

IP and Technology Management Offices(TMOs)

Seongchan Shin
Deputy Director
Industrial Property Promotion Division, KIPO



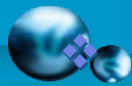
I. Knowledge Based Economy and IP

II. TMOs in Korea

III. Policies to Promote IP and Technology Management



I. Knowledge Based Economy and IP

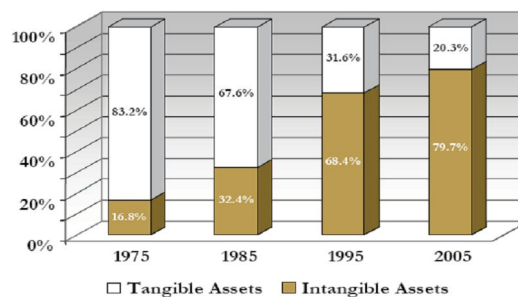


Entering into Knowledge based Society

■ Knowledge based society

- A society where the elements of production and knowledge plays a key role in the developing economy
- Knowledge is a competitive source of power for Individuals, Society and Nation
- Intangible assets : Intellectual Property (IP) + trade secrets, etc.
- Recently high tech enterprisies which are closely related to technology have entered the stage. (Google, Apple)

Components of S&P 500 Market Value

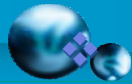
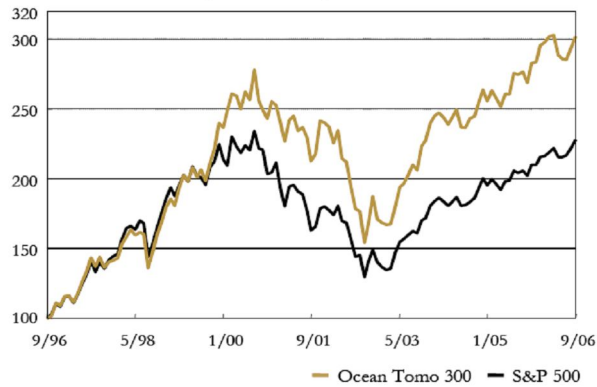




10-Year Track Record of Enterprises with Good IP management

Ocean Tomo 300™ Patent Index

September 1996 - September 2006



Change in the Competition Paradigm

The Reason for IP and Tech. Oriented Business

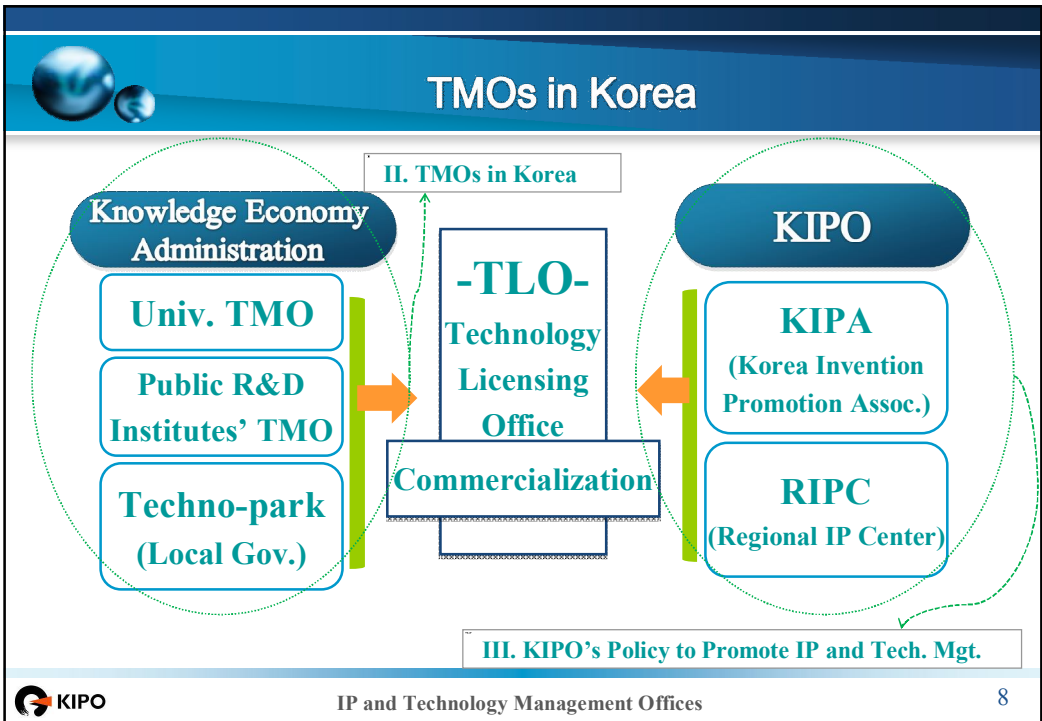
As intangible assets such as technology, brand, design, etc. arise as key elements of competitiveness, competition is getting more and more intense by securing possession of core technologies, then protecting and producing them thereof. .

