Table of Contents

Introduction		.,		1	
	Let	's Stu	ady "Brands" (Learning about trademarks)	3	
	Brand History (History of trademarks since their birth)				
	Brand Value ("Brands" create the value of companies and cultures)				
	Bra	and C	Communication (Symbol of trust between		
		prod	ucers and consumers)	11	
	Bra	and S	Story (Stories of brands which continue to be loved)	. 13	
	Do	n't F	Take Brands (Counterfeits sway the trust of brands)	17	
Chapter 1	Outline of the Trademark Registration System				
	1.	Intel	lectual Property Rights and Trademarks	21	
		-	What are intellectual property rights?	21	
		-	The Difference between trade names,		
			trademarks and service marks	. 27	
	2.	Wha	t Is a Trademark?	31	
		-	Marks to distinguish particular goods from other goods	31	
		-	Is a "brand" and a "trademark" the same?	31	
		-	Kinds of Trademarks throughout the world	37	
	3.	Mea	ning and Protection of Indication of Trademark Registration	37	
		-	A trademark is protected from a social point of view	39	
		-	One must not misappropriate famous trademark		
			without permission	39	
	4.	Wha	at Kind of Trademarks Are Registrable?	41	
		-	Unregistrable trademarks	41	
	5.	The	Function of Trademarks	49	
		5.1	Trademarks serve four primary functions	49	
		5.2	Necessity of Protection	79	
		5.3	Globalization of goods & services,		
			Globalization of information	79	
		5.4	Development of markets & Technology -		
			damage by counterfeits	79	

	6. What is the Unfair Competition Prevention Law?	81			
	- Point of the Unfair Competition Prevention Law?	81			
	- Let's be careful of well-known indications	83			
	- Slavish imitations are prohibited	83			
	- Protected trade secrets	85			
	- Let's pay attention to misleading indication	85			
	- A disparaging act of business is a bad act	87			
Chapter 2	Merchandise Planning and Naming				
	1. Concept of Naming	97			
	- Criteria for good naming	97			
	- Imitation is not allowed	97			
	- Unfair Competition Prevention Law regulates imitation	99			
	2. Merchandise Planning and Intellectual Property Rights	101			
	 Intellectual property rights generated during 				
	merchandise planning	101			
	- Involvement of intellectual property rights				
	at the stage of merchandise planning	103			
	3. Checkpoints for Naming	103			
	- Important points for the naming of goods	105			
	- First check whether or not a name infringes				
	on a trademark right	105			
	4. Caution Regarding Similarity of Trademarks	111			
	- What is meant by similarity of trademark?	111			
	5. Procedure for Trademark Search	117			
	- Why is trademark search necessary?	117			
Chapter 3	From Filing to Obtaining a Trademark Right				
	1. What are Goods and Services? What are Designated Goods				
	and Services?				
	- What are goods and services?	123			
	- What are designated goods and designated services?	123			
	- Description of Classification of goods and services	125			
	2. Flow Chart after the Filing of an Application				
	for a Trademark Registration	133			

	3. Trademark Rights and Procedures for Renewal	139
	- How long does a trademark right continue?	139
	- Renewal of the term of a trademark right	141
	4. Trademark Disputes and their Handling	147
	- Trademark disputes (Infringement of trademark rights)	
	and the handling of such cases in Japan	147
	5. Protection of Well-known and Famous Trademarks	151
	6. Parallel Imports	153
Chapter 4	Intellectual Property Rights Enhance the Strength of Business	157
	1. Trademarks that Enhance the Evaluation of a Company	159
	- Why are trademarks necessary?	159
	- Corporate effects and value resulting from trademarks	159
	2. Effects of Trademarks in Promoting Business Growth	163
	- Merits of trademarks in business	163
	3. Marketing Strategies Utilizing Trademarks and Trade Names	165
	- Trademarks and trade names express corporate image	165
	- Functions and roles of trademarks and trade names	
	- Marketing strategies based on corporate identity (CI)	169
	- What are legal problems related to CI?	173
	4. Characters and Merchandising Rights	
	- Rights generated for characters	175
	- What are merchandising rights?	175
	5. Trademarks and Goodwill	177
	- For distinguishing goods	177
	- Goodwill generated by house marks	179
Appendixes		
	Key Trademark Words	185
	Kinds of Trademark throughout the world	100
pp-110111 2.	(catchphrases, sounds, single color)	192
Appendix 3:	Plaintiff's mark & Defendant's mark	