Delivering Customer-oriented and Quality Technology Information Services

December 8, 2010

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KIPO

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What is 24 hrs × 7 days e-filing service?

- E-filing service available 24 hours a day 365 days a year, since November 2005
- Services offered are;
  - Retrieval of a variety of notifications and relevant filing records
  - Notifications
  - Requests and issuance of various certifications

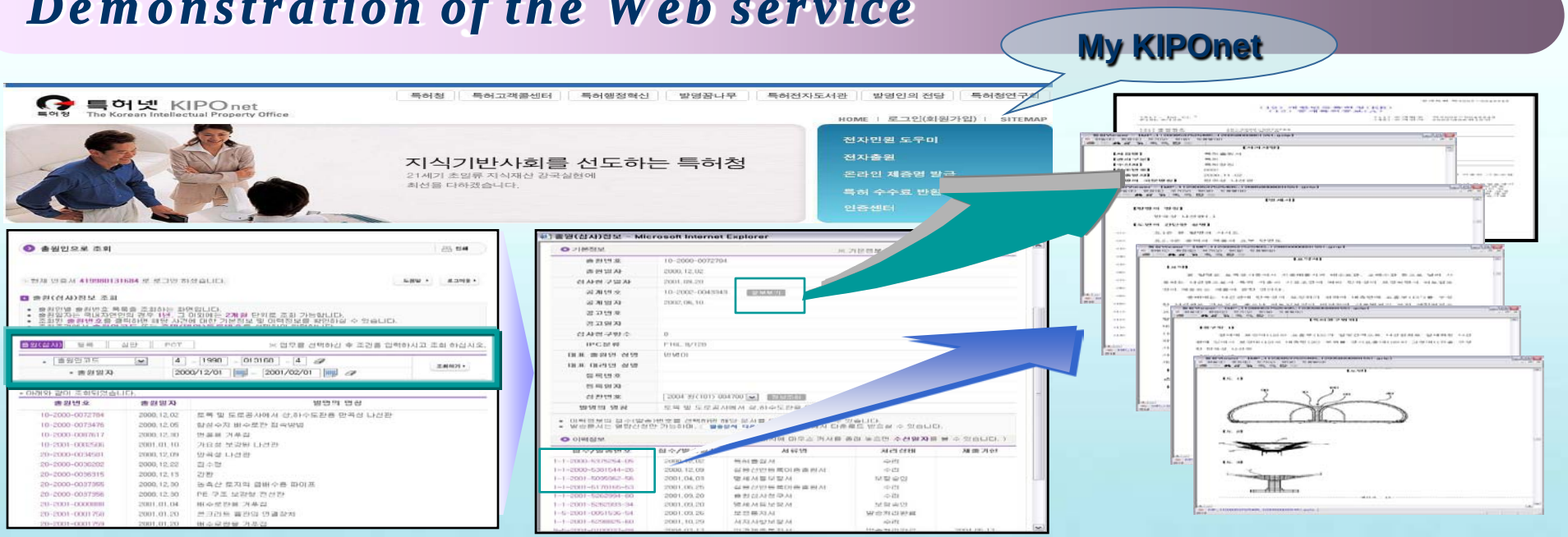
Benefits of the e-filing service

- Improved KIPO's administrative efficiency
- Provide real time information service
- Strengthen competitive position in IP community

What is My KIPOnet Web service?

- Providing legal status information
- Viewing and downloading application and examination information grouped by applicant or case
- Viewing and downloading Information of renewal of patent rights and due dates

Demonstration of the Web service



Internet Gazette Publication System allows KIPO to perform all processes of gazette publication automatically and provides various services to the general public through internet and push mail service

Characteristics of Internet Gazette Publication Service

- Real time service & easy accessibility
- Everyday's Push Mail service
- Digitalized business for publication
- Shortening publication period(15days → 1day)
- Cost saving: 39 million dollars a year ('05)

Everyday's Push Mail service

- Push Mail service sorted by
  - IPC code
  - Design classification
  - Trademark classification
  - Applicant
  - Patent attorney etc.

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What is "KIPRIS" service?

- KIPRIS is a free patent information search service on the internet.
  It covers all the Korean IP information of KIPO and major patent authorities : EP, JP, US, etc.

  - ✓ Search and Retrieve without online user registration
  - ✓ Provide English interface for all IPRs Search
  - ✓ Shorten the updating period of data (Korean)
  - ✓ New features in KPA search

