

Noli IP Newsletter

NOLI IP Solutions, PC

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Discover IP Japan Conference 2018 in San Diego

By Mariana Paula Noli and Diane Fischer

We were pleased to be invited by a colleague to attend the Discover IP Japan Conference held

companies and practitioners. The speakers provided tips for obtaining Japanese



February 1st, here in San Diego. This conference organized by the Japan Patent Attorneys Association (JPAA) introduced and promotes the Japanese IP systems, in which IP rights can be easily obtained by US

patents, strategic enforcement of patent rights in Japan, utilizing design rights and other useful subjects.

Right after the meet and greet and the proper introduction of panelists and guest speakers, Mr.

#TheLEDShow in Long Beach



Starting tomorrow, Tuesday February 13, 2018, part of our team will be attending the LED Show conference at the Long Beach Convention Center, in Long Beach, California. We are excited to welcome some of our international clients who will be participating in this incredible three day conference in this industry.



#SILUSA, #TheLEDShow and #LightspaceCA had a record-breaking year in 2017, bringing together 5,500+ attendees, hundreds of exhibitors, and thousands of products, technologies and services.

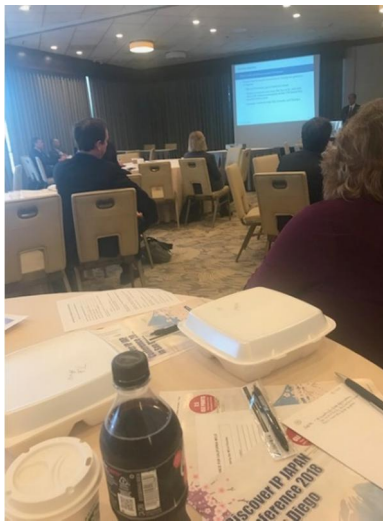


For information, please visit: <http://www.strategiesinlight.com/index.html>

Dan Altman (Knobbe Martens) explained the “Benefit of a Japanese Patent from the Viewpoint of US Companies” by showing many real life examples of clients that benefited from their decisions and discussing the many factors, such as strategies, market sizes, and costs, US companies should consider when making the decision to obtain patent protection in Japan.

“Patent Prosecution in Japan – Tips for Obtaining a Patent” was one of the choices in the four sessions offered at the conference. Mr. Hiroyasu Ninomiya introduced the general procedures for obtaining patents in Japan including filing applications, responding to office actions and maintaining granted patents. In the next topic of this session, Ms. Shusa Endo introduced the requirements for a bio-tech patent, with a focus on the enablement requirement. Part three of this session was an informative skit with the panelists Ms. Shusa Endo, Mr. Toshinori Tanno, and Mr. Hiroyasu Ninomiya playing the part of Japanese Patent Agents, receiving mail from a prospective US client,

represented by Mr. Mark Abumeri, (Knobbe Martens). The skit revolved around the agents receiving mail from Mr. Abumeri asking questions about how to file a patent, and their email responses with the information required. This resulted in a quick overview of the topic, presented in a creative way.



A session on the “Strategic Enforcement of Patent Rights in Japan – What US Patentees Should Know when Enforcing Japanese Patents” made sure that all US practitioners present understood the importance and power of Injunctions in Japan. Both speakers Mr. Naoki Okumura and Mr. Takeo Nasu shared information on how our US patentee clients can effectively enforce their

Japanese patents as well as the merits of enforcement patent rights in Japan. I particularly enjoyed learning more about the many practical tips for achieving substantial results through the Japanese patent enforcement system, it was quite interesting to see the distinctions from our US system. The speakers made it very clear: “Injunction in Japan” is the way to go when enforcing patent right.

During the “Post-Grant Review in Japan” session, Mr. Onuki gave a presentation on the different systems and routes available in Japan for (1) opposition, (2) invalidation trial and (3) citation of prior art and made a comparison of the three Post-Grant Review tools. Distinctions were drawn against the tools available in the US by Mr. Kerry Taylor (Knobbe Martens), however, it was quite clear that the systems available here in the US do not exactly correspond to those in Japan.

The final session was “Additional Approaches: Using Design Rights to Protect Your Technology in Japan.” This topic covered the benefits of obtaining design rights in Japan by introducing some unique features of the the Japanese Design Act. Mr. Makota Onda, Mr. Yukei Mizuno, and Mr. Paul Hunter discussed the differences in design protection practices

between Japan and the U.S. The panel had many interesting examples of icons/user interfaces along with examples of functional designs to share. Japanese Design Patents have a quick registration with six months from filing to first actions, a high percentage of Registrations (almost 90%) and Registration Rights of 20 years. The audience had many

questions, and the speakers had many interesting examples and case studies to share with us.

To access copies of the PowerPoint presentations, or to get more information about the “Discover IP Japan Conference” please visit: www.sdiplaw.org – Additional Information, San Diego, Presentation Material.

Alla Moda? Thank Those Fashionable Italians

By Mariana Paula Noli

When I think about my family heritage, my Italian ancestry, makes me fondly think of pasta, cannoli dessert, and café expresso. A glass of prosecco, a bottle of Chianti, as well as Andrea Bocceci’s music, mini scooters, loud family dinners, tarantella; it all brings me mentally and emotionally back to our beautiful Italia And if you ask me, so does fashion. *La Moda Italiana, the Italian fashion*, runs through our blood, just as a good pasta dinner with *la famiglia* does.

