

IP KOREA EVENT

Hosted by The Korean Intellectual Property Office (KIPO)

Event Details

- *Date, Time and Place:* August 24, 2016 (Wednesday), 11:40 – 12:05, Seoul COEX Grand Ballroom (1st floor) Lobby
 - * Event Booths will be available from 10:00 – 17:00
- *Main Contents:* International Intellectual Property Sharing Projects (Appropriate Technology and Brand Development), International Intellectual Property Rights (IPRs) Education Projects (Invention Animations for Children, Invention Games for Youth, IPRs education contents for Adults), and International Cooperative Efforts with WIPO and other organizations.
- *Expected Attendees:* Parliament and Government Officials, Foreign Embassies in Korea, IP professionals, IP lawyers, Businessmen, and the Public.

Event Program

- Congratulatory Speeches by VIP, Director General of WIPO, and KIPO
- Screening of KIPO's International IP Sharing Projects promotional video
 - Examples of Appropriate Technology and Brand Development Cases in Developing Countries such as Vietnam, Indonesia, and Mongolia; KIPO-WIPO Education Projects; Interviews; Etc.
- Overview of KIPO's International IPRs Education Projects
 - Launch of Mobile Version of IP Panorama (introduces strategies for successful IP use for businesses), IP Ignite (Introduction of IP with an international perspective), Invention City (Invention Learning Game for Youth), Getting Creative with Pororo (Invention Learning Animation for Children).
- Overview of cooperative activities of KIPO, including those with WIPO
 - WIPO's Korea Funds-In-Trust, Introduction to International Patent-Trademark-Design Application System, Patent Advancement Collaboration with IP5, Bilateral Cooperation, Introduction of Korea's Patent Information System to Other Countries.