

**CREATIVE |
KOREA**



How a WIPO External Office in the Republic of Korea can Benefit the IP World

WIPO Korea Office as a Customized Service Provider

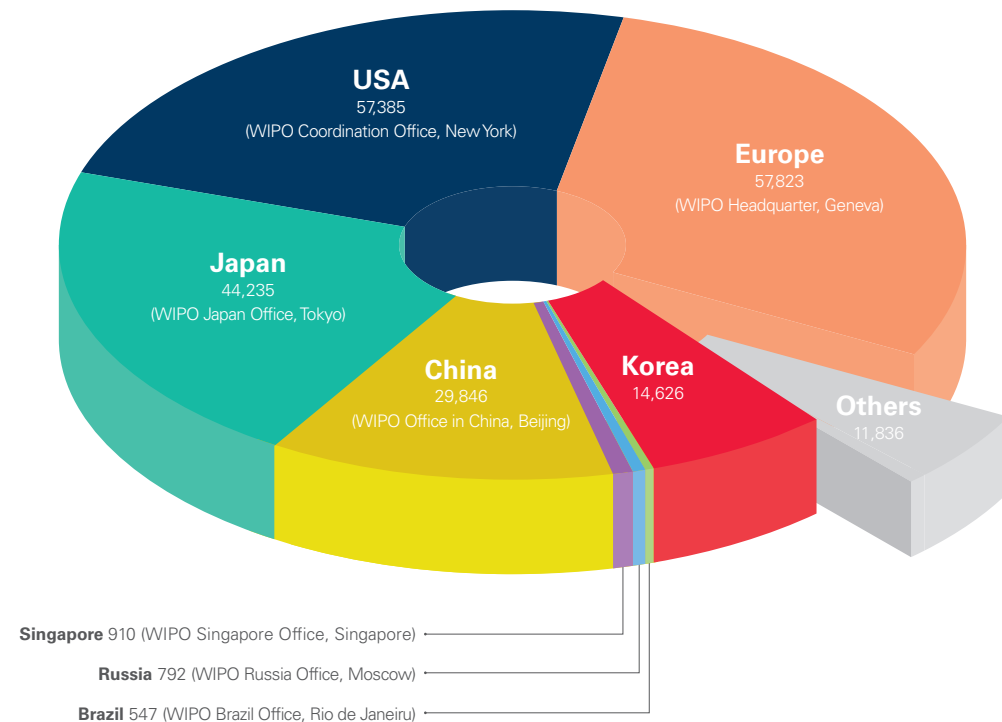
● A WIPO External Office in Korea can provide around-the-clock customized service not only to Koreans, but also international companies doing business in Korea.

1. As a majority of developed countries are reaching a plateau in terms of PCT applications, Korea has continued to see a gradual increase. Specifically, in 2015, the number of PCT applications by Korean applicants was 14,564 which was a 11.5% increase in comparison to the year before.

- Korean is the 5th most commonly used language in PCT applications, and it is officially recognized as a PCT publication language.
- The existence of a WIPO External Office in Korea will allow the promotion of WIPO's global IP services and the provision of consultations for applicants, which will in turn spur an increase in demand for PCT, Madrid and Hague system applications.

PCT Applications by Country of Origin (2015)

