

## **Research and Study on the actual status of IP strategies in management that contributes to management**

With the progress of economic globalization and the expansion of emerging markets, it is necessary for Japanese companies to further develop their global operations to strengthen their international competitiveness. Under such circumstances, it has become difficult to even maintain competitiveness with conventional IP management, which simply involves applying for and obtaining rights to a large number of patents in various countries to defend its own business.

In response to this situation, the research and study on IP strategies in management conducted from July 2018 to March 2019 examined the nature of IP strategies that contribute to management.

The collection of IP strategy case studies created in the above research project is not only effective as a model for understanding the IP strategies of other companies in the same industry and for forming an organization to implement the strategies but also for understanding the IP strategies of other industries and preparing for future competition in the current situation where the barriers between industries are becoming lower. Besides, it can be used as a tool for internal dialogue, including with management, and for dialogue with external parties.

On the other hand, it is also desirable to provide information on issues and solutions for the formulation and implementation of more specific strategies. This research study was conducted in light of this situation and aimed to prepare basic data on issues and solutions for formulating and implementing IP strategies that contribute to the management of companies.

We hope that this research study, including the collection of IP strategy case studies (detailed activities) to be published separately, will be utilized by all personnel involved in "management" and "intellectual property strategy" in companies.