



Fairly

Toward an IP-Respected Society

For establishing a fair society, we have made continual efforts to create a culture that respects and protects intellectual property by raising public awareness of counterfeit products. We launched the Special Judicial Police Squad to protect trademark rights and conducted a clean campaign in conjunction with civic consumer groups. Through consumer education, we are also working hard to foster responsible consumers who choose to only purchase genuine products.

Reinforced IP protection

1. Domestic IP protection activities

Special Judicial Police for crackdown of counterfeits

In an effort to reinforce anti-counterfeiting measures, we launched the Special Judicial Police on August 5, 2010. Previously, all anti-counterfeiting activities were conducted in collaboration with local municipalities who were limited to spotting counterfeit products and issuing administrative guidance. Now granted with special judicial police authority, our trademark police can directly track down counterfeit producers and deliver them to prosecutors for criminal procedures.

In 2010, we arraigned 60 makers and confiscated 30,000 products through a thorough crackdown on counterfeit products. More specifically, since launching the Special Judicial Police Squad in early September 2010, 45 people have been arraigned and 28,000 pieces have been confiscated. This represents three times the number of people arraigned and 10 times the number of confiscated goods than before the special judicial police group was organized.

CRIMINAL CHARGE RECORD FOR THE PREVIOUS 5 YEARS

(unit : persons, pieces)

Category	Before introduction of trademark special judicial police				After introduction	
	2006	2007	2008	2009	Jan.-Aug. 2010	Sep.-Dec. 2010
Criminal charge	128	116	34	122	15	45
Confiscated goods	5,363	27,594	88,724	57,005	2,860	28,629
Remark	Crackdown conducted jointly with the prosecutors and police				Crackdown conducted solely by KIPO	



Welcoming ceremony for the special judicial police squad for trademarks

Raising consumer awareness of IP protection

To help contribute to a culture where IP is respected and consumers only buy legitimate goods, we have waged a clean campaign in conjunction with consumer groups.

JOINT PROMOTION WITH CONSUMER GROUPS



Anticounterfeiting street campaign



Leadership training on anticounterfeiting

To eradicate counterfeiting, we have gone even further by creating public advertisements on airwaves, cable TV, and KTX mobile broadcasting to inform the public about the illegality and harmfulness of counterfeit goods. We also produced and distributed educational material in order to raise IP awareness in teenagers.

ANNOUNCEMENT ON TELEVISION AND EDUCATIONAL MATERIAL FOR TEENAGERS



Public announcements on television



Educational material for teenagers

2. Overseas IP protection system

IP Desks¹ – SMEs' IP local branch

According to 27.6% of SMEs with interests in overseas markets, the major obstacle in dealing with overseas IPR infringements is the difficulty in collecting information about particular infringements. Other obstacles include insufficient personnel and budgets (26.8%) and difficulties in hiring local legal advisers (24.5%). To address these issues, we initially collaborated with the Ministry of Knowledge Economy in setting up a number of IP Desks in 2006 to help SMEs secure and protect their IPRs; later in July 2009, we set up an IP Desk in Shenyang, China. We have continuously reinforced the function of IP Desks as SME IP local branches, offering comprehensive one-stop IP services.

Presently in 2011, we are committed to IP protection activities such as research on IP reality, training, and advertisement as well as supporting customers in securing trademarks and other IP rights in their locality. For these measures, we rely on the IP protection infrastructure, which includes IP Desks and overseas patent offices. We also offer support for trademark applications and help protect existing IPRs.

Information for corporate needs

For an IP right to be enforceable, it must be registered and protected by laws and systems in the relevant country. Since individual persons and SMEs have difficulty in collecting such legal and administrative information in overseas countries, we publish a guidebook every year containing information on the IP systems and referable cases of major countries.

In addition to the country-specific updated IP system descriptions and information, we also published an IP checkpoint guidebook corresponding to the stage of export of our companies going abroad in 2010. That is, we provided companies with information customized for their appropriate stage of export, so that they could efficiently respond to IP infringement.

Furthermore, in partnership with KOTRA, we conducted 21 presentations on IP protection at various venues in Korea and overseas. At the overseas presentations, the focus was on the country where our companies enter. During domestic presentations, we joined local IP centers and provided information on the IP systems and cases of IP infringement in foreign countries. All of these efforts were aimed to reinforce our companies' capacity to handle IP infringement and disputes.

1. IP-DESKs are the overseas IP centers installed and managed within the foreign trade chamber of KOTRA. Although jointly operated with the Ministry of Knowledge Economy initially in 2008, KIPO and MKE agreed that the IP-DESK budget be allocated to KIPO, for the sake of maximum efficiency and effectiveness. Hence, since 2009, KIPO has exclusively administered IP-DESKs.

Invention education for underprivileged youth

We are continually reaching out to less-privileged communities with poor educational infrastructure by engaging in various hands-on invention events. In December 2009, we visited 14 orphanages and various remote or socio-economically disadvantaged areas to help underprivileged youth benefit from invention education. Designed to foster creativity, the programs included hands-on invention education involving activities such as making air rockets, robot arms, and model hybrid cars. We also donated 70 books on invention and a variety of tools for children to keep developing their creativity after the conclusion of the program. A number of our high-level officials volunteered to visit the participants at various venues around the country.



