

WIPO Regional Workshop in Jakarta



## Implementation and Evaluation of Training Programs to Respond to Needs of Different Target Groups

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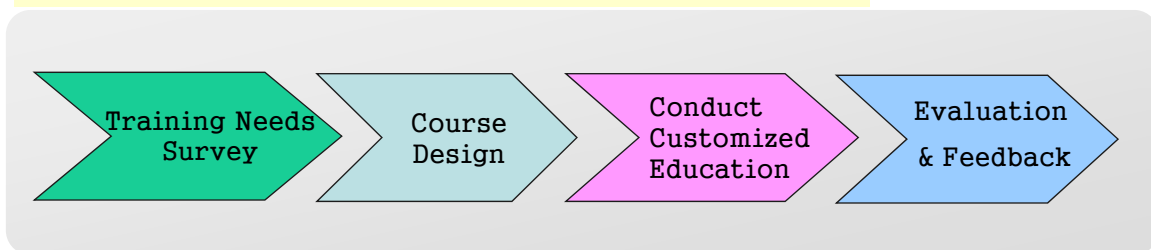


# Education operating procedures

## ● Training Principles

- ✓ Provide customized education and training
- ✓ Strengthen the evaluation and feedback
- ✓ Strengthen cooperation with related agencies
  - Cooperate with WIPO, Enterprises, Universities, etc
  - MOU with CIPTC, INPI, MTI, INPIT

## ● Education & Training Process



# IP Education Categories

- For cultivating the IP specialists, IIPTI operates off-line and on-line education programs
- Management of Learner-oriented IP Education Contents and Curriculum can be divided into three categories

**Off-line  
Education**

**Online Education  
[www.ipacademy.net](http://www.ipacademy.net)**

**International  
Cooperation  
Project**



# Target Groups for IP education

- Government officials
  - ✓ Examiner & Trial examiner
  - ✓ Police & Customs officer
  - ✓ Local government officials
- Private sector
  - ✓ New patent attorney
  - ✓ R&D Personnel
  - ✓ Student & teacher
  - ✓ Corporate staffs
- Foreigner



# Main Training Programs

- Training programs for KIPO STAFF
- Programs for government officials
- Programs for private sector
- Invention education
- International education
- E-learning education



# Training Performance

- The number of participants

- ✓ 106,234 participants attended in the IIPTI training program from 1987 to 2009

(2009)

	Course number	Trainee number
Public Sector	38	1,829
Private Sector	8	1,383
Foreigner	8	133
Invention Education	13	11,525
Total	67	14,870



# Training Programs for KIPO Staff

- Intro

- ✓ Improve the expertise of examiners in various field of law
  - Through the expansion, advancement and strengthening of our educational programs, we offer examiners, trial examiners and IP policy makers at KIPO opportunities to develop their general capabilities and enhance their specialties
  - Respond to current educational demands and pedagogical benefits by offering intensive courses involving case studies and on-the-job training
- ✓ **Sophistication of courses and combine online and offline learning**
  - The blend of online and offline learning has been introduced to enhance face-to-face education
  - Participants can study the preliminary online module of basic concepts from the comfort of their homes or offices
  - This approach makes IP education more accessible to those (including government officials) who have limited opportunities to enroll in IP courses



## Training Programs for KIPO Staff

- ✓ Renewal training evaluation system
  - For high quality examinations and trials, we introduced training result evaluation focusing factors such as examination performance examiners' adaptation and acceptance rate result from applicants
- ✓ Initiation of second career programs
  - This is for KIPO staffs who are willing to practice patent attorney in the near future by offering necessary IP subjects like IP consulting & management, IP business method, licensing, solving IP disputes, etc
- Training Performance
  - ✓ Total 35 kinds, 39 times of training courses
  - ✓ 1,612 trainees participated



## Training Programs for KIPO Staff

- Sample Courses
  - ✓ New Examiner Training
    - To educate newly appointed examiners of KIPO (KIPO officials above the rank of deputy director)
  - ✓ Senior Examiner Training
    - 10 days course to train KIPO officials who have completed the new examiner training
  - ✓ Trial Examiner Training
    - 10 days in-depth course to train KIPO officials who have completed the senior examiner training
  - ✓ Core issues in Patent Law
    - 6 days in-depth course for KIPO examiners on patent law including legislative purpose of each article and its trial & court decisions through lecture and classroom discussion



