

DID YOU KNOW?

Visiting Korea? The Korea Tourism Organization's conducted a survey listing:

Top 5 Seoul Tourist Sites

1. [Insa-dong](#): Located in the heart of the city, many tourists experience the traditional Korean culture
2. [Gyeongbokgung Palace](#): Main residence and palace during the Joseon Dynasty
3. [Namdaemun Market](#): Outdoor marketplace for all goods
4. [Dongdaemun Market](#): Fashion Mecca—high design made affordable
5. [Mt. Namsan](#): 265 meters above sea level, icon for the city

Top 5 Korean Dishes

1. [Galbi \(갈비\)](#): Marinated beef or pork ribs
2. [Bulgogi \(불고기\)](#): Thinly-sliced, marinated rib-eye
3. [Bibimbap \(비빔밥\)](#): Traditional dish with minced meat, veggies, eggs, sesame oil, and hot bean paste mixed with rice
4. [Dolsot Bibimbap \(돌솥비빔밥\)](#): Same as Bibimbap, but served in a hot stone
5. [Mandu \(만두\)](#): Korean-style dumpling with meat, tofu, kimchi & vegetables



Counterfeit goods confiscated

2012 HALF-YEAR REPORT, S. KOREA



Angry Birds, developed by Rovio Entertainment (Finland), was copied the most with 498,000 products, and Pfizer's (U.S.A.) well-known drug, Viagra followed, with more than 289,000 fake Viagra tablets. Also on the list, the most copied clothing brand was Calvin Klein (U.S.A.), the most copied electronic product was Nintendo (Japan), and the most copied shoe brand was New Balance (U.S.A.).

Accounting for 75% of the total number of cases, the top five luxury brands confiscated were: Louis Vuitton (France), Chanel (France), Gucci (Italy), Burberry (U.K.), and Hermes (France) - famous designer brands with great popularity and high brand awareness in Korea.

However, an interesting factor for the first half is the increased number of fake domestic brand goods. Compared to last year's figures, 22 domestic brands were copied, valued at 1.7 billion won (\$1.4 million)— a 275% increase. According to Korea Customs Service officials, this has become a recent trend, and "the product types are becoming more diversified, with products such as children's clothing".

Examination period: 10 months by 2015

The Korean Intellectual Property Office (KIPO) has set plans to reduce the patent examination period of 16.8 months to ten months by 2015. To meet global standards, and with the U.S. Patent Office and the Japanese Patent Office making efforts to reduce the patent process, Commissioner Ho-Won Kim of KIPO announced an operational administrating plan. According to the plan, examination/trial results will be issued within ten (10) months for patents, five (5) months for designs, three (3) months for trademarks and seven (7) months for trials— making it the fastest among all jurisdictions. To accomplish this goal, KIPO's initiative is to increase the number of examiners, relocate personnel, and develop an integrated global assessment information inquiry based system.

In addition, KIPO has decided to promote awareness of intellectual property among Korean Government Departments and Agencies. Accordingly, 150,000 current and new government IP related personnel will be dispatched throughout the departments, official fees will be reduced for small to mid-sized companies, and free attorney consultation will be provided.

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AIRMAIL



Y.S. CHANG & ASSOCIATES
AIPI 2012 Seoul
KOREA NIGHT

Monday, October 22, 2012
5:30 - 11 pm

Twosome Place [2nd FL] Dong Woori Bldg.
14, Teheran-ro 92-gil, Gangnam-gu, Seoul 135-846

Please join us for a relaxing cocktail reception with
Korean food, drinks, music & more!

Shuttles will be provided to and from COEX.

For shuttle locations & times, visit us at www.yschang.com.

RSVP to info@yschang.co.kr.

