

International IP training courses in the International Intellectual Property Training Institute (IIPTI)

Technology Transfer and Intellectual Property Training Course for Vietnamese Government Officials

The IIPTI will hold the Training Course for Vietnamese government officials of the Ministry of Science & Technology from July 21 to July 25 on Korean IPR Policies and Technology Transfer.

- **When** : July 21 ~ 25, 2008
- **Where** : IIPTI, Daejeon, Republic of Korea
- **Participants** : Vietnamese Government officials
- **Contact** : hyung95@kipo.go.kr, +82 (42) 601- 4310

WIPO Summer School on Intellectual Property in the Republic of Korea

The IIPTI will offer, for the first time, a two-week Summer School on Intellectual Property (Summer School) in Korea, jointly with WIPO Worldwide Academy.

- **When** : August 11 ~ 22, 2008
- **Where** : IIPTI, Daejeon, Republic of Korea
- **Participants** : Senior students and young professionals from the World
- **Contact** : cslee76@kipo.go.kr, +82 (42) 601- 4315

Study visit to KIPO and IIPTI from Vietnam

The officials of the National Office of Intellectual Property of Vietnam (NOIP) and Vietnam Intellectual Property Research Institute (VIPRI) will visit the KIPO and IIPTI to study KIPO model and experience.

- **When** : August 25 ~ 29, 2008
- **Where** : KIPO and IIPTI, Daejeon, Republic of Korea
- **Participants** : Vietnamese Government Officials
- **Contact** : hyung95@kipo.go.kr, +82 (42) 601- 4310

Presentation: Online Copyright Infringement against Korean Films, TV Dramas, and Music in China

- **When** : 2008. 6. 18. 13:30~18:00
- **Where** : Korean Culture Center, Beijing, China
- **Participants** : Industry / law experts on Korean culture content in China
- **Host by** Copyright Commission
- **Contact** : Seong-Whan Jang, Manager / Overseas Copyright Promotion
+82 (2) 2669-9966

Seoul-International Copyright Forum (Planned)

- **When** : 2008. 9.30 (Planned)
- **Where** : COEX Room 402 (Planned)
- **Participants** : Industry / law / policy experts on copyright
- **Host / Managed by** Ministry of Culture, Sports and Tourism / Copyright Commission
- **Contact** : Hyo-Jeong Lee / Overseas Copyright Promotion
+82 (2) 2669-9965



Publication

- Publisher : Commissioner Jung-Sik Koh, Korean Intellectual Property Office
- Articles contributed by the Korean Intellectual Property Office, the Ministry of Justice, the Korea Customs Service, the Ministry of Culture and Tourism, and the Ministry of Agriculture and Forestry

Subscription

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The Korea IP News Quarterly



In the twenty-first century, intellectual property (IP) has a growing significance in the economy of every nation. A major part of economic policy, especially policies directed at economic development, is geared to the development of IP professionals for the sake of national and global prosperity.

The importance of IP education was the inspiration behind the establishment of the International Intellectual Property Training Institute (IIPTI) in 1987.

Every year we offer around 180 programs for about 7,000 trainees. Aside from our online courses, we run regular courses for public officials, people from the private sector including students and teachers from schools, and then international participants. The topics cover a host of IP issues, including invention promotion. In March 2006, the World Intellectual Property Organization acknowledged our achievements over the past 20 years by designating the IIPTI as its first official partner training institute.

Having attained the world's shortest examination period last year, the Korean Intellectual Property Office is now aiming to ensure that its examinations are of the highest quality. To achieve this goal, we are endeavoring to enhance the effectiveness of the IIPTI training program.

We aim to develop new and more efficient methodologies of IP education, with more convenient and flexible access for participants. Accordingly, we plan to improve our IP e-system and provide blended courses that combine face-to-face learning with an e-learning component.

In addition, we plan to enhance the quality of our IP education. For maximum impact on trainees, IP education must break free from the limitations of conventional educational methods. Open, interactive communication between lecturers, trainees and course coordinators is essential if we are to deepen the impact of IP education. We will therefore continue to rely on feedback from trainees in our research and evaluation of training courses. In this way, we hope to enhance the overall quality of our programs and courses.