KIPO Invention Camp for children from Heuksan Island

In 2010, we held 40 similar invention education events regularly throughout the year. We also plan to hold a number of invention camps for children from remote areas who have already participated in these programs.

OUTLINE OF THE SHARING INVENTION EDUCATION PROGRAM FOR 2010

Program	Target group	Date	Description
Sharing Invention Education (with KIPO volunteers)	Forty child welfare centers around the nation	May to Dec. 2010	A one-day program for age-appropriate improvement in creativity
Sharing Invention Camps	For children with previous experience of the Sharing Invention Education program	Regular camp: four times a year; Special camp: twice a year	Camps of 2-4 days with opportunities for invention experience; designed to help children create inventions
Sharing Invention Experience	200 students in child welfare centers in Daejeon	March to Dec. 2010	Five-step regular program: theory, experience, and practice

Support for free patent attorney services

We have been running a public patent attorney consulting center since April 2005 to serve social groups alienated from the patent attorney's services. The groups include public charges under the National Basic Livelihood Security Act, the handicapped, national honorees, students, SMEs in dispute with a big enterprise, and underprivileged local residents.

In 2010, the consulting center, made of 11 people including 8 patent attorneys, a patent drawer, and administrative staff, undertook various services such as consulting, documentation support, presentations on IP protection, and consultations on IP related disputes. Due to continuous promotional activity and an expansion in the scope of services and beneficiaries, the number of consultations provided has increased every year. There were 1,387 cases in 2005, the first year of implementation, and 7,121 cases in 2010.

In addition, we have a number of public patent attorneys who act on behalf of customers in disputes court, free of charge. We plan to increase the number of public patent attorneys volunteering such free services to twelve in 2011.

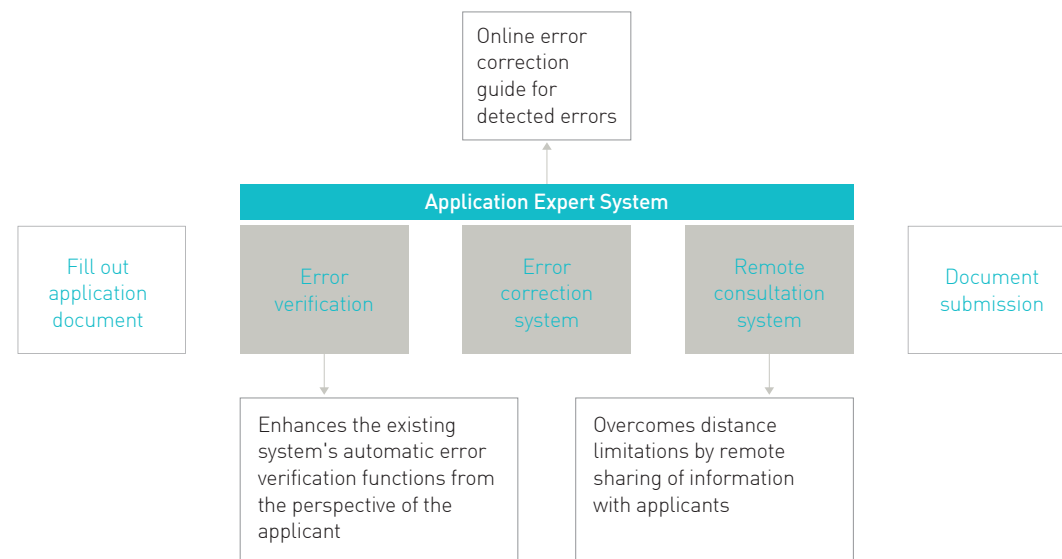
Convenient service for customers

Application Expert System

We established the Application Expert System in January 2009 to help individual and socio-economically disadvantaged applicants handle the application process without assistance from agents. Generally, these groups have a relatively high error rate in their applications and consequently have difficulty acquiring IPRs. The Application Expert System guides applicants through each step of the application process so they can easily and accurately file patents or trademark applications.