## Training Programs for KIPO Staff

- ✓ Prior Art Search
  - 3 days course for KIPO prior art searching staff on basic theory of patent law, international patent application submission, claim interpretation, search report preparation through lecture and classroom practice
- ✓ Intensive Examination under PCT
  - 3 days in-depth course on international application system and preparation of international of international search report and International preliminary examination report under PCT
- ✓ Litigation Practice and Procedure
  - 3 days course on patent, trademark law, contracts, trial and litigation and dispute cases to provide basic knowledge on litigation and to improve ability to handle patent dispute effectively



## Programs for Government Officials

- Introduction to IPR Course
  - ✓ Course Description
    - 5 days overview course to introduce IP rights including patent , utility model, trademark, and design as well as to enhance practical ability to deal with patent specification preparation, and application and registration procedure
  - ✓ Trainees
    - IP-related government official
    - Local government officials
  - ✓ Subjects
    - Latest IP overview, Patent & Utility Model system, Trademark system, Design Protection system, Job Invention system, IP Information search, Unfair Competition Prevention and Trade Secret Protection Law, Patent Dispute case



## Programs for Government Officials

### ● Officials for Executing IPR Course

#### ✓ Course description

- 5 days overview course to enhance practical ability to deal with IP rights including patent, utility model, trademark, and design
- For better understanding of the illegality of counterfeiting and negative effect of counterfeit goods

#### ✓ Trainees

- Police officer, customs officer, Local government officials

#### ✓ Subjects

- Intellectual Property Protection Policy, Trademark & Design dispute case, Trademark system, Unfair Competition Prevention and Trade Secret Protection Law,
- Job Invention system, Trademark counterfeiting crackdown tips & case, Tips for identifying counterfeit, Copyright Act



## Programs for Government Officials

### ● IP Course for Local Government Officials

#### ✓ Course description

- Visit government offices and provide customized training program services
- Support for acquiring brand rights through protection of geographical indication of products; consultation on management of local brands; support for advertising and marketing for specialized products

#### ✓ Subjects

- Trademark & Design protection system, Intellectual property to save local governments, How to Search Trademark and Design, Registered trademark case of Local governments



# Programs for Private Sector

## ● Intro

- ✓ To provide packaged programs for the private sector
  - For companies that have difficulties sending employees to educational courses, we offer onsite programs on the weekend or at night and provide a blend of online and offline education
  - Our diverse training courses impart practical knowledge adapted to the level of the participants they are also a means of enhancing the expertise of IP professionals in the private sector
- ✓ To offer a broad range of practical training courses
  - A wide range of practical training is directed at patent attorneys, IP-related enterprises, research centers and universities
  - Patent attorneys are an important group of IP experts and they play a central role in the promotion of the IP system
  - Aims to improve the expertise and knowledge of those who are qualified to become patent attorneys
  - Anyone from remote rural areas, particularly students and small and medium-sized enterprises, can also participate in our regular e-learning courses



# Programs for Private Sector

## ● Training performance

- ✓ Total 8 kinds, 29 times of training courses
- ✓ 1,383 trainees participated

## ● Sample courses

- ✓ Patent Attorney Training
  - 35 days course to educate people who passed the patent attorney exam for practical knowledge
- ✓ Patent Description Analysis
  - 3 days course organized to give the basic understanding on patent specification and to improve the practical capacity for obtaining patent rights





# Programs for Private Sector

- ✓ PCT Application Practice
  - 3 days course to introduce Patent Cooperation Treaty (PCT) system and its procedures in domestic and international stages
- ✓ Effective strategy for Patent Dispute
  - 3 days course to provide knowledge and skills to cope with patent
  - dispute in each phase by teaching how to prevent patent dispute
  - well as how to deal with warning letters, and other relevant issues
- ✓ Patent Mapping
  - 3 days course to teach basic knowledge on patent information search, PM- making theories, and actual practice that are necessary for making patent maps



