



ABOUT HIROSHI KANEKO

Hiroshi Kaneko is a graduate of the University of Tokyo, specialized in mathematical engineering. He is a patent attorney with more than 10 years of experience and is Director of Tokyo Kaneko Patent Office.

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FIRM PROFILE

Tokyo Kaneko Patent Office is situated in the Shinjuku area of Tokyo, close to the Tokyo government office. Tokyo Kaneko Patent Office mainly works on applications of trademarks to Japan Patent Office, from both Japanese and foreign customers.

Tokyo Kaneko Patent Office are experts at trademark applications for foreign customers. Most of the trademark applications (near 99%) will be allowed for registrations, if pre-application search of conflicting trademarks is done. Tokyo Kaneko Patent Office provides a pre-application search and keeps the ratio of allowance high. In cases of rejection for foreign customers, it is important to understand Japan's unique legal rules and to take action accordingly when required. Tokyo Kaneko Patent Office has been sincerely explaining the legal rules.

Responsiveness of patent firms is also important. Tokyo Kaneko Patent Office in principle file trademarks within 24 hours from the order. As a result of these competitive approaches, Tokyo Kaneko Patent Office obtained many foreign partner patent firms with mutual trust. Tokyo Kaneko Patent Office filed 735 trademarks in the first half of year 2018 and ranked 6th among all Japanese patent firms. Since Hiroshi Kaneko alone is working on all applications, the rank would be higher if seen as per capita for customers.

For trademarks, Tokyo Kaneko Patent Office accepts application requests written in not only Japanese language, but also in English language, without translation fees. This makes it easier for foreign applicants to apply. Customers can save their time on translation and obtain rights quickly. As a result of this service, Tokyo Kaneko Patent Office is growing in the area of trademark applications for foreign customers.

The fact that Hiroshi Kaneko takes care of everything is good for keeping the high level of services, as an experienced patent attorney, he is in touch with every application and other matters. It is also valuable to respond quickly. Tokyo Kaneko Patent Office is free from communication overheads within the company, which damagingly decrease speed. These are based on Tokyo Kaneko Patent Office's principle, "*behave based on customer's view*". Based on this principle, Tokyo Kaneko Patent Office provides (1) full support for intellectual properties, and (2) fee schedule based on customer's value. With regard to (1) full support for intellectual properties, Tokyo Kaneko Patent Office provides support for all trademarks, patents, utility models and designs, applications and possible disputes with other persons. Customers can consult everything to Tokyo Kaneko Patent Office and do not need to manage plural patent firms depending on issues. This is convenient for small companies. Once their business is explained, Tokyo Kaneko Patent office shall conduct services for the whole business. No repetitious explanation is required. With regard to (2) fee schedule based on customer's value, Tokyo Kaneko Patent Office provides a fee schedule weighted on success awards; i.e. fees for works before getting result is small and realistic payment which is charged after obtaining satisfiable results.

In Asia-Pacific region, competition in intellectual properties is acute these days. Every customer wants to obtain their rights excluding other person's obtaining rights. Based on Japan's law that previously filed applications shall be registered, Tokyo Kaneko Patent Office shall keep its service of short time applications from customer's order. This will increase the possibility of obtaining rights. As mentioned above, Tokyo Kaneko Patent Office shall provide efficient application services with reasonable fees. Hiroshi Kaneko believes that this helps all customers.