

Overview of 2008

Dynamic IP Korea

Open Innovation and Regional Capacity Building

Toward IP-friendly society

Highlighting Figures of 2008

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Open Innovation and Regional Capacity Building

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Campus Patent Strategy Universiade



Campus Patent Strategy Universiade Award Ceremony

Campus Patent Strategy Universiade - open innovation for new cooperation

KIPO held the Campus Patent Strategy Universiade in 2008, aiming to build curricula for practical patent education at universities and nurture R&D personnel and creative ideas.

Practical patent education

Started in 2006, the patent education at universities was still in its early stage in Korea. The education, available in six graduate schools and 40 colleges, was insufficient in quantity and focused only on legal theories. Education on practical subjects was needed such as patent information search and drafting patent claims.

New cooperative model involving academia, industry and the government

In the era of knowledge economy, enterprises need to change from the current vertically integrated R&D paradigm to accept open innovation which actively uses outside technology and idea. And universities are strongly required to grow personnel needed by enterprises.

KIPO and the National Academy Engineering of Korea hold Campus Patent Strategy Universiade, aiming to promote practical patent education at science and technology school of universities and provide the best research personnel and idea needed by enterprises. Under the Campus Patent Strategy

Universiade, questions, appraisal, and prize money are prepared by participating enterprises, answers by universities, and the entire operation management by KIPO; this is a new type of Academy-Industry-Government cooperative case.

Campus Patent Strategy Universiade

The competitive areas of Campus Patent Strategy Universiade include patent strategy establishment and advanced technology survey. Patent strategy establishment aims to analyze patents at home and abroad by detailed technology subject and establish R&D and patent strategies. Advanced technology survey aims to survey any advanced technology from hypothetical patent applications or patent abstracts in each industry and evaluate the possibility of patenting or competitors' ability to draft patent applications or amend them.

The 2008 Campus Patent Strategy Universiade was sponsored by 21 prominent Korean companies including Samsung Electronics, LG Electronics, and Hyundai Kia Automotive Group and supported by 14 companies including LG Electronics and Samsung Heavy Industries, which offered employment incentives for the awardees. During the Universiade, 2,050 teams from 68 universities participated and papers were submitted by 1,128 teams of 68 universities. Among them 89 teams from 34 universities were awarded: 18 teams from the Korea Advanced Institute of Science and Technology, teams from Seoul National University and Korea

University, and six teams from POSTECH.

2009 Campus Patent Strategy Universiade is planned to publicly announce its competition on April 1 and hold the awarding ceremony in late November. A total of 36 companies including 21 prominent companies such as LG Life Sciences, Hyundai Heavy Industries, and Pantech. And 23 companies including nine new companies will offer employment incentives to the awardees.

Promoting IP capacity and business

Strengthening IP capacity of universities and public research institutes

We developed patent management capability assessment model by which universities and public agencies can measure their own capability and complement any weakness. Also under the model, about 20 experienced patent management advisors are dispatched to 20 universities.

We have built a foundation on which excellent research results can be identified and utilized through patent asset assessment support for universities. We also established a University Intellectual Property Center (<http://www.uipc.or.kr/>) on which IP experts at universities can communicate online and exchange ideas. Effective research data and maintenance are ensured by developing e-invention diary (e-research note). We also compiled and made available a set of model contract for

employee invention for universities that reflect the recently revised Invention Promotion Act and held an Employment Invention Seminar.

Activating patent technology assessment, trade and transfer activities

To support SMEs having high level of technology but insufficient assets for security against loans, we provided patent evaluation service for them so that they can use the results for getting loans.

To activate the patent technology transfer and trade, we run an on/off-line patent technology trade system. Especially via an online system named IP-Mart (<http://www.ipmart.or.kr/>), potential licensees and licensors can list their patents, search for patents, use a technology matching system to buy and sell using an online auction.

For offline trades we provide patent trade experts for the support of patent technology development, matching and trades and held patent technology transfer fairs and seminars to further promote patent technology trade and transfer.

