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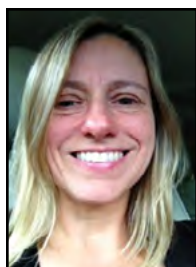
US-JAPAN
BUSINESS
FORUM
Issue No. 246
September 2012
Santa Clara, CA
www.keizai.org

American-Japanese Interaction at the Working Level

The Patent Game: Changing Values in Changing Times

Different approaches to handling new intellectual property policies in a time of global business transformation

Guest Speakers



Linda Beach
Patent Attorney,
Electronic Arts Inc.



Don Butler
Managing Director,
Thomvest Ventures.



Katharine Ku
Director at Office of
Technology Licensing,
Stanford.



Miku Mehta
(Moderator)
Partner,
Sughrue Mion.



Michael Shpizner
VP, General Counsel,
Fujitsu America, Inc.

USPTO (The United States Patent and Trademark Office) is opening a satellite office in Silicon Valley. The United States patent system is changing from a first-to-invent to a first-to-file system, effective March 16, 2013. We are at the dawn of a historical change. How does this affect innovations? What

lessons can Silicon Valley businesses learn from the Japanese, who have had the experience of dealing with a first-to-file system for many years? Will the dependence of US and Japan on intellectual properties as a protection of their innovations bring their IP strategies closer? Please join us for an

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Please RSVP by September 16th, 2012 to reserve your place! @ <http://www.keizai.org>

DATE

Thursday,
September 20th, 2012

DRESS

Business casual

FOOD

Sushi and Beverages

LOCATION

Oshman Family JCC
(Jewish Community Center)

Taube Koret Campus,
F-401, 4th Floor, Freidenrich
Conference Center

3921 Fabian Way
Palo Alto, CA 94303

TIME

Registration/Networking:
5:30 P.M. — 6:00 P.M.

Program:
6:00 P.M. — 8:15 P.M.

Networking:
8:15 P.M. — 9:00 P.M.

FEES

\$15.00: Early Bird Discount for First 30
Registrations by Sunday, 09/02/2012, 11:00 P.M.
\$20.00: Regular Registration by
Sunday, 09/16/2012, 11:00 P.M.
\$35.00: Late Registration by
Wednesday, 09/19/2012, 12:00 P.M.
\$50.00: Walk-ins (Seats are limited and may not
be available)

From the President



I would like to thank everyone who attended our July 19th Forum *"The Explosion of Japanese Internet Companies in Silicon Valley"*, and our *Summer Networking Event* on August 12th. We were especially pleased by the response to our July 19th forum. Due to the popularity of the event, we switched to a larger facility in order to accommodate the many people on the waiting list and others who still wanted to register. The event turned out to be the largest regular event in Keizai Society history. We received much positive feedback on our larger venue for the event, the Oshman Family JCC (Jewish Community Center), due

to its easy access to Highway 101 and the increased space for networking before and after the forum. Our annual summer networking event on August 12th was also a smash hit with over 150 people in attendance. We especially want to thank VivAsia for providing the fun and healthy group fitness dance. We hope that many of you were able to make new contacts at this summer outdoor event. Our next regular forum will be on September 20th at Oshman Family JCC. The subject of this forum is *"The Patent Game: Changing Values in Changing Times"*. We hope to see you all there!

Sincerely,

Chimmy Shioya
President, Keizai Society

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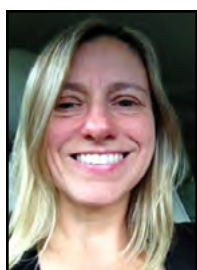
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interactive evening program with representative panelists from the hi-tech industry, academia, the venture capitalist community, and a large international corporation, as they present a variety of approaches in dealing with the changing landscape of IP and patent law in their respective industries. Case studies will be presented, as well as various discussions on the new intellectual property policies.

Featured Panelists and Moderator



Linda Beach is the in-house patent attorney for Electronic Arts Inc., a leading global interactive entertainment software company. EA develops, publishes, and distributes interactive software worldwide for video game systems,

personal computers, wireless devices and the Internet. Prior to joining EA, Linda was an in-house patent attorney for other Silicon Valley tech companies including Nokia and Xerox PARC, and was a patent prosecution associate at Graham & James LLP in Palo Alto. Linda is originally from Massachusetts, where she got her BSEE from Worcester Polytechnic Institute. Linda earned her JD at Suffolk University in Boston while she worked as an engineer for Digital Equipment Corporation.