We plan to develop and expand our programs such as the e-learning courses for students and researchers, and to complement our facilities for the convenience of trainees. The era of the knowledge-based economy beckons us to provide IP education for everyone and to engage actively in international cooperation. Through these efforts, I hope the IIPTI will become one of the world's leading IP academies. This is my dream for the IIPTI.

June 2008

Kwan-Hee Yoo
Dean of the International Intellectual Property Training Institute



Commissioner of the Korean Intellectual Property Office, Dr. Jung-Sik Koh

Dr. Jung-Sik Koh took office as a new Commissioner of the Korean Intellectual Property Office

An inauguration ceremony was held at 10.00 a.m. on May 1 at the Government Complex in Daejeon for the newly appointed Commissioner of the Korean Intellectual Property Office, Dr. Jung-Sik Koh.

"I will try my best to achieve a breakthrough for KIPO officials", said Dr. Koh in his inaugural speech, "so that they can feel rewarded in their work place and have a dream and vision for the future."

Dr. Koh added that intellectual property and the role of KIPO are important in overcoming the challenging environment of rising oil prices and in achieving economic progress on the basis of the pragmatism and down-to-earth approach of the new government. He also said he would strive to ensure that KIPO becomes a global leader in terms of boosting the intellectual property service industry and enhancing the knowledge-based economy.

■ Gyu-Wan CHO, Spokesperson, KIPO
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Global Standard Tailored Patent Examinations and Pragmatic IP Policies Adopted

Having already achieved the world's shortest patent examination period, the Korean Intellectual Property Office (KIPO) is now committed to pursuing a customer-oriented patent examination service of the highest quality.

Commissioner Jung-Sik Koh of KIPO announced the new policy on June 17, 2008, while giving a briefing on the directions of patent administration following the 2nd operation agency.

"The paradigm shift to patent quality will give us an edge in the emerging five-way framework of cooperation (between Korea, the US, Japan, China and the EU)", said Commissioner Koh. "It will be an opportunity for us to assert our role as an intellectual property leader, which in turn will boost our national competitiveness".

The policy shift is based on KIPO's goal of providing a globally competitive examination service with the world's highest standards of quality.

To meet this goal, KIPO will set examination quality standards in line with global standards. It will also upgrade its advanced technology by

building a new technology categorization system to accelerate quality management of the entire office.

Once the examination period is standardized, it can be adjusted for each industry and technology through the tailored Three-Track Patent Examination System, which sets a different timetable for urgent, normal, and non-urgent cases.

The Trilateral offices of the USA, Japan, and Europe have expanded the scope of international cooperation to include Korea and China under a new five-way framework of cooperation among the five major intellectual property offices. Accordingly, the quality of patent examinations has become more critical, especially as businesses demand that customized services be given greater priority than speed.

KIPO will also adopt a more practical approach to the way it supports businesses.

Firstly, it will encourage strategic use of patent information so that businesses can direct their R&D towards inventions with the highest technological and strategic potential. A

technology development strategy based on intellectual property will form the guidelines for the national R&D strategy.

In a shift away from short-term patent support for individuals, KIPO aims to support small and medium-sized enterprises by offering consultations on intellectual property rights and giving support on marketing issues.

KIPO will also set up an intellectual property desk in countries such as China, Vietnam and Thailand, where intellectual property infringements against Korean businesses are prevalent.

The KIPO project of appointing experts to help universities with their patent management will be expanded to other key offices. Furthermore, to foster "pro-business" intellectual property experts, KIPO plans to accelerate cooperation between industry, academia, and government through a patent competition for university students in various industries.

■ Hyung-Ryul CHA, Planning and Budget Officer · Sang-Gon SHIN, Patent Examination Policy Division, KIPO
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Patent Prosecution Highway for Korea and Denmark

Korea and Denmark have agreed to pave the way for a Patent Prosecution Highway (PPH) between the two countries. Director General Jesper Kongstad of the Danish Patent and Trademark Office and Commissioner Jung-Sik Koh of the Korean Intellectual Property Office (KIPO) reached agreement on this matter at the third bilateral heads meeting in Daejeon, Korea, on Wednesday June 11, 2008.