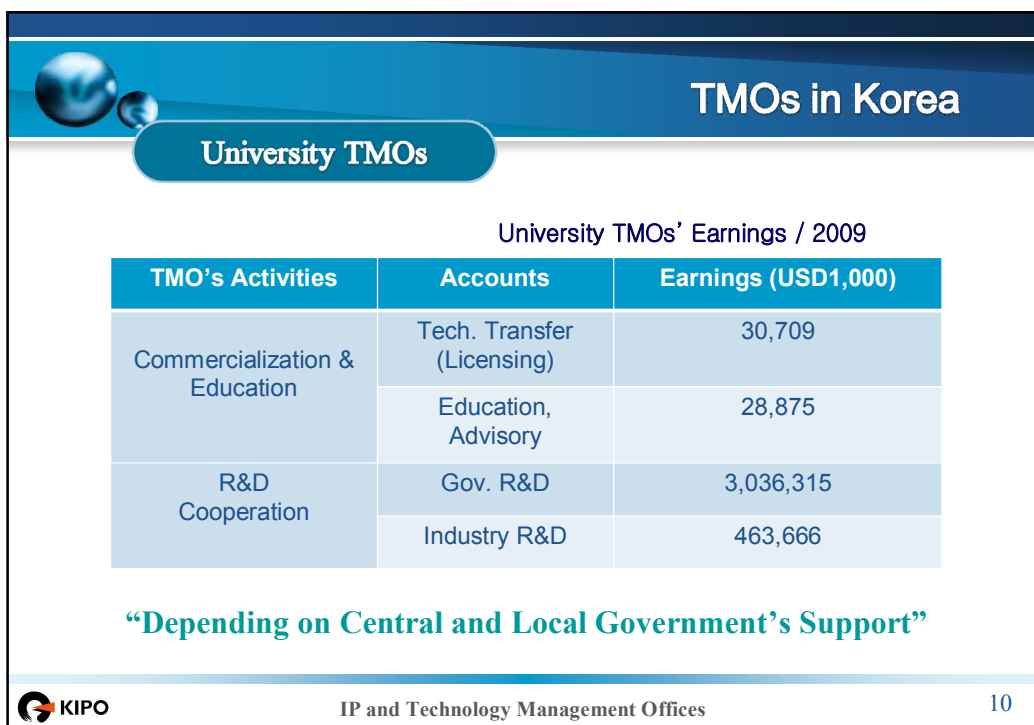
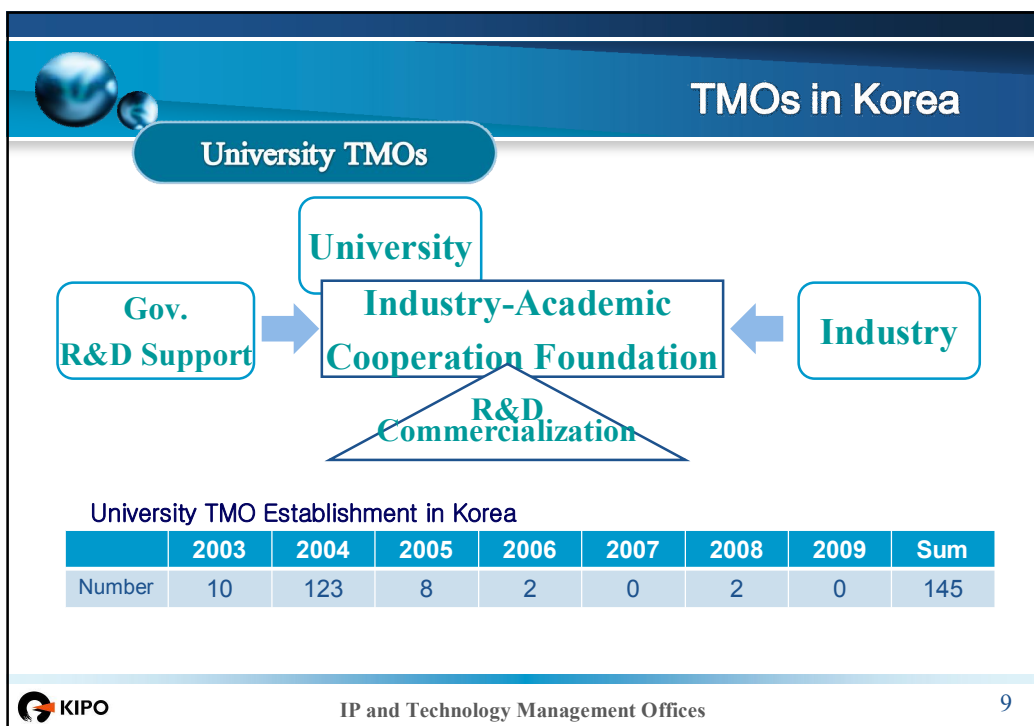
Governments of many countries are aware that IP and Technology plays a key role in the creation of added value in the age of knowledge based societies.