Don Butler is a Managing Director with Thomvest Ventures. He currently serves on the Board of Directors for Apsalar, Axcient, Milyoni, Netbase, and YottaMark. Don's past investments have included FlashSoft (acquired by

SanDisk), GuardianEdge (Symantec), Okena (Cisco), and Parakey (Facebook). Before joining Thomvest, Don led the Japanese business development efforts for several start-up companies in the software and networking industries while at Asia Pacific Ventures. Previously, Don was an Analyst with Lehman Brothers, where he worked with clients in the

software and semiconductor industries out of Lehman's offices in both New York and San Francisco. Don received a B.A. in Chinese from UCLA and M.A.s in both East Asian Studies and Political Science from Stanford University.



Katharine Ku is Director of the Office of Technology Licensing (OTL) at Stanford University. OTL is responsible for the licensing of various state-of-the-art university technologies and industry sponsored research

agreements and collaborations. Ku was Vice President, Business Development at Protein Design Labs, Inc. from 1990-1991. Prior to PDL, Ku was a researcher at Monsanto and Sigma Chemical, and taught chemistry. Ku is active in the Licensing Executive Society (LES), serving as Vice President, Western Region and Trustee of LES. She was President of the Association of University Technology Managers (AUTM) from 1988-90. She received the AUTM 2001 Bayh-Dole Award. Ku has a B.S. Chemical Engineering (Cornell University), and M.S. in Chem. Eng. (Washington University in St. Louis).



Miku Mehta is a Partner in Sughrue Mion, PLLC, one of the largest law firms practicing exclusively in the field of Intellectual Property Law. Miku's area of focus includes technology fields such as computer software

and hardware, networks. Internet-related applications, environmental technologies, optics, mechanical engineering, business processes and medical devices. His area of legal focus is the preparation and prosecution of patent applications before the U.S. Patent and Trademark Office. He also prepared opinions in the areas of patentability, validity, infringement and product clearance, as well as patent licensing. Mr. Mehta received his JD at George Mason University School of Law and his BS in Systems Engineering, Environmental Sciences.

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Michael Shpizner is Vice President and General Counsel of Fujitsu America, Inc. (FAI). FAI is a wholly-owned subsidiary of Fujitsu Limited, a global technology leader with annual revenues of \$45 billion. Mr. Shpizner currently serves as an advisor to the Board

of Directors of the San Francisco/Bay Area Chapter of the Association of Corporate Counsel (ACC), the global professional association for in-house counsel, and he is co-Chair of the Chapter's Membership and Sponsorship Committees. Mr. Shpizner is a member of the General Counsel Committee of the Silicon Valley Campaign for Legal Services, a non-profit organization that generates and distributes funding to agencies that provide legal services to those most in need in our local community.

Mr. Shpizner has presented CLE programs on various topics, including managing multi-defendant litigation, alternative fee agreements, privacy law, and e-Commerce issues. Mr. Shpizner has appeared as a panelist at the Sedona Conference on Digital Privacy and Security and at the Practising Law Institute's Corporate Compliance Institute. Mr. Shpizner has developed and delivered a presentation entitled "Maxims of Corporate Success" for in-house counsel, and has published a series of articles on that subject in the ACC's monthly journal, the Docket. Recently, Mr. Shpizner has presented at CLE seminars on the topics "Managing Client Costs: Making the Unpredictable -- Predictable" and "Confronting NPEs: Emerging Solutions and New Strategies"; and "Patent Troll Jiu-Jitsu: Mastering the Gentle Art of NPE Defense." Prior to joining Fujitsu in 1996, Mr. Shpizner was Corporate Counsel at Adaptec, Inc., and had practiced for approximately ten years at national law firms Proskauer Rose LLP; Heller, Ehrman, White & McAuliffe; and Fenwick & West. Mr. Shpizner received his J.D. from U.C.L.A.; he also holds an M. Ed. from the University of Massachusetts and a B.A. from Brown University. Mr. Shpizner's personal interests include tennis, reading, hiking, chess, and re-living his college experience vicariously through his children, who

attend Pitzer and Scripps.