A PPH expedites the application process for an applicant who files an application in both countries. If the first office finds the application to be patentable, the second office conducts an accelerated examination. Korea launched a PPH with Japan in April 2007 and another with the United States in January 2008.

The Korea-Denmark PPH will enable both countries to directly use each other's examination results, thereby reducing the pendency period and improving the quality of examinations. The PPH will also simplify the overall procedure and enable applicants to receive examination results more quickly.



Preliminary discussions are currently underway between Korea and Denmark. However, official plans will be confirmed when the heads of both offices sign an agreement for the PPH at the end of September during the Assemblies of the Member States of the World Intellectual Property Organization (WIPO) in Switzerland. PPH services should commence as early as January 1, 2009.

The heads of both offices also agreed to routinely exchange patent statistics and to work closely with each other at international fora, such as WIPO.

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Korean Traditional Knowledge Safe from Plagiarism



Home page of the Korean traditional knowledge portal

The Korean Intellectual Property Office (KIPO) has announced that a decision was made at the 15th meeting of the Patent Cooperation Treaty (PCT) international authorities to incorporate Korean journals of traditional knowledge into the PCT minimum documentation the major reference material for PCT International Searching Authorities and International Preliminary Examining Authorities. The decision will take effect on January 1, 2009.

The Korean journals of traditional knowledge selected as key reference material for international patent examinations include 47 major Korean journals that specialize in medicine, Chinese medicine, food science, and biology.

The journals are accessible to anyone in English and Korean at www.koreatk.com, a portal of

Korean traditional knowledge. The Web site also contains other useful information on the ingredients of Chinese medicine as well as traditional treatments, diagnoses and so on from traditional Korean medical documents such as Donguibogam and Hyangyakjipseongbang.

The inclusion of these journals in the PCT minimum documentation can be interpreted as a legal measure to prevent any plagiarism of Korean traditional knowledge in the acquisition of a patent.

This is the first time Korean journals have been selected as part of the required PCT documentation. Furthermore, given that there are only 247 documents in the PCT minimum documentation, the inclusion of 47 journals at once is a rare occurrence.

"Because of the development of biotechnology, governments are becoming more competitive about securing traditional technology", said a spokesperson for KIPO.

"The PCT minimum documentation now offers worldwide protection to Korean traditional knowledge. We expect the traditional knowledge documentation to be tapped for R&D and to trigger development in related academic fields."

■ Young-Joo SHIN, Patent Examination Support Division, KIPO TEL +82 (42) 481-5395

Launch of the JPO-KIPO online exchange service for priority documents

On April 14, 2008, the Japan Patent Office (JPO) and the Korean Intellectual Property Office (KIPO) began exchanging priority documents in accordance with the specifications of the Trilateral Dossier Access.

The new fully automated exchange process, which has superseded the previous semi-automated process, is expected to increase business efficiency and to facilitate the exchange of priority documents with other intellectual property offices, such as WIPO, the EPO, and the USPTO. Thus, the stage is now set for the globalization of intellectual property systems.

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Various Invention Day events

The Korean Intellectual Property Office (KIPO) in conjunction with the Korea Invention Promotion Association and other related offices prepared various family events to celebrate the annual Invention Day on May 19. This year's activities included a host of online and off-line events such as competitions, invention festivals, and the official ceremony.

The International Intellectual Property Training Institute in Daejeon hosted the 2008 Student Invention Fair, where students and families could enjoy hands-on experience of invention games and competitions at booths run by students.

On May 14, the Gyeong-in Invention Patent Festival was held at Lake Park in Ansan. Visitors were able to enjoy hands-on invention experiences and invention games, all designed to raise awareness of intellectual property in the region.

On May 17, the Jeonbuk Invention-Loving People's Walk was held at the Jeonju Sports Complex. At various booths, participants could gain experience of robots and new experiments.

The official ceremony for the 43rd Invention Day was held on May 19 at COEX, Seoul. At the event, held under the slogan "Invention-led Global Powerhouse", some 79 inventors were awarded with medals and prizes. The program included an exhibition of excellent inventions and an informal tea party.