Information Data Coverage

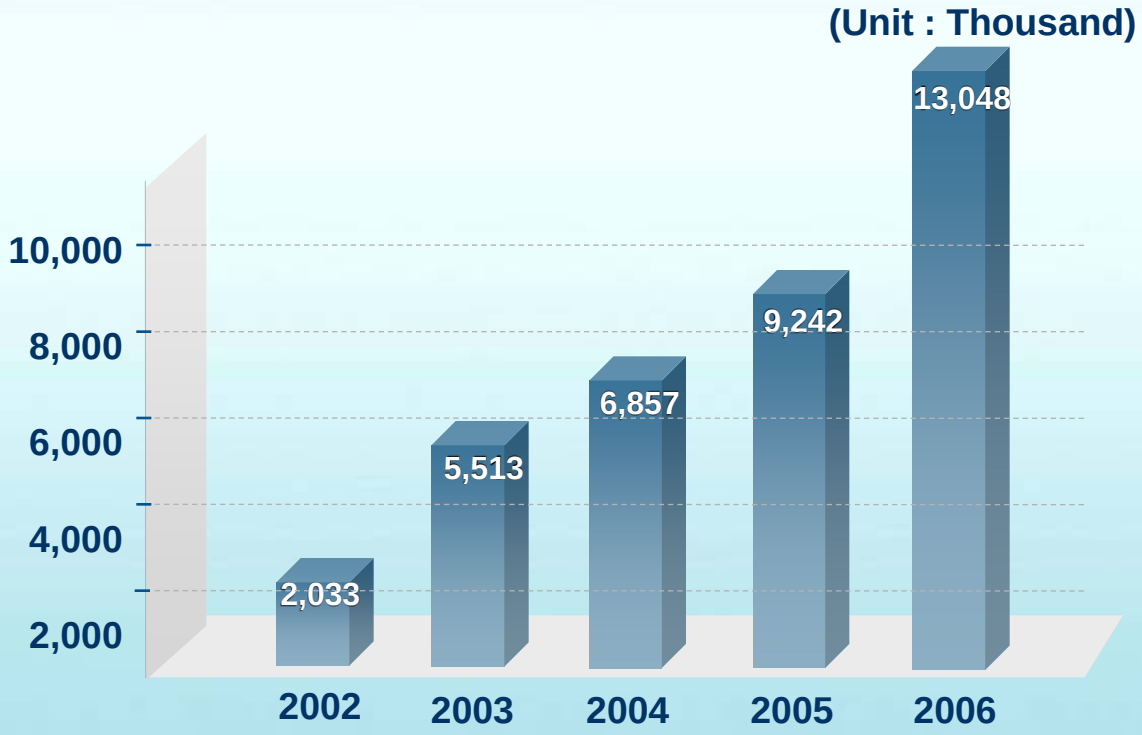
(Unit: Thousand)

Types	Coverage	Data	Number of Doc.
Patents & Utility Models (Korean)	1948 ~	Full-text (Bibliography, Abstract, Claims, Description), Full-image, Legal Status	11,741
Design & Trademark (Korean)	1948 ~	Bibliography, Description, Drawing, Full-image, Legal Status	8,196
Foreign Documents	1976 ~	USPAT, USAPP, EP document, PAJ, PCT	30,807
etc	1948 ~	Legal Status, Trial Status	8,060
Total			58,804

Number of Search Cases

- Number of search cases : 44 million ('96 ~ '07.6)
- Number of visitors : 35 million ('96 ~ '07. 6)