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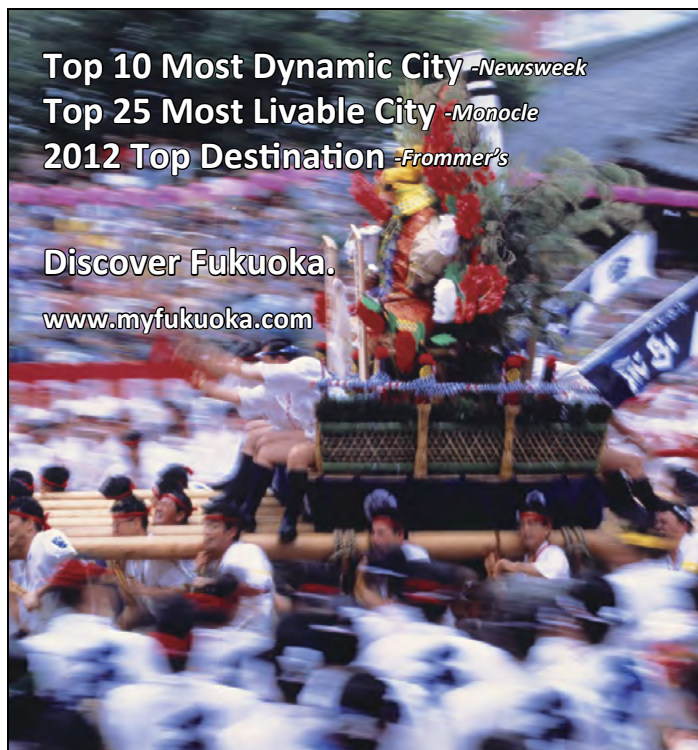
Founded in 1990, the Keizai Society US-Japan Business Forum is an all-volunteer business and professional networking organization based in the San Francisco Bay Area. One of its primary purposes is to provide a venue for programs that showcase specialists with expertise on issues critical to the success of entrepreneurs and companies doing business with Japan and the U.S. Please visit www.keizai.org for more information.

Keizai Society's theme for 2012 is "Japan in Transformation." It encompasses commercial entrepreneurship and new venture formation as well as social entrepreneurship, new patterns of employment, corporate reform and many other critical priorities that are already breathing new life into Japan's business community and its other institutions.

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Getting Your Job Opening Posted for Free

— By Joe Quinlan
Keizai Society Content Manager

In [last October's Newsletter](#), I wrote about the importance of networking for job seekers. In that article, I recommended that job seekers spend 80% of their time networking, and only 20% responding to online ads. This month I want to take a different look at the situation – from the employer's side and with regard to making use of online ads. When I was doing a job search two years ago, I spent 80% of my time on networking, which meant that the 20% I did spend on online ads, I wanted to spend as effectively as possible. I started out using CareerBuilder, Monster, and some other famous sites, but I soon found it much more efficient to simply go to the two major job ad aggregators [simplyhired.com](#) and [indeed.com](#). Instead of having to check multiple sites, I could just set up alerts on these two aggregator sites, which would inform me of any jobs that met my search terms. SimplyHired and Indeed pick up ads from CareerBuilder, Monster, and also major corporate websites. Many companies only post their job ads (at least initially) on their own websites, because it is cheaper than paying money to CareerBuilder, Monster, LinkedIn, etc. Even Craig's List charges money for posting jobs. And, you guessed it, SimplyHired and Indeed themselves will charge you a fee for posting a job ad directly to their sites.

At my company we have occasion to search for qualified candidates from time to time. We are a smaller company and based in Japan, so SimplyHired and Indeed would never pick up a job ad from our home page. Thus the thought occurred to me "Is there any way to post a job ad for free somewhere and get it picked up by the aggregators (SimplyHired and Indeed)?" I did some playing around with SimplyHired and Indeed, and I discovered that one of the places they pull job ads from is [Ebay Classifieds](#). What's more, posting job ads to Ebay Classifieds is free! So if you want to get your job opening on the major aggregators SimplyHired and Indeed without paying any money, use Ebay Classifieds. From what I have seen, the aggregators will pick up an Ebay Classified job ad within a few days.

Part of me hesitated to write this article; I hope the aggregators don't read this and suddenly stop pulling from the free Ebay Classifieds. But my find was just too good to be true, so I had to share it with all of you. If you know of any other ways to get on the aggregator sites for free, I'd love to hear about it. We'll see you at the September 20th forum "The Patent Game: Changing Values in Changing Times"!



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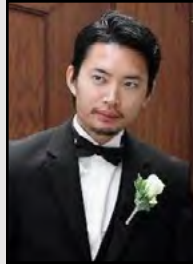
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The Explosion of Japanese Internet Companies in Silicon Valley: A New Generation of Japanese Companies?

• Participating Speakers •



Akinori Koto
Vice President, Digital
Garage US Inc.



Sho Masuda
Vice President of
Player Marketing,
GREE International.



Hiroshi Nakano
CEO, 1Dollarscan.
com (zLibro Inc.)



Phil Keys
(Moderator)
Free lance Journalist
and Principal at
Maido Media.

The Keizai Society's July, 2012 Forum "*The Explosion of Japanese Internet Companies in Silicon Valley: A New Generation of Japanese Companies*" was held at the Taube Koret Campus of the Oshman Family Jewish Community Center in Palo Alto. It was a sold-out success; registering a new turnout record for a Keizai Society event.