Various Invention Day celebrations were also held

in other parts of the country. Cheon-an, for example, hosted the Invention Film and Art Festival at the Auri Multiplex Theater to highlight inventions and inventors. And tollgate users at Gwangju received patented goods at the tollgate.

In addition, KIPO hosted an intellectual property user-created content competition on the Internet. The prizewinners featured themes such as the following: Exciting Invention Stories; Who's the 21st Century's Edison; and the Invention Logo Song.

The Korea Institute of Patent Information hosted a program called Inventions in My Memories to remind people of unique and unforgettable inventions from their childhood.

There were also many events for children. The cartoon drawing contest and the cyber invention competition were very popular. Student reporters also gave updates on invention classes, and there was a preliminary competition for Korea's Student Creativity Olympiad.

The PCT seminar provided participants with an in-depth view of issues pertaining to inventions and patents.

More information on the May Invention Month 2008 can be found at www.kipo.go.kr or www.kipa.org/biz/biz_invention.jsp.

■ Chang-Jin MOON, Intellectual Property Promotion Division, KIPO
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New fund to promote IP Panorama



A fund will be set up to promote the use of IP Panorama, an advanced business-oriented e learning program on intellectual property. The program was jointly developed by the Korean Intellectual Property Office, the Korea Invention Promotion Association, and the World Intellectual Property Organization. The three parties reached an agreement on May 9, 2008, in Seoul, with regard to the establishment and management of the fund.

The IP Panorama Fund will be sourced from cooperative projects, from funds generated by the IP Panorama program, and funds provided by institutions interested in the objectives and activities for which the fund was set up.

The fund will be used exclusively to foster the creation, protection, management and use of intellectual property among university students, entrepreneurs, and enterprises, especially small and medium-sized enterprises. In addition, the fund can only be dispensed with the written approval of each party.

In December 2007, POSCO, the world's second largest steel company, signed a license agreement with the Korean Intellectual Property Office on the use of IP Panorama. POSCO has subsequently been using IP Panorama as an educational resource for its employees.

Furthermore, Korea's number one electronics company, Samsung Electronics, is also in the last stages of negotiating a license.

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"44" Day for IP Protection Event was Held



Commissioner of KCS Yong-Suk Hur Giving a Congratulatory Message

April 4th marked Anti-Counterfeit and Infringement Day. An event was held at the Grand Ballroom of the Westin Chosun Hotel to commemorate the occasion. The event was hosted by Multinational IPR Protection Coalition, consisting of eight intellectual property organizations representing each industrial area together with Trade related IPR Protection Association, TIPAA.

First created by the National Assembly on April 4, 2006, "44" Day is a day to remind us of the importance of protecting the creativity of individuals and entrepreneurs against counterfeiting and piracy. "44" when pronounced in Korean sounds identical to "refuse-object-copying" and so "44" day, necessarily April 4, was designated as the anniversary of an easy reminder that the protection of intellectual property rights are equivalent to the promotion of people's rights and national image.

Last year, IDC, International Data Corporation estimated that illegal software accounted for 45% of all software products in Korea. It found that a decrease in the rate of illegal software to 35% level, the global average, would create in Korea \$1.3 billion in growth and 7,600 new jobs as a result. It also noted that Samsung's brand value increased significantly, to rank 21st worldwide, estimated at \$16.9 billion in value, and that fake brands cause losses of \$17 billion in exports for Korea annually.

The program for the event included a video presentation explaining the importance, necessity, and economic effects of IP protection, as well as the seriousness of IP infringement;. There were a welcome message and congratulatory remarks; an appreciation plaque award for Myong-Soo Park, an honorary ambassador for anti-piracy promotion activities; opening and special ceremonies and a special session in which the differences between fake goods and genuine goods were demonstrated.

