

## Research Study on the Effects of Trademark Right Obtainment and Utilization of Trademark System (Summary)

With regard to the situation and various issues concerning trademarks, various research studies and considerations of measures have been made until now, however, with regard to the post-granting stage, for example, the effects of trademark rights or situation of utilization thereof have been left to the strategy of respective companies and there are many aspects remain unclear. For example, there are variety of users of the trademark system, such as not only large companies, but also many small and medium enterprises, venture companies and individuals, and also business cooperatives, public interest incorporated foundations and general incorporated associations or so forth, so that it is assumed that the effects expected to trademark rights and methods of utilizing trademark system are also characterized for respective users, however, the diversity of situations of such utilizations are not sufficiently understood.

In addition, while the business trend of Japanese companies is constantly changing, new types of trademark are added as protectable from April 2015 (Heisei 27), and although it is presumed that new users or utilizing cases of trademark system have appeared, such information has not been aggregated enough.

In order to respond to these issues, it is useful to collect, organize, and analyze the actual voices of system users as information through interviews with companies and organizations that actually use the trademark system effectively. Therefore, the research study was carried out with the purpose of clarifying the method of utilizing the trademark system and the specific cases utilizing the trademark or so, especially from the viewpoint of the effect of the trademark right obtainment and the diversity of the system users. In addition, the results of the research study are compiled as a guide book and casebook ("Guide for Utilization of Trademark") and report or the like, and utilized as means for public awareness so as to further promote the utilization of the trademark system by various users, discover potential users who have not yet used the system, as well as use as basic materials for considering and executing measures relating to trademarks.