# Programs for Invention Education

- Intro
  - ✓ To build a special education system for invention genius
    - By introducing a competitive system and multi level courses, we plan to establish a special education system that cultivates invention genius
    - Conduct advanced education for leaders of invention coaches to enhance the overall quality of invention education
    - we entrusted a new team at our institute with the responsibility for strengthening the invention education process for gifted students
  - ✓ To broaden the base of invention education
    - Plan to broaden the base of invention education by developing high-quality user-friendly programs that will set the direction of invention education
    - Some of the invention programs of our Invention Education Center will be distributed to selected invention schools nationwide as a model for others
    - Endeavor to foster greater interest in invention by expanding our customized education services and extending the target, methods and hours of our educational programs to better suit the needs of our customers



## Programs for Invention Education

- Training performance
  - ✓ Total 13 kinds, 240 times of training courses
  - ✓ 11,525 trainees participated
- Sample courses
  - ✓ Educators and Invention Promotion
    - To instruct Principals of elementary, middle, and high schools including inspectors in science area
  - ✓ Invention Teacher training for Invention-gifted Children
    - To train elementary, middle, and high school teachers in charge of educating invention-gifted pupil



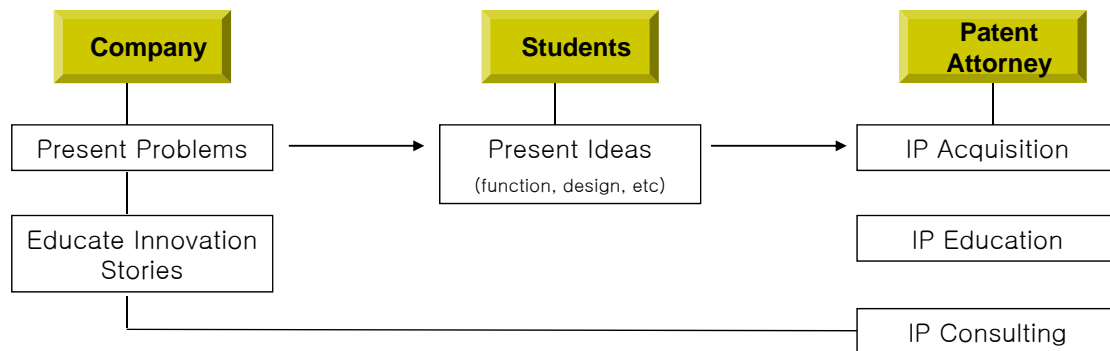
## Programs for Invention Education

- ✓ Junior Invention Leader
  - To train elementary, middle and high school students recommended by their school invention class
- ✓ Creative Problem Solving Course
  - To train elementary, middle and high school student
  - Develop the problem-solving skills demonstrated through thinking and observation
- ✓ Invention Camp for Students and Parent
  - To train elementary school students in 3rd-5th grade and their parent
- ✓ Patent and Invention
  - To practice how to apply patent application to the High school students



# Young Inventors Program

- Objectives
  - ✓ Present problems faced by companies or customer complaints to youths
  - ✓ Through the process of finding a solution
  - ✓ Learn the entrepreneurship and develop the necessary abilities need to Gifted Entrepreneurs
- Operating Procedure



# Young Inventors Program

- Idea Competition Overview
  - ✓ Problems Announcement
    - Period : 2009. 9. 21– 10. 9
    - Participating Companies : DUOBACK, INFIZA

## < Presented Problems >

Company	Problems
DUOBACK	1. Development of new concept chair-fun & Technology
	2. Development of reasonable and functional chair applied universal design
	3. Development of eco-friendly chair
INFIZA	1. How to keep bicycles safely
	2. How to prevent the theft of bike parts
	3. Design improvement of bike parts



# Young Inventors Program

## ● Evaluation Result

- ✓ Evaluate the ideas by technical feasibility, excellence, creativity
- ✓ 10 teams were selected

< The number of idea acceptance >

		School		
		Middle school	High school	Subtotal
Function Improvements	DUOBACK	12	78	90
	INFIZA	11	43	54
Design Improvements	DUOBACK	2	26	28
	INFIZA	2	6	8
Change of Use	DUOBACK	1	17	18
	INFIZA	0	4	4
Total		28	174	202



# Young Inventors Program

## ● This year's Business Plan

- ✓ Host/Organizer
  - KIPO, KOVA(Korea Venture Business Association)/KIPA
- ✓ Qualified Applicants
  - Middle or High school students team consisting of 3 or less–One tutor must be included
- ✓ Selection Scale
  - 30 teams will be selected
  - Various training will be supported



