

## KIPO requests active participation in the open collection of design examination materials

The Korean Intellectual Property Office (KIPO) is collecting disclosed or publicly-known design materials from Korea and overseas for use in design examination.

Although the design system of Korea practices non-substantive examination for specific articles such as textiles, packing materials, clothes (etc.), it applies a strict examination standard for most articles. When a design is submitted to KIPO, the office confirms if the design has been disclosed or is publicly-known in Korea or overseas, and if the design is identical or similar to any other designs disclosed or publicly-known. In such cases, KIPO refuses the registration of the design.

KIPO seeks to improve the quality of its examination process by independently collecting the official design reports of major countries and international organizations as well as the design materials (from magazines, books, catalogues, CDs, internet advertisements, etc.) of various countries widely known to the public. Concurrently, to more actively protect designs disclosed at home and abroad and to reinforce control over design imitations, KIPO is openly collecting a variety of disclosed or publicly-known design materials from countries around the world.

The collected materials will be stored in the design examination server of KIPO then compared with new designs submitted to KIPO. If a submitted design is identical or similar to a disclosed or publicly-known design, KIPO will refuse the registration of the design.

KIPO will accept any form or size of design material, including books, magazines, catalogues and electronic media. However, the material should have an outline (such as an image, computer graphic, etc.) sufficiently clear to be used in design examination, data that can objectively prove the date that the design was disclosed or became publicly known, and the name, address and point of contact of the provider.

The design material can be sent to the following address:

- **Address** : Trademark and Design Examination Support Division, Korean Intellectual Property Office, 4-dong, Government Complex-Daejeon, 139 Seonsa-ro, Seo-gu, Daejeon, 302-701, Republic of Korea
- **Email** : [ish7417@kipo.go.kr](mailto:ish7417@kipo.go.kr)

## WIPO In-depth Training of PCT E-processing System (PCT-SAFE, PCT ROAD, PCT-EDI)

The objectives of this activity are to upgrade and enhance knowledge and skills of staff members in IP Offices in order to promote the adoption of PCT e-filing among PCT Member States, in support of the Office of the PCT's policy towards leveraging information technology to support PCT administration.

An in depth training will be provided to the participants on IP receiving office administration and PCT e-filing process. Practical advice and actual demonstration on PCT-SAFE and PCT-ROAD will be made.

- **When** : February 2 ~ 6, 2009
- **Where** : the International Intellectual Property Training Institute (IIPTI), Daejeon, Republic of Korea
- **Participants** : two participants each from five (5) countries will be invited namely from Egypt, Malaysia, Mexico, Philippines and South Africa. The two participants will consist of one (1) PCT formality examiner and one (1) IT expert from IP offices.
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In the lunar calendar, 2009 is the Year of the Ox. The ox is a sign of prosperity in Korean culture, so I'd like to take this opportunity to wish everyone in the international intellectual property (IP) community a happy and prosperous new year.

Huge changes were made in 2008. The World Intellectual Property Organization (WIPO), under the leadership of newly elected Director General, Dr. Francis Gurry, declared the enhancement of international IP services and the mainstreaming of development agenda as its new strategic goals. The heads of the five major IP offices from the US, Japan, Europe, China and Korea met in Jeju, Korea, under a new initiative called IP5 and forged an agreement on the principle of international cooperation in patent examinations.

The Korean Intellectual Property Office (KIPO) also underwent major changes. While maintaining the world's fastest patent examination period, which we achieved in 2007, we shifted our patent examination paradigm in line with a quality-oriented examination policy. We also introduced a three-track patent examination system that gives customers the choice of an accelerated, regular or customer-deferred examination. For 2009 we have set the quality management of patent examinations as our foremost policy goal and we will continue to do our utmost to provide a world-class patent examination service that is unsurpassed in timeliness and quality.

With regard to international cooperation, we hosted the IP5 heads meeting and contributed to the establishment of an international cooperation mechanism for patent examinations. We will also continue our efforts to promote the success of the IP5 group by implementing the ten foundation projects adopted at the IP5 meeting.

