



Our vision as a global organization is to spread the invention culture and the value of IP while using its CI, the Honcheonui, a Korean celestial globe first made by a Joseon Dynasty scientist, Jang Yeong-sil as its inspiration.

KIPA strives to maximize the value of IP, promote a greater culture of knowledge, and foster a core of IP human resources through its main values: knowledge, innovation, passion, and achievement.



#### K I P A

Korea Invention Promotion Association

Korea Intellectual Property Service Center, 131

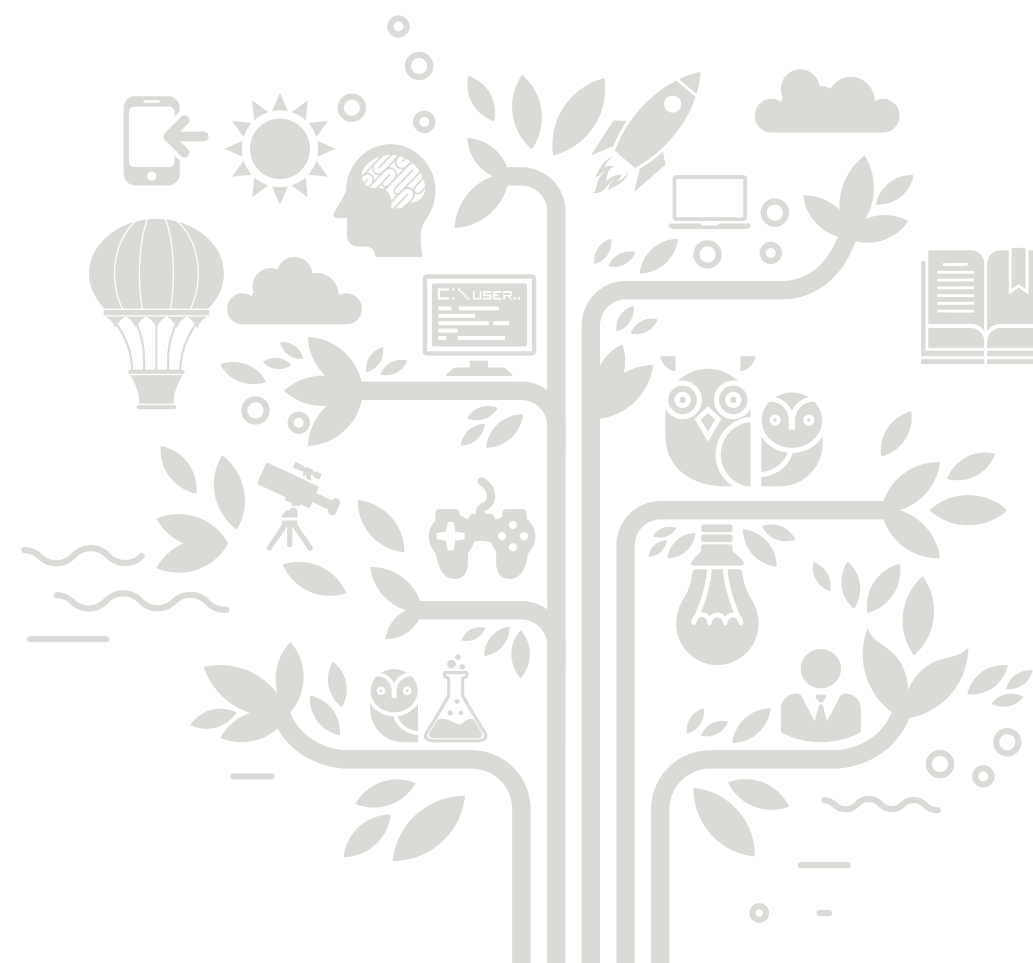
Teheran-ro, Gangnam-gu, Seoul, Korea 06133

[www.kipa.org](http://www.kipa.org)



# CREATING IP VALUE

# GROWING TOGETHER



## kipa.

KOREA INVENTION PROMOTION ASSOCIATION





KOREA INVENTION PROMOTION ASSOCIATION

IP BUSINESS SUPPORT

## Value creator

KIPA increases value by strategically utilizing intellectual property and activating transaction markets.

