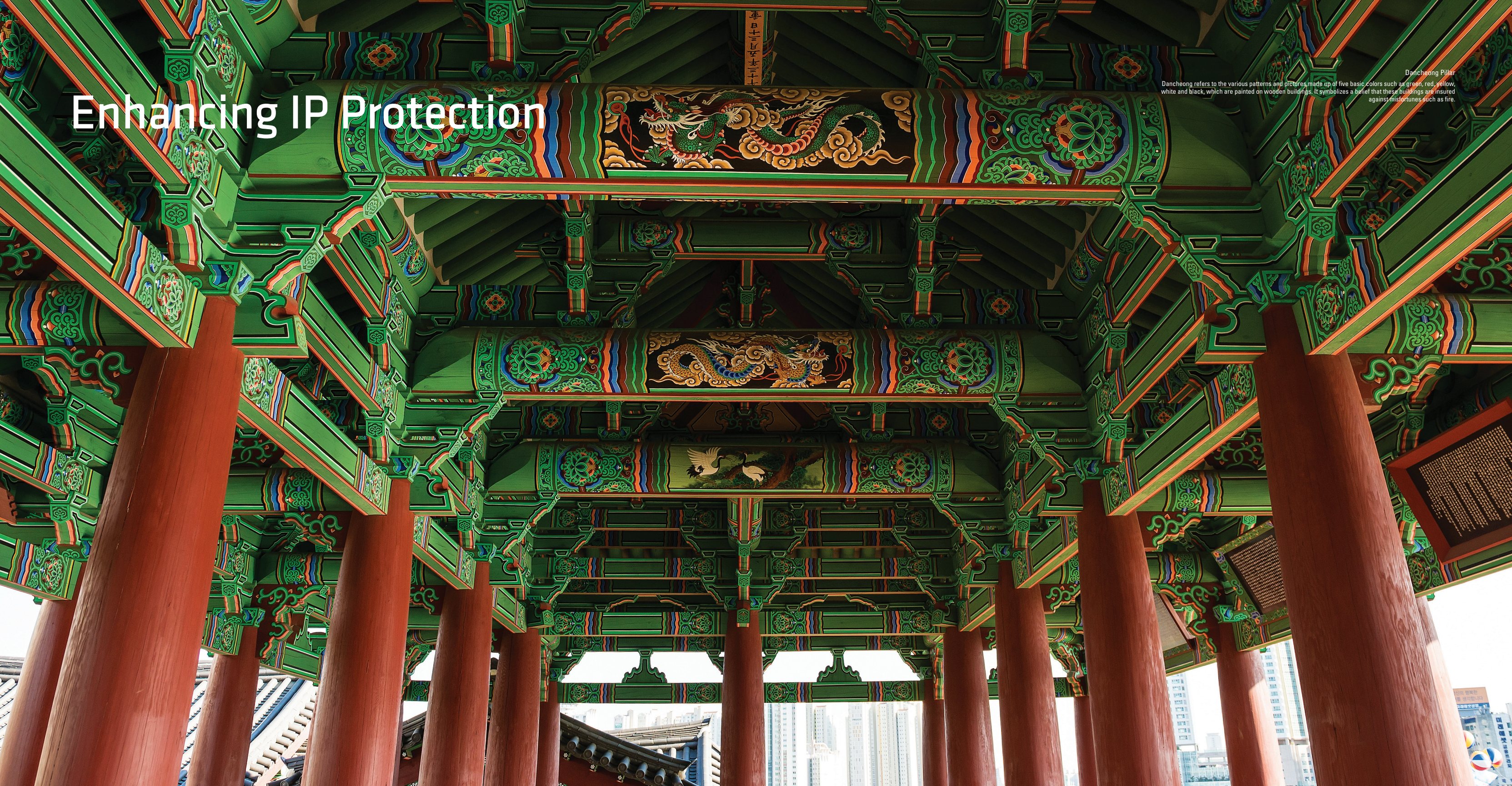


Enhancing IP Protection

Dancheong Pillar

Dancheong refers to the various patterns and pictures, made up of five basic colors such as green, red, yellow, white and black, which are painted on wooden buildings. It symbolizes a belief that these buildings are insured against misfortunes such as fire.



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IP Protection in Korea



01 | Enhancing IPR protection against counterfeits

In September 2010, we launched the Special Judicial Police Force for Trademark Rights as a way of enhancing law enforcement on counterfeits, and we established offices in the cities of Seoul, Busan, and Daejeon.

In 2015, the Special Judicial Police Force criminally

arraigned 378 individuals found producing and/or selling counterfeit goods, with a total of 1,197,662 counterfeit items being seized.

Due to the boom in e-commerce, online transactions of counterfeit goods have been rapidly increasing. To efficiently tackle this issue, in November 2011, we established an online law enforcement task force equipped with digital forensic equipment to firmly regulate online transactions of counterfeits. We criminally arrest sellers of online counterfeit goods and block and/or shut down offensive websites.

