

# CWS.ATR.TM.2010.KR

## Annual Technical Report 2010 on Trademark Information Activities submitted by Republic of Korea (CWS/ATR/TM/2010/KR)

Where URLs are requested below, it is preferred that either URLs which are likely to remain stable over time (three years or more) are provided, or home (main) page URLs are provided with a short explanation of how to access the corresponding information.

### I. Evolution of registration activities

#### Changes experienced in terms of application filings and registrations with respect to the previous year

In 2010, compared with 2009 (when measured on a multiple class basis), the number of trademark applications was 153,179 representing a 5.8% decrease; while the number of registered trademarks was 53,136, representing a 0.03% decrease.

#### Trends or areas experiencing rapid changes with respect to the previous year

Trademark applications have been decreasing for three years in a row since 2008.

#### URLs of web pages of the Office's website that provide statistics related to trademarks

[http://www.kipo.go.kr/kpo/user.tdf?a=user.english.html.HtmlApp&c=97000&catmenu=ek07\\_03\\_01](http://www.kipo.go.kr/kpo/user.tdf?a=user.english.html.HtmlApp&c=97000&catmenu=ek07_03_01)

### II. Matters concerning the generation, reproduction, and distribution of secondary sources of trademark information, i.e., trademark gazettes

#### Publishing, printing, copying techniques

##### Gazette publication

Since July 2001, PDF gazettes of trademark applications have been published on a daily basis and made available on the website of the Korean Intellectual Property Office (KIPO) for two months from the date of publication. In addition, DVD-ROM versions, which include the same publications in XML and PDF formats, are distributed to 29 domestic/foreign organizations twice a month. In 2010, 68,391 trademarks applications were published on the website and on DVD-ROMs.

##### Data Management Center

Since May 2002, KIPO has been operating the Data Management Center to provide high-quality data services. The Center is responsible for generating data, processing and fixing any errors found in KIPO's internal database. In 2010, its main activities are as follows:

- Database building: 107,000 domestic trademark data
- Data dissemination: 6.74 million data of trademarks to domestic/foreign organizations
- Publication: 68,391 data of trademark gazettes on the Internet

#### Main types of announcements of the Office in the field of trademark information

##### KIPO's Website (<http://www.kipo.go.kr>)

KIPO's main announcements of trademark information are usually made through its website. Visitors of the website can refer to the PDF gazettes mentioned above and registered customers can receive gazette data of their interests through a push-mail service. Other key information announced at KIPO's website is as follows:

- Announcements about notifications that couldn't be delivered due, for example, to an applicant changing his or her postal address without informing KIPO
- Advance notice on trademark expiring due to the non-payment of fees
- Other notices, such as changes in laws or fees

#### Word processing and office automation

With the launch of the KIPOnet system in 1999, Industrial Property Right (IPR) administrative processes have been computerized including the receiving, examining, granting of applications. The system also facilitates the sending of examination results to applicants via email and SMS, publishing of official gazettes on the Internet, and handling most registration and opposition procedures online. Below are some remarkable developments thereafter.

- With the launch of the KIPOnet II system (an upgrade to the original KIPOnet system) in 2005, 24/7 e-filing service, a work-at-home examination system, a real-time notification service as well as a public service for notifying applicants of when their applications would be examined started.
- Through the launch of WEB-PASS in November 2007, all types of IPR applications including trademarks are filed on the web through KIPO's homepage and in 2008, for the convenience of users, WEB-PASS was configured to enable applicants to submit documents related to registration, trial or other intermediate processes online. In addition, KIPO started having automatic notifications mailed to applicants.
- In 2009, the e-filing portal system was advanced so that individual users could more efficiently manage their trademark affairs. In addition, existing filing editors were integrated to a commercial MS-WORD-based editor with the enhancement of the fee payment system.
- In 2010, a fee mileage system was introduced and a number system which indicates the turn of examination of each application was developed towards more customer-oriented services.

#### Techniques used for the generation of trademark information (printing, recording, photocomposing, etc.)

#### Digitization Center (Data Conversion Center)

In January 2001, KIPO began operating the Digitization Center for digitizing paper-based trademark applications and subordinate documents such as amendments, written opinions, objections, and registration and trial related documents at both its Daejeon headquarters and its Seoul branch office. The Center automatically receives applications, performs formality checks and data conversions on them. Delays and errors during the conversion process are avoided through the use of state-of-the-art technologies, such as, Multi-OCR, dual key-inputs, automated verification of electronic data, and color-scanning technology for documents attached to applications. In 2010, the Center digitized 73,719 documents, which were a combination of 777 different kinds of paper-based documents, including 8418 trademark applications.