< Number of search cases >

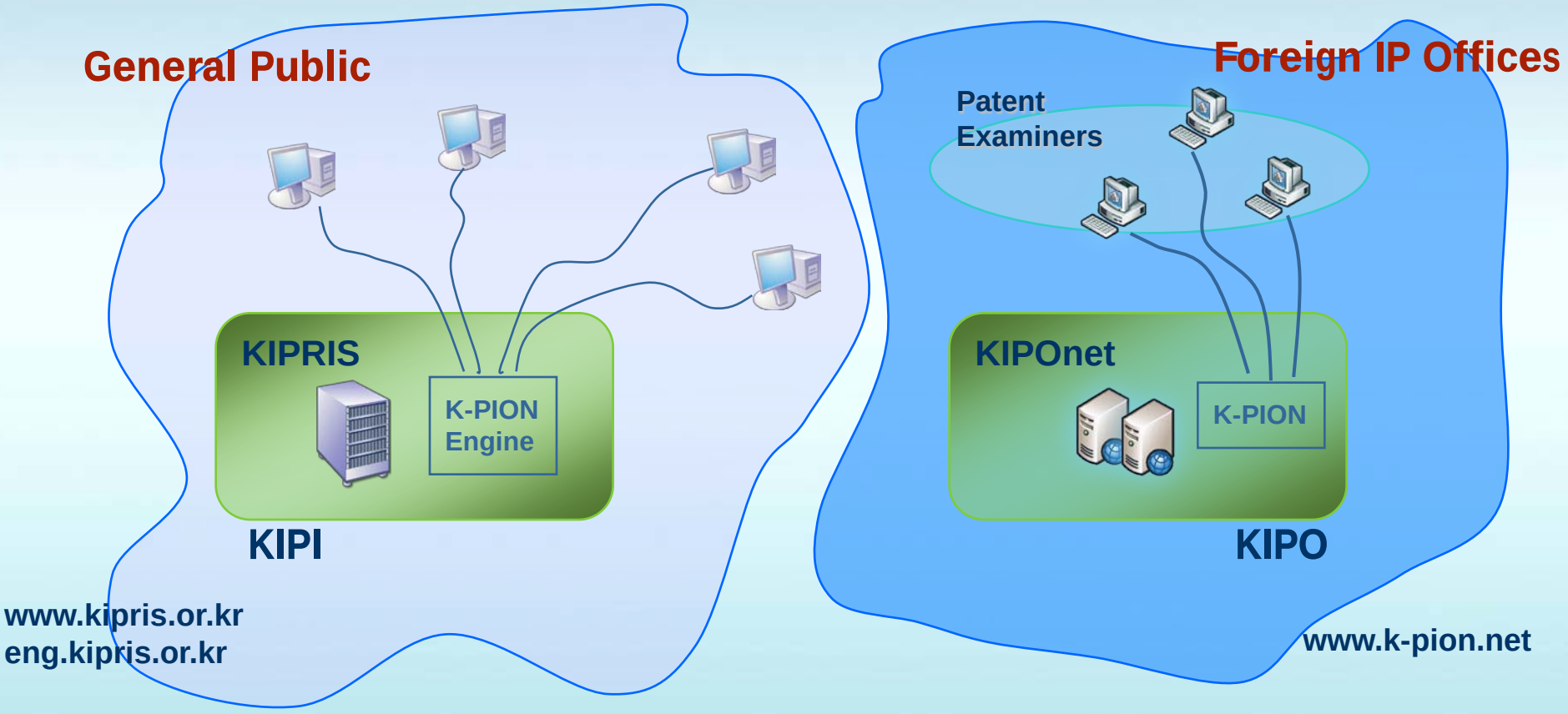


"K-PION" provides advanced patent information on-line with machine translation into English

K2E Translation Technology Outline

- **Specialized system for Patent document translation**
  - 80% translation accuracy
- **Over 3million entry terms & patterns dictionary database**
  - Technical terms, names, addresses, compound noun, etc.
- **Immediate response to large volume document translation**
  - Translation memory, distributed translation by an intelligent load balancing

Public and Private Access for K-PION



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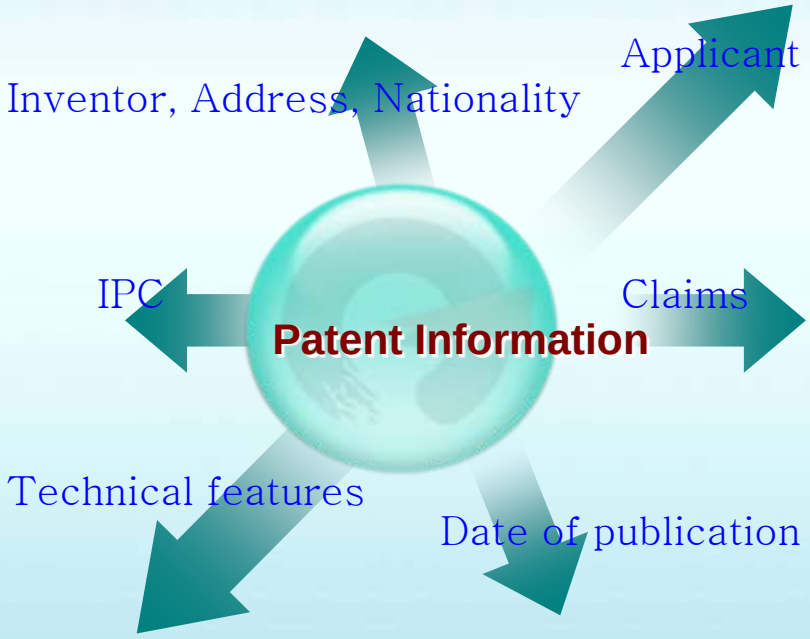
75% of newly-created scientific knowledge originates from patent (Max Planck Institute, 1997)



Patent Information :

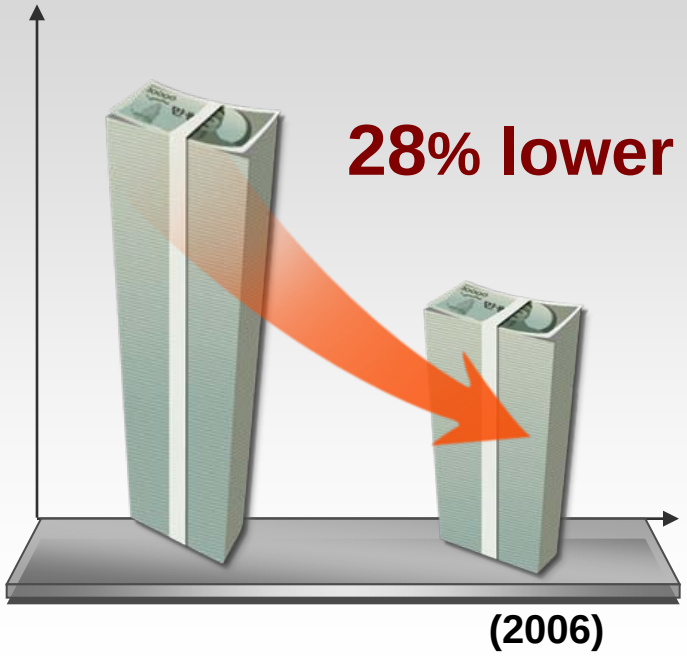
Information generated from procedure of patent application