* Source: WIPO Statistics Database

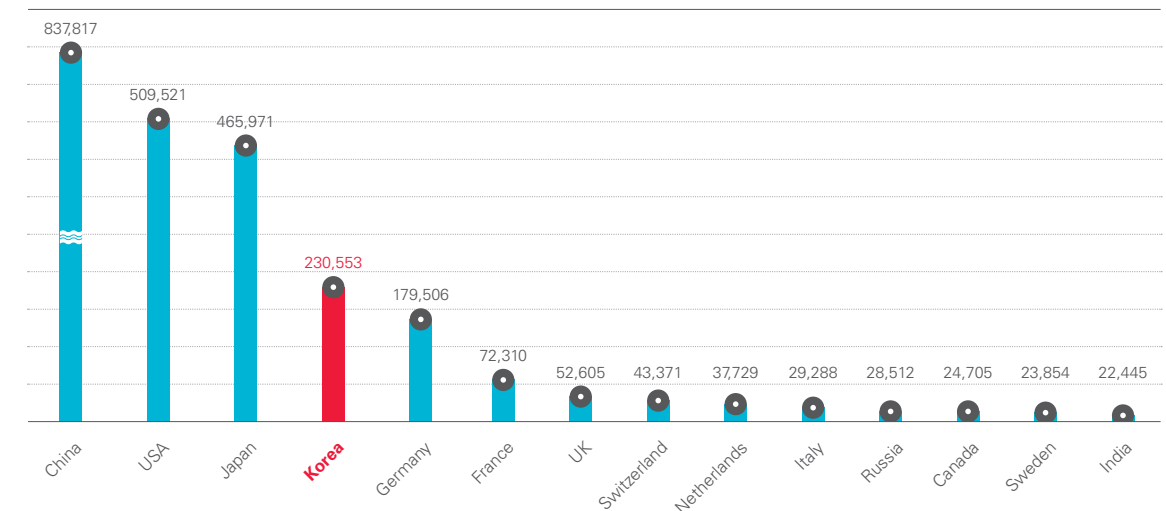


2. Patent applications by Koreans continue to be the 4th largest in the world, with a total of 230,553 patent applications in 2014, and, recently, there has been an average increase of about 14,000 applications annually. And Korea's expenditure on research and development (R&D) as a percentage of GDP was 4.3% in 2014 which was the world's highest percentage.

- A WIPO External Office in Korea can satisfy lots of interests regarding IP protection among stakeholders in Korea through intensified IP seminars, IP training courses and IP awareness raising programs. Needless to say, these activities will drive the development of IP systems.
- As Korea is a global market place, many foreign companies will also benefit from the existence of a WIPO Korea Office. In 2014, the number of non-resident patent applications in Korea was 46,219.

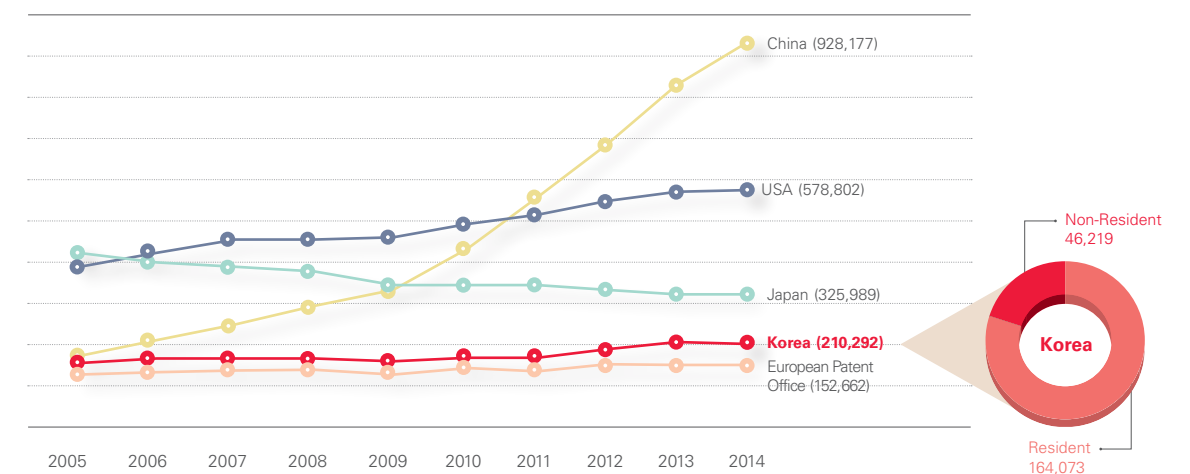
Patent Applications by Origin (2014)

* Source: World Intellectual Property Indicator (WIPO, 2015)



Trend in Patent Applications for the TOP 5 Offices

* Source: WIPO Statistics Database



WIPO Korea Office as a Global IP Educator

● A WIPO External Office in Korea can provide customized online and offline education courses taught through proven teaching methods, and by qualified instructors, thereby establishing a foundation for the spread of high quality IP education.

1. Global IP Training Courses

- KIPO has operated various IP training courses every year. 13 training courses for about 160 people are provisionally scheduled in 2016.
- Using WIPO's External Office as a gateway, Korea's knowledge and experiences that have been gained through past training programs can be applied to the furthering and enhancing of the IP capabilities of other countries.