Law Enforcement Results

Category		2010 (September – December)	2011	2012	2013	2014	2015	Subtotal
Criminal arrests	Number of individuals	45	139	302	376	430	340	1,632
Criminal arrests	Number of seized goods	28,629	28,589	131,599	822,360	1,114,192	1,192,988	3,318,357

In addition, we actively reinforce investigations into those counterfeit goods that have a great impact on people's lives, such as the large-scale illegal manufacturing and distribution of counterfeits related to health and safety.

02 | Raising awareness of IPR protection

KIPO conducted a series of public awareness activities and collaborated with civic consumer advocacy groups to enhance IPR protection and consumer awareness of the illegality of counterfeit goods.

We also held national campaigns in 13 cities, urging

consumers to buy genuine goods. Since 2011, we have conducted a total of 96 consumer training sessions targeting housewives and office workers to prevent them from purchasing counterfeits. We produced televised advertisements with a famous actress as our publicity ambassador in order to form a social consensus on the illegality of counterfeit goods. We also increased public awareness in this regard through the usage of various online media, including Social Network Services (SNS).

We operated "College Student Supporters" to promote IPR protection among college students through campaigns and other activities. We also produced cartoons to raise awareness of IPR protection among the youth, then conducted practical education on how to distinguish genuine goods from counterfeits.



03 | Laws and systems related to IPR protection

Since the second half of 2013, we have reviewed various means for improving laws and systems regarding damages for IPR infringements, in hopes of affording better protection for patents.

We managed a committee of external experts to improve the damages system, analyzed civil and criminal rulings related to patent infringements, conducted nationwide surveys (targeting relevant companies) on whether to increase damages, and listened to various feedback in order to draw up improvement measures.

As a result, we prepared and proposed a revision to the Patent Act. The main content of this proposal can be largely categorized along the following lines: development of a system for awarding damages, suppression of malicious infringements of patent rights, alleviation of the burden of proof that falls to patent right holders, and prevention of trade secret leakages during trials.

The aforementioned revision to the Patent Act is currently under discussion at the National Assembly.

Overseas IP Protection

Once passed, it will constitute as an appropriate compensation system for victims of IPR infringement, thereby enhancing the effectiveness of the patent system and contributing to a healthier IP ecosystem.

04 | Improved systems to protect corporate trade secrets

The number of cases involving the Trade Secret Certification Service, which was introduced in November 2010 to alleviate the difficulty of authenticating trade secret ownership during infringement litigations, has steadily grown, and is expected to reach an accumulative total of 87,641 cases by the end of 2015. Time stamps are generated by combining unique codes, called “hash values,” from trade secret e-documents with authorized time values. Time stamps are then registered with the Korea Institute of Patent Information (KIPI) to prove the existence of original copies of trade secrets, as well as their initial dates of possession.

In addition, we developed and distributed Trade Secret Protection Management information to help SMEs manage their trade secrets with minimal cost and manpower. This system, which was initially a paid service, will be made available for free starting in 2016.

05 | Collaborating for IPR protection with government organizations, etc.

In collaboration with related organizations—such as the Ministry of Culture, Sports and Tourism; the Korea Customs Service; regional governments; and non-governmental organizations (NGOs)—we have been producing and televising public awareness campaigns to alert consumers to safety issues surrounding counterfeits, as well as to nurture a national culture that respects IP. We also jointly launched a

campaign named “Counterfeits OUT, Originals IN” to raise awareness of the need for counterfeit goods eradication.

A public campaign, including IP protection slogans and UCC competitions, helped raise awareness of the importance of IPR protection, especially among teenagers and mid-to-old age groups. Through TV and radio spots, as well as ads placed in public transportation and movie theatres, we supported enhancing IPR awareness throughout Korean society.

01 | IP-DESK

KIPO operates IP-DESKs to protect and further promote IPRs belonging to Korean companies doing business overseas. Recently, additional IP-DESKs were added in areas where Korean companies are frequently embroiled in IPR disputes. In 2014, we set up an IP-DESK in Frankfurt, Germany, where IPR disputes related to technology displayed at international exhibitions frequently arose. An IP-DESK in Tokyo, Japan was then added in 2015. As of January 2016, we were operating a total of 11 IP-DESKs in 6 countries worldwide.

IP-DESKs provide Korean companies—whether active in or preparing to enter foreign markets—with consultations on registering and protecting IPRs and resolving IPR disputes. In addition, we hold seminars to share information on preventing infringements. We also held seminars to help government officials recognize counterfeit goods and are making efforts to develop cooperative channels with foreign IPR-related organizations in order to protect the IPRs of Korean companies operating overseas.

02 | Establishing policies to protect “K-brands”

In response to the way that Korean goods are

increasingly being counterfeited in certain overseas markets, in 2014 we implemented, through cooperation with other relevant government agencies, “Comprehensive Protection Measures for K-Brands.” And, in 2015, we provided systematic support to further protect Korean brands.

In collaboration with those industrial associations that generally face the greatest amount of IPR disputes, we hosted IPR protection capacity and awareness seminars and supported site inspections

of counterfeit goods distribution channels overseas. This was done in order to advise Korean companies on how to best secure trademark rights before entering overseas markets. We also monitored the online distribution of counterfeit goods and illegal usage of K-brands by overseas trademark trolls. The results of our monitoring were then shared with Korean companies to help them determine appropriate counter measures.

Locations of Korea's IP-DESKs around the world

