

New publications on Korean IP law

The Korean Intellectual Property Office has recently published two English books on Korea's intellectual property laws and institutions.

The first book, [Industrial Property Laws of the Republic of Korea](#), contains Korea's six major acts of legislation: the Patent Act, the Utility Model Act, the Trademark Act, the Industrial Design Protection Act, the Unfair Competition Prevention and Trade Secret Protection Act, and the Semiconductor Integrated Circuits Layout Design Act. This version fully reflects the most recent legislative revisions.

The second book, [Understanding the Trademark Act of the Republic of Korea](#), offers a detailed explanation of the trademark system. It elaborates the regulations, institutions and processes regarding trademark applications, examinations, registration and litigation.

Digital copies of the two books are posted on KIPO's English Web site.

A third English book titled [Understanding the Patent Act of the Republic of Korea](#) will be published in December 2007 and will be posted on KIPO's English Web site as soon as the text is available.



Publication

- Publisher: Commissioner Sang-Woo Jun, Korean Intellectual Property Office
- Articles contributed by the Korean Intellectual Property Office, the Ministry of Justice, the Korea Customs Service, the Ministry of Culture and Tourism, and the Ministry of Agriculture and Forestry

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The Korea IP News Quarterly



Reflections on KIPO after 30 years of service

After 30 years of service, KIPO has some notable achievements, such as the world's fastest patent examinations and the world-class KIPOnet system. KIPO is also endeavoring to enhance its administrative capabilities by undergoing a transformation based on four strategic objectives. Based upon these experiences, KIPO remains committed to assisting developing countries with intellectual property administration and cooperates in efforts to innovate global intellectual property administration.

This year the Korean Intellectual Property Office (KIPO) has been celebrating its 30th anniversary and the second year of its designation as a self-financed and a performance-based organization.

To commemorate the occasion, we have been upgrading our intellectual property administration. For instance, we have innovated management, established a software infrastructure, drawn up a vision for becoming a strong intellectual property country, and pursued our mission of contributing to technology and industrial development by promoting the creation and utilization of intellectual property right and knowledge assets.

We are on the way to accomplish these vision and mission by transforming our organizational culture on the basis of four strategic objectives: customer-oriented management, performance-based management, Six Sigma management, and knowledge management.

We also upgraded a hardware infrastructure, KIPOnet I, to establish KIPOnet II, which offers comprehensive e-government services in 2005.

As a result, we have drastically reduced the average patent examination period and now provide the fastest examination service in the world; we have also retained the world's highest e-filing rate and remarkably enhanced the quality of our patent examinations.

Our aim, now, is to promote the development of intellectual property administration, not just for the Republic of Korea but for the global community. Thus, we are vigorously promoting international cooperation on the development of a global patent administration system. In particular, we are distributing our KIPOnet system to many developing nations, enabling them to benefit from our accumulated experience and efficient patent administration software.

Our Korea Funds-in-Trust at the World Intellectual Property Organization is a good example to help developing countries enhance their intellectual property administration. Other projects include PCT-ROAD and the educational programs IP-Panorama and IP-Xpedite, which were developed in conjunction with the World Intellectual Property Organization and APEC.

Rather than rest on our laurels, we are doing our utmost to be innovative in patent administration. I hope that all domestic and foreign stakeholders, including industry, intellectual property experts, patent authorities, and international organizations, will support such efforts to innovate global intellectual property administration.

December 2007

Tae-Yong Lee
Deputy Commissioner
Korean Intellectual Property Office



Korean designated as an international language in the global intellectual property community

“The designation of Korean as a language of publication is a significant milestone in the rise of the Korean Intellectual Property Office (KIPO) in the international intellectual property community and reflects the status of the Republic of Korea as the fourth largest country for patent applications and the fifth largest for PCT applications.”

The 43rd Series of Meetings of the Assemblies of the Member States of the World Intellectual Property Organization (WIPO), which was held in Geneva, Switzerland, from September 24 to October 3, 2007, designated Korean as an official language of publication under the Patent Cooperation Treaty (PCT).

The approval of Korean, as well as Portuguese, brings the number of official languages of publication under the PCT to 10. The other official languages are English, French, German, Japanese, Russian, Spanish, Chinese, and Arabic.

The Regulations under the PCT require patent applications to be translated into one of the official languages of publication and published within 18 months of the filing date.

Given that six of the languages of publication are official UN languages, the designation of Korean as a language of publication is a significant milestone in the rise of the Korean Intellectual Property Office (KIPO) in the international intellectual property community. The designation also reflects the status of the Republic of Korea as the fourth largest country for patent applications and the fifth largest for PCT applications.