International IP Training Courses at Korea's International Intellectual Property Institute (2016)

Program	Course Title	Participants	Dates
WIPO Program (5 courses)	WIPO-KIPO Patent Law-Examination Course	patent examiners and government officials from developing countries	3. 23~4. 1
	WIPO-KIPO Patent Examiner OJT Course	examiners from developing countries	4. 2~4. 8
	WIPO-KIPO Trademark Law-Examination Course	trademark examiners and government officials from developing countries	5. 10~5. 17
	WIPO-KIPO Trademark Examiner OJT Course	trademark examiners from developing countries	5. 18~5. 20
	WIPO IP Summer School	undergraduates, graduate students, entry-level workers from abroad	7. 11~7. 22
KOICA Program (3 courses)	KOICA Creative Invention Training Course	government officials and teachers working in invention education from developing countries	4. 14~5. 4
	KOICA Intellectual Property Policy Course(Azerbaijan)	IP-related government workers from Azerbaijan	6. 9~6. 22
	KOICA Intellectual Property Rights Course	government officials working in IP from developing countries	in September
Customized Program (5 courses)	Saudi Arabia Examiner Course	Saudi Arabian examiners	in November
	China Patent Examiner Course	China(Hubei) patent examiners	4. 4~4. 8
	GCCPO Examiner Course	GCCPO patent examiners	4. 12~4. 13 4. 19~4. 20 4. 26~4. 27
	IP5 Examiner Course	patent examiners from IP5 countries	in December
	Lecturer Dispatch Program	patent examiners from relevant countries	all year
Total	13 courses		

- At the same time, KIPO-WIPO offered Advanced International Certificate Course (AICC) with Korea Advanced Institute of Science and Technology (KAIST) since 2010. 641 people from 83 different countries participated in the IP Panorama online course, and, over the past 6 years, more than 4,100 people from WIPO member states have taken part.

2. Global IP Education Contents

- KIPO has produced IP educational content tailored to people in various walks of life. These digital IP contents are very good tools that provide opportunities for high quality IP education at a lower cost and in less time.
- Korea aspires to use our advanced IT know how and skills, and develop more activities in cooperation with WIPO to educate a diverse array of people so as to catalyze advancements to our global IP system.

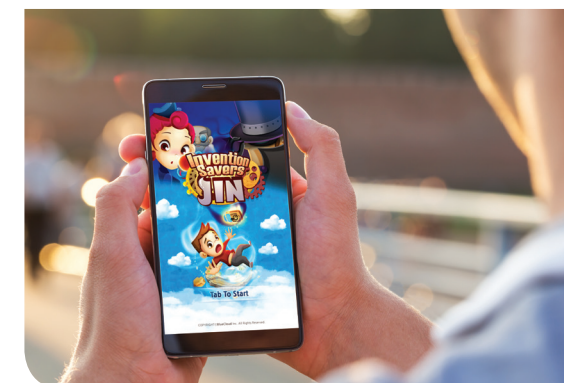


● "IP Panorama" is an e-learning multimedia toolkit developed jointly by KIPO and WIPO to increase IP awareness worldwide. Since its launch in 2007, it has been translated into 24 languages.



● "IP Ignite" is an audio-visually enhanced version of WIPO's DL-101 developed by KIPO with guidance from the WIPO Academy. This allows anyone to learn the fundamentals of IP laws and systems in an easily accessible, entertaining way via live-action videos.

Invention Savers Jin



● "Invention Savers Jin" is the first mobile-based game that combines education and fun in order to teach children the basic principles of inventions, which was developed by KIPO in 2014.

Getting Creative with Pororo



● "Getting Creative Pororo" is an IP educational animation featuring popular characters from the television program 'Pororo' that gives children a basic understanding of IPRs.

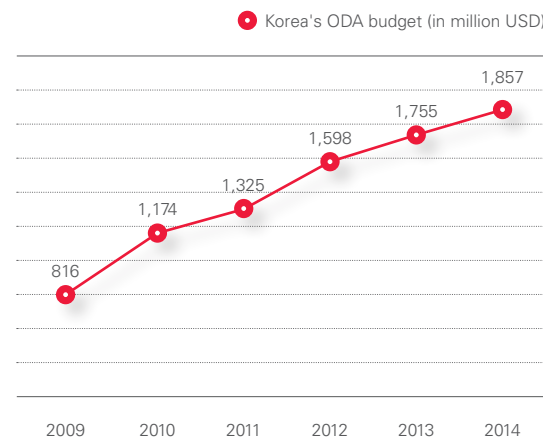
WIPO Korea Office as a Hub for Development Projects

- A WIPO External Office in Korea can undertake international development projects effectively by implementing bigger development projects with long-term strategies and enabling us to coordinate all efforts through a single channel.