Enhancing R&D, IP (patent, trademark etc.) Creation, Protection, and Application.

The Mission of TMOs

II. TMOs in Korea





TMOs in Korea

Public R&D Institutes' TMO

Commercialization Status / 2009-2010

	Tech. Transfer Number		Tech. Transfer Amt. (USD 1,000)		Tech. Demands / 2010	
	2009	2010	2009	2010	Large Enterprise	SME
Univ. owned 147 Institutes	3,468	4,259	101,700	124,500	351	3,719
Public owned 125 Institutes						

“Technology Transfer to Small & Medium Enterprises”

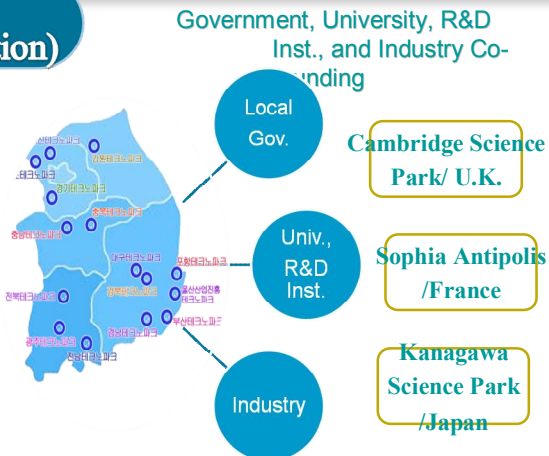
TMOs in Korea

Techno-Park (Foundation Corporation)

[표] 전국 테크노파크 현황 및 기술이전센터 현황

Established	Number of Techno-Park	RTTC
1997	6	14 Techno-Parks
2000	2	
2003	4	
2004	2	
2005	2	
2008	1	

Regional Technology Transfer Center



“Regional Expansion of IP and Tech. Commercialization”


TLO (Technology Licensing Office) TMOs in Korea

“Commercialization Engine of TMOs”

Technology Transfer Rate

Institutes	Korea (2008)	USA (2005)
Total	22.2%	37.25%
Public research institutes	29.7%	39.0%
Universities	16.2%	35.5%

✓ Only 22.2% of the technologies of universities and public research institutes was transferred in 2008.


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TLO (Technology Licensing Office) TMOs in Korea

Low Commercialization Rate

High Commercialization Rate


Serious Polarization (2006~2008)