Greater use of patent information

Benefits of patent search

Cost of R&D: 28% lower

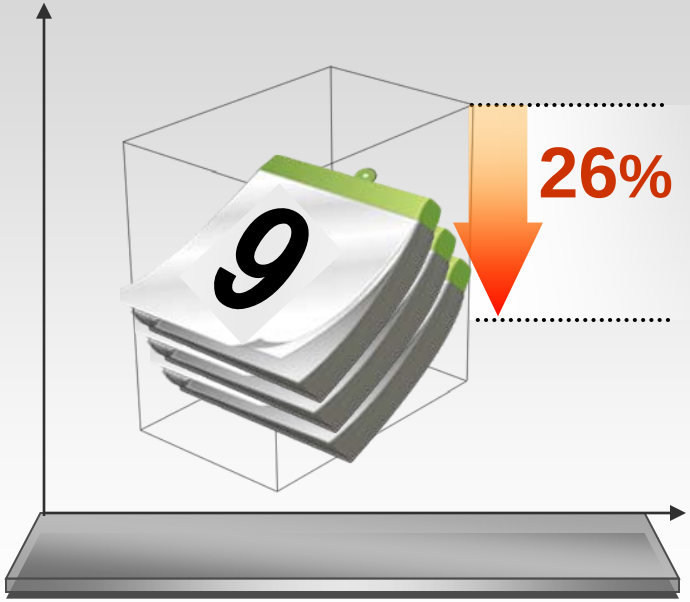
Save US$2.5 billion a year



Duration of R&D : 26% shorter

A 3 year R&D project

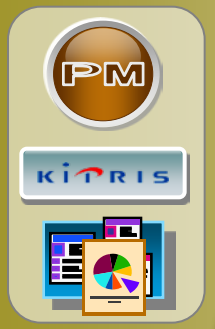
Shortened by 9 months



<Korea Information Society Agency, 2006>

Building infrastructure for the strategic use of patent information

KIPO



Legal Infrastructure

Amend Law & Regulations → Institutionalization

<From 2004>

Systematic management for National R&D

Planning
Patent Trend Analysis

Selecting
Prior Art Search

Capability building for utilizing patent information

- R&D IPR Consulting Center
- Patent Information Seminars
- Education at universities

Strategic use of patent information

Patent Map

- Raise nationwide awareness of the use of patent information
- Develop patent maps for new technologies
- Launch PM Portal (www.patentmap.or.kr)