Commissioner of KCS, Korea Customs Service, Yong-Suk Hur said in a congratulatory message, "countries around the world are intent on protecting their people and their economic development by accelerating IP protection initiatives. . . . There are a growing number of cases of IP infringement as a result of advanced technology and national brand value, like the craze for Korean pop culture. KCS is building a sophisticated data system to prevent IP infringement. It has focused its efforts on detecting pirated goods and also promoting the sharing of IP infringement cases at international level with Japan and China through the system. Protection for intellectual property requires not only the governmental vigilance but your participation as well."



Opening Ceremony

■ Yong-Chul KIM, Fair Trade Division, Korean Customs Service
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Meeting of IT Experts from Korea and Japan

The 11th Meeting of IT Experts from the Korean Intellectual Property Office and the Japanese Patent Office was held in Daejeon, Korea from June 12 to 13, 2008. The two offices had in-depth discussions on various topics of interest, particularly the IT status of each office and operational aspects of the online exchange of priority documents.

In addition, they reviewed the status of their mutual data exchange and agreed to explore ways

of increasing the quality of data and extending the data availability. They also exchanged views on statistics, the work-at-home scheme, and the machine translation system of each office.

With practical discussions on the strengths and weaknesses of the diverse IT systems of each office, the meeting has led to substantial and mutually beneficial cooperation, especially in the IT area.

■ Dong-Hwan KIM, Technical Cooperation Division, KIPO
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Crackdown on Counterfeit Equipment

In a special crackdown on counterfeit equipment, from March 24 to April 30 this year, the Korea Customs Service (KCS) unearthed 48 cases of counterfeiting, including 37 cases of infringement, worth \$21.6 million. The KCS imposed fines worth \$92,000 for the 37 infringements. The crackdown on equipment, the first of its kind by the KCS, was designed to curb illegal importation of counterfeit equipment to protect the rights of consumers.

The asking price of some of the electronic equipment was triple the normal price because of fake indications of the brand and origin. Clearly, many distributors are defrauding customers. The investigation revealed that a handful of distributors were using rather sophisticated measures, such as showing the address of US factories and patent numbers from Japan on Chinese products without

indicating their origin. Some products were sold together with genuine goods.

The infringements were categorized in terms of fake indications of origin (39 cases worth \$18.6 million), infringement of intellectual property rights (three cases worth \$2.6 million), and tax evasion (five cases worth \$400,000. The offending items included electronic equipment (\$8.3 million), handheld devices (\$6.4 million), detection equipment (\$2 million), engine equipment (\$1.4 million), and cutting equipment (\$1.3 million). Most of the counterfeit goods came from China (\$15.7 million) and Taiwan (\$5.9 million).

For the crackdown, the KCS set up an Investigation and Surveillance Bureau in late March 2008. The bureau comprised 18 task forces with an overall staff of 92. In addition, the bureau organized a

Examples of Counterfeit Equipment



forum at the Korea Customs Brokers Association on February 28 this year for private and public organizations on the theme of Protection against Counterfeit Imports. The forum, which was attended by 25 representatives of major producers and related organizations, coincided with regular crackdowns and promotions targeting markets brimming with imported equipment. The purpose of these initiatives is to minimize damage to customers and to block illegal channels of distribution.

The KCS explained that counterfeit equipment has no safety authorization and may be seriously hazardous to use. Accordingly, the origin and brand of a

product must be identified prior to purchase. The KCS said anyone who identifies illegal imports should immediately make a report by dialing 125 or accessing the KCS Web site at <http://english.customs.go.kr>.

Finally, the KCS said it would continue to crackdown on electronic equipment as well as other fake goods, such as medicine and car parts, which are also a threat to public health and safety.

■ Sung-Soo SON, Investigation Planning Division, Korean Customs Service
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Detection of IPR Offences in 2008 (January to May 2008)

Description	Total		Trademark Act, Unfair Competition Prevention and Trade Secret Protection Act		Copyright Act		Computer Programs Protection Act		Act on Promotion of Digital industries (game, movie, DVDs, music)		Design Act, Patent Act, Utility Model Act	
	Case	Person	Case	Person	Case	Person	Case	Person	Case	Person	Case	Person
Total	9,547	11,708	495	797	6,197	6,460	343	461	2,417	3,827	95	163
		185		17		5		1		162		0

