



Message from the Commissioner

As the world slowly recovers from the recent financial crisis and the economy regains its vitality, intellectual property will be the core asset of competitiveness. Accordingly, in 2008 and in early 2009, we implemented various policies internally and internationally to invigorate intellectual property-based activities.

International cooperation has been at the forefront of our endeavors. For instance, we have been actively participating in the meetings of the IP5 offices to make the intellectual property system more efficient. And, to expedite patent examinations, we have made bilateral arrangements with other offices on the Patent Prosecution Highway. The reform of the Patent Cooperation Treaty is another important issue we have been advocating at meetings of the World Intellectual Property Organization. Moreover, as a new member of Group B+, we hope to make a more constructive contribution to a range of global intellectual property issues.

Besides cooperating with the leading intellectual property offices, we are deeply committed to sharing our successful experience with developing countries. We therefore aim to help developing countries benefit from intellectual property through programs such as Technological Solutions for Basic Needs and One Village One Brand. Technological Solutions for Basic Needs is to disseminate information on appropriate technology so that

locally available resources can be used to supply life essentials such as water, food and energy. One Village One Brand helps farmers and producers in developing countries acquire intellectual property so that they can strengthen the marketing power of their products. We also conduct examiner training for ASEAN countries. All these programs reflect the national agenda of making Korea 'a mature global country' while realizing the vision of 'low carbon, green growth'.

Internally, we are endeavoring to maintain a short first-action examination period but have stepped up efforts through our EXCEL Plan to ensure our examinations are of the highest quality. And in response to customers' diverse needs, we now offer the choice of an accelerated, regular or customer-deferred examination. The tailored examination system keeps customers satisfied and gives us greater control over the quality of service.

Stronger intellectual property protection remains a top priority, as exemplified by our efforts to set up an enforcement network in collaboration with more than 200 local governments. Furthermore, the Korean Intellectual Property Protection Association was established to assist our office in strengthening intellectual property protection.

As a strategy for the future, we are striving to transform our manufacturing-intensive society into an intellectual property-intensive nation. Accordingly, we have developed various support policies for SMEs; and we arranged a Campus Patent Strategy Universiade last year to encourage industry and academia to collaborate in open innovation.

In the field of intellectual property automation, we have set a target date of 2012 for the upgrading of KIPOnet II to a third-generation system, G-KIPOnet. The upgraded system will be sufficiently flexible to accommodate new environments. It will also enhance the utilization of information and facilitate work-sharing with other offices.

Finally, I hope this annual report will keep you informed of our activities in 2008 and 2009 and give you a better understanding of our vision and strategies for the future.



Jung-Sik Koh
Commissioner