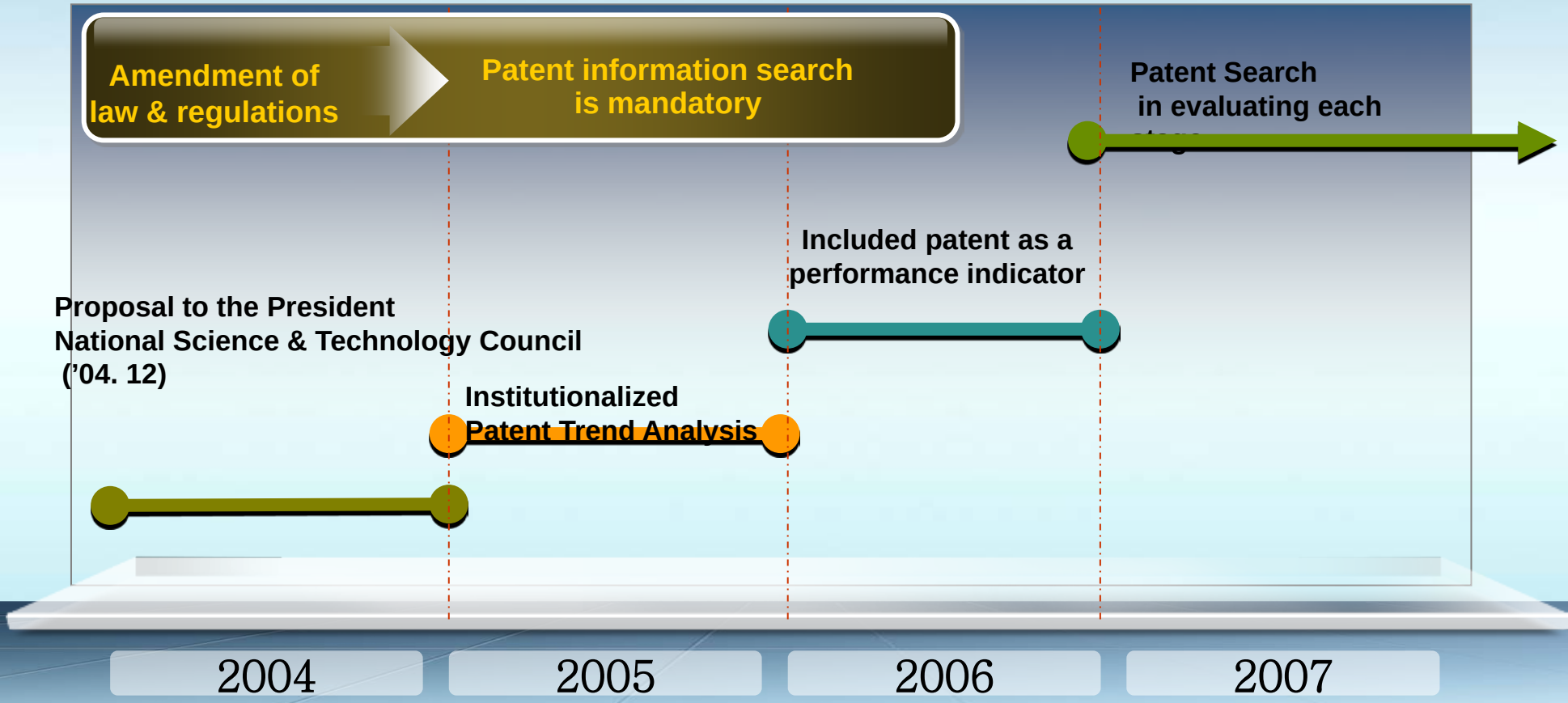
KIPRIS

- Provide free search services of patent information
- Collect domestic and foreign patent documents

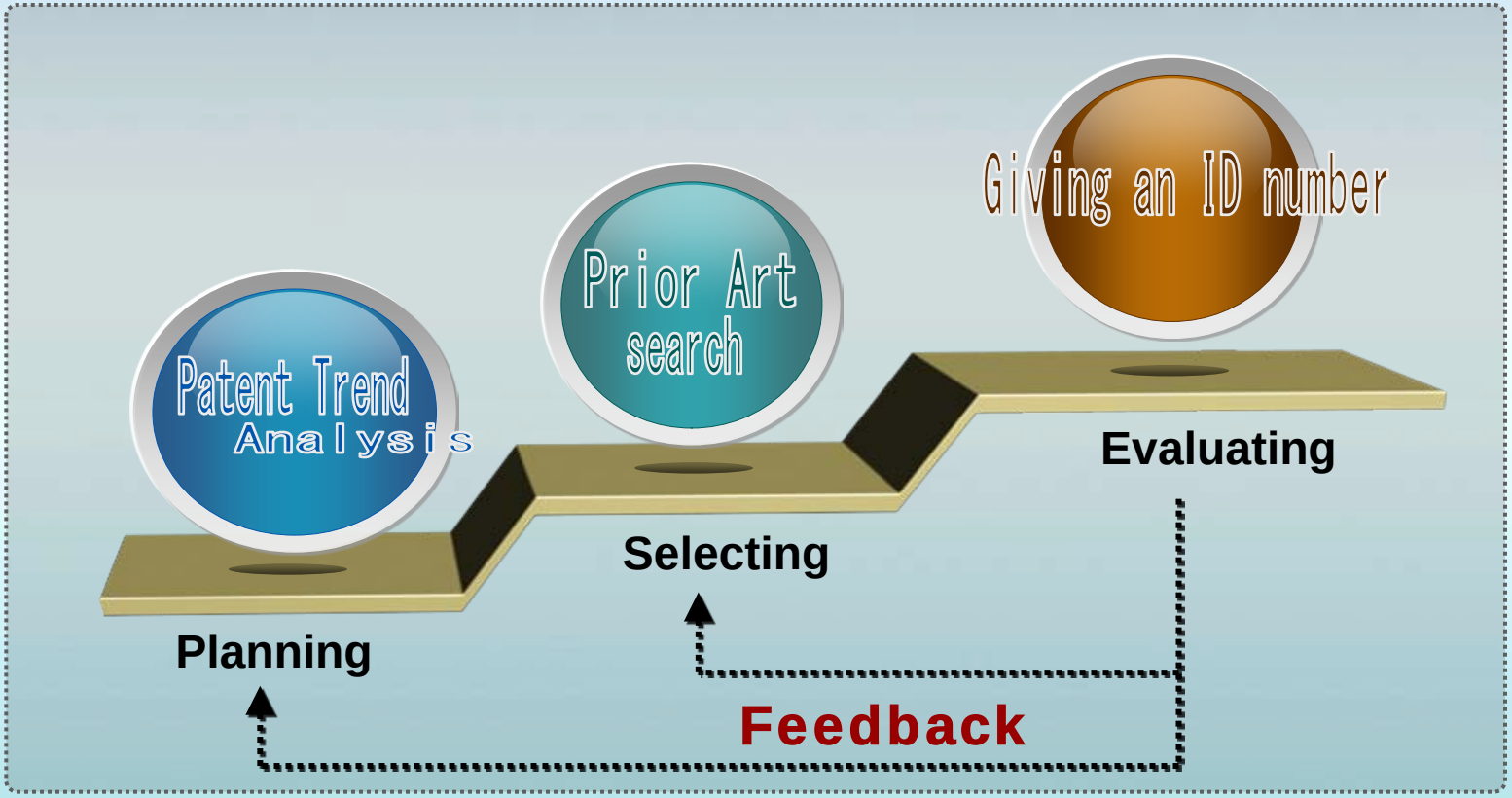
Statistics

- Publish patent statistics analysis reports for patent policy
- Encourage mutual usage between patent statistics & industr statistics