In addition, we will play our part in building a consensus and reaching agreement in discussions on PCT reform and the Patent Prosecution Highway. As a new member of the B+ group, KIPO will closely consult with other members and try to advance discussions on the harmonization of international patent law.

We will also continue our efforts to utilize the intellectual property system to initiate international cooperation on meeting the desperate needs of the marginalized and impoverished and on coping with global issues, such as climate change, poverty and water shortage.

To provide substantive assistance to developing and least developed countries, we will actively participate in WIPO discussions on development agenda and global IP challenges, strategically manage the WIPO Korea Funds-in-Trust, and efficiently conduct projects under the fund. In the same vein, we will develop a policy-transfer program to share our past economic and IP policies as a model case for countries that intend to spur economic development through IP. We will also undertake cooperative projects aimed at enhancing the patent administration of developing countries, with a focus on IP automation.

For marginalized farmers in developing countries, we will develop and implement a program to help them acquire their own brands and enhance their competitiveness in the market. And in cooperation with international organizations and NGOs, we will promote a program that aims to provide technologies for the basic necessities of survival in the least developed countries. Hopefully these programs will spread throughout the international IP community.

In the face of the current economic gloom spreading throughout the world, the international IP community can seize the day by managing innovation as a tool for overcoming the challenges of the economic crisis. At KIPO, we will pursue open innovation policies, which stem from the philosophy of eliciting the collective knowledge of society, and we will implement those policies to improve the efficiency of innovation.

For example, we will continue our efforts to enhance the capability of society by promoting collaboration between universities and enterprises, particularly through the Campus Universiade. The Universiade gives enterprises an opportunity to present universities with challenging questions, and the universities can respond by formulating a patent strategy for the participating enterprises. Enterprises are then encouraged to adopt some of the excellent strategies from the contest in order to develop new products and enter new markets. The Universiade is a good illustration of how open innovation can spring from the joint efforts of industry and academia.

Finally, I hope 2009 inspires all of us in the international IP community to cooperate with an open mind and to efficiently pursue solutions to the problems before us.

January 2009

Jung-Sik KOH  
Commissioner

## Blueprint Laid Out for Work-sharing among Five IP Offices

The heads of five intellectual property offices (IP5) met to address the common challenges they are currently facing. The meeting was held at Jeju, Korea, on October 27 and 28, 2008, and chaired by Dr. Jung-Sik Koh, Commissioner of the Korean Intellectual Property Office (KIPO).

The other heads of the IP5 offices were Ms. Alison Brimelow, President of the European Patent Office (EPO); Mr. Takashi Suzuki, Commissioner of the Japan Patent Office (JPO); Mr. Tian Lipu, Commissioner of the State Intellectual Property Office of the People's Republic of China (SIPO); and Mr. Jon Dudas, Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office (USPTO).

They announced the adoption of the vision statement of work-sharing initiative among the five offices: "The elimination of unnecessary duplication of work among the offices, enhancement of patent examination efficiency and quality, and guarantee of the stability of patent right". The offices also elaborated a cooperative framework in the form of ten Foundation Projects. These projects were devised to harmonize the search and examination environment of each office and to standardize the information-sharing process. The projects are expected to facilitate the work-sharing initiative by enhancing the quality of patent searches and examinations and building mutual trust in each other's work.

As the world sees economic barriers between nations fade away, innovators want their intellectual creations protected concurrently in major markets. Hence, applications for the same technology are filed at more

than one patent office.

The heads of the five offices recognize the trend toward greater globalization and seek to minimize the resultant redundancy of patent searches and examinations. They also share a concern for the growing number of pending patent applications and the prolonged pendency period and they acknowledge that delays in granting patents hinder the promotion of innovation, which is an intrinsic function of the patent system. To tackle this global phenomenon in an efficient manner, the IP5 offices have agreed to collaborate in moving forward with a work-sharing initiative.

