

**DID YOU KNOW?**



*GE, Siemens, BASF choose Korea for Asian HQ; GM, Renault Renew Commitments*

The multinational corporations GE (USA), BASF (Ger), and Siemens (Ger) recently announced plans to locate their Asia operations headquarters in Korea. GE will open a headquarters focusing on offshore and maritime operations, and BASF and Siemens plan to use Korea as their base of operations to coordinate their operations across Asia. Also, GM (USA) and Renault (Fra) car companies renewed their commitment to upgrade and invest more resources in the Korea manufacturing and design operations.

All the companies stressed the Korean workforce as being highly skilled engineers, rather than the abundant resources, cheap capital, and large economic markets of China, as being the most significant reason to choose Korea.

## Korean Film Industry Targets Illegal Downloaders

The Korean Film Federation Against Piracy (FFAP) launched an opening salvo in what they call a war on Korean illegal file downloaders. More specifically, the FFAP is targeting users who share files using the "torrent" technology.



For a country as wired into high speed internet as South Korea is, the use of this mega-broadband to spread illegal downloads has the potential to have enormous reach and be lightning fast. Because this torrent technology utilizes decentralized storage and dissemination of small fragments of files, rather than a centralized storage of files like webhard services or the Napster service of the early dot-com days, finding and putting a stop to this activity requires all the resources the FFAP trade association can bring to bear.

Ending illegal Intellectual Property appropriation has become a pressing issue for the Korean entertainment industry, as the illegal sharing of popular Korean Wave television dramas, Kpop recordings, and movies costs the Korean production companies along the lines of \$77 million per week in lost income.

Included in their strategy to fight the downloaders is both a technological and legal approach. The FFAP is actively encouraging anti-privacy technology to protect the valuable IP as well as leveraging the legal protection afforded to IP under various national and international laws.

*For more information and assistance, please contact us at trademark@yschang.co.kr*

## INTA DALLAS – 2012

### Y.S. CHANG & ASSOCIATES Hospitality Suite

The Y.S. Chang firm would like to thank everyone we got the chance to meet recently at this year's INTA conference in Dallas, Texas. It was such a pleasure to meet new friends as well as see some good friends from past years. We hope you enjoyed the conference as much as we did, and we hope to see everyone at next year's conference in Hong Kong!



## Street name address information:

The current address system in South Korea is based on land-lot numbers, however, beginning January 2014, Korea will adopt the street name address system. We ask that you use our new address below:

New: 308, Gangnam-daero, Gangnam-gu (6th Floor)  
Seoul, 135-937

Current: Landmark Tower 6th Floor  
837-36 Yeoksam Dong, Kangnam  
Seoul, 135-937

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