To promote the use of government-owned patents, we adopted a new policy: government-owned patents that have been idle for three years following registration may be used by anyone for a year without charge and for the next three years with 50% reduction of licensing fees. KIPO has also established a system

Promoting IP capacity and business



KIPO - KAIST enters MOU on IP support



Commemorative ceremony of the 44th Invention Day

Capacity building for local governments and SMEs



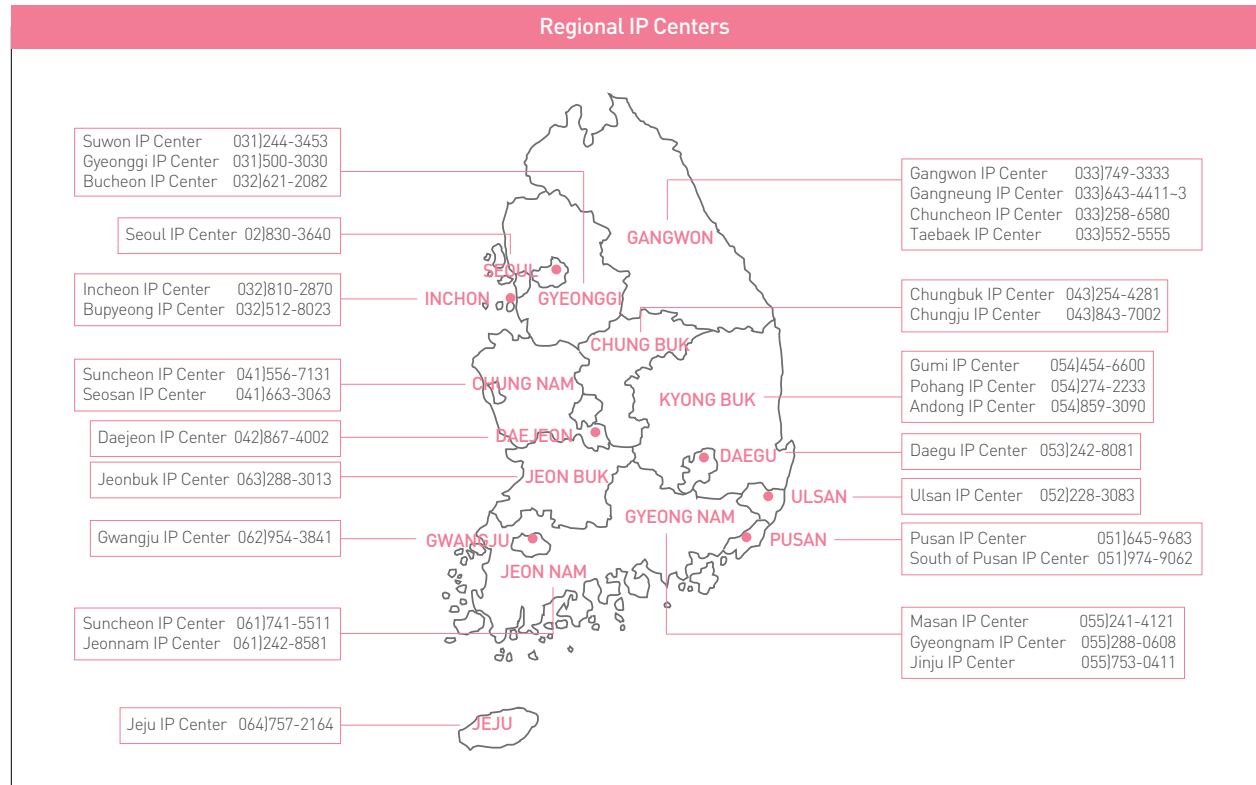
IP management consulting

for easy online licensing for those government-owned patents. More information is available at our Web site <<http://www.kipo.go.kr>> and at the IP-Mart <<http://www.ipmart.or.kr>>.

One Stop Total Service

We established a one-stop total service system that comprises various services from diagnosis of IP capacity of Small and Medium-sized Enterprises (SMEs) to commercialization of IPs. Under the program, consultants at regional IP centers visit SMEs for diagnosis and then special staff members of KIPO visit and provide IP management consulting.

Small and Medium-sized Enterprises Support Programs



Raising SMEs IP Specialists

As the number of patent disputes is increasing, SMEs are under pressure to have staff members specialized in IP in house. But SMEs generally don't have enough work force or financial capacity to support IP education for their staff. Thus, we are providing IP education for SMEs to reinforce SMEs capacity in IP.

On-site Presentation for KIPO's SME Policies

We have established a package of SME support programs and have held on-site presentations on the programs since January 2009. The Commissioner and working level staff members of KIPO gave presentations on the SME support programs and provided answers to questions made by SMEs. The Q&A sessions in turn gave us valuable feedback for improving our SME support programs. A total of 13 on-site presentations were made, which had 1,300 CEOs and IP workforce of SMEs.



