



Industrial Design, Innovation and IP Protection

“National Strategies. Experience of Developing Countries and LDCs”

Design Examination Policy Division, KIPO

Jihoon Kim, Ph.D.

contents_

(G)rowth of design industry in Korea

(E)mergence of design as an ip in Korea

(D)iscussion

growth of design industry in Korea

development of role of design in Korea



산업통상자원부
MINISTRY OF TRADE, INDUSTRY & ENERGY



KIPO
KOREAN INTELLECTUAL PROPERTY OFFICE



문화체육관광부
Ministry of Culture, Sports and Tourism

13년 5월 7일 화요일

growth of design industry in Korea_



president Park Jung Hee

“design as tool for export-focused economy”

13년 5월 7일 화요일

growth of design industry in Korea_



Sibal
1955



A501
1959



KHDC
(Kor. Handcraft Demonstration Center, 57)

“non design”

13년 5월 7일 화요일

growth of design industry in Korea_



Pony
1975



VD-191
1966



KDPC
(Kor. Design & Package Center, 1970)

“design as styling”

13년 5월 7일 화요일

growth of design industry in Korea_



Sportage
1993



Hodori
1988



KIDP
(Kor. Institute of Design Promotion, 1997)

“design as process”

growth of design industry in Korea_



Sportage
2010



Bordeaux
2006



NGO
Social Design

“design as innovation”

growth of design industry in Korea_



| | | | |
|----|------|--------------------|--------------------------|
| 1 | 3060 | Samsung | Korea, South |
| 2 | 2600 | Sony, Japan | Japan |
| 3 | 2220 | Royal Philips | Netherlands |
| 4 | 1780 | LG | Korea |
| 5 | 1580 | Apple | United States of America |
| 10 | 880 | Electrolux Belgium | Belgium |
| 11 | 680 | Asustek Computer | Taiwan |
| 12 | 640 | Haier Group | China |
| 13 | 620 | BMW Group | Germany |
| 14 | 600 | Qisda | Taiwan |
| 15 | 580 | Brother | Japan |

“so, now what?”