At the WIPO assemblies, the KIPO Commissioner, Sang-Woo Jun, led the vigorous diplomatic activities to promote the inclusion of Korean as an official language of publication. He told the representatives of the member states of WIPO that the designation of Korean as a language of publication was essential for the development of the global intellectual property community.

Commissioner Jun also held bilateral meetings with the heads of patent offices from many other countries and he used relevant data and statistics to persuade them to support the Korean language proposal.



The success of the proposal is a boost for Korean applicants, who can now file PCT applications in their native language. It also consolidates Korea's position as a leader in the international intellectual property community and will serve as a catalyst for strengthening the protection and enforcement of global intellectual property rights.



KIPO will take swift action to help implement the use of Korean as an official language of publication under the PCT. Follow-up measures include the holding of explanatory sessions and the running of educational and training programs to promote the fact that the Korean language can now be used in PCT applications.

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Bilateral and trilateral meetings of North Asian neighbors

- “The 19th KIPO-JPO commissioners meeting, November 27, 2007, Daejeon, South Korea.
- The 7th Trilateral Policy Dialogue Meeting of intellectual property commissioners from Korea, Japan and China, December 10, 2007, Tokyo, Japan.
- The 13th SIPO-KIPO commissioners meeting, December 13, 2007, Muju, South Korea.”

Commissioner Sang-Woo Jun of the Korean Intellectual Property Office (KIPO) met with his counterpart from the Japan Patent Office (JPO), Commissioner Masahiro Koezuka, at the 19th KIPO-JPO Commissioners Meeting on November 27, 2007, in Daejeon, South Korea. The commissioners discussed various issues of bilateral cooperation, including the progress of the Patent Prosecution Highway, as well as several other trilateral issues involving Korea, Japan, and China.

The commissioners agreed to collaborate on three main areas: expansion of the Patent Prosecution Highway, which was initiated in April 2007; regular exchange of statistical data on patent applications; and continuation of joint prior art search projects.

In addition, the commissioners reviewed the status of cooperation in areas of patents, trademarks, designs, and IT systems, and they exchanged opinions on other important issues, such as the protection of intellectual property rights; ways to strengthen trilateral cooperation among Korea, Japan, and China; and cooperation in the global community.

In Tokyo on December 10, 2007, Commissioner Jun will also meet with Commissioner Koezuka Masahiro of the JPO and Commissioner Tian Lipu of the State Intellectual Property Office of the People's Republic of China (SIPO) at the 7th Trilateral Policy Dialogue Meeting. The commissioners will review the progress of trilateral cooperation on various intellectual property issues and consider future directions for the three nations.

The three commissioners are expected to reach an agreement on the Patent Cooperation Road Map, which contains concrete measures for the "mutual utilization of search and examination results", a mid-term objective of last year's trilateral meeting. The commissioners are also expected to reconfirm their commitment to hosting a seminar on ways of supporting small and mid-sized enterprises.

Commissioner Jun will meet again with Commissioner Tian at the 13th KIPO-SIPO Commissioners Meeting on December 13, 2007, at Muju, the Republic of Korea. Many important issues of bilateral cooperation are expected to be discussed, including the mutual dispatch of intellectual property experts, joint prior art search projects, the resumption of meetings for intellectual property experts and IT experts, and cooperation with regard to the Meeting of the Heads of the Five Offices. One of the highlights of this meeting is the expected signing of a memorandum of understanding on the mutual dispatch of intellectual property experts.

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International Patent Information Expo was held to present strategies and trends of global corporations on patent information

“The 2007 International Patent Information Expo (PATINEX) featured various strategies and methods of domestic and foreign companies on the utilization of patent information. The PATINEX 2007 enabled participants to grasp, at a glance, the international trends and strategies of utilizing patent information.”

The Korean Intellectual Property Office (KIPO) hosted the 2007 International Patent Information Expo (PATINEX) at the Grand Ballroom, COEX, Seoul, October 30-31. This was the third time KIPO has hosted the annual event.

PATINEX is an international event on patent information. It aims to maximize the patent competitiveness and capacity of corporations and research institutes with regard to utilizing patent-related information.



Focusing on strategic use of patent information and patent strategies to promote corporate R&D, this year's event highlighted the hands-on experience of domestic and foreign global corporations.

The exhibition kicked off on October 30 with a special lecture on patent management from Mr. Jung-Hwan Lee, the Vice CEO of LG Electronics. This was followed by presentations on a variety of methods and

cases regarding the strategic basis of utilizing patent information.

Mr. Steve Lee of OceanTomo, a patent valuation company from the USA, introduced an effective method of reducing development costs and risk factors when developing new technology. His presentation was titled how to identify relevant firms and technology in your target space.

Another presenter, Mr. Dirk Holtmannspotter, from the German technology consulting research institute VDI-TZ, spoke on the use of

patent information in the technology forecasting process. He focused on methodologies and cases of predicting the possibility and direction of technological development in specific areas of technology.