IP HRD

## Innovative inventor

KIPA fosters innovative inventors and creative IP experts through systematic education.

IP CULTURE

## Global IP leader

KIPA is rapidly growing as a global IP leader in promoting awareness of an intellectual property culture throughout all over the world.



# Introduction of KIPA

KIPA is Korea's largest public organization specialized in intellectual property equipped with efficient systems, 200 IP professionals, and a budget of over USD 72 million.



# 208

IP professionals



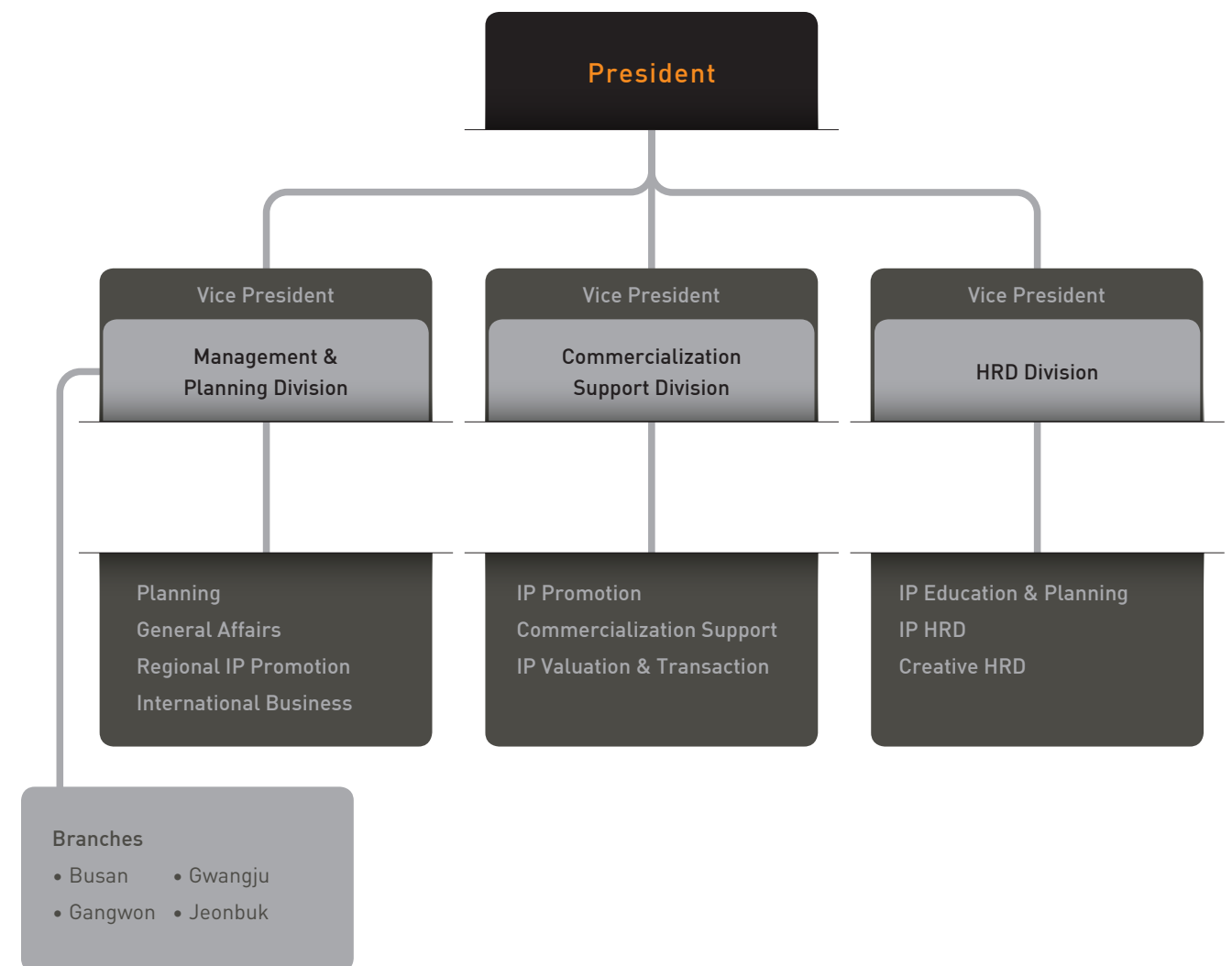
# 72

MIL USD

budget

( 1USD=1,115 won )