1. Official Development Assistance (ODA) by Korea

- Korea has endeavored to share our experience in being an international aid recipient to an international aid donor with less developed countries. In 2014, Korea's ODA budget was 1.9 billion USD which is a number that has been constantly on the rapid rise.
- A WIPO External Office in Korea will create a channel where the knowledge about Korea's expertise in using IP to generate economic growth and self transform can be transferred to other countries.

Korea's Official Development Assistance



Annual average growth rate for ODA is

10.2%
1st in the world

* DAC members' average growth rate is 0.5%

The Korean Intellectual Property Office (KIPO) has undertaken the following ODA activities in the intellectual property field:

- ① KIPO supported developing patent automation systems for countries such as Mongolia, Azerbaijan, ARIPO, Vietnam, Angola, Cambodia, Mozambique, Paraguay and Myanmar.
- ② KIPO provided 14 international IP training courses that were attended by 354 foreigners, in 2015, in collaboration with the International Intellectual Property Training Institute (IIPTI), one of the subordinate institutes of KIPO.
- ③ KIPO facilitated sustainable economic growth by providing Appropriate Technology to Chad, Nepal, Cambodia, Guatemala, Nepal, the Philippines, Papua New Guinea, Ghana, Vietnam, Mongolia, and Myanmar.
- ④ KIPO supported other countries' brand development and carried out marketing strategies so as to ensure these countries receive the benefits of a proper marketing campaign. Such countries include Bolivia, the Philippines, Ghana, Myanmar, Mongolia, and Indonesia.



2. WIPO Korea Funds-in-Trust

- Since 2004, Korea has contributed about 10.8 million USD to WIPO Korea Funds-in-Trust and applied it to WIPO-Korea joint projects in order to strengthen the global IP system by promoting economic, social, and cultural development.
- A WIPO External Office in Korea will be able to meet the current demand for WIPO services and function as a regional foundation for launching future development projects.

WIPO Korea Funds-in-Trust has financed projects such as:

- ① Appropriate Technology (AT) Competitions
AT competitions have been held yearly in a total of eight countries (Ethiopia, Malaysia, Ghana, the Philippines, Zambia, Vietnam, Mongol, Dominican Republic), since 2011, to implement under-utilized technologies that could be used to enhance the quality of life for people in less developed countries.
- ② Workshops on patent and trademark law and its examinations
Each workshop on patent and trademark law and its examinations take place for two weeks at the IIPTI in Korea, and up to 50 patent and trademark examiners, in total, participate every year.
- ③ WIPO Summer School
The IIPTI operates WIPO Summer School in Daejeon, Korea to foster IP experts hailing from less developed countries, typically for 2 weeks in July.
- ④ IP Master degree courses
Korea Funds-in-Trust provides scholarships for IP Master degree courses offered by Korea's Seoul National University (SNU) and Australia's Queensland University of Technology (QUT) in order to provide higher education to government officials, as well as IP experts.





