is a Chinese machine translation. We based on statistical analysis of documents, last year we made a breakthrough just 5 days after the Google Translate introduced Neural Machine Translation, we also launched our Neural Machine Translation. What is Neural Machine Translation, this is based on brand new artificial intelligence and deep learning.

You may have heard this deep learning software, has already beaten the world class chess player or Go-player. That sort of technology has been used to develop further enhanced machine translation, so this is our breakthrough and Financial Times reported our breakthrough, you can see our building on the, at the bottom of this newspaper clip. So WIPO Translate has even better performance than Google

Translate. Blue bar charts bars that represent WIPO Translate, whereas red bars Google Neural Machine Translate, so we have beaten Google this time.

At the moment we have covered Chinese, Japanese and English, so these language (10.41) and we are expanding our Neural Machine Translation to other languages. This Neural Machine Translation is particularly powerful in the Asian languages, so previously Asian languages are very difficult for statistical machine translation, because grammar is different from European language, but deep learning Neural Machine Translation is just self learning and grammar doesn't matter. They just, machine is thinking themselves in itself to come up with better translation.

So five great tips you want to learn more, we regularly organise webinars every month, you just missed that one March 14th or 16th complex queries in PATENTSCOPE, but next time is April 25th. You don't have time to participate in webinars or you are too eager that you cannot wait for that, then the video tutorials are available on our website, each video clip lasts 2-3 minutes, so if you are so impatient do this and play.

This is another publicly available tool for presentation of patent information results, and patent information search results rather. This is all base on open software and freeware, and at the bottom I can invite you to try out these tools. So next global database is relevant to attorneys, because WIPO Lex contains IP laws and regulations, treaties, free trade agreements containing provisions of intellectual property. 200 countries are covered, this is a digital library of intellectual property laws, and arguably this is largest library of intellectual property laws. We are very much proud of that, this is a research screen, and you can search by country so China is very important trading partner for New Zealand, if you want to know more about Chinese legislation click on that and come up with this recent amendment, concerning trademarks or patents.

We have included decisions also. In some countries like China decision is very important, and it is an interpretation of certain provisions already included in the law. You see that we can also provide you the machine translation, so you don't have to read Chinese text.

Next I will briefly explain to you global platforms. What is the difference between databases and platforms, platforms are based on databases but much more sophisticated, and interactive because platforms provide space for stakeholders to interact, and find partners or transact intellectual property rights and assets. Four platforms I would like to explain, DAS Digital Access System, you may be familiar with this because IPONZ has already used this DAS, to transmit an electronic copy of priority documents to a number of countries, it's enormous saving of cost for an applicant and attorneys. The second one is WIPO CASE, as I briefly explained this is the platform for intellectual property offices to exchange and share the search and examination reports. Most of data generated by this platform are made available through PATENTSCOPE to the general public. Third one is WIPO GREEN, this is a platform where you can exchange technologies, which is environmentally friendly. The last one is WIPO RESEARCH, this is a platform where chemical biomedical compounds and technologies are transacted.

So first WIPO DAS I will not touch upon because already IPONZ has included in a website so please consult this one. WIPO CASE stands for Centralised Access to Search and Examination, we have a number of IP offices as providing offices, which means those IP offices provide search and examination reports to other IP offices. This WIPO CASE platform is limited to IP offices only, it's not available and

accessible by the general public, but as I say data transferred and transacted on this platform will eventually be made available to the general public through PATENTSCOPE. All those big offices are members of providing offices. IPONZ at the moment is accessing office so just taking advantage of data availability and consult those search and examination reports, but in the future IPONZ will upgrade its position to providing offices. I hope. Recent usage on the left hand side as you can see, PCT search reports are major products made available on this platform. On the right hand side IP offices, using this platform case, CN stands for Chinese Patent Office followed by Japan and Korean Patent Office. Further down AU stands for Australia IPO Australia is also using. Public access as I mentioned dossier information are made available to the public through PATENTSCOPE. We have started to provide this service since January this year, and we have covered so far dossier information provided by European Patent Office, Japan Patent Office and United States.

Using the last 2 minutes I just briefly touch upon two platforms, WIPO GREEN and WIPO RESEARCH, first WIPO GREEN this is green technologies, matchmaking database and if you like technology market, so technologies provided by participating companies are no longer interested in commercialisation of their technologies, therefore they are providing their green technologies on this platform. And searching for any interested parties, to receive the transfer of technologies. Some of them are even free of charge, but under very generous terms and conditions. This is one example, energy technology, look and feel of this website I can show you.

The last one is WIPO RESEARCH, this platform contains information about biochemical information, with respect to neglected diseases, tuberculosis and malaria, those products are potentially useful for future drugs of those diseases, but companies are looking for the recipient of these technologies, essentially developing countries are very much interested in those technologies. NGOs as a technology brokerage are also very active in participating in this platform.

So to recap I have explained four global databases including five great tips of PATENTSCOPE, and global platforms for representative platforms. All of them free of charge and you can easily use. Thank you very much.

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