

Overview of 2008

Dynamic IP Korea

Open Innovation and Regional Capacity Building

Toward IP-friendly society

Highlighting Figures of 2008

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Toward IP-friendly society

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Enhancing IPR Enforcement

We have made continuous efforts to change public awareness on counterfeit products since 1987 by conducting crackdowns and campaigns. The Lee Myung-bak government that took office in February, 2008, selected the IP Protection and Establishment of Fair Trade Order as one of 100 items on the national agenda. In addition, the Korean Intellectual Property Protection Association (KIPRA) was organized by big corporations, SMEs and representative organizations of various industries in January, 2009 for the purpose of protecting IPRs which has emerged as a key international issue during the negotiations of the free trade agreements between Korea and the US and between Korea and the EU.

Online and offline crackdowns on fake goods

In 2008, stricter offline regulation brought about the increase in the number of seized counterfeit goods to 97,751, a 276 percent increase from 35,366 in 2007. The number of convicted counterfeiters was 213 in 2008, a 109.2 percent increase from 195 in 2007. In 2008, shut down websites numbered 123 which is a 256 percent increase from 48 in 2008.

Enhanced Monitoring System

For better offline enforcement activity, the number of public officials for on-site crackdown of counterfeiting was



Inauguration of the Korean Intellectual Property Protection Association

Seized counterfeit goods

Category	'03	'04	'05	'06	'07	'08	
Number of Crackdowns	regular	13	18	20	18	18	
	special	25	36	15	20	20	
	total	38	54	35	38	38	
Crackdown Result	correction order	217	425	749	966	1,066	1,147
	arrests	332	198	88	128	116	34
	No. of total regulation (cases)	549	623	837	1,094	1,182	1,181
	No. of seized counterfeit products	10,160	149,555	17,742	14,852	35,366	97,751

increased from four to thirteen, For online monitoring, the 24 hour online monitoring system has been established and came into operation.

Since 2006, the reward system for counterfeit reporting has been in operation to improve regulation efficiency and customer awareness on counterfeiting.

Enhanced Awareness of IP Protection

We have organized a cyber journalist team to create a social climate where the private sector takes the lead in IP protection. In addition, KIPO puts an effort in cooperation with consumer groups to create a culture of purchasing authentic goods.

Counterfeiters

Category	'03	'04	'05	'06	'07	'08
Shut down of online-sites (suspension of sales)	8,542 (586)	10,470 (564)	7,323 (365)	11,976 (377)	8,866 (195)	10,398 (213)

Counterfeiters

Category	2007	2008			
		the first half year	year		
Shut down of online-sites or suspension of sales	Korea Communications Standards Commission	Shut-down requests	48 cases	78 cases	207 cases
		No. of shut-down sites	48 cases	59 cases	123 cases
Sales suspension of online open market and portals (Auction, G-market, Daum, Naver and so on)		-	-	-	697 cases



Yeongnam Regional Enforcement Office



Monitoring online trade of counterfeit goods



Laying foundation for advancing IP protection

For better understanding of the illegality of counterfeiting and negative effects of purchasing counterfeit goods, we have launched campaigns using various mass media including online banners and quizzes as well as radio and subway broadcasting.

KIPRA and IP protection infrastructure

In January 2009, KIPRA which is composed of large corporations, SMEs and representative industrial groups was established to protect the IPRs of Korean companies both in Korea and overseas countries. The activities of the KIPRA include counterfeit regulation within Korea and assistance for

the protection of IPs for overseas Korean companies. The Association will increase the number of enforcement staff from 18 in 2009 to 36 in 2010 so as to conduct regular and special crackdowns offline as well as online IP violations, especially focusing on venues where IP violation is frequently reported. The target subject matters of IP for enforcement will be expanded to include service marks, trade names and geographical indications. KIPO also held seminars with international business organizations such as the European Union Chamber of Commerce in Korea in November 2008 and Seoul Japan Club in December 2008 to hear their concerns over IP protection.



WIPO Summer School



Invention camp: breaking rocks with eggs

Comprehensive PR Activities to Improve Awareness of Counterfeiting

The First KIPO University Student AD Contest



['08. 3 - 5.]

Counterfeit Eradication Campaign by Consumer Groups



['08. 6 - 11.]

Subway Mobile Broadcasting



['08. 5 - 9.]

Online PR



['08. 7 - 10.]

Subway Frame AD



['08. 10 - 12.]

IP Protection Network with Various Stakeholders

We built an IP protection network for each industry through close cooperation with industrial organizations, private alliances and economy groups for the establishment of an effective cooperative IPR protection system from the point of view of both companies and customers. We also have made utmost efforts to create an advanced culture of respecting IPRs in response to heightened standards of IP enforcement as agreed upon in various bilateral and multilateral IP protection agreements including the Anti-Counterfeiting Trade Agreement.

IPR education and training

International Intellectual Property Training Institute

The International Intellectual Property Training Institute (IIPTI) is fostering IP human resources through systemic programs that are tailored for each group of trainees, i.e., central and local government officials, private sectors, students and international participants. The IIPTI offered 176 IP education programs in 2008, among which 57 courses including the New Examiners Course were offered for government officials, 27 courses including the Patent Dispute Cases were for citizens, 85 invention promotion courses comprising the School Invention Leadership Program were offered, and 7 courses including the WIPO Asia-Pacific Regional seminar were offered for international participants.