# Young Inventors Program

Section	Date(month)	Details
Selection of Companies and Patent Attorney	2010. 2	Select green growth .technology companies and patent agency
Business Announcement	2010. 3	Competition problems and pre-training information
Preliminary Education	2010. 3 - 5	Provide 30 hours on-line education contents - Basic Intellectual Property, Invention technique, etc
Receive Applications	2010. 5	Submit applications by internet
1st Screening	2010. 6	Investigate the prior art by attorneys
2st Screening	2010. 7	Examine commercial availability, uniqueness, etc - with companies
Determine winners	2010. 7	Selectees will be notified individually
Conduct common training	2010. 8	Training for team members & tutors will be held 2 nights and 3 days
Conduct customized training	2010. 9 - 11	IP consulting on Saturday fortnightly Conduct corporate innovation experience training
Last conference	2010. 11	Students, company representatives and other related person will attend Announce the results
Patent application and Post management	2010. 12	Determine the IPR scope between students and companies Provide the students scholarships by merchandising profits



# Young Inventors Program





# International Programs

## ● Intro

- ✓ To provide substantial for international education for international participants and consolidate international cooperation
- ✓ To expand courses for international participants and provide customized international education
  - Tailored the subjects and schedule in line with the needs of government officials from foreign country
- ✓ To be a regional IP hub in the spirit of IP5 cooperation
  - Since the formation of the IP5 group (US, Europe, Japan, China, and Korea), we have been endeavoring to collaborate with the other IP5 offices in pursuing a common direction in invention education
  - We aim to develop a common training program for examiners through closer cooperation with the training institutes of the other member countries
  - we plan to hold the fourth symposium for head of Intellectual Property Academy in 2010



# International Programs

## ● International cooperation

- ✓ Revitalize academic activities
  - Signed MOU with the IP institutes, such as CIPTC(China Intellectual Property Training Center), MTI(Management Training Institute of Vietnam), INPI(Instituto Nacional Da Propriedade Industrial of Brasil) and plan to sign MOU with INPIT(National Center for Industrial Property Information and Training)
  - Joint seminars, joint research and personnel exchanges



# International Programs

- ✓ Held WIPO Summer School
  - Under the cooperation with WIPO and WWA, WIPO Summer School was successfully held in June 2009
  - Aim to foster senior students and young professionals
- ✓ Organize international seminar
  - In conjunction with the WIPO and KOICA
  - More relevant for government officials from developing countries
  - One of our new courses is specialized training courses for ASEAN countries' patent examiners



# International Programs

- Sample courses
  - ✓ Korea–Singapore KOICA–IIPTI Course
    - IPR related officials in the Asian–Pacific region
  - ✓ WIPO PCT e–Application System Education
    - IPR related professors and officials in the Asia–Pacific region
  - ✓ Course for ASEAN Examiners
    - Experienced Examiners from ASEAN countries



# International Programs

- ✓ WIPO Summer School on IP in Korea
  - Young professionals and senior university students
- ✓ KIPO–WIPO Seminar
  - IPR related officials in the Asian–Pacific region
- ✓ WIPO Asia–Pacific Regional Seminar
  - IPR related professors and officials in the Asia–Pacific region
- ✓ KOICA–IIPTI ASEAN Course
  - IPR related officials in the Asian–Pacific region



# e-Learning Academy

- IIPTI opened National intellectual property Education Portal in 2009
  - ✓ Aims to create ubiquitous learning environment
  - ✓ [www.kipoacademy.net](http://www.kipoacademy.net) is e-learning site only for KIPO staff
  - ✓ [www.ipacademy.net](http://www.ipacademy.net) is for the general public and students, foreigner



[www.kipoacademy.net](http://www.kipoacademy.net)