Why WIPO needs an External Office in the Republic of Korea



**The Republic of Korea
(Korean Intellectual Property Office)**

1. What are WIPO's main goals?

(a) To develop global IP systems to enhance innovation and creativity



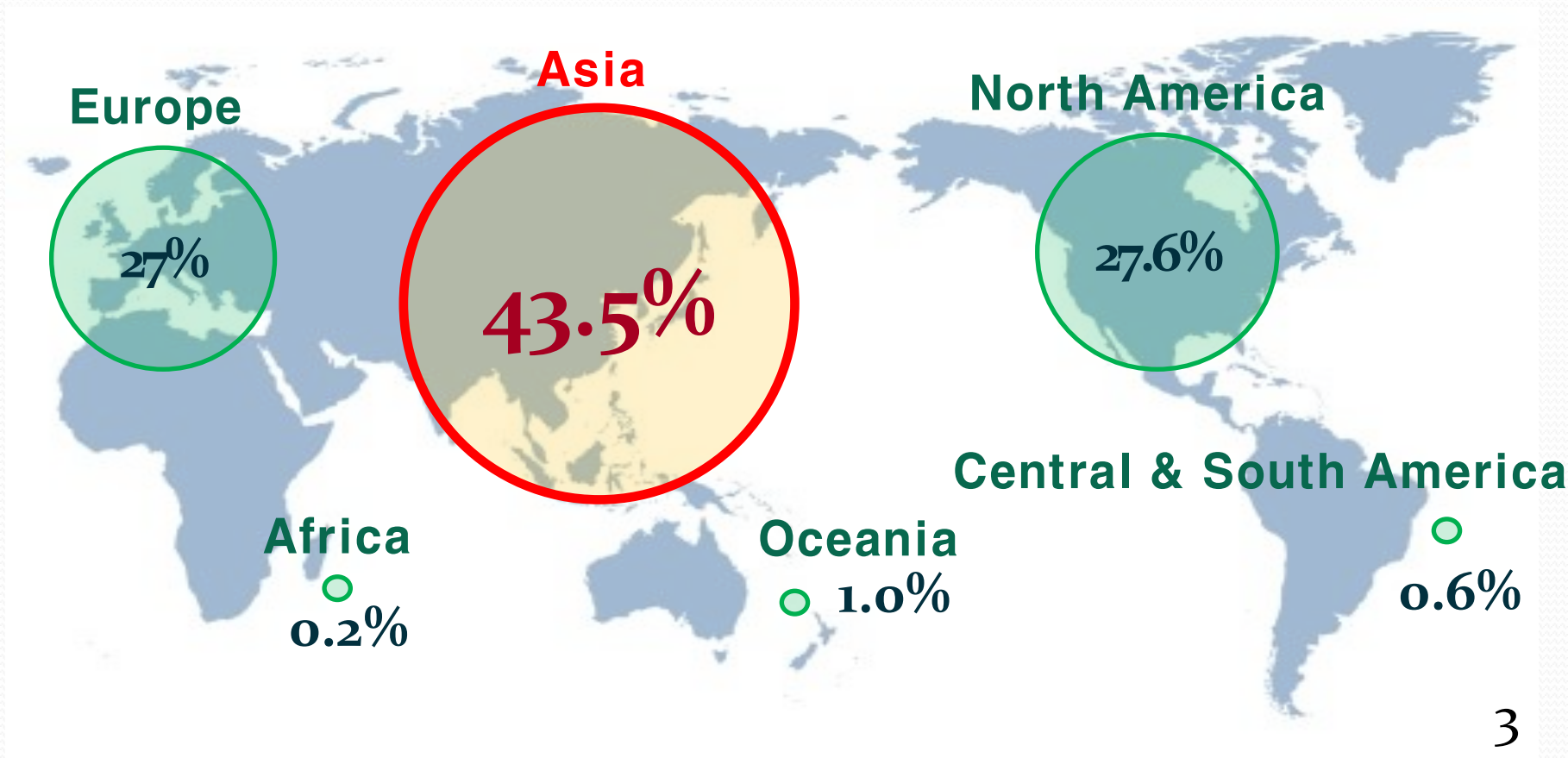
(b) To motivate less developed countries to use global IP systems by building their IP capacities

