

**Abstract Template (Form C) for  
The Third TRIZ Symposium in Japan, 2007**

**A New Intellectual Property Model for the Knowledge-based Society  
-- A Brand Value Creation Model by the Intellectual Property --**

**Seiichiro Tamai, PhD**

( Matsushita Electric Industrial Co., Ltd. )

**Abstract**

Japan is promoting a intellectual property (IP) based national plan which has proven to be effective in creation of and in protection of IP's to some extent.

However, there seems to remain serious issues such as practical utilization of IP's and lack of recognition for IP's by the people in this country.

As a result of having searched essence of this issue, the author reached a conclusion that this is a result of separation of products and IP's.

Then, a brand value creation model by intellectual properties (an intellectual property brand model) is proposed as a model that could resolve the above issues.

This model aims at value creation of the products and of the companies by positively disclosing the IP's used in the actual products and providing customer benefits. It also aims at formation of a barrier against the action of new participation into the occupied market. This is a model that integrates products and IP's; it enables one to sustain competitiveness and to form loyalty by receiving an intellectual property feedback from the market.