Encouragement of utilization through legal system



Improvement of the planning and managing systems to make effective national R&D programs



Planning Level

Patent Trend Analysis in drafting R&D

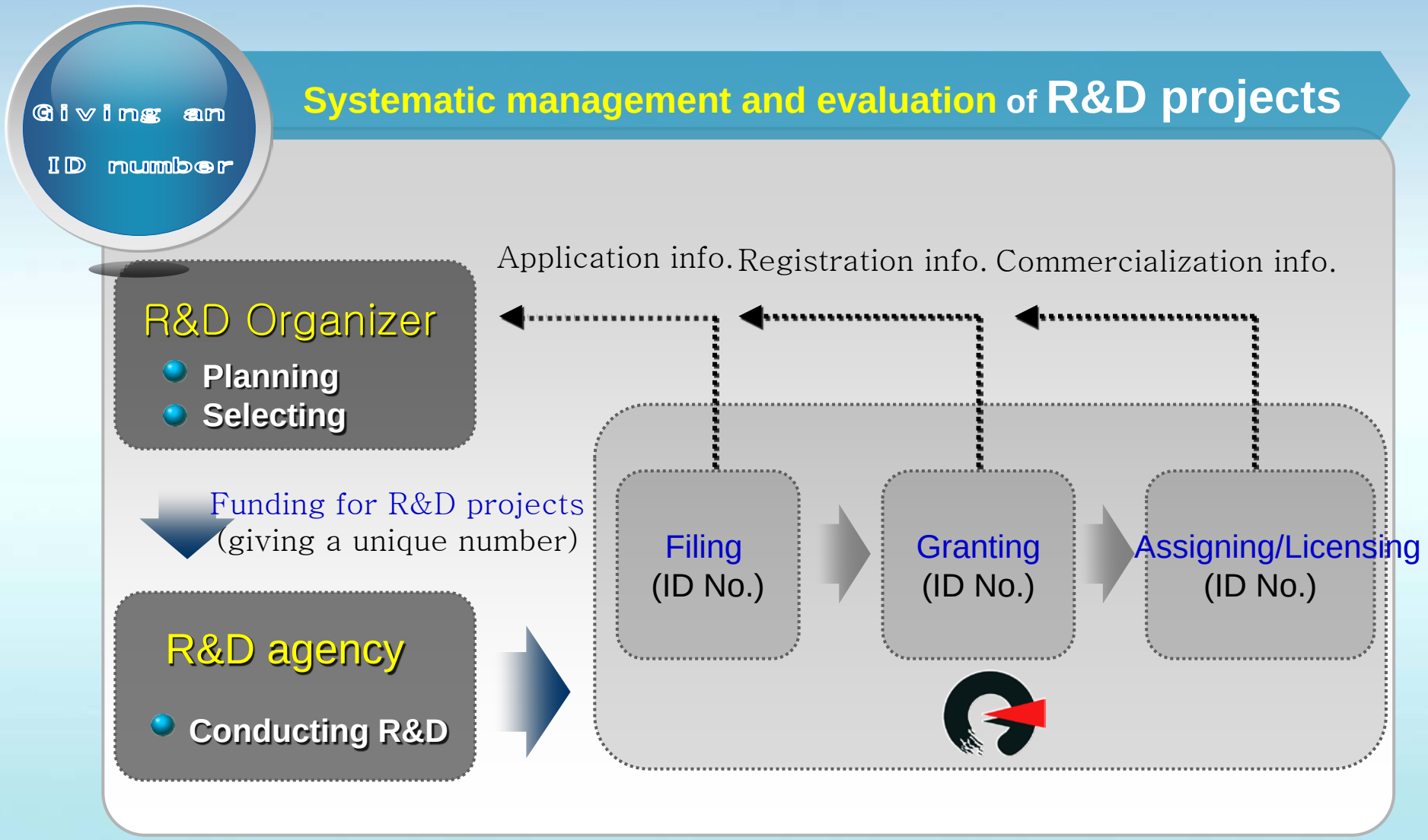
- Technology trend
- Gap technology
- Patents for basic technologies

→ Guiding the direction for R&D projects

Selecting Level

Prior art search in selecting R&D

- Type1- Prior art search before applying for a project
- Type2- Prior art search in evaluation


Giving an ID number
Systematic management and evaluation of R&D projects
Application info. Registration info. Commercialization info.
R&D Organizer
Planning
Selecting
Funding for R&D projects
(giving a unique number)
R&D agency
Conducting R&D
Filing
(ID No.)
Granting
(ID No.)
Assigning/Licensing
(ID No.)