## ORGANIZATION



## KIPA'S CORE SERVICES

Promoting international competitiveness and economic development through technological innovation in the industrial field by systematically and efficiently implementing invention promotion projects

### IP BUSINESS SUPPORT

Fostering global companies through the commercialization of IP

### IP HRD

Nurturing IP specialists and providing training in IP HRD

### IP CULTURE

Cultivating a culture where IP is respected

**K** IPA plays a leading role in fostering a creative invention culture and improving the value of intellectual property based on over 44 years worth of abundant experience and knowhow.

KIPA enables intellectual property to be transacted for a fair value through systematic and specialized IP ratings, reinforcing international competitiveness, and maximizing the synergistic effects of the process. In consequence, KIPA contributes to the promotion of a worldwide invention culture.

#### Brief History

- 2016 **SMART3** service for European patents launched
- 2013 **SMART3** service for U.S. patents launched
- 2010 System to Measure, Analyze and Rate patent Technology 3 (**SMART3**) service for Korean patents launched
- 2006 Korea-WIPO joint intellectual property rights education content launched
- 2002 Hosted the first Seoul International Invention Fair (SIIF)
- 2002 Designated a specialized technology transaction organization by the government
- 2001 Designated a specialized technology rating organization by the government

**K** IPA plays a leading role in global intellectual property rights.



KIPA is Korea's first and largest IP-specialized organization designated as a government agency in 2007. Currently, KIPA is making various efforts to maximize the value of IP based on over 200 IP professionals, a total budget of USD 72 million, and efficient, specialized systems.

Most notably, we are able to evaluate patented technologies through a System to Measure, Analyze and Rate patent Technology 3 (SMART3) service that provides real-time measuring and rating results online at a lower cost. This has enabled KIPA to actively take the initiative in producing and spreading global IP content, including IP PANORAMA. Furthermore, KIPA has developed IP business manuals for SMEs in major IP-advanced economies and distributed them to 21 APEC member countries. This manual has helped SMEs in member states harness the potential of their intellectual property.

Among our endeavors, KIPA will continue to provide IP administrative consulting to other countries such as the UAE through our abundant experience and knowhow. We will continue to host the annual Seoul International Invention Fair, an exhibition for displaying top inventions from all over the world. We will also provide business opportunities for valuable invention technology and actively support talented human resources to lead the future of IP.

KIPA is a strong partner for IP organizations around the world and we will continue to grow as an IP-specialized organization.

Thank you.

President, KIPA Dr. Lee, Joon Seok



# Value creator

KIPA takes the lead in rating and trading creative IP. As a nation, Korea has grown into a world-class source of IP creation with innovative abilities based on pioneering inventions. KIPA seeks to enhance the value of this IP one step higher, in order to create the driving force needed for the Fourth Industrial Revolution. Help design the future of the IP field with KIPA, Korea's top public organization specialized in IP.



## IP BUSINESS SUPPORT PROGRAMS

From consulting to transactions, an all-in-one program and services for the commercialization of technologies