On-site IP management consulting

IP Management Support Dream Team

Tailor-made IP Management Consulting

- Field counseling by KIPO experts
 - 2008 446 times of consulting to 147 companies
- Full time patent consultants at the local centers, Field-oriented consulting service
 - 2008 patent consulting: 5,896 times
 - 2008 intensive support for 70 regional patent star companies
 - 2008 brand consulting to 14 local governments

IP strategy

- IP based management consulting
- Acquisition of excellent patents for new businesses
- Establishment of IP management system including employment invention
- Establishment of pre-examination, cost cut
- Establishment of Sales know-how management system

IP Management Experts in Private Sector

- Dispatch of patent agents, lawyers, technology trader, financial and accounting experts
- Successful stories of IP management through comprehensive support including patent brand design

Expert support

- Management diagnosis and IP strategy presentation by consulting firms
- Diagnosis of patents owned, analysis of patent map and determination of R&D direction
- Regulation establishment of invention, report and reward
- Check list for application or know-how
- Relevant law review and establishment of sales know-how regulation



Opening of the Seoul Regional Office

Capacity building for local governments and SMEs

Capacity building for local governments and SMEs

Since 2008, we have operated SME Support Programs that aimed to strengthen competitiveness and build innovative capacity of SMEs that are under-resourced in technology development, suffer from patent disputes and technology drains, or have difficulties in brand and design development. This program focuses on establishing a timely support and post-management support for a successful IP management of SMEs equipped with a well-structured IP portfolios.

Regional IP centers

The IP creating and utilizing activities are concentrated in the major cities, making income gap between cities and suburbs

bigger and bigger. In consideration of such problems, we have established Regional IP Centers to strengthen the IP capacity of regional provinces since 2004. The number of Centers reached 29 across the nation as of late 2008. The 29 Regional IP Centers conduct a comprehensive IP consulting service so that regional SMEs can upgrade their product brand images and relevant IP. The Regional IP Centers are grown into regional IP Hubs as they provide more effective support for regional SMEs.

Comprehensive IP consulting for SMEs

At the Regional IP Centers, two full-time consultants specialized in patent information analysis and patent commercialization serve the regional needs. They provide one-stop service covering all aspects of technology development



Seminar on KIPO's SME policies

Localization of Korean brands for non-English speaking markets



and commercialization. A patent information consultation provides customized searches for patent trend analysis and technology direction and also for preventing duplicate and redundant investment as well as patent disputes. A patent commercialization consulting service matches potential licensees with potential licensors for a successful technology transfer by utilizing KIPO's database. The consultations are offered only to a selected SMEs which showed an excellent innovative capability through evaluation. The consultants first carry out preliminary check on whether the SME have a team solely dedicated to IP and the operation status of the employee invention scheme. Based on the preliminary diagnosis, the IP experts proffer in-depth and tailor-made counselling in the field of technology the SME wants. In addition, the IP local centers has built an IP Management Support Dream Team consisting of patent agents, lawyers and professional engineers to support SMEs confronting IP challenges and to make utmost efforts until the issues are resolved.

Local brand value improvement

The local brand value improvement project was launched based on the 248 brand maps created in 2006. Under the project, we have provided the following various programs for local governments and received positive feedback: support for acquiring brand rights through protection of geographical indication of specialized products; consultation on

management of local brands; support for advertising and marketing for specialized products.

Localization of Korean brands for non-English speaking markets

In 2008, a new project was launched to strengthen the brand value of Korean SMEs. While there is a great commercial potential for SMEs in non-English speaking markets, penetration in those markets is hindered due to lack of good brands. We began the 2008 pilot program of brand development for SMEs to help increase penetration in the non-English speaking markets. For this pilot project, a project undertaker and one of SMEs were matched and an organization committee consisting of professors of Hankook University of Foreign Studies and brand experts has been established in order to develop successful brands in the local languages of non-English speaking markets. Thorough registability searches are performed at the early development stage so that local brands in local languages can be filed and registered locally upon completion of the project. As a result, the development of brands in local languages of five SMEs has been successfully accomplished. The five relevant companies have completed their application and they have already witnessed an increase in both sales and the contract requests.