Maybe the ladies at my office who see me on a

daily basis, would never see me as a real fashionista. Truth be told that the way I dress to the office is not exactly my priority those days when I am trying to meet with a deadline, but I absolutely love fashion! I can recognize and admire the many famous Italian brands because they have made a name for themselves. They have changed the fashion industry in more ways than one. Italy’s importance in the history of fashion cannot be denied. Can you imagine a fashion world without Gucci, Dolce & Gabbana, Versace, Prada, Giorgio Armani, Fendi, Moschino or Valentino?

You probably can’t and neither do I.

As an intellectual property law specialist, primarily focused on “soft IP” and trademarks, I am always fascinated by how brands are created and nurtured in their journey to become successful. I know that it is not an easy process for a brand owner to build goodwill in its trademark, reputation goes a long way in business and in fashion.

Take as an example **GUCCI** brand. There’s just something about Gucci that gives everything a touch more class. Founded in 1921 by Guccio Gucci, he

created his luggage label after being inspired by the luxury lifestyles of people he met while working in the Paris and London hotel trades. The company quickly became popular with Italian and international shoppers who would visit his bottega. It also proved popular with the equestrian community, and in the decades that followed, the brand's flare made it a mainstay of Hollywood fashion among celebrities and movie stars.

Domenico Dolce and Stefano Gabbana founded the iconic label **DOLCE & GABBANA** in 1985, and through every element of their brand – from runway shows to advertising campaigns to celebrity endorsements – the duo has created a universe of total opulence. *Vogue* magazine has cited the designers' love of Italian cinema and classic 20th century glamour as key influences, while others have described their style as a truly home-grown, Mediterranean flair – something that encapsulates the myths, fantasies and realities of Italian luxury.

Armani started his fashion empire in 1975, rooting his

design vision in everyday people and the style of the streets. Like **VERSACE**, the Armani Empire remains privately owned. The **GIORGIO ARMANI** name is another brand that immediately conjures image of razor-sharp black suits, slick leather goods and the tasteful extravagance that only Italian brands can create.

Founded in 1978 by Gianni Versace, the Italian brand **VERSACE** means luxury. Versace is known for its bright colors, bold patterns and vibrant graphic designs. Since Gianni Versace's murder in 1997, Donatella Versace took over and the brand has continued to thrive in recent years. It's worth noting that Versace is one of very few global fashion brands that remains majority-owned by the original family.

Founded in 1913 by Mario Prada, the **PRADA** brand quickly experienced meteoric success. Like many others, **PRADA** has its roots in luxury leather luggage goods and in 1919 it was confirmed as an official supplier to the Italian royal household. When Mario Prada's

granddaughter Miuccia inherited the label in the 1970s, **PRADA** entered a new phase. Over the next four decades, Prada cemented its brand as a symbol of timeless, effortless chic, embodied by understated branding and minimalist designs. Prada has shown an eccentric flair in recent years, however, this eccentricity is always tempered by a certain class that keeps everything in order.

The origin of **FENDI** can be traced back to 1925. Husband and wife Adele & Edoardo Fendi founded the label as a fur and leather goods shop in Rome. They are revered as one of the global authorities on fur and are renowned for pioneering work in the field of fur fashion. In the 1940s, the next generation of the Fendi family – five sisters Paola, Anna, Franca, Carla and Alda – took over operations and began injecting a new and youthful perspective to the label. By the 1990s, the brand was sold to LVMH. Nonetheless, the brand still carries its classic identity of Italian style, empowered by decades of knowledge put into practice.

Valentino Garavani is a one-man fashion powerhouse. **VALENTINO** studied fashion from an early age, eventually pursuing formal education in Paris. In 1960, he returned to Rome to create his own fashion house, and his own Italian brand. Valentino made his name with the distinct shade of red he used for most of his dresses, to the point that it became known as “Valentino Red.” In the

fifty years that followed, Valentino truly built an empire, establishing the Valentino brand as a red carpet staple with countless celebrity fans.

Even if you are only vaguely familiar with the broad lineage of Italian brands, designers, and high-end labels, you have heard of all of these names. You also know that these brands mean Fashion Business. You do not need

to be a fashionista. Once again the Italians did it... with these high-quality brands and many more such as Chanel, Moschino, Ralph Lauren, Paul Smith, etc. They changed fashion and made it a better, more luxurious, sophisticated and classier, place.

Medical Design & Manufacturing 2018

Last week, part of our group was present at the Medical Design and Manufacturing (MD&M) Trade Show and Expo which took place at the Anaheim Convention Center in Anaheim, from February 6-8, 2018.

The MD&M Trade Show is the world’s largest medtech design and manufacturing event. For us, it was quite incredible to visit the many vendors and exhibitors that participated in this event and learn more about the automation, current technology and innovation out there. Thanks to the many sponsors that put together this conference, we were able to learn about programs dedicated to 3D printing and smart manufacturing.

MD&M West connects to the different parts that drive medical device innovation. #AdvMfgExpo More than 20,000 engineers and executives were present last week. For more information, please visit the following site: <https://mdmwest.mddionline.com/>