On October 31, the participants had an opportunity to experience how domestic and foreign companies, such as Samsung Electronics, IBM, and HP, use their patent information strategies to maximize the creation of earnings.

Besides the many presentations and lectures, there was an array of exhibition booths. The booths were run by a variety of domestic and international institutions that deal with patent information: for example, the World Intellectual Property Organization, Thomson Scientific, the Korea Institute of Patent Information, and Worldwide Intellectual Property Search. For the benefit of participants, a range of software and services regarding patent information analysis was displayed in the booths.

KIPO will continue to foster PATINEX as a globally recognized brand pertaining to patent information events, where patent information providers and users can keep exchanging relevant information in the future.

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New paradigm of IP education: IP e-learning in Korea

“The Korean Intellectual Property Office (KIPO) has successfully initiated e-learning programs on intellectual property for worldwide customers. The e-learning programs have enabled KIPO to offer two on-line intellectual property courses to customers from Korea and elsewhere.”



The Korean Intellectual Property Office (KIPO) has successfully initiated e-learning programs on intellectual property for worldwide customers.

The chance to learn about intellectual property is often limited owing to a lack of suitable courses, textbooks, and

teachers. E-learning programs are an effective and efficient alternative. KIPO has developed two English e-learning programs. The first, IP Panorama™, was launched at the general assembly of the World Intellectual Property Organization in September this year; the second, IP Xpedite, was developed under the auspices of APEC in conjunction with the intellectual property offices of the US, Japan, and Australia.

The e-learning programs have enabled KIPO to offer two on-line intellectual property courses to customers from Korea and elsewhere.

The first course, titled 'IP for Business', is based on IP Panorama™. It deals with intellectual property issues from a business perspective. The other course, titled 'IP for Research', is based on IP Xpedite. As the title suggests, it offers intellectual property information and analysis for research purposes. This year around 245 participants enrolled in the two courses. The participants included trainee patent attorneys and corporate executives, as well as graduate and undergraduate students from Yonsei University and Korea University.

Anyone who wishes to learn more about the e-learning programs can take a look at the IP Academy Web site <<http://www.ipacademy.net/ipeng>>.

A self-study CD-ROM version of IP Panorama™ and IP Xpedite is also available for those without Internet access. To obtain the CD-ROM version, you can either send an e-mail request to kis5109@kipo.go.kr or call +82 (42) 481-5129.

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Lecture tour on identifying counterfeit products

A lecture tour of six major customs offices, from November 5 to 9, 2007, enabled experts from several major companies to share their expertise with approximately two hundred customs officials on ways of identifying counterfeit products. The Korea Customs Service organized the lecture tour with the help of the Trade-related IPR Protection Association

With the support of the Trade-related IPR Protection Association, the Korea Customs Service organized a lecture tour, from November 5 to 9, 2007, to help customs officials improve their skills in identifying counterfeit products.

Counterfeit experts gave lectures on ways of identifying counterfeit products and on the circulation of counterfeit products at home and abroad. The experts came from major companies such as Hyundai Mobis (automobile parts), KT&G (tobacco and ginseng products), YKK Korea (clothing zippers), Slovie (sports supplies), and EXR Korea (casual clothing).

The itinerary of the lecture tour included the main customs offices of Seoul, Busan, Incheon, Daegu, and Gwangju, as well as Incheon Airport. The 200 or so custom officials who attended the lectures

comprised freight inspectors, custom clearance personnel, and so on. The attendees gave positive feedback on the contents and expected effects of the lectures.

The Korea Customs Service expects the lecture tour to boost the detection of illegal products at the border and significantly enhance the protection of corporate and government assets. The lecture tour is also expected to alleviate the threat that counterfeit products pose to public health and safety. Similar lecture tours are expected to be conducted in the future with the help of private institutions such as the Trade-related IPR Protection Association.

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Tripartite IPR protection

A Tripartite Working Group Meeting recently focused on the IPR protection institutions and measures of their respective countries, as well as various bilateral issues and working-level plans

The customs authorities of South Korea, Japan, and China met in Tokyo between October 15 and 17, 2007, for the First Tripartite Working Group Meeting on the protection of intellectual property rights (IPRs).

The meeting was initially proposed at the Tripartite Commissioners Meeting in April 2007, at which time the commissioners agreed to hold a director-level meeting twice a year to coordinate trilateral cooperation on IPR protection.

The participants were the Director of the Fair Trade Division of the Korea Customs Service, the Director of the Intellectual Property Division of the General Administration of Customs (China), and the

Director of the Customs Clearance Division of the Ministry of Finance (Japan). Aside from discussing a few bilateral issues, they discussed the various institutions and measures of the three countries with respect to IPR protection. They also discussed working-level plans for a range of projects such as information exchanges, staff exchanges, and joint public awareness campaigns.

