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Reinforcing IP Protection

To create a culture that respects and protects IP, we are making continuous efforts to raise public awareness of counterfeit products. In response to the growth of online markets, we expanded our crackdown efforts with the establishment of an online police squad equipped with digital forensics equipment to track online transactions of counterfeit goods. We are also operating IP Desks to create and protect the IP rights of Korean companies in foreign markets.

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Fairly

Enhancing the Protection of IPRs in Korea



01

Enhancing the crackdown of counterfeit goods

In September 2010, we launched the Special Judicial Police Squad for Trademarks to enhance the crackdown of counterfeit goods in Korea and established offices in Seoul, Busan, and Daejeon. The squad has criminally arraigned 184 individuals guilty of producing or selling counterfeit goods and confiscated 57,218 counterfeit goods during the 16 months after its launching. The criminal arrests and confiscation of counterfeit goods is largely increasing compared to before the squad.

Due to the growth of the e-commerce market, online transactions of counterfeit goods through Internet shopping malls have been rapidly increasing. As a result, in December

2011 we established an online police squad based in Seoul and equipped with digital forensics equipment to firmly crackdown on online transactions of counterfeit goods.

Nonetheless, the transaction of counterfeit goods has not been eradicated. With the help of our special judicial police squad for trademarks, we will continue to crackdown on the distribution of counterfeit goods both on and offline. Furthermore, we will launch various projects to raise national awareness on the protection of IPRs.

Furthermore, we are encouraging the voluntary reporting of counterfeit goods by operating a reward system to enhance the efficiency of the crackdown. In 2011, 219 cases were reported

Crackdown achievements of counterfeit goods

unit : cases

Category		Before the introduction of the police squad (Jan. – Aug. 2010)	After the introduction of the police squad		
			Sept. – Dec. 2010	2011	Subtotal
Criminal arrests	Individuals	15 (joint crackdown)	45	139	184
	Confiscated goods	2,860	28,629	28,589	57,218

related to wholesale and retail sales distribution, online sales, warehouse storage, and manufacturing of counterfeit goods.



02

Raising consumer awareness of IP protection

To raise awareness of IP protection, we have been conducting various activities with the public. We collaborated with civic consumer groups to launch clean campaigns nationwide urging consumers to buy genuine goods and conducted 20 training sessions to encourage all types of consumers to voluntarily participate in the eradication of counterfeit goods distribution. In addition, we improved publicity on IP protection and the damaging effects of counterfeit goods through various media channels including TV advertisements, portal sites, and social media networks. Moreover, we produced and distributed educational videos on the protection of IP for children and held

classes comparing genuine and counterfeit goods. Lastly, we held an advertisement contest on the protection of IPRs with college students.



03

Meeting to enhance cooperation among organizations related to IPR protection

In 2011, we held a meeting with various organizations such as the Korea Communications Standards Commission, trademark holders including Louis Vuitton and Nike, and those responsible for open markets like online shopping malls to discuss policy measures for the protection of IPRs in Korea. With the growth of open markets, there is a need to stem the distribution of counterfeit goods and create a network of IP protection. At the meeting, we exchanged information on our current IPR protection policies and projects with other participants and discussed ways

to enhance cooperation for the successful crackdown of counterfeit goods.

In addition, we held a workshop with police officers and civil servants of local governments responsible for preventing illegal competition to enhance mutual cooperation and reinforce the capacity of the civil servants responsible for the crackdown of counterfeit goods.



04

Strengthening capabilities of IP enforcement officials

We are continuously strengthening the capabilities of intellectual property enforcement officials including prosecutors, police officers, and local officials in charge of anticounterfeiting measures. Accordingly,

we have created and distributed a guidebook containing the transaction trends of counterfeit goods and guidelines on how to distinguish counterfeit goods from authentic goods. Also, we have been conducting training programs to educate IP enforcement officials on the intellectual property system and various anticounterfeiting measures for intellectual property enforcement at local levels.

Furthermore, the International Intellectual Property Training Institute affiliated with KIPO operates intellectual property instructor courses for officials in charge of preventing unfair competition. The Institute also holds workshops for IP enforcement officials on techniques for investigating and prosecuting counterfeit goods and cases of infringement.



05

Enhancing cooperation with organizations of foreign companies in Korea

We have now established a system of cooperation with organizations of foreign companies such as the European Union Chamber of Commerce in Korea (EUCCCK) to enhance the protection of intellectual property rights in Korea. In 2011, we introduced the Special Judicial Police Force for Trademarks at a seminar hosted by EUCCCK and attended by the personnel of twenty-seven embassies and more than eight hundred CEOs of foreign investment enterprises. Furthermore, we presented our strategy for protecting intellectual property rights and the achievements of the Special Judicial Police Force for Trademarks at an

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informational seminar hosted by the Japan External Trade Organization (JETRO) and the Korea Intellectual Property Group (IPG) on protecting intellectual property rights in Korea. Through these measures, we are strengthening cooperation with foreign associations and organizations with regard to the protection of IPRs in Korea. As we improve our relations with foreign companies in Korea, we will continuously support the successful operation of their businesses here in Korea while creating an amicable environment for the protection of their intellectual property rights.

In an effort to enhance the protection and creation of IPRs of Korean companies in foreign markets, we are operating IP Desks. In 2011, we ran several IP Desks in China (Beijing, Shanghai, Qingdao, and Shenyang), Thailand (Bangkok), and Vietnam (Ho Chi Minh). We plan to establish IP Desks in Los Angeles and Indonesia in 2012. IP Desks provide consultation services related to the registration and protection of IPRs to Korean companies planning on advancing or having already advanced into foreign markets. We also hold briefings and seminars to share information on how to prevent infringements.

We are also making efforts to build cooperative channels with foreign organizations related to IPRs to protect Korean companies abroad. We held the "East Asia IPRs Seminar" jointly with China and Japan in June 2011 and discussed cooperative measures to prevent IPR infringement.

