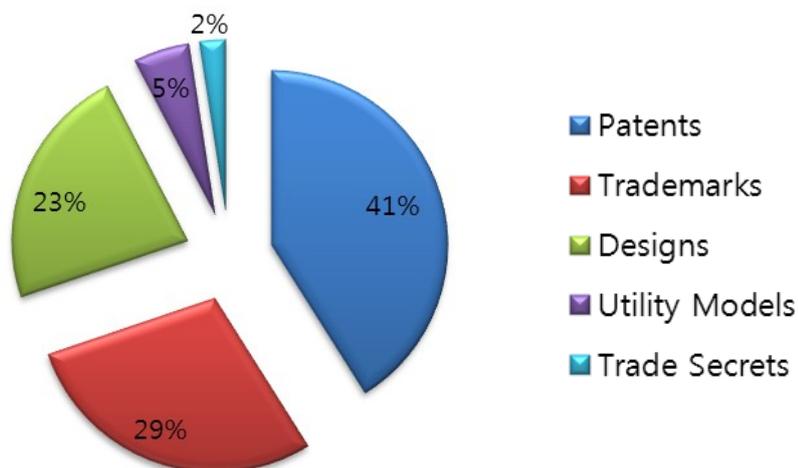


## Infringement Types in 2012



## Infringement on the Rise

Recently the Ministry of Trade, Industry and Energy (MOTIE) and the Korean Intellectual Property Office (KIPO) announced concerns with the rise of infringements. In 2012, infringement cases rose from 4.3% in 2011 to 5.6%.

The numbers reflect an overall increase, specifically for Trademarks, 29.0% in 2012 14.3% in 2011, and Trade Secrets 2.0% in 2012 & 0.6% in 2011. Also, of the 82.7% domestic products that were infringed, 18.2% were manufactured in China. Despite the advanced on-line market in Korea, only 29.5% of the products were distributed via internet and home shopping networks, while the remaining 83.5% of the products were distributed off-line.

When responding to the infringements, 46.0% of the cases sent warning letters, while 31.4% filed law suits and sought legal remedy, and 18.2% requested enforcement/investigation with the Korea Trade Commission · Korean Customs Office as well as other related Administrative institutions.

Officials understand that protecting intellectual property is crucial to strengthen its competitiveness globally. There are mixed-feelings towards the current national standards for the protection of intellectual property rights, however greater protection can be expected. According to recent reports, Korea was ranked 7th in terms of business environment, 7th largest exporter, 9th largest importer, and 34th in terms of economic freedom.

*If you have questions or concerns regarding infringements in South Korea , please feel free to contact Mr. Jin-Woo Park at [mail@yschang.co.kr](mailto:mail@yschang.co.kr).*

## DID YOU KNOW?

### What Koreans Do Best!

1. "Wired Culture"
2. "Whipping out the plastic"
3. "Workaholics"
4. "Business boozing"
5. "Innovative cosmetics"
6. "Female golfers"
7. "Starcraft"
8. "Flight Attendants"
9. "Blind dates"
10. "Plastic Surgery"

According to a recent article "10 Things South Korea does better than anywhere else" by Cable News Network (CNN), it ranks what Koreans do best.

Interesting facts include that Korea has a Internet penetration of 82.7% and 78.5% of the population using smartphones. Also, on average, Koreans are said to work 44.6 hours per week, while the OECD average is 32.8 hours. For the full article, use the QR Code below:





*Season's Greetings  
and  
Happy New Year!*

 **Y.S. CHANG & ASSOCIATES**  
AN INTELLECTUAL PROPERTY LAW FIRM  
K.P.O.BOX 136  
SEOUL 110, KOREA



**A I R M A I L**

**PRINTED MATTER**

 **Y. S. CHANG & ASSOCIATES**  
AN INTELLECTUAL PROPERTY LAW FIRM

Phone : (82-2) 556-8224 ~ 6, 568-0461 Website : [www.yschang.com](http://www.yschang.com)  
Fax : (82-2) 556-5377, 556-5969 Mail : K.P.O. BOX 136, Seoul, KOREA  
Email : [patent@yschang.co.kr](mailto:patent@yschang.co.kr) / [trademark@yschang.co.kr](mailto:trademark@yschang.co.kr)  
Address : 308, Gangnam-daero, Gangnam-gu (6th Floor), Seoul, 135-937