WIPO External Office can improve the IP innovation cycle with outreach service

2. Asia Leads Global Innovation

(a) consists 60% of world's population

(b) 60% of patent applications, 43.5% of PCT applications

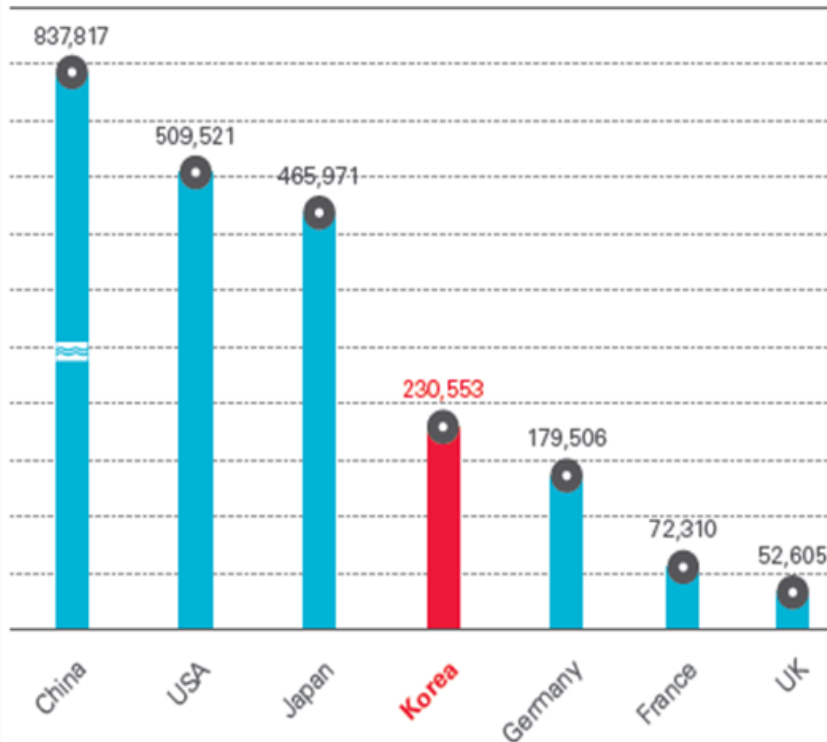


3. Korea is an IP Powerhouse

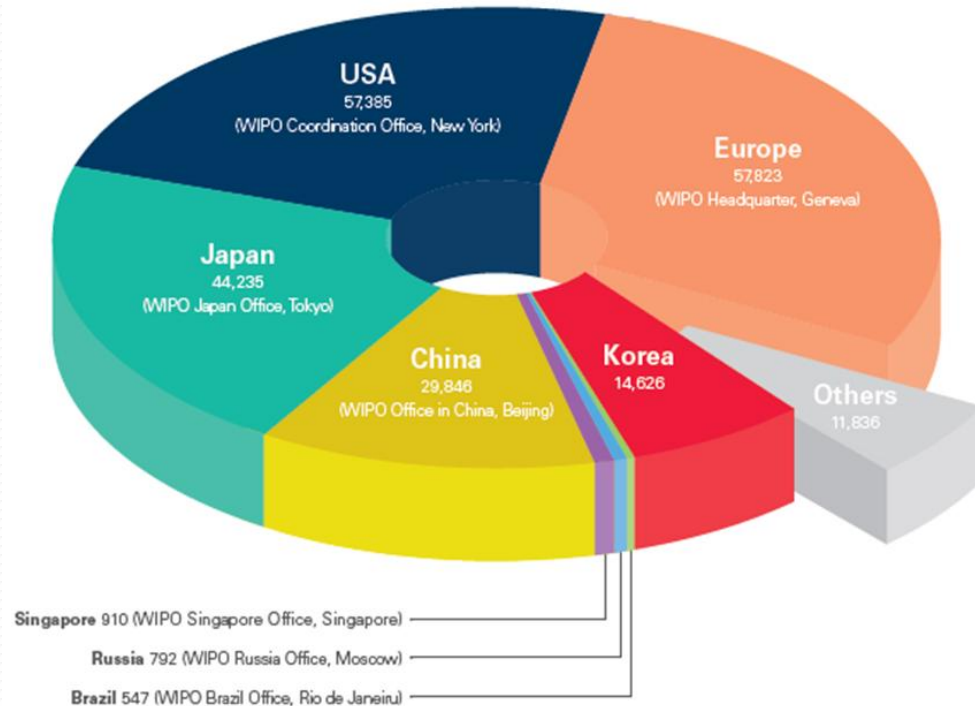
- 1st in R&D expenditure per GDP (4.3% in 2014)
- 1st in patent applications per 100 million USD GDP (9,676 in 2014)
- 1st in design applications per 100 million USD GDP (3,720 in 2014)
- 4th in patent applications (230,553 in 2014)
- 4th in Hague applications (1,282 in 2015)
- 5th in PCT applications (14,626 in 2015)

3. Korea is an IP Powerhouse

Patent Applications by Origin (2014)



PCT Applications by Country of Origin (2015)



4. How Korea has contributed to WIPO and IP World

(a) Approximately 5~6% of WIPO's revenue derives from Korea.

* PCT, Madrid, Hague Fee income : 22 million USD / year

* WIPO Korea Funds-in-Trust : 1.1 million USD / year

* Monetary allotment to WIPO : 400,000 USD / year

(b) Since 2004, Korea has contributed a total amount of 10.8 million USD to WIPO Korea Funds-in-Trust and implemented 113 projects in 50 different countries.

