

# Notification of Towa IP Seminar

## The IP Strategy at a Turning Point: How to Get through Depressed Economy in Japan

Towa International Patent Firm and Towa Institute of Intellectual Property will hold a joint seminar.

Though China has recently gained momentum as a business location, there lies a serious issue of pirate, which immediately urges us to launch the effective IP strategy against it as developing business there. Meanwhile, Japan is suffering from uncertain economic situation as value-added tax will be raised to 8% amid staggering growth. We need the IP strategy to make profit in depression.

This seminar will address these critical issues. First, Jing Zhiqiang, Patent Attorney at Beijing Unitalen Attorneys at Law, will give an explanation for IP problems in China that confront foreign companies including those from Japan.

Secondly, Kimiaki Suzuki, Director at Towa Institute of Intellectual Property, will explain the relationship between IPs and the innovation for profit making.

We hope this seminar will be a help to develop IP strategies in expanding China and struggling Japan. We expect your participation.

The commendation ceremony will also be held for the 5th Annual Paper Competition of Towa Institute of Intellectual Property.

### Details

■ **Hosts:** Towa International Patent Firm, Towa Institute of Intellectual Property

■ **Date:** November 22(Fri), 2013, 14:00 - 16:00 (Open from 13:45)

■ **Place:** Sanshi Kaikan Bld., 6th floor, 2nd Conference Room (See a map below)

■ **Capacity:** 20 members

■ **Participation Fee:** Free

### ■ Program

14:00~14:05	<b>Opening Remark</b>  President, Patent Attorney Towa International Patent Firm Takashi Tsuno	
14:05~14:10	The Commendation Ceremony for the 5th Annual Paper Competition of Towa Institute of Intellectual Property	
14:10~15:00	<b>Latest Business Situation in China: Key to Success in Law, Culture and Commercial Practices</b>  Patent Attorney at Beijing Unitalen Attorneys at Law Jing Zhiqiang	
Tea Break		
15:10~16:00	<b>Business Strategy for the Period of 8% Value-added Tax: Innovation for Profit and IP</b>  Towa Institute of Intellectual Property Director Graduate School of Innovation Studies, Tokyo University of Science Professor Kimiaki Suzuki	

## How to Apply

### ■ Via E-mail

Send an e-mail to the following address. Let us know your name, firm's name, relation to us and how to contact (e-mail address and telephone number). [info@towa-patent.com](mailto:info@towa-patent.com)

### ■ Via Fax

FAX : +81-3-5218-5520

Name	
Firm	
Relation to us	Client / Contribution / Others / No Relation
How to Contact (E-mail Address and Telephone number)	

- Application will end when it reaches the capacity. We will inform those who cannot join about it.
- We will not issue tickets. Please give us your card at the reception. Please come directly to the Conference Room.
- Please let us know if you cancel the participation.

## Map

1-9-4, Yurakucho, Chiyoda-ku, Tokyo, Japan, 100-0006  
Sanshi Kaikan Bld., 6th Floor, 2nd Conference Room



## Contact

Towa International Patent Firm  
1-9-4, Yurakucho, Chiyoda-ku, Tokyo, Japan, 100-0006  
Sanshi Kaikan Bld., 2nd Floor  
TEL : +81-3-5218-5521 FAX : +81-3-5218-5520 E-mail : [info@towa-patent.com](mailto:info@towa-patent.com)