Each office will oversee the implementation of two Foundation Projects. For the first step, the offices agreed that by, at the latest, the end of April 2009 they would exchange detailed proposals on each Foundation Project and strive to identify the areas of agreement as well as specific details of implementation.

The benefits of work-sharing are expected to be tangible and substantial. The number of applications filed at two or more of the IP5 offices currently stands at up to 250,000 per year. Reutilization of the work of another office for these duplicate applications can lead to significant improvements in patent examination efficiency for all the IP5 offices.

The work-sharing among the five offices will increase the efficiency of the patent system and minimize the cost and



effort of patent applicants with regard to the acquisition and management of patent rights. Consistency in the patent process will ensure the predictability of patent results when applicants lodge applications at multiple offices. Greater simplicity will increase the convenience and savings of applicants.

At the close of the meeting, the offices pledged to continue working together toward the realization of the shared vision and agreed to convene the next Heads of the five offices meeting at a time convenient to each office in 2009.

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## '2008 Korea Invention, Patent, Trademark and Design Exhibition / Seoul International Invention Fair' Opened on December 11<sup>th</sup>

- Held December 11<sup>th</sup> to 15<sup>th</sup> in Pacific Hall and Indian Hall, COEX -

The '2008 Korea Invention, Patent, Trademark and Design Exhibition / Seoul International Invention Fair' ran for five days from December 11<sup>th</sup> to 15<sup>th</sup> in Pacific Hall and Indian Hall, COEX, Seoul. As an event highlighting the outstanding patents, trademarks and designs of Korea in the year 2008, and as a festival for inventors from around the world, the fair drew such notable attendees as Korean Prime Minister Seung-Su Han and Commissioner Jung-Sik Koh of the Korean Intellectual Property Office. Major award winners also visited the fair.

In the Invention Patent Exhibition, a total of 132

outstanding patent technologies from the eight fields of machinery & metal, living necessities, electricity & electronics, information & communication, agriculture & fishery, textiles & chemistry, engineering works & architecture, and design were displayed. In the Trademark & Design Exhibition, outstanding trademarks, works from design contests, genuine and counterfeit products, local brands and more were featured. Concurrently, in the Seoul International Invention Fair, a total of 463 inventions from 33 countries were displayed.

The fair also featured interesting exhibition halls, including the Support Hall for Outstanding Patent

Products, which aimed to provide information on the commercialization and sales support of patent products, and the 100<sup>th</sup> Outstanding Patent Product Hall.

Hosted by the Korean Intellectual Property Office and supervised by the Korea Invention Promotion Association, the fair runs every year to identify and award new Korean inventors, and to display and compare outstanding international inventions.

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## Customers Enjoy Opportunity to Directly Experience Patent Administration

- Operating a team that provides direct experience in the application and registration of patents, trademarks, etc. -

The Korean Intellectual Property Office (KIPO, Commissioner: Jung-Sik Koh) operated a patent administration experience team through which customers could directly experience the administrative services of KIPO, including the procedures of application, examination and judgment regarding patents, trademarks and designs, in order to find points for improvement.

The experience team was organized by 71 members, including general patent customers selected among public applicants who wished to participate (invitation was made from September 16<sup>th</sup> (Tue) to 26<sup>th</sup> (Fri)), the employees of KIPO and the employees of other related agencies such as the Korea Invention Promotion Association. The team was active from October 7<sup>th</sup> (Tue) to 17<sup>th</sup> (Fri).

The team experienced the actual administration services provided by KIPO. Through online means, the members of the team went through the virtual procedures of application, examination and judgment while the examiners examined these procedures and provided result notifications. Upon request, team members who were general patent customers also had an opportunity to experience patent administration in the Seoul Office of KIPO for a day.

Before starting the team's activities, KIPO held an opening ceremony for the patent administration experience team in its Main Conference Room at the Daejeon Government Complex in October 7<sup>th</sup> (Tue). During the ceremony, staff and employees of KIPO committed themselves to adopting the viewpoint of customers and to do their best to improve the system

for the convenience of customers.