growth of design industry in Korea_



growth of design industry in Korea_



cf. 4,000 in UK

13년 5월 7일 화요일

emergence of design as an ip in Korean

awareness of design as an intellectual property

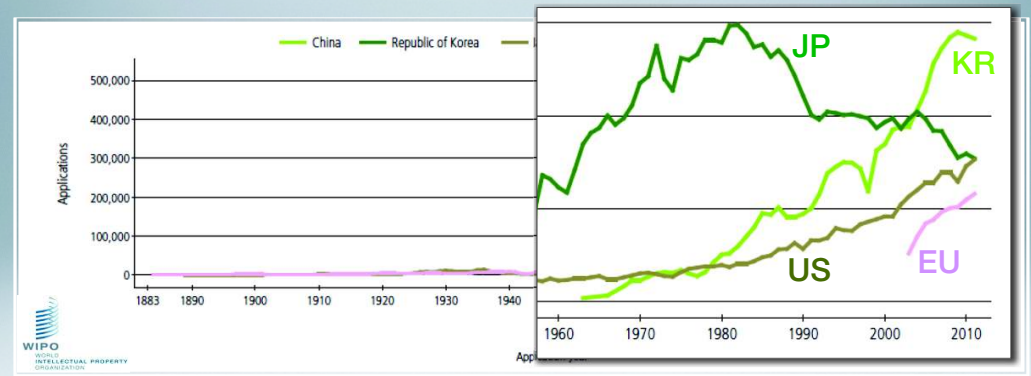
13년 5월 7일 화요일

emergence of design as an ip in Korea_



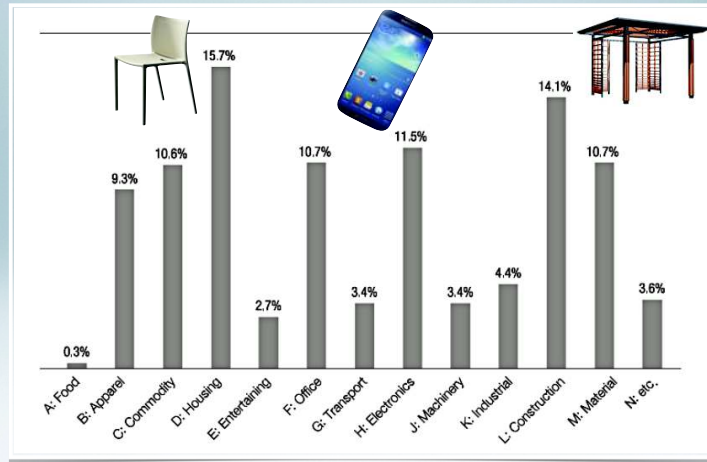
13년 5월 7일 화요일

emergence of design as an ip in Korea_



13년 5월 7일 화요일

emergence of design as an ip in Korea_



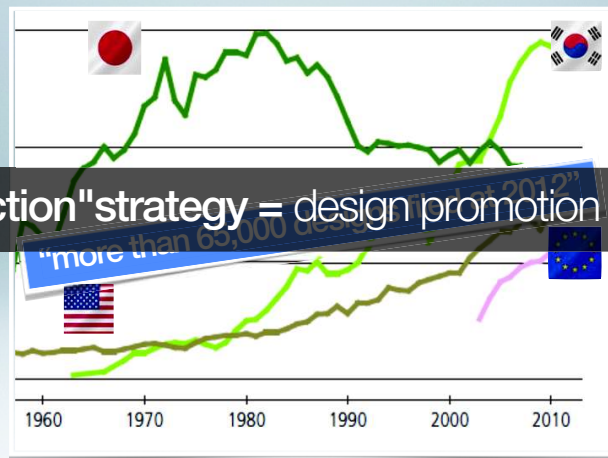
13년 5월 7일 화요일

emergence of design as an ip in Korea_



13년 5월 7일 화요일

emergence of design as an ip in Korea_



“promotction” strategy = design promotion + protection

13년 5월 7일 화요일

emergence of design as an ip in Korea_



13년 5월 7일 화요일

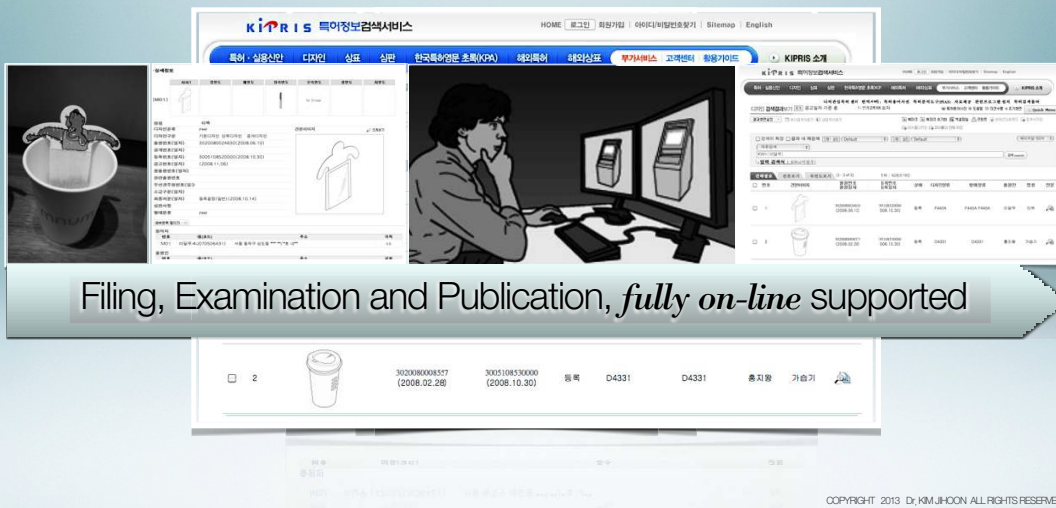
emergence of design as an ip in Korea_



emergence of design as an ip in Korea_



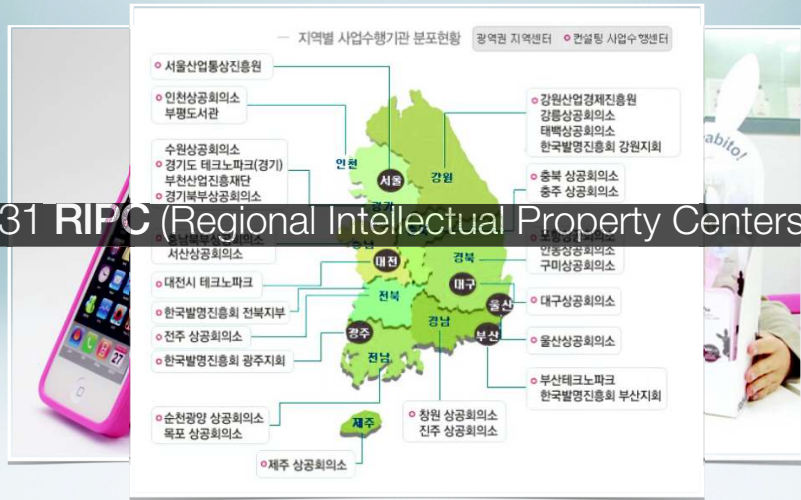
emergence of design as an ip in Korea_



emergence of design as an ip in Korea_



emergence of design as an ip in Korea_



31 RIPC (Regional Intellectual Property Centers)

13년 5월 7일 화요일

emergence of design as an ip in Korea_



13년 5월 7일 화요일



13년 5월 7일 화요일