The distinguished members of the panel included several representatives of the Japanese Internet community working here in Silicon Valley; Akinori Koto, Vice President, Digital Garage US, Sho Masuda, Vice President of Player Marketing, GREE International, and Hiroshi Nakano, CEO, 1 Dollarscan.com (zLibro Inc.). The panel was moderated by Phil Keys, a free lance journalist and Principal at Maido Media.

The moderator, Mr. Keys kicked off the evening with a short presentation emphasizing how the yen to US dollar ratio had reached historic lows, making it an optimum time for Japanese companies to invest in the US. Each of the panelists then followed with presentations introducing their respective companies. First up was Mr. Koto who described Digital Garage, a company know in Silicon Valley

for its investment in Twitter amongst other Internet properties, as a company whose core activities include product development, consulting, running advertisements and payments platforms, as well as being involved in venture capital. Mr. Masuda, representing the online mobile game company GREE, discussed how his company was releasing Japanese games into the US market while aggressively acquiring companies and hiring locally to support GREE's goal of reaching a billion users. Mr. Nakano, from 1Dollarscan.com, introduced his company as one who is helping the transition from analog to digital media by providing an inexpensive service for consumers to scan their own books into digital files for delivery over the Internet.

In discussing their strategies for competing with Silicon Valley companies in the Internet market, Mr. Masuda emphasized GREE's seven year record of producing successful mobile games in the highly competitive Japanese market. Mr. Koto noted that Digital Garage was competing to invest in US companies with local venture capitalists, and they counted their capabilities to help startups become successful in the Japanese market as being one of

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their key differentiators. All the companies agreed they need to compete for talent here in Silicon Valley, with Digital Garage working on creating a “cool” culture here along with their “global mindset.” GREE also discussed the importance of creating a corporate culture welcoming to local talent while offering such perks as being able to learn Japanese.

When asked about how they were different from the earlier Japanese technology companies which started to enter the US market in full force in the 1970s, Digital Garage mentioned how their corporate culture tried to foster flexibility by encouraging people to ask questions and be tolerant of failure. 1dollarscan also emphasized their corporate flexibility and quick decision making with the ability to decide on new features on one day and have them implemented the next.

In response to questions from the floor, GREE and 1dollarscan said many other Japanese Internet entrepreneurs are interested in entering the US market. However, GREE said many are waiting to see how well the new Japanese Internet companies

do here. 1dollarscan also mentioned the difficulty in getting visas to work in the US. It was noted that our panelists represented a new younger generation which has grown up in a more affluent and media saturated world, giving them a different mindset when compared to their elders

Overall the evening was considered a success with phenomenal conversation between both the panel and the audience providing insights into this new crop of Japanese technology companies. We hope that you will join us at our next Keizai Society Forum event.



Photos of the Keizai Society's July 2012 event can be found at:

<https://picasaweb.google.com/117278316751158389744/KeizaiSocietyJuly2012Forum?authuser=0&feat=directlink>

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Keizai Society's Annual Summer Networking Event

On August 12th, the Keizai Society held its annual summer networking event at Washington Park in Sunnyvale. The event was attended by over 150 participants



who enjoyed beer, wine, soft drinks, and delicious ribs, sausage, and cornbread all provided by Armadillo Willy's. A big thank you goes out to the Keizai Society volunteers and their families who made this day happen.



A highlight of the day was the Asian Fitness Aerobics class, which was kindly provided by [VivAsia](http://VivAsia.com). Unlike Keizai Society's other events, the attendance at the Summer Networking event



is virtually unlimited, since it is held outdoors at a public park. So husbands, wives, kids, and significant others all came and enjoyed the camaraderie and good times. The weather was beautiful, and the food and drink were even better. If you could not make it this year, be sure to mark it down early on your calendar for next year. But before that, be sure to register



for our next exciting event, *"The Patent Game: Changing Values in Changing Times"*. It will be held on September 20th and registration is now open on the Keizai website, keizai.org.



More photos of the Keizai Society's August 2012 event can be found at:

<http://buy.candmphotography.com/Events/Keizai-Kai/Networking-BBQ>

<http://tinyurl.com/KeizaiSociety>



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 <http://www.linkedin.com/>

We are Hiring!

The Keizai Society is looking for highly motivated and talented individuals to join our volunteer executive team. Working with our team and board directors is a great opportunity to create exciting forums for the US/ Japan business community in Silicon Valley.

We have multiple positions available in many areas including Program Managers.

Japanese language skills are not required. For more details, please email contact@keizai.org with a subject line "Keizai Positions" to discuss these opportunities.

We hope you'll join the Keizai Team!



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