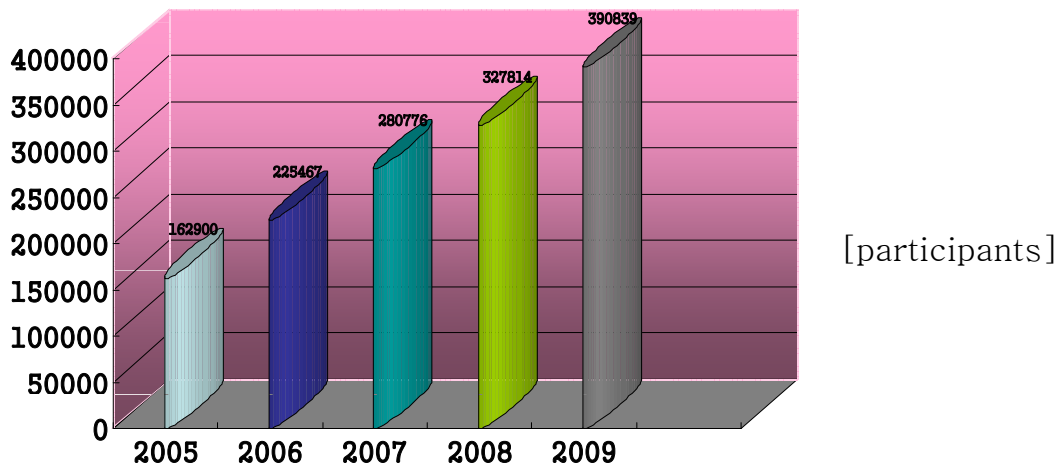
[www.ipacademy.net](http://www.ipacademy.net)





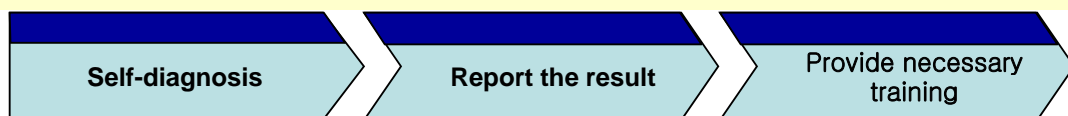
# e-Learning Academy

- Combine programs with On-line and Off-line
  - ✓ E-Learning courses and face-to-face courses complement each other very well
- 117 contents are operating
  - ✓ Left out old and boring contents

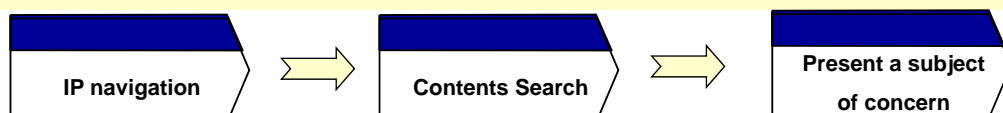


# e-Learning Academy

- Focused promotion plan
  - ✓ Expand customized e-Learning courses through providing private e-Learning site respectively
  - ✓ Operate patent capacity self-diagnosis program (IPQ-Test)



- ✓ Provide contents navigation program according to course objectives





# e-Learning Academy

## ● How to study the course



- ✓ Step 1: Sign up
  - You are requested to sign up with the IP Academy
- ✓ Step 2: Sign in
  - Enter your Username and Password
- ✓ Step 3: Register for Courses
  - Select the Individual course or Group course
- ✓ Step 4: Go to My Page
  - After registering for course, go to “My Page” menu
- ✓ Step 5: Study
  - By clicking on the “Enter” button on the course, you can enjoy your lecture



# e-Learning Academy

## IP Panorama Course



## ● History

- ✓ IP Panorama was developed jointly by the KIPO and WIPO under a project entitled, “The Joint Development of e-Learning Content”
- ✓ A total of 12 modules were developed
- ✓ We plan to develop IP Panorama in UN official language, such as Arabic, Spanish, French, Russian and Chinese
  - Arabic edition is under development



# e-Learning Academy



[www.ipacademy.net](http://www.ipacademy.net)

[www.ippanorama.com](http://www.ippanorama.com)

## ● Characteristics

- ✓ Designed to help SMEs utilize and manage IP in their business strategy
- ✓ IP Panorama increases IP awareness among enterprise sector and a wide range of university students by providing practical knowledge about using IP for their business success
- ✓ IP Panorama is an e-Learning program written by world-renowned IP experts
- ✓ The learning content of module was designed with a practical story regarding IP



