PACIFIC INDUSTRIAL PROPERTY ASSOCIATION
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PIPA Award
Acceptance Speech

Minasama, konban-wa!

Good evening, ladies and gentlemen!

Thanks a million, Paul and Norichika-san, for your most gracious introductions. Needless to say, I'm immensely pleased to accept your award. In fact, I'm deeply honored and humbled to be this year's PIPA award winner and to join the distinguished group of prior awardees, Don Banner, Ed Adams, Marty Kalikow and Pauline Newman, on the U.S. side, and Saotome-san, Matsui-san, Hirano-san and Aoki-san , on the Japanese side. All of these award winners are titans and luminaries in our profession and my hat is off to them for their many accomplishments.

I am also highly gratified for being chosen as this year's award winner because this is the 20th Congress, a milestone in PIPA history, and also because I am but a Johnny-come-lately joining PIPA in 1976 when it was already well-established and influential while all of the prior awardees were founding fathers and charter members of PIPA.

Being a member of the PIPA family, serving PIPA as a member, a committee chairman, an officer and an ex-officio has truly been a distinct privilege and a great pleasure for me. Over the years I have belonged to many an organization but none quite so special and so unique as PIPA which, in the words of the former JPO Director General, Wakasugi-san, stands as "a bridge between our two nations." I like that phrase a lot.

The insights into Japan and the Japanese Intellectual Property System which I and the whole U.S. group gained through PIPA membership are invaluable. But what's even more valuable are the warm friendships with Japanese and American PIPA members which PIPA nurtures and nourishes. I shall always cherish these friendships as symbolized now for

me by this coveted PIPA award.

Paul mentioned the several visits since 1984 to the JPO by an American PIPA delegation and to the USPTO by a JPA delegation. These meetings are conducted in a spirit of professionalism and good will and there is no doubt in my mind that they contribute to the improvement and harmonization of the U.S. and Japanese patent systems and to mutual understanding between industry and government in both countries.

Consequently, it is clearly in everybody's interest that these back and forth visits or, as I call them, Follow-up Meetings and Return Visits, by the very users of the respective patent systems be continued. Dialog is always beneficial and there is no substitute for dialog. And this kind of quiet diplomacy has a definite place in the present harmonization movement in addition to the WIPO, Club of 15 and "Trilateral" initiatives.

For these reasons I'm very happy that another Return Visit to Washington by a JPA delegation will take place next week following this Congress. In addition to sessions at the USPTO and with the AIPLA and IPO, they will also make a courtesy visit to Congress. This is a first for them. They do this with a goodly dose of trepidation in light of Senator Rockefeller's activities but I have assured them that they need not fear. They will get a friendly reception. Besides, according to Business Week's 1989 Hip Parade Japan-bashing has been replaced by Euro-bashing in this country.

Incidentally and in a lighter vein, you'll be interested to know that according to this Hip Parade of what's "in" and what's "out" in the fields of social trends, finance, management, politics and economics Program-trading in Chicago is "out" but Program-trading in Tokyo is "in," Lite Beer is "out" and Dry Beer is "in". Aoki-san mentioned "dry beer" in Toba last year; so it's obviously "in" in Japan, too. It is a long and interesting list but let me mention just two more items. Cory Aquino is "out" and Benazir Bhutto is "in" but Vice President Dan Quail is"in" as well as "out."

A few words now on harmonization or rather a plea or prayer for harmonization. Harmonization was not mentioned in the Hip Parade but it definitely is "in". It's an idea whose time has come. It can't come soon enough.

A world-wide harmonized patent system or a unified international approach to the protection of intellectual property would be a boon to innovation, technology transfer and technological progress.

The so-called "Little Man from Little Rock," it is maintained by some, does not do any foreign filing and does not care about harmonization. I submit that the reason he does not file abroad is that it's too complicated and too costly as matters stand now. As our Commissioner Don Quigg recently stated in his ABA address: "Our estimate of the increase in filings of patent applications over the next 10 years is frightening. If the increases continue, filings in the U.S. alone could reach an annual rate of 500,000 by the turn of the century." This equals the present rate of filings in Japan, as is well-known.

Harmonization is the manifest answer: harmonization of the laws, harmonization of the examination process and harmonization in enforcement. One application filed in any participating country. One patent enforceable in any participating country. Just imagine the potential savings to applicants as well as to Patent Offices.

I have attended many a meeting on harmonization here and abroad and sometimes I can't believe my ears. Even when the cause of harmonization is the very purpose of the meeting, speakers invariably extoll and urge adoption of their countries' laws and decisions saying, in effect, we are in favor of harmonization as long as our system is adopted or as long as we don't have to change our system. That is not very constructive, nor very statesmanlike.

But harmonization is coming. It's intrinsically logical and intrinsic logic always prevails in the end.

I submit that the matter of a country's patent system is entirely different from that of its culture where national diversity ought to be preserved, indeed.

In the world on intellectual property, we live in exciting times. We see favorable tendencies and developments all around us. Let's be sure we help them along. PIPA has made a difference and I'm confident that PIPA will continue to play a significant role and make a difference. This morning it

was good to hear Paul talk about new initiatives and challenges for PIPA.

Recently, I attended meetings in Brazil and Venezuela, and I came away with the distinct impression that a new wind is blowing even in developing countries. There was talk one would expect to hear only in developed countries. And it was government officials talking and not just patent agents.

Incidentally, in Venezuela I gave a talk at a Conference held under the title "La Formula Asiatica" and the topic of my talk was "Japon - Un Maravilloso Ejemplo Para Imitar" (Japan - What a Great Example to Emulate!). Japan is a very interesting and excellent example indeed to talk about.

This year's PIPA award of which I am now the proud recipient presents a wonderful opportunity for me to stay on among friends as a kind of ex-officio member of PIPA which is an association that has a special place in my heart and that I would otherwise truly miss.

Many, many thanks for the honor you have bestowed upon me. This is the happiest day of my professional life. No Oscar winner could be any happier.

Thank you and good night!

Goseicho arigato gozaimashita!

KARL F. JORDA

KFJ/Ruh
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