4. How Korea has contributed to WIPO and IP World

(c) Korea has developed global IP educational contents, such as **'IP Panorama'**, **'Getting Creative with Pororo'** animation, as well as provided global **IP training courses**.

* 820 trainees from 60 different countries



4. How Korea has contributed to WIPO and IP World

(d) Korea has disseminated **Appropriate Technology** and has developed **Brands** for less developed countries.



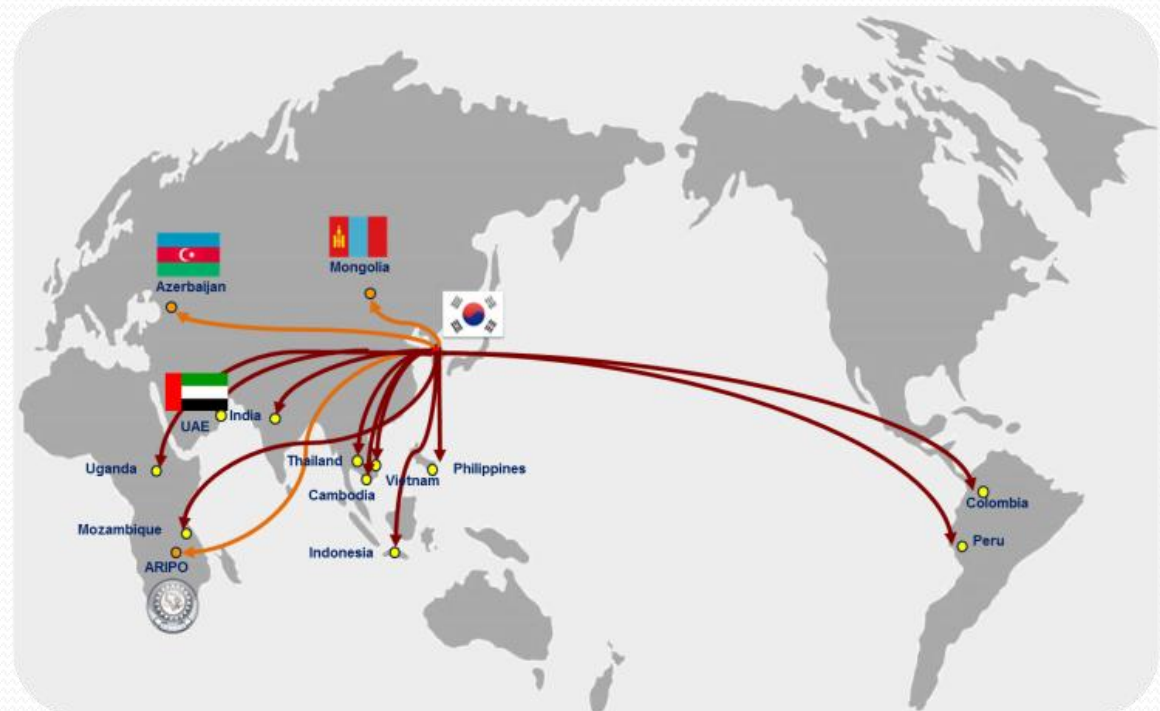
(e) Korea held **Appropriate Technology Competitions** 10 times in 8 different countries.



4. How Korea has contributed to WIPO and IP World

(f) Korea spread **IP information system** and provided IT consultation for **14 countries**.

Mongolia
Azerbaijan
ARIPO
Vietnam
Angola
Cambodia
etc.



5. WIPO EO in Korea can...

(a) provide customized service, spurring an increase in demand for PCT, Madrid, Hague applications.

- Around-the-clock face-to-face services can ease issues of **time difference and language barriers**
- Korea's **potential for increases in PCT, Madrid, Hague applications is high**

* Number of PCT applications per national patent applications
: US 11.2%, JP 9.5%, DE 10.0%, **KR 6.3%**

5. WIPO EO in Korea can...

(b) support less developed countries by providing larger scale developing projects in more effective manner

- Manage WIPO Korea Funds-in-Trust more effectively and undertake **bigger development projects with long-term strategies.**
- Korea wishes to **share its unique experience in utilizing IP for economic development** with other countries

5. WIPO EO in Korea can...

(c) become a foundation for the spread of high quality IP education for youths and adults all over the world.