#### **URLs of web pages of the Office's website that provide access to online trademark gazettes and to other sources of trademark information, including download of bulk trademark data**

[http://www.kipo.go.kr/kpo/user.tdf?a=user.html.HtmlApp&c=4017&catmenu=m04\\_03\\_05](http://www.kipo.go.kr/kpo/user.tdf?a=user.html.HtmlApp&c=4017&catmenu=m04_03_05)  
<http://eng.kipris.or.kr/>

### **III. Matters concerning classifying, reclassifying and indexing of trademark information**

**Classification and reclassification activities; Classification systems used, e.g., International Classification of Goods and Services for the Purposes of the Registration of Marks (Nice Classification), International Classification of the Figurative Elements of Marks (Vienna Classification), other classification (please indicate whether goods and services for the registration of marks and whether the figurative elements of marks are classified by your Office and, if so, which classification(s) is (are) used)**

#### Classification of goods and services

For the classification of goods and services, KIPO started using the Nice Classification System in March 1998, and officially became a party to the Nice Agreement in January 1999. In pursuit of greater fairness and objectivity, KIPO also continues to revise the examination guidelines and publish a directory for classifying similar goods and services. In December 2004, an internal study group was organized to investigate the classification of trade and service marks, share information on classification systems, and improve our examiners' skill set. Since 2007, the 9th edition of the Nice Classification System has been used.

#### Classification of the figurative elements of marks

Although KIPO started using the Vienna Classification in October 1999, it is yet to join the Vienna Agreement. In 2002, KIPO developed an examination system that could handle the classification and examination of figurative elements of marks. In the same year, a separate team for classifying figures was formed with the aim to improve the quality and consistency of classifications. Since January 2008, the 6th Vienna classification system has been used.

### **IV. Trademark manual search file establishment and upkeep**

#### **File Building**

##### Trademark Database

KIPO has built a database of registered trademarks published as far back as 1950, including those rejected since 1989 in SGML/XML format. The database also includes referral information such as international pharmaceuticals, international place of origin, foreign trademarks, public marks, and geographical indicators. All these data are classified according to the Nice Classification, the Vienna Classification, and the Similar Group Code depending on the type of trademark, letters, figures, and designated products. They are periodically updated in a batch file for easier text and image searches. As at the end of 2010, approximately 5.84 million data on trademarks exists.

#### **Storage, including mass storage media**

Depending on the use and importance of data, KIPOnet's storage configuration is divided into two sections: an IPR administration section and a search section. The IPR administration system uses RAID 1 for its integrated database, imaging data (as original data) and XML data, using 50% of the disk (the rest of the disk is used for mirroring), while forming a Shadow Image that facilitates quick daily backups and recovery. On the other hand, the search system applies RAID 5 using 75% of the disk (the rest of the disk is used for parity) for search data, index data, large-sized images, and representative drawings.

### **V. Activities in the field of computerized trademark search systems**

#### **In-house systems (online/offline)**

#### Trademark Search System

The Trademark Search System enables KIPO's examiners to search for domestic and international trademark information from designated offices under the Madrid Protocol. It provides bibliographic data, images, and SGML/XML data. The online searches can be conducted by the mark name, application number/date, or by the applicant's name. Without inputting a keyword, our examiners can view similar marks by the basic name of the mark through the intelligent search function of this system. They can also conduct step-by-step searches ranging from full-match searches to partial-match searches, as well as searches of classification code of figurative images and representative images. The major improvements and additions to the Trademark Search System in 2010 are as follows:

- A browse function of 'register of trademark' linked to the menu of 'show images en bloc'
- A function of transferring an 'examination memo' with automatically drawn trial information and date of termination
- A function of making a request for classification of figurative images from Madrid international trademark applications

#### Online Work-at-Home System

Since March 2005, a remote online work-at-home examination system has supported examiners who volunteer to work from home. They are enabled to securely access the KIPOnet system from the comfort of their homes through a VPN, fingerprint identification system, and a government public key infrastructure (GPKI). To prevent the leakage of undisclosed documents, Digital Rights Management (DRM) technology has been incorporated into the system. In an effort to make the work-at-home system more efficient and better managed, a new system was developed and incorporated into the work-at-home system in 2008. The new system facilitates the receiving of applications online from prospective work-at-home examiners, recording of their work hours and the management of the list of undisclosed documents. As at the end of 2010, 13 trademark examiners were benefiting from this system.