The tripartite meeting is expected to help the three countries promote a better understanding of the importance of IPR protection and to facilitate the effective seizure of counterfeit goods through a trilateral exchange of information.

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Crackdown on the smuggling of counterfeit automobile parts

Sixteen representatives of domestic car makers, manufacturers of automobile parts, and associated institutions met to discuss ways of cracking down on the manufacture and sale of counterfeit automobile parts and vehicles in other countries



The Korea Customs Service hosted a meeting of representatives from the public and private sectors to discuss how to curb the smuggling of counterfeit automobile parts.

Held on November 5, 2007, at the Seoul Main Customs House, the meeting brought together 16 representatives of domestic car makers and manufacturers of automobile parts (Hyundai Automobile, KIA Automobile, GM Daewoo Automobile Corporation, Ssang Yong Automobile, Renault Samsung and Hyundai Mobis) as well as the Korea Automobile Manufacturers Association and the Korea Auto Industries Corporation Association.

The purpose of the meeting was to get a better understanding of the current status with regard to the manufacture and sales of counterfeit Korean automobiles in the countries of the Middle East, East Asia, America and Europe and to discuss various ways of cracking down on the problem.

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Detection of IPR Offences in 2007 (January to October 2007)

Description	Total		Trademark Act, Unfair Competition Prevention and Trade Secret Protection Act		Copyright Act		Computer Programs Protection Act		Sound Records, Video Products and Game Software Act		Design Act, Patent Act, Utility Model Act	
	Case	Person	Case	Person	Case	Person	Case	Person	Case	Person	Case	Person
Total	28,417	36,498	5,050	7,357	15,682	16,907	5,550	4,438	3,972	5,829	1,163	1,967
		433		159		0		7		265		2

※ Detected cases and persons from January to October 2007 : Detected 28,417 cases /36,498 persons (arrested 433 persons)
 - compared to the detected persons for the same period of last year (36,770 persons) : -47.5%
 - compared to the arrested persons for the same period of last year (2,474 persons) : -87.5%

International Meeting

Name	Date/place	Participants	Organizer	Contact No.
The 3rd Competent Authorities Meeting on IPR Protection	2007. 11. 20./ Seoul Club	Ministry of Justice, Supreme Prosecutors' Office, Seoul Central District Prosecutors' Office, US Embassy, American Chamber of Commerce (AMCHAM), European Commission's Delegation to the Republic of Korea, European Union Chamber of Commerce (EUCCK), Japanese Embassy, Seoul Japan Club (SJC), Japan External Trade Organization (JETRO)	International Criminal Affairs Division of MOJ	Jeong-Ho Jang +82 (2) 503-7058

Green Mind Campaign of the 2007 Busan International Film Festival calls for halt to unlawful downloading of films

Officials from governmental and public institutions as well as many celebrities from the movie industry participated in the Green Mind Campaign; the events included the distribution of green balloons and the signing of pledges not to download films illegally.

The 12th Busan International Film Festival, the biggest and most popular festival of its kind in Asia, was held from October 4 to 12, 2007. Attracting a record 200,000-plus visitors, the nine-day festival featured 271 films in 770 showings.

This year the film festival inaugurated the Green Mind Campaign, a copyright awareness campaign aimed at curbing the unlawful downloading of films from the Internet. The link between the festival and the campaign is apt, especially in light of the serious harm the downloading problem has caused the domestic film industry in recent years. More than ten thousand people participated actively in the campaign.

The participants of the campaign included representatives of relevant governmental and public institutions, such as the Ministry of Culture and Tourism, the Ministry of Information and Communication, the Copyright Commission, and the Korean Film Council. A slew of celebrities from the movie industry, including directors, movie makers and commentators, also participated.

The proclamation ceremony of the Green Mind Campaign was held in the festival village at Haewoon-dae, and the campaign activities included the distribution of green balloons and the signing of pledges not to download films illegally.

In addition, the Ministry of Culture and Tourism prepared a public awareness video on copyright issues and the video was played in many of the theaters and on numerous large screens located in the festival zone.

Brochures featuring the contents of the awareness video were also displayed and distributed in places such as the airport, hotels, and the festival zone to encourage the festival participants to support the copyright protection campaign.

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Many heads of various organizations participated in the Green Mind Campaign proclaiming ceremony on October 5 and requested citizens' active participation in eradication of illegal downloading of films and music CDs



"Manless Store", a mobile video made by the Ministry of Culture and Tourism was played in 33 theaters during the Festival.



A signing ceremony took place in order to conduct a campaign to eradicate illegal downloading of films and music CDs and campaign brochures and souvenir were distributed to participants