



TOKYO WTC HARAKENZO

50th Anniversary in 2026

特許業務法人

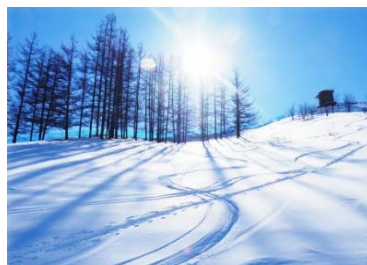
**HARAKENZO**  
WORLD PATENT & TRADEMARK  
INTELLECTUAL PROPERTY LAW FIRM

Newsletter  
DESIGN & TRADEMARK

December 2020  
JAPAN

## TOPICS

Tokyo Head Office will be relocated to new "World Trade Center Building South Tower" in spring of 2021  
東京本部は、2021年春に、新館「世界貿易センタービル南館」へ移転予定



Designs of newly added protection subjects registered  
新たな保護対象についての意匠登録例

Strengthening crackdown on counterfeit sales by cross-border E-Commerce - Considering revisions of Trademark Act  
越境ECによる模倣品販売の取り締まり強化へ—商標法改正の検討—



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### Notice of Relocation of Tokyo Head Office to new WTC Building South Tower

In 2021, our Tokyo Head Office will be relocated from the World Trade Center Building to the new **World Trade Center Building South Tower** (hereinafter, "**WTC South Tower**") which is now under construction. We plan to move during the period from April to June of 2021.

The current World Trade Center (WTC) Building, once the tallest skyscraper in Asia, is located in Minato-ku, Tokyo, with convenient access to JR Hamamatsucho Station. Now that 50 years have passed since the WTC's completion, two new buildings are being erected to replace it; the new **WTC South Tower** will be completed in spring of 2021, and the new WTC Main Tower will be completed in 2025.

The **WTC South Tower** is located in one of Tokyo's leading business districts which surrounds Hamamatsucho station. This central location,

along with redevelopment projects in the area, ensures that the tower will serve as a "gateway" to the international metropolis Tokyo. The **WTC South Tower** will have convenient direct access to the following major terminal stations:

- (i) Tokyo Monorail Hamamatsucho Station, which is a terminal station for access to and from Haneda International Airport
- (ii) JR Hamamatsucho Station, which is within 10 minutes via the JR Yamanote Line from (a) JR Tokaido Shinkansen Shinagawa Station, (b) JR Tokyo Station, and (c) JR Linear Motor Shinkansen Shinagawa Station (scheduled to open in 2027)
- (iii) Daimon Station of Toei Subway's Asakusa Line and Oedo Line
- (vi) Hamamatsucho Bus Terminal in WTC serving as a terminal for buses arriving from or going to various areas of Japan

Offering such superb access to numerous major stations, the **WTC South Tower** is a pivotal nexus suitable to serve as **the "gateway" to the international metropolis Tokyo.**

Furthermore, around the WTC, reconstruction and redevelopment is underway at Hamamatsucho Station and the surrounding areas to provide new places for international exchange, including international conference halls, culture and arts halls, restaurants, shopping centers, and facilities offering childcare and medical services with full

multilingual support.



(Image retrieved from press release of WORLD TRADE CENTER BUILDING, INC.)

Note: The bus terminal in WTC has stopped its operation since September 30, 2020 due to construction of the new WTC buildings, but will be reopened. You will be able to use the new bus terminal as before for traveling to or from major cities in Japan. For example, buses departing from stations in major cities across Japan will bring you directly to the **WTC South Tower**.