# e-Learning Academy

## IP Xpedite Course

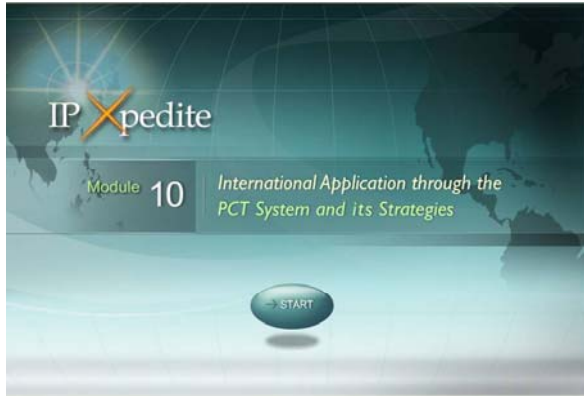


## ● History

- ✓ IP Xpedite was developed as a two-year APEC project starting from 2006
- ✓ APEC(Asia-Pacific Economic cooperation) and KIPO provided \$260,000 for KIPA to develop IP Xpedite
- ✓ 14 modules were developed



# e-Learning Academy



[www.ipacademy.net](http://www.ipacademy.net)

## ● Characteristics

- ✓ USPTO and IP Australia, co-sponsors, provided feedback on the basic manuscripts and storyboards for the 8 modules
- ✓ IP Xpedite deals with utilization of patent information and methods of drafting and analyzing patent applications in major IP countries
- ✓ IP Xpedite is interactive e-Learning education materials using multimedia technology and educational engineering



# Evaluation of Training Programs

## ● Measure the application of training to work in the field

### ✓ Research Overview

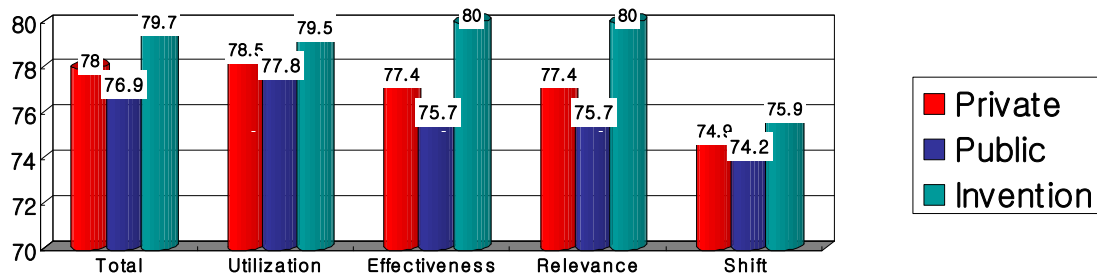
- Purpose
  - Measure the training effectiveness and improve the next training programs
- Research items
  - Utilization
  - Effectiveness
  - Relevance
  - Shift in business



# Evaluation of Training Programs

- Research Design
  - Target : the trainees of IIPTI
  - Sample number : 669 ( 1<sup>st</sup> : 405, 2<sup>st</sup> : 264)
  - Method : phone survey
  - Period : 2008. 6. 20 – 2008. 12. 19
  - Researcher : Hyun-Dai Research Institute Co.

## ✓ Research Results



# Evaluation of Training Programs

## ● Evaluation Questionnaire

- ✓ After training, a survey questionnaire are conducted to all trainees
- ✓ The results are used as a source to improve training programs

### I. Program Evaluation

Q1. Do you agree that this program helps you to improve your knowledge in the field of Intellectual Property?

1) Strongly agree 2) agree 3) Cannot decide 4) disagree 5) Strongly disagree

Q2. Do you agree that the pace of this program is appropriate?

1) Strongly agree 2) agree 3) Cannot decide 4) disagree 5) Strongly disagree

### II. Professional Component of the Program and Lecture Evaluation

Q3. How do you evaluate the program content on each of the following items?

Duration	Too Long	Appropriate	Too Short
Level	Too Advanced	Appropriate	Too Basic
Depth	Too Deep	Appropriate	Not Too Enough

Q4. Please comment or suggest on the program improvement for Question 3.

