

Conducting Effective IPR Public Education & Awareness Campaigns for SMEs

1 – 3 APRIL 2009, MELBOURNE, AUSTRALIA

- The Experience of Korea -



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1. Importance of SMEs in Korea

- SMEs constitute 99.8% of Korean companies; they employ 10 million workers, who represent 88.6% of corporate employees.
- Korean SMEs have only 60-70% of the technical competitiveness of Korean conglomerates and 40-50% of the technical competitiveness of companies in advanced countries.

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2. KIPO's activities for enhancing IP awareness and building IP capabilities of SMEs

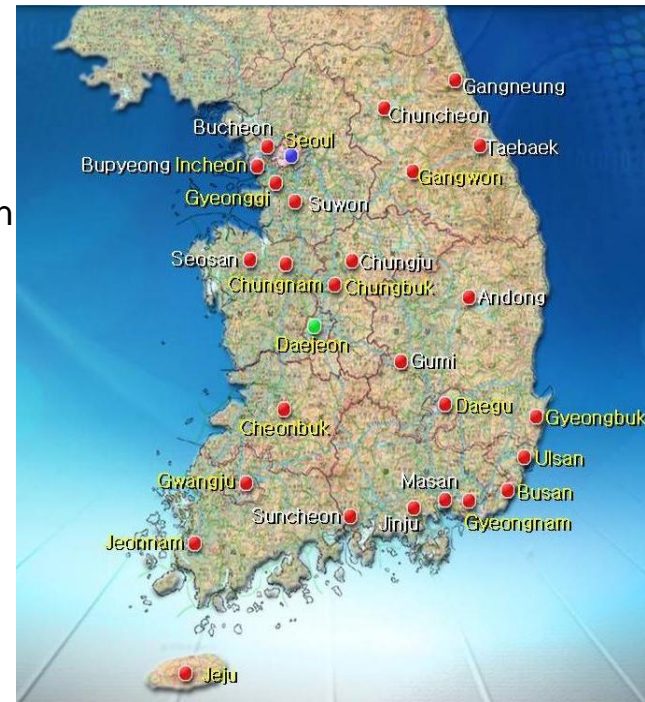


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Local IP centers

- To raise IP awareness in local areas and the capabilities of local SMEs
- Thirty local IP centers nationwide
- Major activities
 - Face-to-face consultations on patent information patent commercialization, etc.
 - Consultations on the IPR procedures (either by phone or face-to-face)
 - IP seminars
 - Consultations on local government brands
 - Dispatch of patent advisors to 20 universities



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● Comprehensive IP consultation program (1)

- ✓ IP experts from KIPO
- ✓ Free service

Stage	Contents
Requests from SMEs	<ul style="list-style-type: none">• SMEs file requests at local IP centers
Selection of companies for consultation	<ul style="list-style-type: none">• IP experts select successful candidates that have excellent IP capabilities and technologies.
Pre-diagnosis	<ul style="list-style-type: none">• Interview with CEO and IP manager• Pre-diagnosis checklist
IP management consultations	<p>Comprehensive consultations on patents, brands, and design management by IP experts from KIPO</p> <ul style="list-style-type: none">- IP strategy for SMEs- how to search for prior art- how to prepare a good IP application, etc.
Follow up	Additional online consultations

● **Comprehensive IP consultation program (2)**

- About 100 enterprises benefit from this program annually.
- Results:
 - ✓ The quality of IPR management in SMEs is generally low.
 - ✓ The program has made SMEs more aware of the importance of IPR management.
 - ✓ SMEs are eager to follow the suggestions of consultants.
 - ✓ 98% of SMEs are satisfied with the program.

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● Specialized IP consultations by IP experts

- ✓ Target: SMEs with excellent IPR management.
- ✓ Consultants: lawyers, patent attorneys, accountants, technology value appraisers, technology experts, and brand and design experts.
- ✓ Budget: 80% from KIPO and 20% from SMEs.
- ✓ Consultants, appraisers and advisors dispatched to SMEs bear the duty of confidentiality.
- ✓ We plan to provide this service to 30 SMEs in 2009.