## 新館「世界貿易センタービル南館」へ移転のお知らせ

当所東京本部は、新年2021年4月乃至6月に、現在建設中の新館「世界貿易センタービルディング南館」"World Trade Center Building South Tower" (以下、「WTC南館」)へ移転する予定です。

東京都港区のJR浜松町駅に隣接し当時東洋一の超高層を誇った現在の「世界貿易センタービルディング(WTC)」は、竣工後50年を経過したことから

建替え工事が進められており、2021年春には**新館「WTC南館」**が完成し、さらに2025年には**新館「WTC本館」**が竣工する予定です。

東京の一等地ビジネス地区に所在する**新館「WTC南館」**は、浜松町駅周辺地区の再開発により、**国際都市「東京」の『玄関口』**として生まれ変わり、下記のターミナルと直結しています。

- i 羽田国際空港への発着ターミナル駅となる「東京モノレール浜松町駅」に直結しています。
- ii 東海道新幹線「品川駅」で山手線に乗り継いでから10分以内の「JR浜松町駅」に直結しています。
- iii 「JR東京駅」で山手線に乗り継いでから10分以内の「JR浜松町駅」に直結しています。
- iv 2027年に開業予定のリニア新幹線「品川駅」で山手線に乗り継いでから10分以内の「JR浜松町駅」に直結しています。
- v 地下鉄都営浅草線・同都営大江戸線の「大門駅」に直結しています。
- vi WTC内の全国発着「浜松町バスターミナル」に直結しています。

以上のとおり、**新館「WTC南館」**には、上記のターミナル駅が集結しており、まさに**国際都市東京の「玄関口」**に相応しい交通路の要所となっています。

また、WTC及びその周辺では、浜松町駅周辺工事及び駅改築工事が行わ

れ、国際交流の場として、国際会議ホール、文化芸術ホール、レストラン街、ショッピング街、多言語に対応した保育医療サービス機能、等々が整備される予定です。



(出典: ㈱世界貿易センタービルディングのプレスリリースより画像を引用)

[注] 全国発着バスターミナルは、建替え工事のため2020年9月30日で一旦営業終了しましたが、全国発着の起点ターミナルとして復活する予定です。復活後はこれまでと同様に全国発着の起点となる出発又は終着のバスターミナルとしてご利用ください。例えば、全国主要都市の出発ターミナルで乗車すれば、そのまま**「WTC南館」**に到着できます。

## Designs of newly added protection subjects registered

### 新たな保護対象についての意匠登録例

With the revised Design Act which came into effect in April 2020, the coverage of protection has expanded to include the designs of interior, buildings, and graphic images. For each of these newly added subjects of protection, the first design registration was recently published.

Many companies based in Europe and the United States have adopted "design engineering and management", a concept which aims to increase the competitiveness of their brands by wise use of designs. Such companies use designs that are consistent not only among products and advertisements but also across all points of connection with the customers, such as shops and websites.

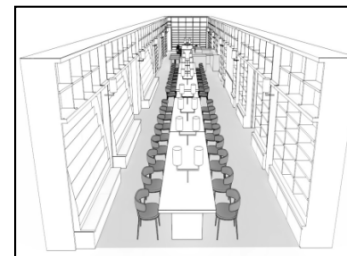
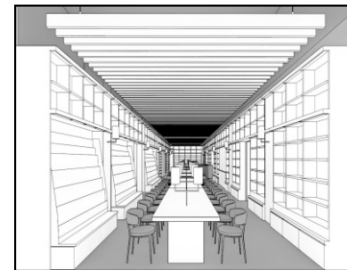
In order to practice "design engineering and management" which is now also promoted by the Japan Patent Office, companies will need to ensure that their designs among the newly added subjects of protection are well-protected by design right or other means. The filings of design applications for the new subjects are expected to increase, and we will report on trends of such applications in our new letters in the future.

- Interior design registration (TSUTAYA BOOKS Co., Ltd.) -

[Article of design] Interior design of a bookstore

[Holder of design right] Culture Convenience Club Co., Ltd.

