



## IP sharing projects of KIPO

- Appropriate technology** Solving everyday problems using patent information
- One Village One Brand** Leveraging the marketability of products by utilizing brands and trademarks
- Funds-in-Trust at WIPO** Strengthening IP capability and awareness of developing countries

## Associated organizations

IP sharing projects are implemented by KIPO in collaboration with various organizations :



We welcome any requests for more information ; we also welcome your participation in our IP sharing projects. Here is the contact information :

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Support Programs for Developing and Least Developed Countries

# Intellectual Property Sharing Project



## IP Sharing Project

### Background

Korea is ranked fourth in the world for its volume of IP applications. Many developing countries therefore hope to achieve IP-based economic growth by drawing upon Korea's experience and know-how in utilizing IP to boost economic growth.

We hope our IP capabilities can be of help to countries that wish to develop their economy. For that reason, we have promoted various IP sharing projects.

### ► Korea's status in the IP field (Source: 2011 WIPO Statistics)

- Fourth in the number of patent applications (following the US, Japan and China)
- Fourth in the number of trademark applications (following China, the US and India)
- Third in the number of design applications (following China and the EU)
- First in the number of resident patent filings per R&D expenditures
- First in the number of resident patent filings per GDP



## AT dissemination project

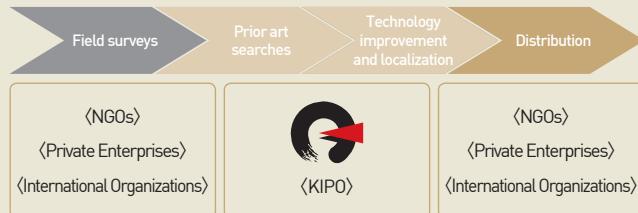
### What is appropriate technology?

Appropriate technology refers to technology that is suitable to the social and economic conditions of the geographic area in which it is to be applied, is environmentally sound, and promotes self-sufficiency on the part of those using it.

#### <Examples of Appropriate Technology>



### Creation of appropriate technology



► **Field surveys** : We survey the needs of local people by investigating local problems, requirements, circumstances, lifestyles and cultures. We collect information through various channels such as NGOs, branch offices of private enterprises, Korean embassies and international organizations.

► **Prior art searches** : First we conduct prior art searches of a database of 150 million patented technologies held by KIPO. We then identify optimal technologies for resolving local problems.

► **Technology improvement and localization** : We collaborate with technology experts to adapt the selected technologies for the local climate, environment and user conditions.

► **Distribution** : We distribute the final version of the improved technologies or prototype models to the targeted local community.

### Cases

#### ► Sugarcane charcoal project

People in Chad have difficulty in cooking because of a government ban on logging. To overcome this problem, we have joined forces with organizations such as Good Neighbors and Sharing and Technologies Incorporated to develop and distribute a technology for manufacturing charcoal from sugarcane husk, which is readily available in Chad. This technology is based on a basic technology developed at MIT's D-Lab. We upgraded the technology to give the sugarcane charcoal more firepower and durability.



#### ► Soil brick project



Housing is an essential requirement of life. However, most low income groups in Kainali, Nepal, live in earth houses, which tend to wash away in the rain. We have therefore been collaborating with Handong University's Institute of Appropriate

Technology for Building to develop and distribute a simple brick-making technology. This type of technology is an alternative to expensive methods of making high-quality bricks. The bricks made with our system are inexpensive because they are made of soil that is readily available in Nepal.

#### ► Water purifier

Most households in underdeveloped regions of Cambodia get their drinking water from unpurified pools. Not surprisingly, many people suffer from waterborne diseases. We are therefore collaborating with the Patent R&D Center and the Woongjin Chemical Co. to develop and promote a water purifier that is appropriate for the local environment.



## Branding support project

### Outline

Some good quality products of developing countries are sold at a low price because they don't have a trademark or brand. We are now offering support for some of those products by helping the manufacturers acquire suitable brands and trademarks. A good brand can boost the income of local residents.

### Cases

#### ► Dried mango project

In June 2010, we provided Chad with the technology to produce dried mangoes. We also cooperated with a branding agency to develop a suitable mango brand that would improve the sales throughout the country.



#### ► One Village One Brand project

The One Village One Brand project for developing countries put the issue of branding support on the international agenda. We implemented this project in conjunction with APEC. In June 2010, we held a One Village One Brand Seminar in Seoul and subsequently established an APEC action plan on the utilization of brands. In 2011, we started to develop brands for the products of two APEC member economies.



## Korea Funds-in-Trust at WIPO

### Outline

We established Korea Funds-in-Trust at WIPO to support developing countries in 2004. Together with WIPO, we have promoted various projects for strengthening the IP capabilities and awareness of developing countries. In 2012, we plan to implement various projects, including IP training projects for developing countries, worth an estimated one billion Korean won.

### Major activities

#### ► Strengthening the capability of IP offices in developing countries

We have endeavored to pass on our patent and trademark examination know-how to examiners in developing countries. We have also provided some offices with an IP automation system and tailored consultation services.



#### ► Greater IP awareness and contests on appropriate technology



We have held IP seminars and developed and distributed customized educational IP content for various age groups in order to raise public awareness of IP. In addition, we have held contests on appropriate technology to foster

the use of patented technologies in real life and to ensure local residents of developing countries have greater IP awareness.

#### ► Fostering of IP experts in developing countries

To foster experts in the IP field, we help selected individuals from developing countries to participate in WIPO's various IP training programs.