Encouraging wide sharing of IP Information

R&D IPR Consulting Center

- Consulting service for national R&D project (www.iprguide.org)
- Visit each lab for IPR consultation, researcher's note
  Foreign IPR trend report

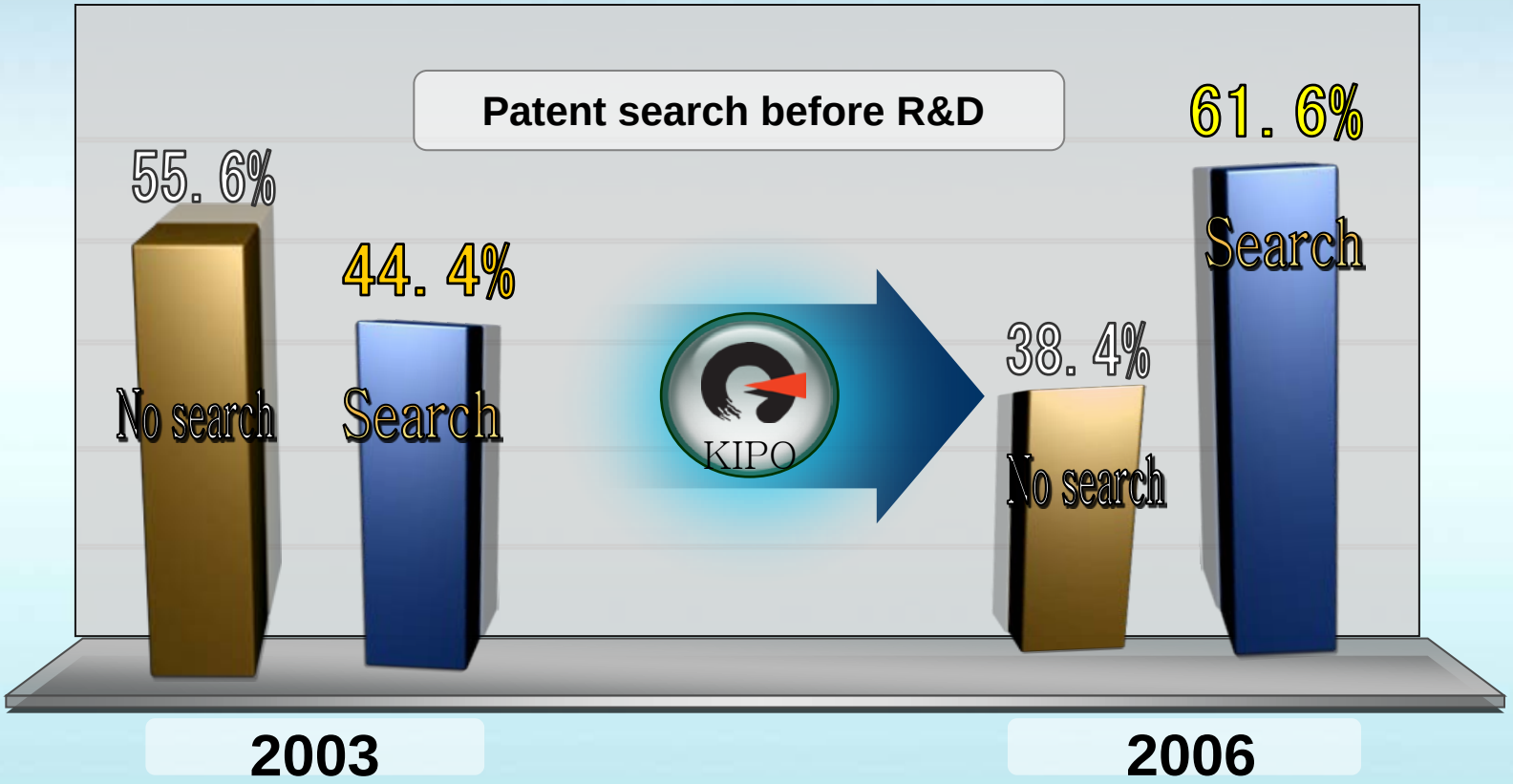
Seminars on patent information

- Promoting to use patent information in the R&D process
- Scheduled 20 seminars all over the country
- 6,000 scientists and researchers participated

Education at university

- Undergraduate : Basic theory on IP, Blended learning
- Graduate: Advanced courses, off-line training
- Patent maps for university

Surge on the use of patent information



< Hyundai Research Institute >

Key factors to success

1) **The best IP automation system**
   - Accessible and available for anyone
   - Free search of IP information
   - High-quality patent database through KIPOnet

2) **IP awareness**
   - Convincing researchers and scientists about the importance of patent information searching

3) **Single-minded devotion**
   - Solid vision of innovation
   - Constructive feedback

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May 2003, WIPO OECD Forum

IP Academy as a best practice of KIPO and KIPA

Nov 2004, Trilateral Agreement

Joint Development of E-learning Content (JDEC)

IP PANORAMA™

KIPO WIPO kipa.