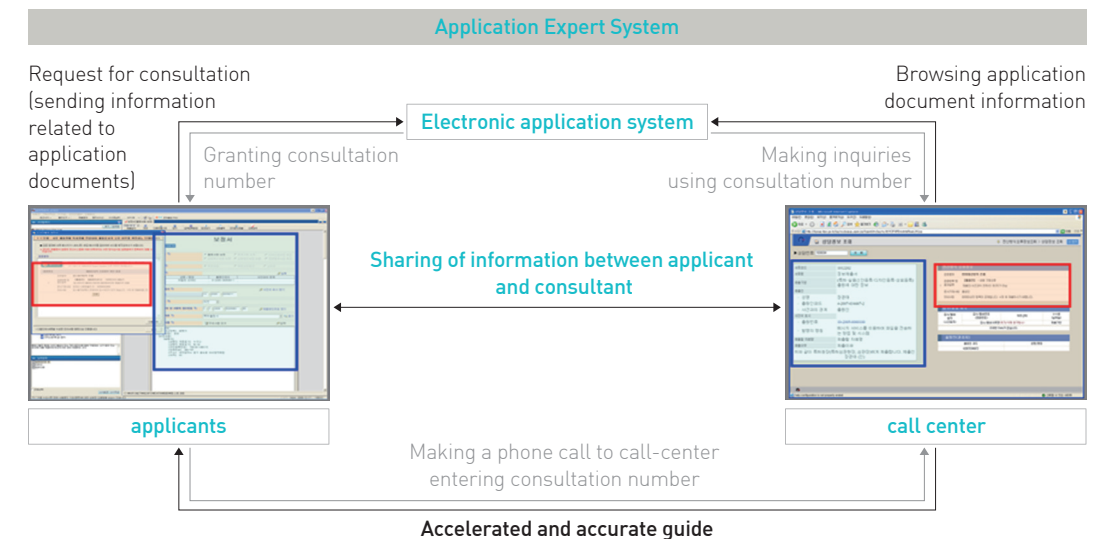
The following features of the Application Expert System help prevent errors in the application stage: 1) a stronger error verification function in the electronic application system (27 verification items); 2) 160 error verification sentences written in colloquial style; 3) a link to an online patent customer center (for remote consultations on patent applications); and 4) a customized error correction system.

FLOW CHART OF THE APPLICATION EXPERT SYSTEM



One of the highlights of the Application Expert System is its remote consultation service. A professional consultant from a patent customer center helps the applicant understand how to fill out application documents. There are often many errors in this step; it is one of the hardest aspects of the patent application process. But with the new system, the consultant can remotely view the information on the applicant's screen, such as the error information and application history. Thus, the problems can be easily solved without the delays of the old system.

THE REMOTE CONSULTATION SYSTEM FOR PATENT APPLICATIONS



Improved fee payment system

We have implemented an automatic payment system since July 2009. With this system, the applicant only needs to provide a bank account number with their application for the automatic payment transfer. This allows the applicant to remain free from additional charges or forfeiture of rights due to overdue payments.

Along with a number of propositions for system improvements in patent administration, we are also operating a fee mileage system. When a fee is paid by SMEs or individuals, a deposit of fee mileage is made. Accumulated fee mileage has been allowed for the payment of application or patent fees since April, 2010.

In addition, we expanded credit card payments of patent fees from individual persons to SMEs. Since April 2011, we have also granted a 5% discount of yearly registration fees for patent utility model designs if three or more years are paid in one lump sum.



Entrance of Customer support center

Issuing patent certificates in foreign languages

We will issue foreign language patent certificates for cases where the patentee is a non-resident, the resident patentee is selling their patent rights, or the assistance in exporting related products overseas is required. This service, which began in April 2011, is available in the following eight languages: English, Japanese, German, French, Russian, Spanish, Chinese, and Arabic. Any patentee is eligible to apply.

Categories	Major service descriptions
Languages available for patent certificates	Eight languages of advanced nations including major patent countries (English, Japanese, German, French, Russian, Spanish, Chinese, and Arabic)
Documents to be submitted	<ul style="list-style-type: none"> • Request for the patent certificate in a foreign language • Notarization certificate (translation office) or verification of translation (foreign language translation administrative office) • Text file in translated language (text file prepared with Hangul program or MS office word)
Method of request	<ul style="list-style-type: none"> • Online request: Required use of forms provided by KIPO website • Request by mail (KIPO registration service division) • Request on site: Visit to Patent Customer Service Center (Daejeon) or KIPO Seoul Office (Seoul)

Customer-friendly amendment to the Enforcement Decree of the Patent Act

To reflect the Street Name Address Act (Law No. 8027) and the amendment made to the Electronic Government Act and PCT Regulations legislation as relevant, we amended the Enforcement Decree of the Patent Act and the Enforcement Decree of the Utility Model Act from July 28, 2010.

MAJOR AMENDMENTS TO THE ENFORCEMENT DECREE OF THE PATENT ACT

Amendments	Description
Ex officio correction of applicant's address	In the event that the administrative province or its name has been changed, the applicant's address information kept by KIPO is deemed to have been changed accordingly.
Retouch of regulations of corrections upon international application	Any description submitted with a request for corrections must state the grounds for corrections.
Improvement of comprehensive delegation	In the event that new delegation is added, procedures are provided to add matters subject to comprehensive delegation.
Retouch of regulations on joint use of administrative information	Impose statutory requirement for verifying various certification letters, such as resident registration family and individual copy, through the joint use of the administrative information system.

Red-marked guidance

The notion of assisting those who file an application without the help of an agent was extended in August 2009 to paper-based applications. Whenever a KIPO examiner detects an error in a paper-based application form, the examiner highlights the erroneous section in red and returns the form to the applicant with a detailed explanation of how the form can be filled out correctly. This service has significantly improved the convenience of paper-based applications.



Customer support center in which applicants have a face-to-face talk with examiner and submit documents