KIPO expects that the activities of the patent administration experience team will enhance the convenience level of patent administration procedures, politeness of officials, appropriateness of related documents, timeliness of processing civil applications and more. The subjects for improvement identified through these activities, from trivial inconveniences to major issues that require the amendment of law, will be reflected in patent administration in order to make it more convenient and friendly for the general public.

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## The Sixth Meeting of the Joint Experts Group for Automation Among JPO, KIPO and SIPO

The Sixth Meeting of the Joint Experts Group for Automation (JEGA) among the JPO, KIPO and SIPO was held at KIPO's headquarters in Daejeon, Korea during October 9-10, 2008. It was aimed at enhancing mutual cooperation among the three IPOs, especially in the fields of IT information exchange and IP automation.

At the meeting, the three IPOs agreed to continue strengthening their cooperation through the use of the trilateral website, 'TRIPO,' in sharing information on machine translation systems and exploring ways of mutual use of examination information.

Also at the meeting, the performance of the previous JEGA meetings was evaluated in terms of the objectives for which the meeting was established and a commitment to re focus the meeting was made. In addition, agreements on specific tasks as further activities were reached and a recognition of the need to call for a concerted effort and deliberate regional response within the foundation projects for work-sharing among the IP5 (i.e., the EPO, JPO, KIPO, SIPO and the USPTO).

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## KIPO's Global Patent Search Module Deployed to the DGIPR of Indonesia

The Global Patent Search Module (GPSM), which is developed after KIPO's search system and focused on essential search functions for developing industrial property offices (IPOs), was launched in the Directorate General of Intellectual Property Rights (DGIPR) of Indonesia on December 10, 2008.

About 30 officials from the DGIPR and KIPO participated in the opening ceremony. It was a very successful event as the GPSM was well received by the staff of the DGIPR who turned out to watch its demonstrations.

The GPSM is expected to increase the patent search efficiency of the examiners at the DGIPR and to help them to better understand Korean patent documents and information. The better understanding of Korean patent information will be facilitated by a machine translation service for translating Korean patent documents into English.

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## Analysis of Trend for the Madrid International Trademark Application in 2008

Based on statistics gathered up to November this year, the Korean Intellectual Property Office (KIPO, Commissioner: Jung-Sik Koh) forecasted the number of applications to be filed by the end of the year and concluded that the number of Madrid International Trademark Application filed by Koreans in 2008 will be 218 (204 as of November). This is a 23% reduction compared with last year.

However, the number of applications filed by foreigners, including such nationalities as German, US, French, Chinese (etc.) is estimated to be 9,863 (8,794 as of November), representing an 8.7% increase over last year (9,072).

The greatest number of applications (5,037) was filed by Germans, followed by US (4,738), French (2,943), Swiss (2,606), Chinese (2,526) and Japanese (2,193).

Concurrently, looking at the overall number of Korean overseas marks applications, including those directly filed to each country, 1,599 were filed to US (2007), 4,072 to China (2006, ranking 7<sup>th</sup>) and 862 to Japan (2007, ranking 8<sup>th</sup>).

To aid Korean companies in the acquisition of global trademarks and execute proper management strategies, KIPO is planning to expand its political support and promote the Madrid application.

### Statistical data of applications filed through domestic and designated patent offices under the Madrid application

#### I. Status of overseas applications through domestic patent office

1. Status of overseas applications of international trademarks (Korea ⇒ Foreign country)

(Unit: case, %)

Division	2005	2006	2007	2008
Number of documented applications	154	208	283	218(204)
Rate of increase		35	36.1	-23

Note 1) ( ): The number of application as of Nov 2008

Note 2) The number of applications in 2008 was estimated by considering the progress rate (92.5%), which is the number of applications up to November divided by the overall number of applications for the recent three years.