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# Evaluation of Training Programs

### III. Social and Cultural Program

- Q5. Do you agree that this program helps you to understand Korea's culture?  
 1) Strongly agree 2) agree 3) Cannot decide 4) disagree 5) Strongly disagree
- Q6. Do you agree that this program has a balance between Korea's policies and other activities such as a social and a cultural program?  
 1) Strongly agree 2) agree 3) Cannot decide 4) disagree 5) Strongly disagree
- Q7. How helpful were the field-trips to understand Korea's culture?  
 1) Very helpful 2) helpful 3) Cannot decide 4) Not helpful 5) Not so helpful

### IV. Others

- Q8. Do you agree that iiPTI staffs give you hospitality?  
 1) Strongly agree 2) agree 3) Cannot decide 4) disagree 5) Strongly disagree
- Q9. Do you agree that your stay at the iiPTI is enjoyable?  
 1) Strongly agree 2) agree 3) Cannot decide 4) disagree 5) Strongly disagree
- Q10. Please suggest or comment on how we can improve this program?  
 \_\_\_\_\_  
 \_\_\_\_\_

Q11. Please check(v) to evaluate the lectures

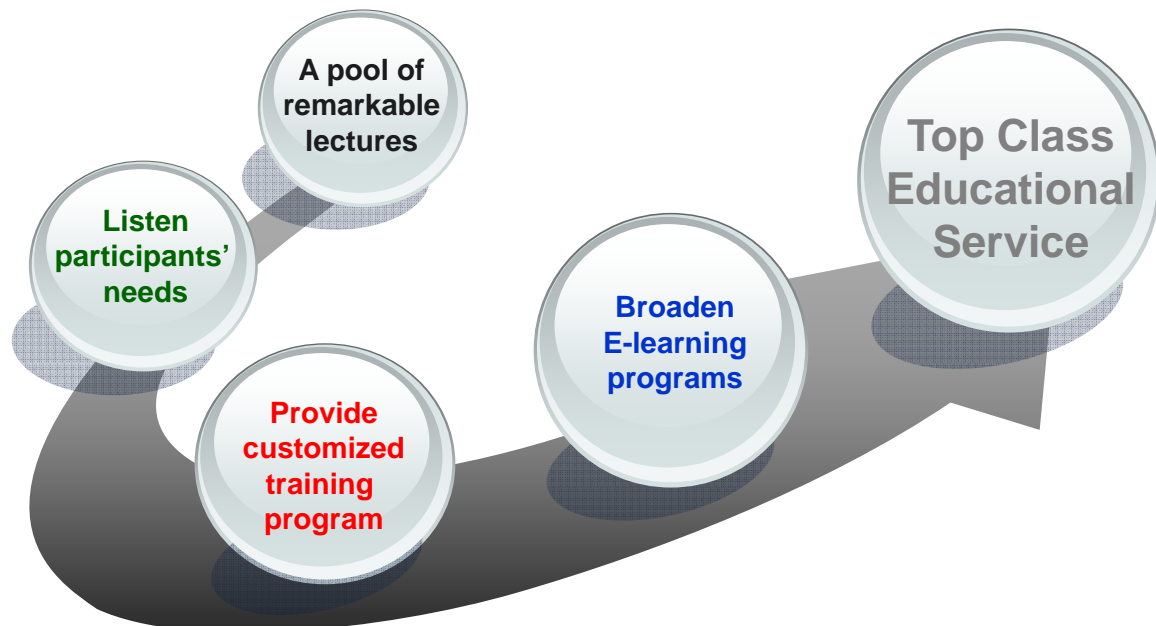
(\* E: Excellent, VG: Very Good, G: Good, F: Fair, P: Poor)

Items	The Title of Lecture (Speaker)	E	VG	G	F	P
1	Korean main IP policy (KIM Yong-Sun, KIPO)					
2	Prospect & Experience of Korean Patent Utility (SHIN Jin-Kyun, KIPO)					
3	Prospect of Korean Trademark Protection System (CHOI Deok-Cheol, KIPO)					
4	Prospect of Korean Design Protection System (KIM Tae-Man, KIPO)					
5	Strategic use of patent information (Lee Byung Yeop)					
6	Technology transfer and technology evaluation (LEE Seong Ho, Delta-tech)					
7	Korean Policy direction and experience of Patent Information (Jae Dae Sik)					
8	Country Report (Jeong In Sik)					
9	Technology transaction & Supporting Commercialization (Park Jin-Seok)					

Q12. Which lecture is most valuable about this program  
 \_\_\_\_\_



# Conclusion



A 3D rendered image showing a hand holding a small globe of the Earth. The globe is blue with yellow and orange landmasses. The hand is rendered in a realistic style with shading. The text "Thank You So Much!" is written in a white, outlined, serif font across the center of the globe and hand. The background is a dark blue gradient at the top and a light grey gradient at the bottom.

Thank You So Much!