Drawings of application



Actual store

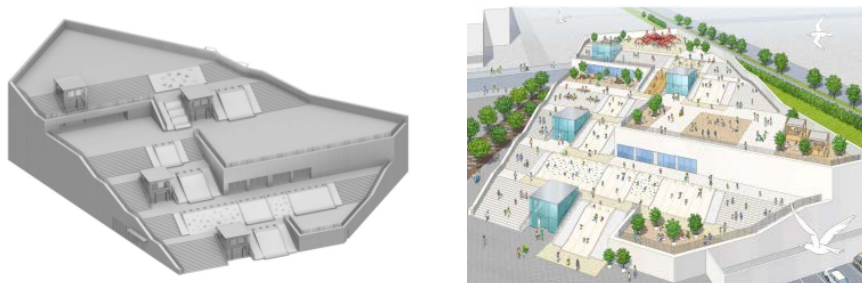


(Cited from the website of Nikkei Xtech)



- Building design registration (UNIQLO PARK Yokohama Bayside store) -
- [Article of design] Commercial building
- [Holder of design right] FAST RETAILING CO., LTD.

Drawings of application



Actual store

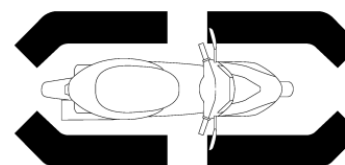


(Cited from the website of NIKKAN KOGYO SHIMBUN)

- Graphic image design registration (Area marker) -

[Article of design] Image for displaying vehicle information  
[Holder of design right] KOITO MANUFACTURING CO., LTD

Drawings of application



Actual product



(Cited from the website of the Ministry of Economy,  
Trade and Industry, Japan)

4月に施行した改正意匠法により、新たに意匠の保護対象となった「内装」「建築物」「画像」について、それぞれ、登録第1号の意匠が公開された。

欧米の企業では、デザインを活用してブランド競争力を高める「デザイン経営」が普及し、製品や広告だけでなく、店舗やウェブサイトなど全ての顧客接点において一貫したデザインを施している。

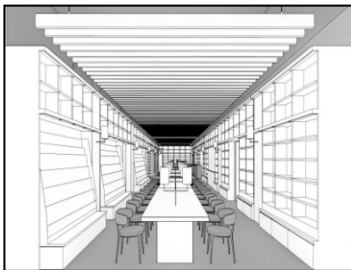
特許庁は、「デザイン経営」を奨励しているが、「デザイン経営」には、新たな保護対象についての意匠権等による保護が必要である。今後も新たな保護対象についての意匠出願が増えると思われるので、適宜出願状況を報告していく。

\*\*\*\*\*「内装の意匠」：蔦屋書店\*\*\*\*\*

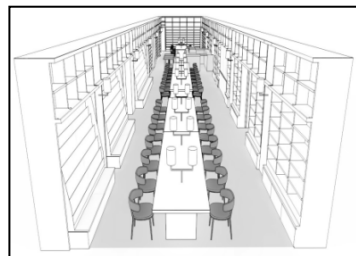
【意匠に係る物品】書店の内装

【意匠権者】カルチュア・コンビニエンス・クラブ株式会社

出願図面



実際の店舗



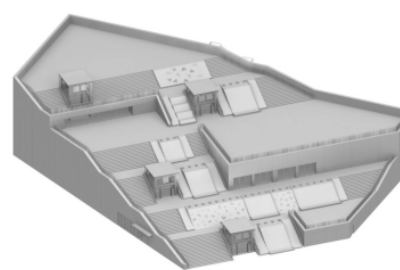
日経クロステックHPより

\*\*\*\*\*「建築物の意匠」：ユニクロPARK横浜ベイサイド店\*\*\*\*\*

【意匠に係る物品】商業用建築物

【意匠権者】株式会社ファーストリテイリング

出願図面



実際の店舗



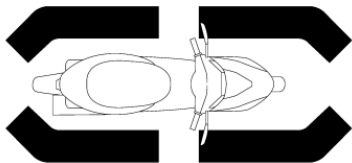
日刊工業新聞HPより

\*\*\*\*\*「画像の意匠」:エアーマーカー\*\*\*\*\*

【意匠に係る物品】車両情報表示用画像

【意匠権者】株式会社小糸製作所

出願図面



実際の製品



経済産業省HPより

## Strengthening crackdown on counterfeit sales by cross-border E-Commerce - Considering revisions of Trademark Act

越境ECによる模倣品販売の取り締まり強化へ—商標法改正の検討—

The JP government has decided to strengthen a crackdown on counterfeit goods such as fake brands coming from overseas. According to the policy under consideration, if the trademark rights are infringed, articles in question would be confiscated even if the articles are imported for personal use. The relevant ministries and agencies will compile relevant legislations (mainly Customs Act and Trademark Act), and are aiming to submit them to the ordinary Diet next year.

