



KIPO's Activities on IP Development

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WIPO Korea Funds-in-Trust (FIT)

Contact Point:
kipomla@korea.kr

Application:
http://www.wipo.int/academy/en/courses/summer_school/

Application:
http://www.wipo.int/academy/en/courses/academic_institutions/

For more information, please send an email to mipsnu@wipo.int (SNU) or MIPQUT.academy@wipo.int (QUT).

1) Appropriate Technology Competition

Since 2004, WIPO Korea FIT has spurred major progress in enhancing global socio-economic development, building capacities for IP Offices, and increasing IP awareness among people living in less developed countries. Of particular importance are our annual appropriate technology (AT) competitions which have now been held in a total of 8 different nations since the launching of the first competition back in 2011. These AT competitions help support less developed countries by encouraging participating inventors to creatively utilize patent information in order to boost national infrastructures and family income levels in their regions. As co-organizers, national IP Offices provide the necessary information and act as Help Desks for the competition. After the evaluation process, three winners are selected to receive WIPO medals, cash prizes, and free WIPO online seminars.

Any IP Offices interested in co-hosting an AT competition in their respective countries are asked to send an email to kipomla@korea.kr (the Korean Intellectual Property Office's (KIPO) Multilateral Affairs Division).

2) Workshop on Patent/Trademark Law and Examination

WIPO Korea FIT has been used to finance workshops that help build up the capacities of IP Offices throughout the world. These workshops focus on training patent and trademark examiners, utilizing IP information, promoting innovation, and transferring technologies. Each year, up to 50 participants are selected from IP Offices that have demonstrated a clear need and interest in providing such training to their patent and trademark examiners. As a general rule, the workshop on Patent Law and Examination is held for two weeks in March, while the workshop on Trademark Law and Examination is held for two weeks in May. Both workshops take place at the International Intellectual Property Training Institute (IIPTI) in Daejeon, Korea. WIPO conducts surveys within selected IP offices of less developed countries in order to assess the level of demand for the workshop.

3) WIPO Summer School

Through cooperation with the WIPO Academy, we support education programs that help foster IP experts hailing from less developed countries. In the city of Daejeon, we operate WIPO Summer School which was created to provide university students and young professionals with deeper insight into various IP fields, as well as to explain the role and function of the IP system. As a general rule, WIPO Summer School is held for two weeks in July, and classes consist of lectures, case studies, exercises, and group discussions. If you wish to apply for enrollment, please fill out all the required documents (i.e. motivation letter, CV, etc).

4) IP Masters degree courses

KIPO supports IP-related Masters degree courses offered by Korea's Seoul National University (SNU), and Australia's Queensland University of Technology (QUT). Our support helps provide higher education to government officials and IP experts from less developed countries in order to further their IP administration skills and increase usage of IP in promoting innovation. If you would like to apply for one these courses, as well as the corresponding scholarship provided by WIPO Korea FIT, you must read the terms and conditions and then submit all the necessary documents. Please note, the admission procedure may vary depending on the university.

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IP Sharing Project

1) Appropriate Technology Project

KIPO's Appropriate Technology Project represents a novel way to utilize patent information to facilitate sustainable economic growth in less developed countries and improve their quality of life.

Our method for developing AT is to deduce the specific needs of a given region and then determine effective solutions that take into account their unique characteristics (whether

social, economic, or environmental).

If any office, organization, or person would like to submit an AT project proposal, please send an email to kipomla@korea.kr (KIPO's Multilateral Affairs Division). You will need to describe in detail the various aspects of the project, such as its technological requirements, potential difficulties, background information, project objectives, intended outputs, etc.

2) Brand Development Project

Although high-quality, locally-farmed goods and other specialty items are often found in less developed countries, due to a lack of attention to brand development, the majority of producers never receive the benefits of a proper marketing campaign. To resolve this problem, KIPO supports countries in need by assisting them with brand development and the carrying out of marketing strategies.