- **Provide customized IP education** taught through proven teaching methods and qualified instructors
- **Provide improved online and offline IP education courses**

6. Korea will provide...

(a) Office space with **global business infrastructure**

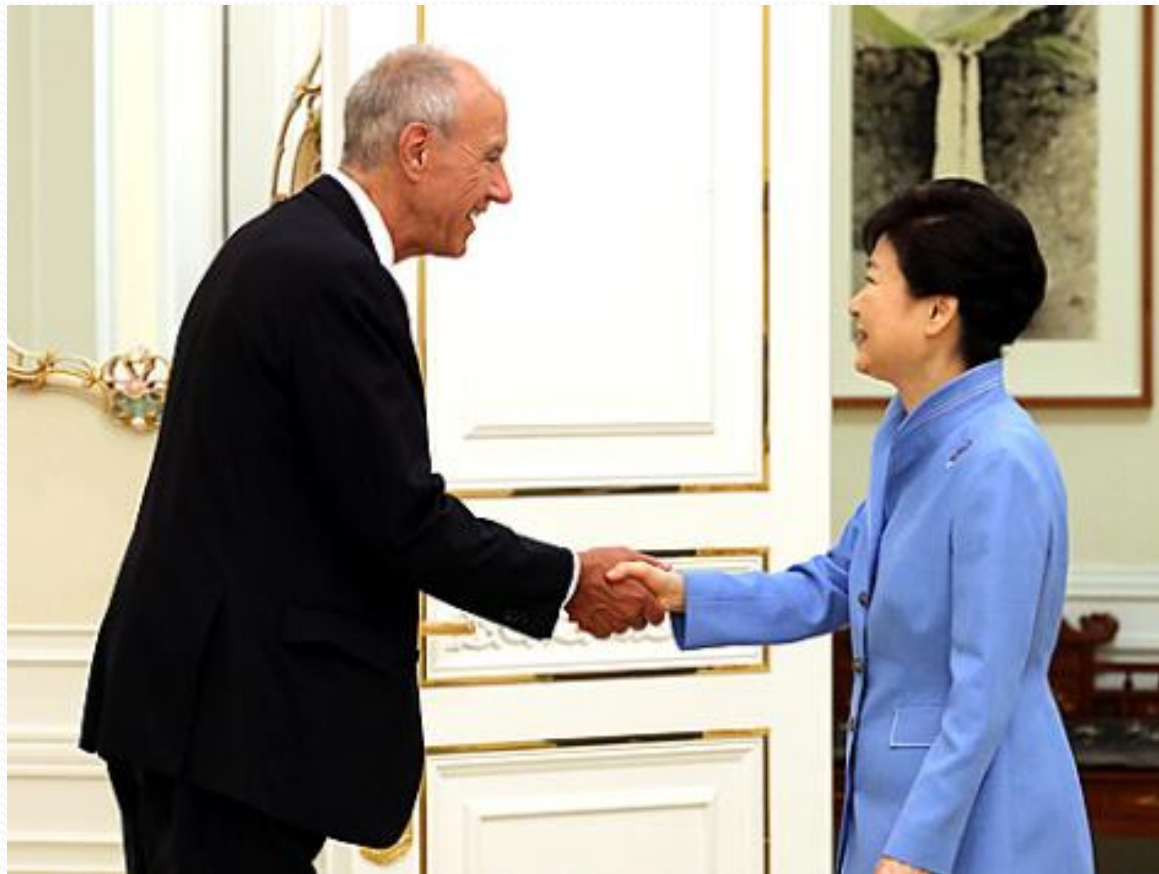
* Korea ranks 6th in amount of export, and 11th in size of GDP
Incheon International Airport ranked top for 11 consecutive years for world's best service since 2006 (Airport Service Quality)



6. Korea will provide...

- (b) **Financial sustainability secured by Korean Government and WIPO Korea Funds-in-Trust**
- (c) **Increased international IP application fee revenue resulting from increase of Global IP systems use which will exceed expenses for operation of the External Office**

There is **full support** from the Korean government **impelled by the President**



7. WIPO EO in Korea will furnish optimal performance results.



IP Capacity

Business
Environment

Government
Support





Thank you.

**The Republic of Korea
(Korean Intellectual Property Office)**