2. Status of applications of international trademark by country (Korea ⇒ Foreign country)

(Unit: case)

Year for each country	China	US	Japan	UK	Germany	France	Switzerland	Benelux	North Korea	Others	Total
2005	94	101	88	44	44	39	33	26	11	751	1,231
2006	125	144	141	49	42	47	21	21	4	751	1,345
2007	198	170	171	53	54	49	18	29	4	795	1,541
Nov 2008	134	127	118	44	46	40	32	26	2	1,180	1,749
Total	551	542	518	190	186	175	104	102	21	3,477	4,117

#### II. Status of domestic applications by selected countries

1. Status of domestic applications of Madrid International Trademarks (Foreign Country ⇒ Korea)

(Unit: case, %)

Division	2005	2006	2007	2008
Number of selections	6,699	8,483	9,072	9,863 (8,794)
Rate of increase compared to previous year		26.7	6.9	8.7

Note 1) ( ): The number of applications as of Nov 2008

Note 2) The number of applications in 2008 was estimated by considering the progress rate (89.2%), which is the number of applications up to November divided by the overall number of applications for the recent three years.

2. Status of applications of Madrid International Trademarks by country (Foreign Country ⇒ Korea)

(Unit: case)

Year for each country	Germany	US	France	Switzerland	China	Japan	Benelux	UK	Others	Total
2005	1,062	929	718	563	475	461	374	252	1,865	6,699
2006	1,336	1,229	703	663	667	546	449	311	2,579	8,483
2007	1,366	1,438	830	711	704	585	368	259	2,811	9,072
Nov 2008	1,273	1,142	692	669	680	601	346	279	2,724	8,406
Total	5,037	4,738	2,943	2,606	2,526	2,193	1,537	1,101	9,979	32,660

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## KIPO Announces Winners of '2008 Best Trademark Awards'

The Korean Intellectual Property Office (KIPO, Commissioner: Jung-Sik Koh) announced a total of 50 winners of the 2008 Best Trademark Awards ([www.trademark-design.org](http://www.trademark-design.org)). The Minister of Knowledge Economy Award went to "Hoengseong Hanu" by the Hoengseong Stockbreeder Cooperative.

Hoengseong Hanu succinctly expresses the characteristics of Korean beef cattle (Hanu) by using the name of the local region and the consonant 'H.'

Celebrating its first year, the Best Trademark Awards differ from previous brand awards by selecting winners among registered trademarks based on visibility, coherence with the product, pronunciation and convenience in recall.

The winners of the Best Trademark Awards receive a Best Trademark Certification Mark from KIPO. The award ceremony and exhibition were held together with the '2008 Trademark-Design Fair.'

**Best Trademark** Best Trademark Certification Mark



Minister of Knowledge Economy Award, "Hoengseong Hanu" by the Hoengseong Stockbreeder Cooperative

Intention of design: The consonant 'H' depicts the image of healthy cattle. The red seal-like format also indicates fresh and trustworthy beef.

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## K-PION and TDA Launch New Services

On December 8, 2008, the Korean Patent Information Online Network (K-PION), which is a Korean-to-English machine translation service operated by the KIPO for enabling foreign patent examiners to refer to and review Korean patent documents, launched a new service for the retrieval of full texts of Korean Gazettes. This new service enables users to conduct English keyword searches on Korean patent and utility model gazettes.

Prior to the launch of this new service, on October 14, 2008, for applicants' convenience, the USPTO and KIPO started the electronic exchange of certified copies of patent applications, including where applicable, utility model applications, from which priority is claimed under the Paris Convention, via the TriNet. As a result, applicants of both offices do not need to submit paper copies of priority documents,

which guarantee the first filing done to the corresponding office as the basis of the priority claim.

In addition, beginning October 14, 2008, examiners of the USPTO and KIPO are able to mutually view and use examination information including examination histories and cited documents via the TriNet.

What is more, on December 8, 2008, the EPO and KIPO started exchanging priority documents based on the Trilateral Document Access (TDA) specification. The TDA fully automates the exchange process, replacing the previous semi-automated exchange process and significantly increasing our business efficiency.