"Import" in which individuals in Japan carry on direct trade with foreign business operators is considered as being carried out by "individuals in Japan" and, under the current Trademark Act, such "import" does not fall under the "use" of trademarks and thus does not questioned in terms of infringement of trademark rights. Therefore, in the customs certification procedure (under Article 69(12) of the Customs Act) which is a prerequisite for confiscation, etc., it is often difficult to disprove a claim that it is "for personal use" from a person who is trying to import counterfeit goods, and it is accordingly difficult to prevent the inflow of such counterfeit goods.

The JPO announced its policy at the 6th Subcommittee on Trademark Systems of the Intellectual Property Subcommittee of the Industrial Structure Council on November 6, 2020 and, the JPO as a committee will approve, in January or February next year, a report that includes other system reform proposals and will submit a revised bill to the Diet.

We will pay attention to future progress.

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政府は、海外から流入する偽ブランド品などの模倣品の取り締まりを強化する方針を固めた。商標権を侵害している場合、個人使用目的で輸入した物品であっても没収対象にする方針で検討していくとのこと。関係省庁が関連する法律案(主に関税法、商標法)をまとめ、来年の通常国会提出を目指すとのことだ。

海外事業者と日本国内の個人との直接取引がなされる「輸入」は「日本国内の個人」によるものであって、現行商標法では商標の「使用」に該当せず商標権侵害とはならない。その為、没収等の前提となる税関の認定手続き(関税法第69条の12)において、模倣品を輸入しようとしている者から「個人使用目的である」と主張されると反証困難な場合も多く、模倣品の流入を阻止することが困難になっているという。

特許庁は11月6日の産業構造審議会知的財産分科会の第6回商標制度小委員会にて方針を示し、来年1、2月に他の制度改革案なども盛り込んだ報告書を委員会として承認し、改正法案を国会に提出するとのことだ。

今後の進捗に注目したい。





Please contact us if you have any comments or require any information.

Please acknowledge that the purpose of our column is to provide general information on the field of intellectual property, and that the description here does not represent our legal opinion on a specific theme.

## Below are links to further IP information.

<b>BIO IP Information</b> <b>バイオ知財情報</b>	<b>IT IP Information</b> <b>IT知財情報</b>	<b>IoT × AI Support Station</b> <b>IoT×AI支援室</b>
<b>Food &amp; Medical Business Support Station</b> <b>食品×医療支援室</b>	<b>Major &amp; Emerging Economic Powers</b> <b>諸外国知財情報</b>	<b>TPP I.P. Chapter</b> <b>TPP知財情報</b>

Please visit our facebook pages below.

## Our Legal Strategy Department on Facebook 法務戦略部Facebook

Our Legal Strategy Departments based in Osaka and Tokyo provide information on trademark applications, design applications, combating counterfeit goods etc. via Facebook. Please view our Facebook page for more details.

大阪・東京に拠点を置く法務戦略部のFacebookにて、商標出願・模倣品対策・意匠出願などの知財に関する情報を発信しております。ぜひご覧下さい。

[More information](#) [詳細はこちらへ](#)

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## Our Hiroshima Office on Facebook 広島事務所Facebook

Our Hiroshima Office's Facebook page provides useful services for Hiroshima prefecture and the rest of the Chugoku and Shikoku regions, with constant IP information updates. Please find us on Facebook.

広島事務所のFacebookにて、広島県を含む、中四国地域の皆様に有用と思われる知財情報を随時発信しております。ぜひご覧下さい。

[More information](#) [詳細はこちらへ](#)

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