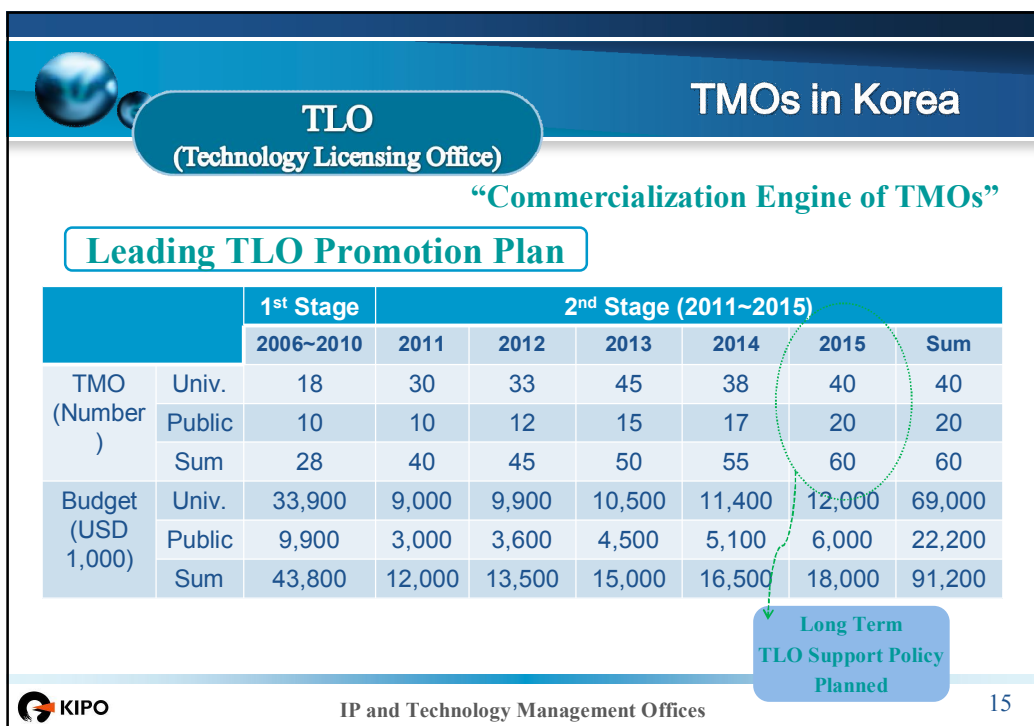
Long Term TLO Support Policy Required

<그림 1> TLO의 성과 및 역할관점의 분포 및 그룹화

[가슴이전사업회, 연방분석 종합결과]


자료 : R&D 특허센터, TLO 선진화 방안, 제12회 국가 R&D IP 포럼, 2010. 6.


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III. KIPO's Policies to Promote IP and Technology Management

- ◆ IP and Technology Management Consulting
- ◆ Commercialization of IPR


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IP and Technology Management Consulting

Programs	Target	Program Details
Local IP Consulting of RIPC	Local SME	<ul style="list-style-type: none"> o IP Advisory through IP Consultant of RIPC(Regional IP Center) o Consulting and Cost Support for IP Search, Patent Maps, IP Applications, etc.
Private IP Agency Assignment Program of KIPA	SME	<ul style="list-style-type: none"> o IP Management Strategy Consulting by IP and Business Specialists o Providing Solutions for IP and Business Issues

- KIPO and Local Government's Budget Matching
- Program Performance by KIPA and RIPCs

IP and Technology Management Offices

IP and Technology Management Consulting

RIPC - Total IP Consulting for Local Enterprises

Personal, SMEs

"IP Issues"

➔

Regional IP Center (RIPC)

-31 Centers
-One-stop Service

지역지식재산센터
Regional Intellectual Property Center

Counseling

-Program Intro.
-Information of IP Application

Advisory by Regional IP Agency

-Advisory Support in IP, Management, Tax, Law, etc

Customer Oriented IP Consulting

-IP Search and Analysis
-Prevention of Patent Dispute

Fund Support for IPR and Commercialization

-IP Application, Patent Maps, Prototyping

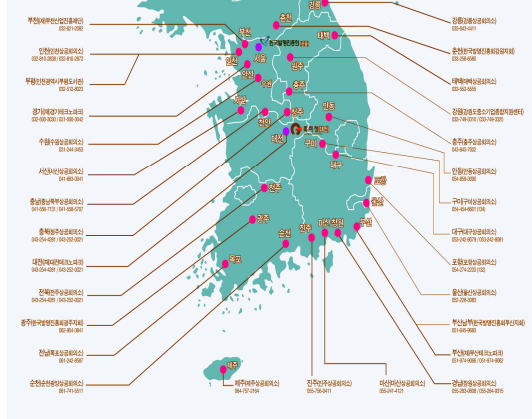
Selection of IP Star Enterprise

-Package type Support for Promising Regional Enterprises



IP and Technology Management Consulting

지역지식재산센터현황



Regional IP Centers

- 31 Regional IP Centers to help small-sized local companies
- Providing customized IP services to companies
- Consulting, IP education, Promotion, etc.



IP and Technology Management Consulting

Private IP Agency Assignment Program (2009~2011)

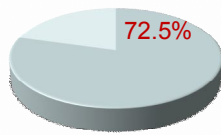




Commercialization of IPRs

Establishment of the Valuation System of a Patent

- Support for the valuation of a patent
 - 2 million USD in 2011(44 thousand USD max per company.)
 - : Helps SMEs borrow money from a bank, transfer the patent or market the patented product.



