Towards an **IP-led**

Creative Economy

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Korean Intellectual Property Office
The Creative Economy and IP
Silicon Valley – An Exemplary Virtuous Cycle

Idea
→
R&D
→
Commercialization
→
Market

Silicon Valley

R&D Labs
University
Venture Capitals
IP-intensive Corporations
Service Providers

NVP
Ford
NASA
Intell Capital
Google
Apple
pwc
at&t
Orrick
The core of the cycle: IP Ecosystem

- Is IP a catalyst?
  - No. of patent filings per job in Santa Clara County is double that of other areas.

Is IP a catalyst?
The Creative Economy and Korea

“IP is the **basic currency** of **creative economy**.”

“IP is the **heart of creative economy** that creates high-added value and numerous job opportunities.”

*KIPO’s vision*

*Promotion of Creative Economy Based on the IP Ecosystem*
Optimizing Pendency
Improving Timeliness

Shortening examination pendency period

Examination pendency period (months)

<table>
<thead>
<tr>
<th>Year</th>
<th>Patent</th>
<th>Design</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>13.3</td>
<td>8.3</td>
</tr>
<tr>
<td>2015</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>2017</td>
<td>10</td>
<td>5</td>
</tr>
</tbody>
</table>
Meeting Different Needs

Customer-tailored examination system

| Multi-track Examination System |

<table>
<thead>
<tr>
<th>Type</th>
<th>Time Frame</th>
<th>Utilization Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Accelerated</td>
<td>1 month</td>
<td>0.1%</td>
</tr>
<tr>
<td>Accelerated</td>
<td>3-5 months</td>
<td>12.3%</td>
</tr>
<tr>
<td>Regular</td>
<td>10 months</td>
<td>87.6%</td>
</tr>
<tr>
<td>Deferred</td>
<td>10 months</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

(Utilization ratio, 2012)
Shortening trial pendency period

<table>
<thead>
<tr>
<th>Year</th>
<th>Trial Pendency Period (months)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>9 months</td>
</tr>
<tr>
<td>2014</td>
<td>8 months</td>
</tr>
<tr>
<td>2015</td>
<td>7 months</td>
</tr>
<tr>
<td>2016</td>
<td>6 months</td>
</tr>
<tr>
<td>2017</td>
<td>6 months</td>
</tr>
</tbody>
</table>
PCT – Timeliness

100% of ISRs will be delivered in time

Timeliness in transmitting ISRs (%)

44.0 16.3 16.9 22.2 100

2009 2010 2011 2012 2nd Quarter of 2013
Patent Quality Control
**High-Quality Examination**
- Supplier’s point of view
- Examination is a search and review process;
- Focus is on the examination stage only.

**High-Quality Patents**
- IP user’s point of view
- Examination is a process for creating a quality patent;
- Focus is on the pre-thru-post examination stages.

**Paradigm Shift!**
Expanding Examination Capacities

- Seek measures to improve the patent classification system
- Extend machine translation services to overseas documents
- Enlarge interaction-based outsourcing of prior art searches
- Increase the number of examiners on a continual basis
Collaboration with Other IPOs

Patent Prosecution Highway (PPH)

- No. of PPH requests
  - 81 (2007)
  - 157 (2008)
  - 272 (2009)
  - 490 (2010)
  - 610 (2011)
  - 1,250 (2012)

- KIPO's PPH partners
  - 2 (2007)
  - 6 (2008)
  - 8 (2009)
  - 9 (2010)
  - 11 (2011)
  - 14 (2012)

Enter partnership with all the PPH member states.
Quarterly meeting
- Continual updating of examination standards
2-layer quality control system

Examination Divisions

1. Examiners
   Producing ISRs

2. Senior Examiners
   Reviews

Quality Assurance Division

2. Reviewers
Globalized Patent Laws and Systems
Extended patent duration due to delays in registration

Extended grace period for disclosure

Abolished patent cancellation due to non-usage

Introduced confidentiality protection order in appeals procedures

Recovery of a right

“A right is recovered when the failure to meet the deadline has resulted in the loss of the right”

Amendment completed
(Effective from July 2013)

Simplified requirements for acknowledging filing date

English application will be allowed

Under pre-announcement of legislation
(From March to May, 2013)
Conclusion

Towards an IP-led creative economy

IP ecosystem

Optimizing pendency

Patent quality control

Globalized patent laws and systems
Thank You.