IP Academy

National IP education portal site <www.ipacademy.net> which provides IP e-learning programs and education information was opened in 2008 to provide online IP education. In the opening year, about 140 online contents were offered to 270,000 members. IP Academy which is an advanced version of the previous online IP education service proffers e-learning contents and customer-tailored online IP education contents for public officials, IP related employees, the youth, teachers and universities.

IP education for international participants

KIPO has held 71 international seminars in cooperation with WIPO and the KOICA since the establishment of IIPTI in 1987 to foster IP experts and to develop the IP sector in the Asia Pacific region. A total of 1,643 foreigners took part in these events. In 2008 alone, seven international seminars were organized with 129 participants. In the same year, IP education programs were provided for the public officials of the Ministry of Science and Technology and Intellectual Property Training Institute of Vietnam following the programs for public officials of Vietnam and Malaysia in 2007. As a follow-up measure for the free trade agreement between Korea and the Association of Southeast Asian Nations (ASEAN), an education course were offered for the examiners of ASEAN member countries. Based on such experiences in IP education, KIPO is planning to

IPR education and training



IP Panorama, an IP e-learning program



IP Xpedite

Raising IP experts



IP Academy <<http://www.ipacademy.net/>>

expand customized education programs for foreign officers upon request.

Invention Education Center

The Invention Education Center opened in 2005 developed its own education programs focusing on easy understanding of inventions and hands-on experiences. The following programs were offered with great popularity:

- student invention program
- invention leadership program and
- tailored education program.

A total of 3,000 elementary, middle and high school students, parents and teachers participated our programs. In 2008, an invention quest program was provided for underprivileged students to reduce educational gap between haves and have-nots.

In the case of invention leadership programs, various courses including the Invention Program Development course have been introduced to improve the expertise of teachers, contributing to the promotion of invention education. We converted our principle oriented programs into a tailored program named Invention Tour Course in order to meet the needs of participating students. Annually the 98 tour courses benefited 5,668. Besides, the center has developed various events and educational programs including invention camps with parents and the 2008 Korea Student Invention Exhibition which was a festival for the invention clubs of universities nationwide.

Raising IP Experts through e-Learning

KIPO developed an English IP e-Learning Contents in cooperation with international organizations such as WIPO and APEC and distributed them nationwide and overseas to foster IP human resources with global mind.

IP Panorama, the first IP e-Learning Program in English

IP Panorama is an e-learning program based on the CD-ROM prepared and released by WIPO entitled *Intellectual property for Business*, which was written by world-renowned IP experts. The e-learning program deals with actual IP cases from the business' point of view. KIPO signed the Korea and WIPO cooperative agreement in November, 2004. Under the agreement, KIPO shares the copyrights of the educational contents and WIPO participates in creating e-learning contents. In September, 2007, IP Panorama which consists of 10 modules was officially released. WIPO pointed out the excellence of IP Panorama in a press release calling it as "the most advanced IP e-learning content".

IP Xpedite, Contents for Middle and High Levelers

IP Xpedite deals with utilization of patent information and methods of drafting and analyzing patent applications in major IP countries. IP Xpedite has been developed as a two-year APEC project starting from 2006 with a \$260,000 APEC fund.

Adoption of WIPO's World Wide Academy Programs

The Worldwide Academy (WWA), WIPO's international IPR education program, was adopted as an English IP course for universities. The program was adopted and introduced as regular curriculum by three universities in 2005. By 2008, nine universities have adopted the WWA as regular curriculum, benefiting 1,189 students.

Also provided was a comprehensive online-and offline IP course which combines the online course and offline lectures. The online course utilizes the IP Panorama and IP Xpedite contents which are provided through a homepage dedicated to English IPR e-learning. The offline lectures are presented by US lawyers, patent agents and IP experts. The combined course was offered five times in 2007 with 245 participants. In 2008, the number increased to 27 times benefiting 1,141.

KIPO, an explorer in IP e-learning

IP Panorama and IP Xpedite are highly regarded by the international IPR community. In 2007 when IP Panorama was officially launched at the General Assembly of the WIPO, around 80 member states of WIPO visited the PR booth and about 20 countries requested for developing IP Panorama in their own languages. Since then, KIPO keeps receiving inquiries for the use of IP Panorama and for developing the program in other languages. In 2008, we agreed on creating a version of IP Panorama for Portugal, Mongolia and Estonia. This year, the

Thai Department of Intellectual Property will complete the development of IP Panorama in Thailand. In addition, IP Panorama will be translated into five UN official languages including Arabic, French and Spanish under the cooperation between WIPO and KIPO.

The IP Xpedite which was launched in February 2008 at the 26th APEC Intellectual Property Rights Expert Group (IPEG) Meeting has been highly appreciated for its quality. Therefore, an educational project utilizing the IP Xpedite was approved by the APEC with a \$130,000 fund. KIPO prepared a three-step educational program which consists of online and offline e-learning contents to improve IP education by utilizing IP Xpedite. For an IP development within the APEC region, KIPO's efforts to nurture human resources capable of utilizing patent information will continue.



Total consulting for patent commercialization



2008 Patent Technology Transfer Conference