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The KIPO hosted the fourth PATent INformation Expo (PATINEX 2008) in Seoul, Korea during November 11-12, 2008. The expo consisted of a conference for discussing various important issues, such as the professions' best practices, the current issues and trends of patent information; and an exhibition for presenting the latest IP solutions of domestic & foreign business groups.

The rising importance of technology, brand, design, information and intellectual property as key factors influencing a nation's competitiveness, motivated the KIPO to host the conference, which was aimed at facilitating the creation of competitive patents and the constructive use of patent information by enterprises.

The PATINEX 2008 provided a good opportunity for establishing human networks with experts in this field, necessary for catalyzing the utilization of patent information for the promotion of technical innovation. PATINEX 2008 featured distinguished speakers from the private sector and from IP offices.

The exhibition hall showcased products and services from about 25 domestic & foreign patent information service providers, such as, database creators and hosts, scientific information publishers, software solution providers, etc.

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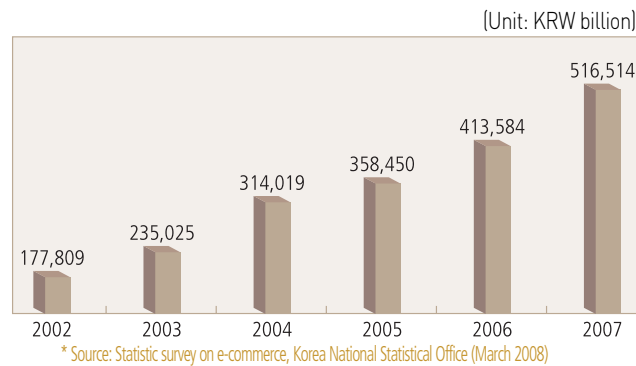
### Special Intellectual Property Rights (IPR) Control Operation against Infringement in Cyber Space

From October 1st to November 30th of 2008, the Korea Customs Service (KCS) mobilized 228 agents in 20 special control teams in a special control operation against illegal cyber transactions (codename: Operation 'C-Clean\*'). Through this operation, a total of 69 illegal transactions worth KRW 44.8 billion (USD 33.4 million) were prosecuted, including 49 IPR infringement cases worth KRW 36.4 billion (USD 28 million).

\* C-Clean (Cyber Clean): 'To create a clean cyber world.'

As the second operation following one in 2007, this special control was launched to address illegal cyber transactions which have been increasing as the scope of e-commerce expands.

【 Value of e-Commerce by year 】



A comparison of this year's operation results with last year's reveals that illegal cyber transactions have become more massive and organized. Last year, the average amount per case prosecuted was KRW 250 million (USD 192 thousand), while the amount increased 2.6 times this year to KRW 650 million (USD 500 thousand) per case.

While reinforced control by government authorities reduced the number of simple crimes where illegal sellers are easily revealed, there was a surge in the number of organized and sophisticated crimes in which criminals place their servers in foreign regions or use false-name bank accounts to avoid detection by authorities.

\* False-name bank account: An active bank account opened under another person's name

The types of illegal activities prosecuted during this operation followed the order of infringement against IPR (49 cases, KRW 36.4 billion (USD 28 million)), customs evasion/smuggling (19 cases, KRW 6.5 billion (USD 5 million)) and infringement against proper display of place of origin (one case, KRW 1.9 billion (USD 1.5 million)).

The illegal transactions prosecuted followed the order of clothes (28 cases, KRW 15.1 billion (USD 11.6 million)), watches (3 cases, KRW 14.3 billion (USD 11 million)) and bags (2 cases, KRW 8.1 billion (USD 6.2 million)). The countries related to the illegal activities followed the order of China (35 cases, KRW 34.1 billion (USD 26.2 million)), Japan (3 cases, KRW 5.5 billion (USD 4.2 million)), America (15 cases, KRW 1.9 billion (USD 1.5 million)), and Indonesia (4 cases, KRW 1.4 billion (USD 1 million)).