● IPR support in the field of traditional knowledge

- ✓ Target: Enterprises and local governments with low IPR capabilities
- ✓ Activities:
 - Support for the creation of IPRs based on traditional knowledge and development of technologies to improve the traditional knowledge industry
 - Support for establishing brands and improving name recognition
 - Development and support for a consistent image design of traditional knowledge products
- ✓ Collective (rather than individual) support for enterprises engaged in the same field of traditional knowledge

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- Public Patent Attorneys Center
 - ✓ Free IP consultations to individual inventors and SMEs.
 - ✓ Began in 2005 and now has a staff of eight
 - ✓ Provided 6,240 consultations in 2008 (about 520 per month)
 - Consultations by phone, face-to-face, or online



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● IP Education and Training

- ✓ In 1987 KIPO set up the International Intellectual Property Training Institute (www.iipti.org)
- ✓ The IIPIT offers IP education for government officials and the private sector, including SMEs, students, and international participants
 - 13,083 trainees participated in 72 courses in 2008
- ✓ The IP training courses for international participants:
 - * Cooperation Program with WIPO, KOICA and ASEAN
 - * WIPO Summer School on IP in Korea (June 22 to July 3, 2009)



● Customized Cyber IP Education

- ✓ Free IP training programs for SMEs, customized for the jobs of participants
- ✓ Programs: 118
 - Personal education (business-to-consumer)
 - Customized education (business-to-business)
- ✓ Hybrid online-offline programs

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3. Practical examples



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Development of brand names in languages other than English (LOTE)

- Help SMEs in or entering markets in non-English speaking countries to develop new acculturated LOTE brands.
 - Help to develop new brands, create IPRs and set brand strategies.
 - Funding: \$35,000 per SME.
- Promote the development of acculturated LOTE brands with the help of experts from KIPO, universities and the private sector.
- Four enterprises participated in the 2008 pilot project; 14 enterprises will participate in 2009.



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IP e-learning



IP Panorama

- ✓ Developed by WIPO, KIPO, and KIPA
- ✓ Storytelling-based case studies
- ✓ 12 modules on IP
- ✓ Practical IP management knowledge from a business perspective
- ✓ Other language versions will be developed

<http://global.ipacademy.net>

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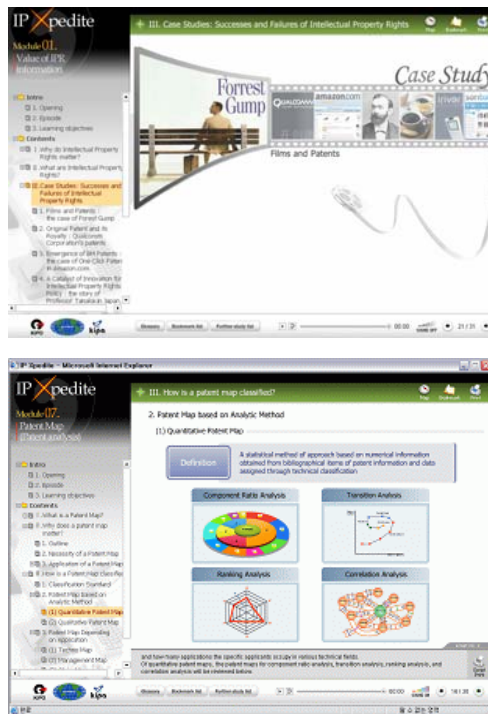
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IP Xpedite

- ✓ APEC-funded project proposed by KIPO
- ✓ Tutorial method
- ✓ 14 modules on IP
 - Patent information
 - Strategies for international applications
 - Patent drafting and interpretation

✓ New project:

“APEC Project for Training IP Information Facilitators through the E-learning Program IP Xpedite.”



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Thank you very much!