If any office, organization, or person would like to submit a project proposal regarding brand development and marketing strategies, please send an email to kipomla@korea.kr (KIPO's Multilateral Affairs Division). You will need to submit a project proposal regarding brand development and/or proper marketing campaign with specifics such as product specifications, intended target groups, estimated market size, etc.

Contact Point:
kipomla@korea.kr

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KIPO's Educational Contents on IP

Introducing KIPO's Online Educational Contents on IP

1) IP PANORAMA

Overview

IP PANORAMA is an e-learning multimedia toolkit developed jointly by KIPO, WIPO and the Korea Invention Promotion Association (KIPA) in order to increase IP awareness worldwide. Since its launch in 2007, it has been translated into 24 languages, such as French and Spanish. In 2010, KIPO used IP PANORAMA as the basis for its international on/offline training program called the "Advanced International Certificate Course (AICC) on IPRs and Business."

Content

IP PANORAMA is an outstanding, user-friendly e-learning program that explains in an easy-to-understand manner the relevance and importance of IP-related issues from a business perspective. It is designed to help utilize IP business strategies, and it provides SMEs, universities, and research institutions with an effective tool for accessing IP-related knowledge.

How to use it

You can view IP PANORAMA at 'IP discovery' (http://www.ipdiscovery.net/_HTML/01_01_01.php) or at the WIPO-operated website (<http://www.wipo.int/sme/en/multimedia>). For those interested in taking the AICC, please visit '<http://www.ipdiscovery.net>' for online registration.

2) IP IGNITE

Overview

IP IGNITE was jointly developed by KIPO and KIPA—with guidance from the WIPO Academy—as an audio-visually enhanced version of WIPO's DL-101*. IP IGNITE helps explain why IP is important not just to nations, but also individuals.

IP IGNITE is special because it teaches the fundamentals of IP laws and systems in an easily accessible, entertaining way by using live-action videos. Through this program, users can benefit from KIPO, KIPA, and WIPO Academy's extensive experience in IP education.

1) WIPO DL-101 provides an in-depth overview of IP law fundamentals and is indispensable for pursuing more advanced studies on specific areas of IP law.
[Source: <http://wplc.wipo.int>]

How to use it

IP IGNITE is available for use at 'IP discovery' (<http://www.ipdiscovery.net>), a website jointly operated by KIPO and KIPA.

3) IP Educational Game “Invention Savers JIN”

Overview

KIPO is the first IP office to develop and distribute a mobile-based game that combines education and fun in order to effectively teach children the basic principles of invention. By exploring the game’s fantasy world, players subconsciously develop an interest in how things are invented, as well as the history of popular inventions.

In “Invention Savers JIN,” a student named Jin realizes that his genius inventor friend, Dr. Han, has been abducted by a villain named Pantryol. Jin’s adventure begins when he travels through time to rescue Dr. Han. Players must solve puzzles and acquire invention items by reading through various invention-related stories.

How to download & play

To download the game, go to the Google Play Store or the App Store and search ‘Invention Savers JIN’.

Or, you can easily download it using these QR codes:



4) IP Educational Animation “Getting Creative with Pororo”

Overview

In 2012, KIPO and WIPO jointly developed three animated videos featuring popular characters from the television program ‘Pororo’. The videos give children a basic understanding of IPRs, teach them to respect other people’s ideas, and show them how to come up with new ideas of their own.

- ❶ **“Great Ideas” (approximately 7min.): Pororo invents a new and faster sleigh.**
- ❷ **“The Invention Contest” (approximately 7min.): Pororo participates in the “Invention Contest” with his new sleigh. This episode introduces the basic elements of invention from a judge’s perspective.**
- ❸ **“Pororo Makes His Mark” (approximately 7min.): Pororo commercializes his sleigh.**

This animated series shows how Pororo and his friends figure out how to invent a sled and create their own trademark. Throughout the process, Pororo and his friends embark on various challenges while learning practical lessons.

How to access

The videos are available in English, French, and Spanish at the following websites:

<http://www.youtube.com/user/wipo/search?query=pororo>

http://www.ipdiscovery.net/_HTML/01_03_01.php

Or, you can access them through these QR codes:

