

IP Capacity Building

As a strategy for the future, we have run various IP capacity building programs. Accordingly, we carried out policies to foster specialized personnel and support the utilization of intellectual property; we offered various educational programs for students of all ages from children to graduate school; we establish IP strategy for local governments; we conducted consultation services for SMEs; and we hosted the Korea International Women's Invention Exposition to expand opportunities for promoting the ideas of women inventors.



Strongly

Fostering IP experts

Fostering next generation entrepreneurs

Now that we are in the era where intangible properties such as distinct technology, strong brands, and creative designs are a source of value, identifying and fostering creative prodigies is key to the competitive power of a state or corporation. With this notion, we have entered into a work-sharing agreement with KAIST and POSTECH, both top-ranked science colleges in Korea, and established educational programs.

In order to cultivate key capabilities for prodigious young entrepreneurs such as creative solutions for future technology, entrepreneurship, and IP expertise, we have been offering educational programs in engineering, the humanities, art, and other various fields, beginning in 2010.

KAIST, POSTECH NEXT-GENERATION PRODIGY ENTREPRENEUR COURSE

	KAIST	POSTECH
Educational goal	To create valuable IP and foster creative entrepreneurs as the leaders of the new age	To foster entrepreneurs pioneering technological break-throughs that will create the future market
Elements of curricula	Future technology raising vision of future technological change Humanities study (history of the corporation) Intellectual property (IP) The entrepreneur's mind and building and managing a corporation based on IP	Creativity & Innovation, Future & Technology Product Design & Development Economy & Management Business Development

It is common for young prodigies to lack experience in cooperating with colleagues or become easily frustrated by tiny failures, since their emotional growth may be delayed compared to their cognitive growth. With this in mind, we emphasize the balance between the cognitive and emotional growth of students. Our education support center for young entrepreneurs consists of PhD level experts in the areas of prodigy education or developmental psychology who are committed to advising students and their parents.



2010 Korea Student Creativity Olympiad



IP courses at universities

To foster excellent human resources in the IP field, we have been supporting university and graduate programs in IP related courses since 2006. At first, our support was limited to science and engineering colleges, but it has expanded to medical and pharmaceutical colleges, commerce and economy colleges, and design colleges to keep pace with the educational demands of each major.

To foster excellent professors of IP, we have also opened an IP professor training program for college professors. The curriculum is differentiated by sector and level and the training is in association with programs from science and engineering academic institutes such as the Korean Machinery Academic Institute.



23rd Korea Student Invention Exhibition

Promoting invention activities in colleges and campus-industry cooperation programs

We are working hard to motivate invention by college or graduate students by supporting college invention clubs and sponsoring a college invention contest. The invention contest consists of an invention-research component where ideas will become an invention and an invention-patent component where completed inventions for graduation, etc., are submitted as patent applications. Altogether, 1,990 inventions were submitted from 120 universities in 2010.



23rd Korea Student Invention Exhibition

Expanding IP utilization

1. Raising local awareness of IP

Establishing IP strategy for local governments

In 2009, we established the '21st Century IP Vision and Strategy' in partnership with the private sector. In order to raise a national dialogue and assist local units in setting up their own IP strategies, we opened IP forums in six regions starting with Busan Metropolitan City in 2010 (Jan. 29), followed by North Chungcheong Province (Feb. 4), Gangwon Province (Feb.9), Incheon Metropolitan City (Feb. 19), Kwangju Metropolitan City (Feb. 22), and Daegu Metropolitan City (Feb. 25). The forums were attended by such dignitaries as the Commissioner of KIPO, municipality heads, legislators, presidents of local colleges, and local business persons.

The benefit to municipalities from such IP strategic forums has been substantial. Now, they are able to analyze local applications and register IP rights and current aspects of local industries in detail, establish IP vision and strategies for their own local situation, and renew local awareness of IP. These efforts resulted in municipal-specific IP infrastructure promotion and policy revitalization, e.g., a project to set up IP-exclusive administrative departments in Busan and Incheon, a project to enact IP promotion decree in Busan, Kwangju, and Kangwon, and a project to support traditional industry joint brand and design in Busan, Daegu, and Incheon.

Designation of IP cities for local awareness of IP

The designation of IP cities, a policy facilitating the regional development of IP, enhances IP awareness and improves the competitiveness of local small-and-medium-sized enterprises (SMEs). Furthermore, the designated local governments provide relevant information for strategic industries and promote technology transfers to vitalize the regional economy. The sole designee for trial in 2009 was Nam-gu in Gwangju Metropolitan City. In 2010, the designees included Wonju in Gangwon Province, Andong in North Gyeongsang Province, Jecheon in North Chungcheong Province, Nam-gu in Gwangju Metropolitan City, and Dalseo-gu in Daegu Metropolitan City.

Nam-gu of Gwangju Metropolitan City, which was designated as a IP city in 2009, continues to use IP to promote regional economic development. In particular, it has promoted inventive ideas and IPRs through a campaign called 'One Person, One Patent'. The campaign elicited 1200 inventive ideas, three of which were successfully commercialized, including a music bench and a light-emitting crosswalk device. Those inventions have collectively generated around 50 million KRW in royalties.



Regional Forum on Intellectual Property Strategy in Busan



Conference for IP strategy for local governments



Korea Invention patent exhibition

2. IP capacity building for SMEs

Support for SMEs with IP

We have been conducting consultation services for SMEs with excellent technology and growth capacity for many years. Such consultations involve the dispatch of consultants to 31 regional IP centers nationwide. Since 2010, this service has been aimed to enhance SMEs' IP capacity with comprehensive support for patent, brand, and design issues. Furthermore, to foster IP awareness among the work staff of SMEs, we have visited work sites and conducted on-site IP training for a total of 2,145 trainees during ninety-nine events and will continue to do so in 2011.

CONSULTING PROGRESS

Private IP experts	<ul style="list-style-type: none"> • In-depth consultations by private IP experts • Patent attorneys, lawyers, or patent information analysts diagnose IP management of a corporation and propose an executive strategy
KIPO specialized personnel	<ul style="list-style-type: none"> • KIPO specialized personnel with examination experience visit SMEs to solve IP management issues and provide aid programs • Provision of education for local consultants
Local IP center consulting	<ul style="list-style-type: none"> • Provide instant solution to SME concerns • A pool of regional experts and public patent attorneys serve at the consulting center

Campus Patent Strategy Universiade

Each year since 2008, we have been collaborating with the National Academy of Engineering of Korea in holding a Campus Patent Strategy Universiade. We manage the event, while companies prepare questions, conduct screening, and provide prize money. With the help of their advisors, graduate and undergraduate students provide solutions to various problems posed by the companies. The Universiade is a tremendously popular program that involves the cooperation of industry, academia, and the government. The aim of the program is to provide companies with creative and practical ideas and to help students understand how theories can be applied to the real world. Twenty-one companies and sixty-eight universities participated in the Universiade in 2008. This year, the number increased to forty-three companies and ninety-seven universities.

Special degree programs of IP

In 2010, we encouraged Hongik University and the Korea Advanced Institute of Science and Technology (KAIST) to open a Master of Intellectual Property Course to systematize the cultivation of IP experts. In this respect, we have been focusing our support on SMEs, which generally lack IP experts compared to big enterprises, mainly by providing SME scholarships.

Korea International Women's Invention Exposition

To celebrate the annual Invention Month in May, we joined forces with WIPO and the Korea Women Inventors Association to host the 2010 Korea International Women's Invention Exposition (KIWIE 2010) and Korea Women's Invention Fair from May 6 to May 9. Now in its third year, the exposition enjoyed the participation of more than 450 female inventors from 30 countries and was visited by about 70,000 people. A total of 110 domestic inventions and 130 international inventions were on display at the exposition. Many of the inventions had a unique female perspective and most were related to everyday life. The award-winning inventions included a do-it-yourself lever lock, an elastic heat-generating mattress, and a red ginseng maker with far-infrared radiation. International participants submitted a variety of inventions, such as an earthquake evacuation desk and banana noodles. The purpose of the exposition was to enhance cooperation among female inventors from around the world, to facilitate information exchange among business people, and to expand opportunities for promoting the ideas of female inventors. The Korea International Women's Invention Exposition is emerging as the largest festival of its kind in the world.



Korea International Women's invention Exposition