

AIPPI CONGRESS RIO DE JANEIRO

October 10 - 14, 2015

Panel Session VII

**Non-traditional marks: sounds like a mark, smells like a
mark ...**

Tuesday, October 13, 2015

16.00 – 17.30

Speaker:

Hiromichi Aoki

(Japan)

Curriculum Vitae

Hiromichi Aoki



PROFESSIONAL EDUCATION/ACCREDITATION:

Law Department, Chuo University, LL.B majored in Administrative Law and Intellectual Property Law

PUBLICATION(Books):

Service Marks in Japan (Service Marks no Subete), Chuo Keizaisha, 1992; Doing Business in Japan (Desk Edition), Matthew Bender, 1998; Brand and Design as Intellectual Property Rights – Comparative Analysis in Japan, EU and USA, Yuhikaku, 2007, Non-Traditional Trademark and Trademark Infringement, Seirin Shoin, 2015

COURSES TAUGHT:

Visiting Professor, School of Law, Hokkaido University, 2004-2007(Trademark and Design Law); Adjunct Lecturer, Major of Law, Graduate School of Business Sciences, University of Tsukuba in 2007(Trademark and Design Law); Adjunct Lecturer, Bunka Fashion Graduate University since 2007(Intellectual Property Law); Visiting Professor, Kanazawa Institute of Technology since 2008(Design Law); Lecture at IP High Court in 2010(Protection of Industrial Designs and Trademarks in EU and USA)

OTHER INFORMATION:

Delegate of Japan Patent Attorneys Association (JPAA) at the Diplomatic Conference for Trademark Law Treaty in 1994; Chairperson of Design Committee of JPAA for 1996-1997; Delegate of JPAA at the Diplomatic Conference for Hague Geneva Act in 1999; Councilor of Japan Trademark Association since 2003; Co-Chairperson of Design Committee of APAA for 2004-2009 ; Chairperson of Trademark Committee of JPAA for 2008-2009; Temporary member of New Types of Trademarks Working Group of Industrial Structure Counsel established by Japanese Government for 2008-2009; Co-Chairman of AIPPI Working Committee Q214(Trademark Dilution) in 2010; Featured in "The Legal Media Group Guide to the World's Leading Trade Mark Law Practitioners" in 2010, 2012 and 2014; Featured in "The World's Leading Trademark Professionals(World Trademark Review)" in 2012,2013, 2014 and 2015; Named to Who's Who Legal in 2013, 2014 and 2015; Chairperson of Unfair Competition Prevention Law Committee of JPAA for 2012-2013.