### **Administrative management systems (e.g., register, legal status, statistics and administrative support)**

KIPOnet has many sub-systems that support managing data produced during the various phases of the IPR administrative processes, such as, dealing with matters that originate in the transfer of data from one phase to another and streamlining search-related administration. Below are some of those sub-systems.

#### General Information Management Subsystem

The General Information Management Subsystem generates a variety of statistical and policy data on patents, utility models, industrial designs, and trademarks by using a variety of information retained in KIPO's databases. The system efficiently manages large volumes of data and provides end-users with various functions and tools with which to access the data.

#### Electronic Approval and Routing Subsystem

The Electronic Approval and Routing Subsystem enables electronic approvals of IPR and general administration processes. The system comprises of two major parts: an approval system for IPR examinations that was introduced in 1999; and an approval system for general administration that was launched in June 2000. The approval system for general administration was replaced with the Onnara System in January 2007. The Electronic Approval and Routing Subsystem is used for the following:

- Electronic approval: preparation, approval; dispatch and receipt of electronic documents; management of a document box; and circulation of documents
- Electronic mail: preparation, transmission, receipt, and management of emails
- Electronic bulletin board: for the submission of posts and reviews
- Management and preservation of records

The system has a pop-up window feature, which shows messages on the approval status of documents and could be used for managing individual schedules. The electronic approval system was used for 99.66% of all the documents approved in 2010.

#### Knowledge Oasis

For the efficient management of a variety of knowledge and information created by KIPO staff, the Knowledge Management System was launched in October 2001 and was renamed Knowledge Oasis (KOASIS) in 2006. KOASIS supports KIPO staff members to share knowledge through the bulletin board of the KOASIS website. Furthermore, it offers a keyword search function for gleaning details of approved documents and allows them to utilize various management tools, such as knowledge maps, knowledge warehouses, personalized portals, and cyber knowledge communities. In addition, the system enables KIPO to share ideas and knowledge with 18 external R&D institutes including the Electronics and Telecommunications Research Institute through an online Q&A communication corner. Some high quality information posted on KOASIS is available to the public through KIPO's homepage and private search portals like Naver. Since November 2007, it has also been linked to the Government's Knowledge Management System for more extended information sharing between government agencies. In 2008, a 'WIKI Corner' and a multi-dimensional knowledge map were built for more efficient use of KOASIS and in 2010, an integrated search function of the accumulated knowledge and a trade function of knowledge mileage were added to KOASIS.

### **Equipment used (hardware, including the types of terminal and network used, and software), carriers used**

#### Hardware

As at the end of 2010, KIPOnet had 42 UNIX Enterprise servers, 73 NT servers, and 22 Linux servers. For higher availability, individual servers are clustered for the e-filing system, IPR administration system, and search system and particularly between the Homepage Server and the Portal Server. In case of system failures, the cluster paired systems temporarily substitute for each other. The combined storage capacity of the 22 servers is 502 terabytes including 13 SANs. The peripherals consist of 6 backup devices, 2 jukeboxes and 383 sets of network equipment. The improvements made in terms of hardware performance in 2010 are as follows:

- Increase of IT resources for administration systems and search systems: 7 servers, 24.8 TB Storage, 48GB Memory
- Replacement of old legacy equipment: 23 servers and 211.8TB Storage
- Follow-up measurement after the checkup for IT equipment
- Structural evaluation of administration systems to prevent their disorder
- Inspection of the availability of administration systems/search systems/homepage systems through a dualized test
- Installation of a security patch for the administration systems to improve the security

#### Network

Our efforts to advance the network for KIPOnet and enhance related security in 2010 are as follows:

- Improvement of transmission speed enough to be perceptible by users
- Configuration of SLB (server load balancer) for Korean search engine to improve the performance
- Replacement of old (outdated) network equipment: L2 Switch (27 sets), L3 Switch (4 sets) and L4 Switch (10 sets)
- Network connection with the R&D IP Center
- Consultation on the 10Gbps migration for KIPOnet
- Regular dual test for more stable operation of network equipment including communication lines

#### Software

For databases, performance tests and recovery practice tests are regularly conducted with support from Oracle. In addition, KIPO introduces and upgrades system softwares such as DBMS, web servers and middleware to improve the KIPOnet system's performance and functionality. As at the end of 2010, about 207 commercial software applications were in use. The software applications can be grouped into three major groups as follows:

- 189 perpetual licensed software including DBMS and web servers
- 5 subscription licensed software including Vi Robot and other security products
- 13 packaged software for KOASIS, web mail, messenger, performance management system, electronic approval system, career development management system, Call Center, DW, Homepage portal, ITA/EA, DQM, open-end statistics portal, and e-filing portal

## **VI. Administration of trademark information products and services available to the public (relating to facilities, e.g., for lodging applications, registering trademarks, assisting clients with search procedures, obtaining official publications and registry extracts)**

### **Planning, administration, automation, security**

The Information Policy Bureau organizes comprehensive services for the public by managing the IP Digital Library and the e-Filing Portal System, while other departments support customers according to their duties and responsibilities.

#### e-Filing Portal System

Since 2001, for the convenience of applicants, KIPO has served the public through the e-Filing Portal System implemented at KIPO's website. This portal helps applicants to file all kinds of industrial property applications online with the applicant code and digital signature authorized by KIPO via the Internet. In addition, they can change their personal information on the website, pay their fees via Internet banking, and are informed of the legal status of their applications. They are also informed in advance of when their applications will be examined by e-mail and/or SMS. Furthermore, they can request and receive certificates, download electronic dossiers, such as priority certificates via the Internet, and check the status of their requests. Moreover, individual applicants can check the status of their applications through a HTML-based service titled How is my application going?, while enterprises, universities, institutes and Industrial Property (IP) law firms can do the same through a SOAP-based web service. This e-Filing Portal System is linked to WEB-PASS, which is a web-based e-filing system used for receiving all kinds of IPR applications. In 2008, the WEB-PASS service was extended to include intermediate, registration and trial documents. Furthermore, in 2010, twelve kinds of mobile applications were introduced into this System in accordance with the rapid proliferation of smart phone users.

#### IP Digital Library

The IP Digital Library located at KIPO's headquarters supports its customers by enabling them to search for trademark information in a variety of formats including online, microfilm, and paper, as well as in the journals and magazines the Library has. They could also order copies of published trademark applications as filed.

#### Customer Service Center

To integrate scattered counseling resources and promptly provide technical advice, the Customer Service Center was established in March 2002. Its main services are on the following issues:

- Procedural and technical advice on (electronic) filing, examination, registration, trial, search and use of trademark information, as well as on international trademark applications
- Use of the Expert System (e-filing support system) and remote consultation
- Consultation through mobile Web/App or Twitter
- Outreach service: informing applicants in advance that their applications would be extinguished and suggesting reasonable solutions

#### Security

In terms of security, the digital signature of electronic documents is used based on a public key infrastructure for encryption and decoding. 24/7 Enterprise Security Management has been introduced for security equipments and servers. Also, a key logger security and a hacking-diagnostic system are used for protecting PCs against other risks, such as spy wares; and a single sign-on system has been implemented for tighter security in accordance with the standardized Directory Access Protocol. Diverse security tools have been used to block illegal access to undisclosed database and unauthorized access to the main database.

Particularly, in 2010, SBC (Server Based Computing) was introduced for enhancing the security of trademark information. Against external attack threats, network based security systems such as UTM, Firewall, IPS, and VPN have been operated. The extended application of SecureOS is also useful for authorizing control to servers.

KIPOnet won the ISO 27001 certification in 2006 in recognition of its highly secure web services for applicants, SecureOS for servers, individual information protection marks, and secure site mark. Accordingly, among government departments, KIPO has consecutively won the top spot in security assessment (from 2007 to 2010) and in personal information protection (from 2008 to 2010).

### Collection management, preservation

#### IP Digital Library

The IP Digital Library archives trademark documents, such as bibliographic data, abstracts and full texts collected from seven countries and one international organization in a variety of media such as, paper, microform, and CD-ROM or DVD-ROM. The library also possesses 8,218 volumes of journals, magazines and books that were either donated or purchased.

