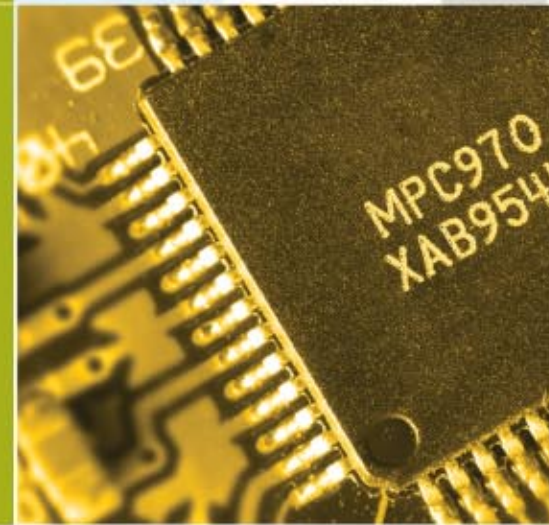




Reinforcement of IPR protection

Anticounterfeiting measures
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Strengthened IPR protection for overseas Korean companies



Reinforcement of IPR protection

Anticounterfeiting measures



An investigation of counterfeit goods

In 1987, we established a division exclusively devoted to protecting IPRs. Since then, we have been continually investigating and cracking down on counterfeiting activities. Through IPR protection, we aim to achieve the following: to prevent unfair competition, to build a sound economic order, to respond to trade disputes, and to develop a knowledge and information society.

In 2006, we uncovered 1,094 cases of counterfeiting. Warnings were issued in 966 of those cases and criminal charges were filed in the other 128 cases.

We also imposed more stringent investigative standards on local governments to ensure that they crack down on counterfeiting activities. For instance, following discussions with the Ministry of Government Administration and Home Affairs, we decided to include the results of each local government's anticounterfeiting performance in the integrated standard for assessing local governments.



The home page of the Intellectual Property Protection Center

The importation, manufacture and distribution of counterfeit goods are becoming more sophisticated. To counteract this trend, we need to ensure that anticounterfeiting enforcement officers have the necessary expertise. Hence, in 2006, we sought to develop the skills and capabilities of 759 police officers, customs officers, and local government officials through a series of lectures and consultations. Conducted on 33 occasions, the lecture series focused on identifying counterfeit goods and eradicating the counterfeiting problem. We also republished booklets on the most frequently counterfeited trademarks and, for the benefit of other relevant organizations and local governments, we republished and distributed promotional material on how to identify counterfeit goods.

As in previous years, we continued to run an anticounterfeiting campaign on 114 electronic signboards in major cities such as Seoul and Busan. The campaign (which is usually conducted three times a year for a month at a time) encourages

the public to boycott counterfeit goods. We back up the campaign with the distribution of about 16,000 copies of promotional material, along with additional broadcasting on cable TV (K-TV) and on Internet portal sites (www.naver.com).

In another initiative, we set up an exclusive Web site called the Intellectual Property Protection Center (www.kipo.go.kr/ippc) where we introduce various governmental policies on IPR protection and receive on-line reports of counterfeit goods directly from the public. In 2006, the center received 1,602 reports of counterfeit goods, and 398 of these reports were referred to the local police.

The anticounterfeiting reward system

KIPO introduced an anticounterfeiting reward system in 2006 to inspire vigilance for anticounterfeiting activities. Under this system, we offer rewards to various organizations and individuals with an excellent record of exposing counterfeit goods. We also offer rewards to members of the public who report the manufacture or distribution of counterfeit goods. The system has raised the general awareness of the need to eradicate the problem of counterfeit goods. The rewards range in value from 100,000 KRW (105 USD) to 10 million KRW (10,000 USD), depending on the cost of the original goods that have been counterfeited. In 2006, we granted a total of 107 rewards worth 323 million KRW (340,000 USD).

As a direct result of the reward system, there were a number of prosecutions in 2006; moreover, based on the cost of the original goods, the value of the seized goods is estimated to be worth 343 billion KRW (361 million USD). The effectiveness of the reward system is also confirmed by the 540 percent jump in reports. In 2005, there were only 250 reports of counterfeit goods, but in 2006 the number reached 1,602.

Status of the anticounterfeiting reward system in 2006

Type	2006		
	Number of rewards	Value of rewards (million KRW)	
Distributor	Wholesale and retail distribution	48	147
	Internet sales	19	41
	Warehousing	5	17
Manufacturer	Manufacturing factory	35	118
Total		107	323

Reinforcement of IPR protection

Patent Consulting Center

People with economic difficulties, particularly students, disabled persons, national meritorious persons, residents of remote areas, and SME business people, often have difficulty enlisting the services of expensive patent attorneys. We endeavored to address this problem by establishing in Seoul, in April 2005, the Patent Consulting Center. The center's competent public attorneys offer free consultations on IPR applications, registrations and trials.

In 2006, the center provided a total of 3,144 patent consultations and the average number of consultations each month increased significantly from 154 in 2005 to 262. We plan to widen the scope of the Patent Consulting Center by offering assistance in the preparation of IPR documents.

Performance of the Patent Consulting Center

Consulting period	Telephone consultations	Face-to-face consultations	On-site consultations	Instances of document assistance	Total consultations
April - December 2005(9 months)	771	383	146	87	1,387 (monthly average:154)
January - December 2006(12 months)	1,797	646	393	308	3,144 (monthly average: 262)

Strengthened IPR protection for overseas Korean companies

Korea's growing reputation for high-quality patented goods has spawned a corresponding rise in overseas IPR infringements against Korean companies. To tackle the issue, we undertook a number of measures in 2006. For instance, we continued to strengthen the capabilities of the Center for Overseas Protection of IPRs. The center now offers advice to Korean companies affected by IPR infringement overseas, as well as practical information on IPR protection.

To strengthen our IPR protection policy, we continued the practice of examining IPR infringements against Korean companies overseas. We also gave presentations in various major cities on international IPR protection, particularly for Korean companies that either operate overseas or are planning to enter international markets.

We also published and distributed guidebooks on overseas IPR protection. The guidebooks describe the IPR systems of countries where IPR infringements and disputes frequently occur, as well as various measures for dealing with infringements. The aim of the guidebooks is to prevent infringements and offer advice on dealing with disputes.

We also run the Web site of the Center for Overseas Protection of IPRs (<http://copi.kipo.go.kr/>) as a one-stop service for overseas IPR protection. The Web site is an IPR protection hub that brings together various resources of overseas IPR protection.



Presentations on international IPR protection



The home page of the Center for Overseas Protection of IPRs