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### The 2nd Tripartite Working Group Meeting on IPR



The Korea Customs Service (KCS, Commissioner: Yong-Suk Hur) held a meeting of the Tripartite Working Group on IPR to reinforce cooperation among the three countries of Korea, China and Japan regarding customs and intellectual property rights (IPR) protection. The meeting took place in the Main Conference Room of the Seoul Customs Office from November 3<sup>rd</sup> to 4<sup>th</sup>.

The meeting of the Tripartite Working Group on IPR is a working-level conference in which division chiefs participate to address international transactions in products that infringe IPR, to determine cooperation measures regarding customs and to share measures that can optimize border control. This year's meeting was the second.

The first meeting took place in Japan last October, during which the Action Plan "Fake Zero Project" was adopted for implementation from January 1<sup>st</sup>, 2008.

"Fake Zero Project" includes the following details: ① If a customs authority identifies a counterfeit product, it provides relevant information to the other countries (Agreement on the Exchange of Information) ② All participating countries share their IPR protection systems and control strategies ③ Participating countries work together in the

### Tripartite Working Group on IPR

promotion of IPR ④ Participating countries reinforce cooperation among IPR holders and relevant stakeholders.

Under the Agreement on the Exchange of Information, Korea, China and Japan exchanged and analyzed information for use in control strategies. In addition, they designed and distributed IPR posters with a shared logo to publicize the cooperative efforts of the three countries and to raise interest in IPR protection.

\* Shared logo



During this meeting, the achievements of the previous information exchange were analyzed so as to derive improvement measures. The meeting participants also agreed to hold an international seminar on IPR protection mutually hosted by the three countries.

The representatives of Korean IPR holders, Hyundai Mobis, KT&G, Trade Related IPR Protection Association (TIPA) and others also participated in the meeting and presented overseas IPR infringement cases to the participants from other countries. They requested the cooperation of related authorities in the provision of education to customs officials of concerned regions on how to identify products counterfeiting Korean brands, how to reinforce control and other measures.

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### MCST Launches Copyright Police

Upon the implementation of the special judicial police system (law regarding manpower for the duties of judicial police management and the scope of such duties) in the copyright field, which takes exclusive responsibility in regulating copyright violators, the Ministry of Culture, Sports and Tourism (MCST) held the 'Ceremony for the Founding of Copyright Police' at the Culture & Contents Center, Sangam-dong in September 18<sup>th</sup>, 2008. The copyright police are now fully operational.

Organized by the MCST, the copyright police not only have copyright expertise but also the authority of a special judicial police. With their investigative powers, control of illegal contents will be reinforced. Forty-one agents have been granted authority as special judicial police and will be stationed at four local offices in Seoul, Busan, Gwangju and Daejeon to cooperate with the copyright protection centers and SW illegal copy report centers. The agents are undertaking 24-7 monitoring activities. With the launch of the copyright police, MCST is promoting powerful copyright protection policies, such as the regular monitoring of illegal contents distributed through the Internet, the pursuit/investigation of mass up-loaders who distribute illegal contents for commercial purposes, the establishment of a tracking and managing system for illegal contents distribution, and more.

【 Results of regulating illegal contents 】

(Units: article, Jan 1<sup>st</sup> to Nov 30<sup>th</sup>, 2008)

Division	Online	Offline	Total
General contents	23,227,780	356,558	23,584,338
SW contents	22,017	40,744	62,761
Total	23,249,797	397,302	23,647,099

In particular, the MCST aims to lower the illegal SW copy rate, which is now relatively high at 43%, to 36%, the average of OECD countries, in 2 to 3 years. By doing so, the ministry seeks to free Korea from being the subject of supervision for copyright protection. Also, by applying a reinforced control system at the Yongsan Electronic Mall, known as a hotbed of illegal distribution, the MCST plans to turn the Yongsan area into a 'Clean Zone without Illegal Contents'

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