### Information services available to the public (including computerized services and search files contained in libraries remote from your Office and trademark information posted by your Office on the World Wide Web)

#### Korea Industrial Property Rights Information Service (KIPRIS)

Korean domestic trademark information is available free-of-charge at KIPRIS website <http://www.kipris.or.kr/kor/main/main.jsp>. The service covers up-to-date information on the legal status of trademark applications, bibliographic data, and TIFF images dating back to 1950; as well as full text gazettes in CD/DVDs since 1998. In addition, diverse image viewers such as thumbnail, JPG, and PDF are offered. Registered members are allowed to download and print documents of interest. Moreover, a web service, called "KIPRISPlus" enables users to modify databases retrieved from the website to suite their needs and requirements. The KIPRISMobile service was put into trial operation in 2008 and into full operation in 2009. The KIPRISMobile service is an authentication-free web service for trademark searches via mobile devices. Besides, in terms of its functions, the KIPRIS service offers a Korean to English (and vice versa) translation service, sorting function on search results, and popular search queries. Moreover, beginning January 2010, foreign trademark data from AU, CA, JP, and US have been made available on a trial basis on KIPRIS.

### URLs of web pages of the Office's website for electronic filing of trademark applications

<http://www.patent.go.kr>

### URLs of web pages of the Office's website that provide information on business procedures such as: filing, publication, examination and registration procedures related to trademarks; opposition and appeal procedures related to trademarks; etc.

[http://www.kipo.go.kr/kpo/user.tdf?a=user.html.HtmlApp&c=10003&catmenu=m04\\_01\\_04](http://www.kipo.go.kr/kpo/user.tdf?a=user.html.HtmlApp&c=10003&catmenu=m04_01_04)  
<http://www.kipo.go.kr/en/>

### URLs of web pages of the Office's website that provide a description of information products and services offered by the Office (e.g., trademark search service(s) and trademark databases), as well as information on how to access and utilize them

## **VII. Matters concerning mutual exchange of trademark documentation and information**

### **International or regional cooperation in the exchange of trademark information, e.g., in the form of official gazettes**

KIPO regularly offers on DVDs, official trademark gazettes to 19 trademark offices, including the AT, CA, DE, FR, IT, JP, RU, US and the OHIM.

## **VIII. Matters concerning education and training, including technical assistance to developing countries (please indicate URLs of web pages of the Office's website wherever appropriate)**

### **Promotional activities (seminars, exhibitions, visits, advertising, etc.)**

2010 Trademark-Design Exhibition (December 2010)

Since 2006, KIPO has been holding an annual trademark and design exhibition for raising public awareness of the importance of trademarks and designs as intellectual property rights. The event for 2010 focused on successful management strategies for individual trademarks and designs to strengthen the competitiveness of interested enterprises. As similar to that of last year's, the exhibition was displayed by themes such as the Best Brand Contest Award, New trends in trademarks and designs, Original/Counterfeit Experience, Hit Brand, Major Brand/Design Rights Conflict Cases, Trademark and Design Counselor, and the Brand and Design Seminar.

### **Training courses for national and foreign participants**

International Intellectual Property Training Institute

In 1987, the International Intellectual Property Training Institute (IIPTI) was established in Seoul as an affiliate of KIPO. It initially offered 11 IPR training courses. In February 1991, it moved to the Daedeok Science Valley in Daejeon with the support of WIPO and the United Nations Development Programme. In 2010, the IIPTI conducted 71 different courses and have always endeavored to cultivate IP professionals, mostly examiners and trial examiners of KIPO, new patent attorneys, IP managers of enterprises, and researchers at universities and research institutes. The IIPTI also facilitates international seminars and training courses in conjunction with WIPO and the Korea International Cooperation Agency. Customized training courses have also been conducted at the request of other countries, such as Malaysia and Vietnam.

## **IX. Other general information related to the Office that is available on the Internet -- URLs of web pages of the Office's website that:**

### **provide information on legislation related to trademarks**

[http://www.kipo.go.kr/kpo/user.tdf?a=user.html.HtmlApp&c=3031&catmenu=m02\\_02\\_01](http://www.kipo.go.kr/kpo/user.tdf?a=user.html.HtmlApp&c=3031&catmenu=m02_02_01)

### **contain the Annual Report of the Office**

[http://www.kipo.go.kr/kpo/user.tdf?a=user.html.HtmlApp&c=3072&catmenu=m02\\_03\\_04](http://www.kipo.go.kr/kpo/user.tdf?a=user.html.HtmlApp&c=3072&catmenu=m02_03_04)  
<http://www.kipo.go.kr/en/>

### **contain trademark-related news regarding the Office**

[http://www.kipo.go.kr/kpo/user.tdf?a=user.news.trot.BoardApp&c=1001&board\\_id=trot&catmenu=m02\\_01\\_01](http://www.kipo.go.kr/kpo/user.tdf?a=user.news.trot.BoardApp&c=1001&board_id=trot&catmenu=m02_01_01)

## **X. Other relevant matters**