http://www.wipo.int/sme/en/multimedia/

SMALL AND MEDIUM-SIZED ENTERPRISES

- Overview
- About SMEs Division
- IP for Business
- IP Rights
- Case Studies
- Multimedia
- Publications
- Events
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- Feedback
- Search

E-NEWSLETTER

Enter your e-mail address to receive our monthly e-newsletter:

IP PANORAMA™

The Most Advanced E-learning Content on Intellectual Property for your Business

- IP PANORAMA was developed jointly by the Korean Intellectual Property Office (KIPO), the Korea Invention Promotion Association (KIPA), and the World Intellectual Property Organization (WIPO) under a project entitled, 'The Joint Development of E-learning Content' from 2004 to 2007.
- IP PANORAMA was designed to help SMEs utilize and manage Intellectual Property (IP) in their business strategy. In the past, most of the IP education materials had a legal orientation, even though businesses had a real need for a business-oriented IP education. IP PANORAMA increases IP-awareness among enterprise sector and a wide range of university students by providing practical knowledge about using IP for business success.
- IP PANORAMA relies on a brand new instructional design strategy based on 'Storytelling' along with educational technology. The learning content of each module was designed with a practical story regarding intellectual property. It is informative as well as interesting.
- IP PANORAMA deals with IP issues from a business perspective, especially focusing on the situation of SMEs.

The topics covered in the 10 modules are as follows:

IP PANORAMA 01: Importance of IP for SMEs

- Why is IP relevant to your SME?
- IP as a business asset
- IP as an investment
- The value of IP assets
- Introduction of IP Audit

IP PANORAMA 02: Trademarks and Industrial Designs

Local intranet

Start | WIPO Applic... | 5 Novell Gr... | 2 Windows... | 2 Internet... | 2 Microsoft... | IPPanorama... | untitled - Paint | FR

World Wide Promotion and Use

- Agreed with Thai (Nov. 2007) and Portuguese IP Office (Apr. 2008), Polish IP Office (May. 2009) to produce translated versions of IP PANORAMA

- Developing UN language versions of IP PANORAMA
  - 2009: Arabic, 2010: French and Spanish, 2011: Chinese and Russian

- Organizing education programs with LAS, KIPA, MNCCI, VCCI, KWIA, NID, Napoli University, etc.

- Referred and used by various institutions world wide

Use of IP PANORAMA in Korea

Yonsei University

Sogang University

Chonnam University

Pusan University

Kyungwon University

Korea University

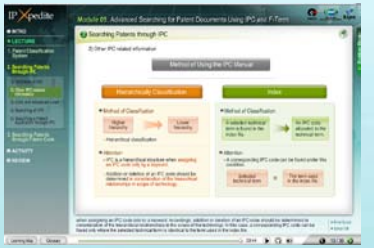
Pukyoung University

Sookmyung Women University

posco has established internal IP education program by concluding the license agreement on using IP PANORAMA with KIPA

• During the period 2006~2007, KIPO developed "*IP Xpedite*" under the APEC cooperative framework in collaboration with the United States Patent and Trademark Office (USPTO), Japan Patent Office (JPO), and IP Australia.

• The contents aim to build the capacity for using IPR information so as to enhance the efficiency of R&D and the establishment of appropriate IP policies.



APEC Project for the Training of Intellectual Property Right Information Facilitators using e-learning contents – IP Xpedite

Online course

- July 2009
- Designed to facilitate basic knowledge and awareness of IPR in all APEC member economies
- Based on e-learning contents - *IP Xpedite*
- 466 trainees from 18 economies

Offline Training course

- August 2009
- For participants who completed the online course and are nominated by their own economy
- Practical training and field trip
- 30 trainees from 15 economies

E-learning Contents Development

- ~ December 2009
- Produce e-learning contents based on the materials and feedbacks from the offline course
- The e-learning contents will be distributed to APEC economies via the internet or CDs

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Support of Top Management

"Good understanding and firm commitment of

Top Management is the most critical factor."

Strong and Highly – motivated Task Force Team

- Project master planning
- Business Process Reengineering (BPR)
- Benchmarking reference sites
- Numerous decisions makings

Fast Communication channel between project team and user groups

- Accurate user requirements

- Feedback on BPR proposals

Comply with IT standards and guidelines of WIPO

- To minimize upgrading cost
- To maintain interoperability with other IPO systems

Cooperative Activities for Developing Countries

Support developing IPOs

'09	• Uzbekistan IP information F/S • Support Patent Search modularity and apply it to Mongolia IP office
'08	• Mongolia IP information F/S • Support Patent Search modularity and Apply it abroad
'07	• Vietnam, Philippines IP information F/S • Indonesia IP information F/S
'05 ~ '06	• Upgrade the PCT-ROAD and develop a Spanish version • India IP office consulting
'04	• Development of PCT-ROAD • Vietnam IP office consulting • Taiwan IP office consulting
'02 ~ '03	• Thailand, Peru IP office consulting • Philippines IP office consulting • Papua New Guinea IP office consulting

Thank you.

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