

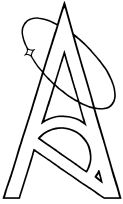


ASANO

Patent & Mark Attorneys

浅野国際特許事務所

ASANO Patent & Mark Attorneys



“ASANO Patent & Mark Attorneys” was established at 1974 by Katsumi Asano, patent attorney, who was awarded the medal with yellow ribbon for honoring longstanding diligent working

by the Emperor and we have started business as a licensed representative in private practice in Tokyo since 1982.

We consistently support customers’ business activities such as applications (obtainment of rights), contracts (utilization of rights) and lawsuits (execution of rights) in relation with intellectual property, with the motto, “taking part in dream-inspiring future creation of companies”.

More than 20 years have passed since we have started to practice at Akasaka, Minato-ku, Tokyo. We have enjoyed excellent customers and this has enabled us to be proud of the number of service mark cases at top ranking in Japan. In addition, we established the Institute of International Intellectual Property Strategy (IIS) at a new office in Kichijoji, Musashino-shi, Tokyo on August 2004, which strengthens our support in whole of the intellectual property strategies. We help our customers with whole of the intellectual property strategies for service industries including service marks.

■ Our Services

General services of patent (agriculture, architecture, and machines), utility model, trademark, servicemark, and design.

Researches, applications, oppositions, judicial proceedings, lawsuits, appraisals, and foreign applications, etc. related to the aforementioned.

Willing to join creation of corporations’ future !!!

■ Message from President (our basic principle)

We establish our basic principle, “Support business activities of companies and people performing a beneficial and valuable business in society, which enables us to make contributions for the individuals around the world including in Japan”.

In particular, we aim not only to obtain patent as well as trademark rights themselves but also to obtain the rights in view of strategic utilization of them. With appropriate execution of it, we also aim to take part in dream-inspiring future creation of companies.

We have the motto, “Precise works first, as well as prompt works”. To realize it, when we adopt materials and data, we verify them as far back as the original (Doctrine of the original).

Furthermore, to prevent any gap between an invention by an inventor and obtained right, we do our best to understand the invention precisely.

In addition, since we attach importance to enable applications to pass examinations and to obtain rights smoothly without judicial proceedings or lawsuits, we devote more time to search each case and prepare an application document for it.

To aim for obtainment of rights with bringing consequences after it in view, only the patent attorney in charge prepares specifications and makes a similarity judgment of trademarks.

With these steady efforts, we endeavor to achieve clients’ confidence in us and realize their needs.

Profile of President



Katsumi Asano
Patent Attorney,

Patent Lawyer based on patent attorney acts

Major Official Positions

1. Part-time professor for the graduate school of Tokyo Metropolitan University
2. Chairman of the council of commerce at Chuo University (at 2003)
3. Candidate as an arbitrator for Japan Intellectual Property Arbitration Center
4. Many professional careers for Japan Patent Attorneys Association and membership of its patent committee (now)

Honors

1. Awarded the medal with yellow ribbon for honoring longstanding diligent working by the Emperor (at 2004)
2. Awarded a performance award for encouraging inventions by the Tokyo branch of Japan Institute of Invention and Innovation (at 1999)
3. Honored as a special contributor by the chairman of Japan Patent Attorneys Association (at 1991 and 1999)
4. Offered a certificate of appreciation by Mr. Gaishi Hiraiwa, chairman of AIPPI (at 1992)

Major Memberships of Professional Institutions

1. Industrial Property Law Academy of Japan
2. Intellectual Property Association of Japan
3. International Association for the Protection of Industrial Property (abbreviated name: AIPPI)
4. Japan Trademark Association

5. Vice deputy chairman of the intellectual property workshop at the Tokyo branch of Japan Institute of Invention and Innovation

6. Membership of the workshop for plant variety protection systems at the Society for Techno-Innovation of Agriculture, Forestry and Fisheries

Works

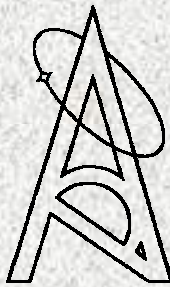
1. "Intellectual Property of Growing Company" *
 2. "Invention Booklet for "Plant Patent"
 3. "Identification Examples of Business Names and Designated Services in view of the Industries" *
 4. "Encyclopedia of Enjoyable Naming" *
 5. "Standard Textbook of Industrial Property" (Trademark ver.) organized by Japanese Patent Office*
 6. "Point Lecture of Special Discussion on Intellectual Property"
 7. "Encyclopedia of Intellectual Property" *
 8. "Formulas for Patent Infringement/Formulas for Trademark or Servicemark Infringement"
 9. "Helpful Basic Knowledge of Local Community's Trademark Systems for Farmers"
- Many thesis writings and speech makings.
*coauthors

◆ HEAD OFFICE ◆

Akasaka Nanabankan Rm204, 6-41, Akasaka
7-chome, Minato-ku, Tokyo 107-0052
Japan
TEL +81-3-3585-0120
FAX +81-3-3585-0240
E-mail info@asano-pat.com
URL <http://the.asano-pat.com/>

◆ IIS & KICHIOJI BRANCH ◆

Asano Patent Bldg. 3-7, Kichioji-Higashi-cho
4-chome, Musashino-shi, Tokyo 180-0002
Japan



The origin of the service mark of our office

“A”, “P” and “O”, which are capital letters of English translation of the former name of our office “Asano Patent Office” are incorporated into the mark.

Part of letter “A” describes a figure standing on the earth with both feet strongly and raising oneself up vigorously and means “stability and solidity” as well as “development and advancement”. Part of letter “P” describes biceps and means “well –founded real ability by steady efforts”. Also, ring –shaped part of letter “O” is given the meaning “a circle of people and their technology” from the past, the present through the future.

Additionally, regarding a twinkling star as a company, whole of the service mark expresses our basic principle, “support strongly a sustainable development of companies performing a beneficial and valuable business in society, or take part in dream-inspiring future creation of companies”.