<< 79.4% of the valuation results of the valuation of a patent are useful for financing, sales of the technology, certification or marketing. (07~09)

- Strengthening of the credibility of the valuation



Commercialization of IPRs

On Line IP Mart for the Transfer of Patented Products

The screenshot shows the IP Mart website with various sections including '특허/실용신안/디자인/상표', '온라인특허거래시장 확대다대포', and a table of patent listings. A callout box highlights 'Internet IP mart contains 56,622 tech DBs (11.9)'.

- Patent transaction experts help and promote patent transactions (5 experts)



Patent auction system (08)

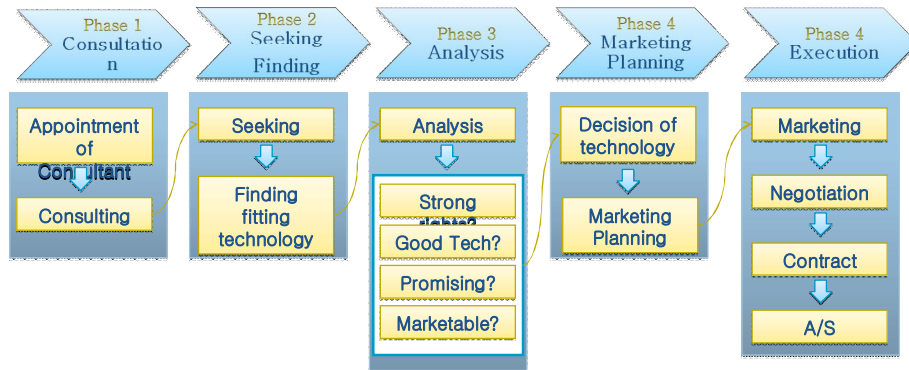
- Reduce the cost of searches for high demand technology
- 72 cases were transferred(07~Present)



Commercialization of IPRs

Consumer-side technology transfer('09~)

- First, analyze what consumers want and find the fitting technology



Commercialization of IPRs

An Offline IP-Mart was established to Promote Sales of Patented Goods and Technologies.

	Exhibition Center <ul style="list-style-type: none"> • Success Case of Technology Transfer • Excellent Patented Technologies
	Patent Transfer Consulting Room <ul style="list-style-type: none"> • Walk-In Consulting • Internet PC System for visitors
	IP Library <ul style="list-style-type: none"> • Holds about 4,000 IP related books • Rooms for conference and seminar



※ 사진은 실제 모습과 다를 수 있으며, 세부적인 내용은 홈페이지를 확인하십시오.

주소
 서울특별시 강남구 역삼동 647-9 한국지식재산센터
 고객지원센터 (02-3459-2800) (내선 2887)



Commercialization of IPRs

- To expand technology transfer abroad, the Korea Invention Promotion Association(KIPA) made MOUs with 14 organizations in 8 countries.



Commercialization of IPRs

- Recommendation of Patented Products of Good Quality for Government Procurement
 - ✓ Good inventions are recommended to the central government, local governments and state-run agencies.
 - ✓ Recommended patented goods can receive preferential treatment in government procurement.



Commercialization of IPRs

- Financial Support for Int'l Patent Application Fees
 - ✓ 2 million USD in 2011(20 thousand max. per application)

- Dispatch Patent Management Advisors to Univ. & Public Research Institutions
 - ✓ Advisors have a wealth of experience in IP Management, mostly at private companies
 - ✓ 20 advisors were dispatched to Univ. Public Research Institutions in 2011.



Commercialization of IPRs

- Awards for Excellent Inventions
 - ✓ 50 SMEs are nominated for their excellent inventions twice a year.
 - ✓ The nominees receive a government award.
 - ✓ Winners can display their invention in a free booth at an invention exhibition.



Lessons

- Technology transfer and commercialization CAN be compatible with, and in fact enhance, the traditional missions and roles of a university or research institute.
- Technology transfer and commercialization require a dedicated effort to be successful
- The skills necessary for successful technology transfer and commercialization are different than the skills necessary to do good science.
- Research organizations of the 21st century will be heavily involved in technology transfer.

*Thank you.
Any questions?*

Seongchan Shin
scshin81@kipo.go.kr
(+82-42-481-8180)