※ Detected cases and persons from January to May 2008: Detected 5,547 cases / 11,708 persons (arrested 185 persons)
 - compared to the detected persons for the same period of last year (8,090 persons): 44.7%
 - compared to the arrested persons for the same period of last year (159 persons): 16.5%

Intellectual Property Law Enforcement Coordination Council Meeting

Name	Date/Organizer	Participants	Outcome	Contact No.
Intellectual Property Law Enforcement Coordination Council Meeting	• 2008. 5. 19. • Seoul District Prosecutors' Office, Criminal Division 6	Seoul District Prosecutors' Office, Ministry of Culture, Tourism and Sports, Korea Food and Drug Administration, Customs Office, the Korean Intellectual Property Office, Fair Trade Commission	• Discussions on cooperation between relevant agencies in combating increased IPR infringements • Aggressive punishment for IPR violation	Do-Yeop KIM +82 (2) 720-4456

Meeting of Internal and External private organizations related Intellectual Property Right

Name	Date/Organizer	Participants	Outcome	Contact No.
Meeting of Internal and External private organizations related Intellectual Property Right	• 2008. 5. 21. • Seoul District Prosecutors' Office, Criminal Division 6	Seoul District Prosecutors' Office, the Federation of Korean Industries, KORCHAM, AMCHARM, EUCCK, JCCI, Korea Federation of Copyright Organizations, Korea Software Property Right Council etc.	• Sharp increase of IPR infringement by Online service providers through webhard and open market. Strict law enforcement is needed. • Reinforcement of criminal penalty on IPR violator. • Strengthening education and public awareness of the importance of IPR	Do-Yeop KIM +82 (2) 720-4456

The 8th Copyright Protection Day Event

The Ministry of Culture, Sports and Tourism (Minister, In-Chon Yu) held a two-day anniversary event marking the 8th Copyright Protection Day from April 25-26 at the Culture Plaza, Yoido Park. The event was designed to raise people's awareness about copyright and its importance through various events concerning copyright.

On April 25, a preliminary event took place with eye-catching performances by Korean hip-hop dancers and fusion Korean traditional musicians. On the 26th, an anniversary ceremony for International Intellectual Property Day was held. The ceremony included an announcement that the 26th of every month will be observed as Copyright Protection Day and performances by top-class Korean celebrities. Some unique performances were on stage as well, including a piracy removal performance, a game character fashion show, and a copyright quiz contest. The events provided an opportunity for citizens to understand the importance of copyright protection while enjoying various fun activities.

■ Jin-Suk CHANG, Copyright Policy division, Ministry of Culture, Sports and Tourism
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Ceremony for International Intellectual Property Day

Jang-Sil Kim, Deputy Minister of the Ministry of Culture, Sports and Tourism, announced "Copyright Protection Day" with children copyright protection campaigners. Appreciation Plaques went to the contributors to copyright protection. Minister-level prizes were awarded to winners in IP-related contests.



IP Protection Signing Campaign

Some 1,000 campaigners showed their broad interest in IP protect

Seeking Ways to Fair Online Content Trade between Korea-China - The 4th Korea-China IP Forum -



"The 4th Korea-China Copyright Forum" took place on May 15 at the COEX Conference Center in Seoul. The event was jointly sponsored by the Ministry of Culture, Sports and Tourism (Minster, In-Chon Yu) and the

National Copyright Administration of the People's Republic of China, and jointly organized by the Copyright Commission (Chairman, Tai-Sup Roh) and the Copyright Protection Center of China.

The forum was held under the banner "Digital Network Era: the Shared Vision of Korea-China for International Growth in the Copyright Industry-Online Service Market Focus." Some 40 attendees had a heated debate on various points on the agenda, points such as the Korea-China online content market and its effective protection as intellectual property.

The forum was followed by case studies from the two countries. Chinese delegates

introduced the IPTV markets, online contents service markets, and profit-generating systems, among other studies. Korean counterparts, in turn, briefed attendees on the Korean online service markets and Korea-China copyright exchange.

The forum is expected to give each country the crucial understanding needed to expand bilateral copyright license business, by having entertained various debates and case studies on copyright policy and the online content market.

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