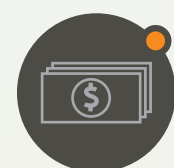
### IP CONSULTING

Consulting with experts for commercialization and tech support



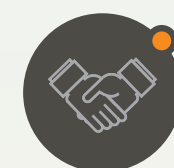
### IP VALUATION

Valuation of technologies for their smooth flow to the market



### IP FINANCE

Financial support for technological development and commercialization

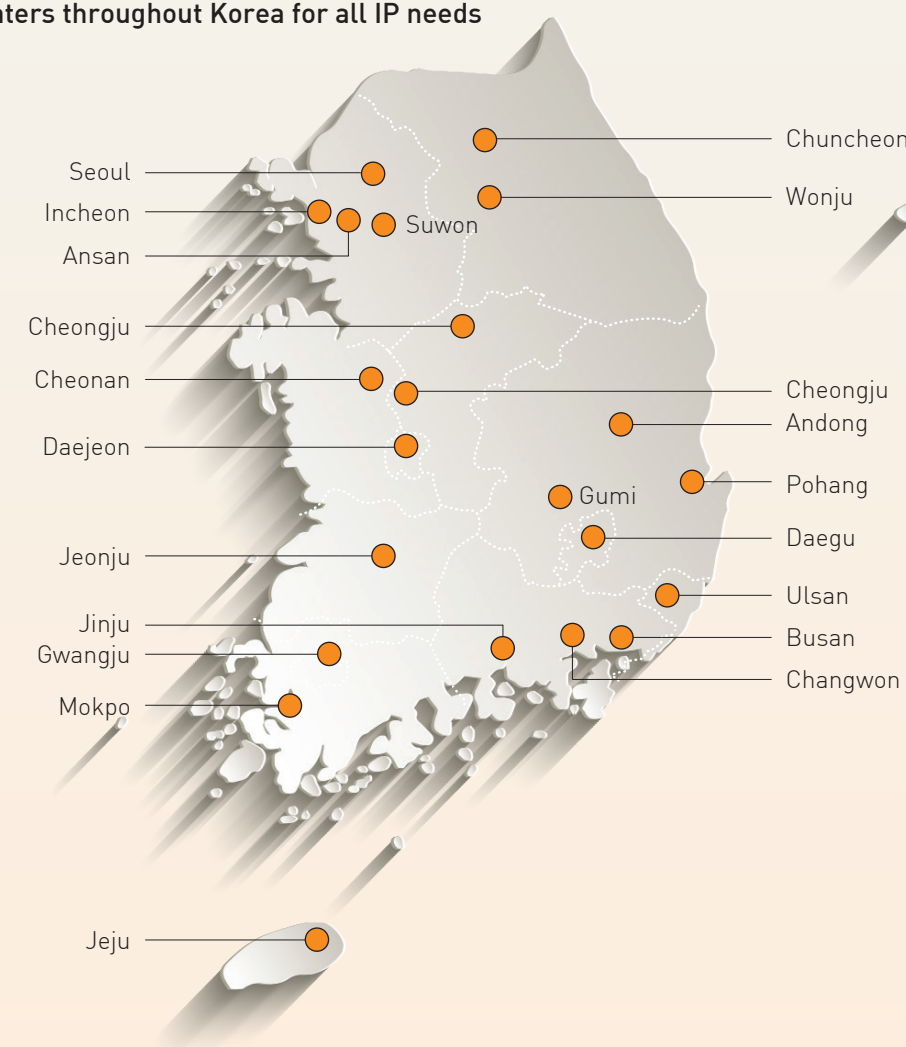


### IP TRANSACTIONS

Demand-driven IP transaction support from in-house specialists

## REGIONAL IP CENTERS

One-stop service centers throughout Korea for all IP needs





# K IPA embraces all areas of the IP business.

From IP consulting to IP trading, we have established a number of highly specialized systems.

## SMART3 ACHIEVEMENTS

(APRIL 2010 – JUNE 2017)

 **233** organizations

 **536** contracts

For the past seven years, a total of 233 organizations have used the SMART3 service, with a cumulative number of 536 contracts achieved.

 Cumulative number of cases  
**600,477** cases

2010	27,173	2014	112,719
2011	33,742	2015	116,404
2012	32,128	2016	167,754
2013	45,743	2017.06	64,814





## Providing Systematic IP Transaction and Ratings Consulting with Experienced IP Experts

KIPA provides customized IP consulting so companies with IP rights can creatively modify their products in response to market demands and trends for their business. In addition, the same companies are also provided with ample support for product improvement, marketing, new business exploration, and commercialization financing so they can use their IP rights to grow as global companies.

### + IP Product Innovation

By utilizing an IP product innovation manual in the fields of different technologies, KIPA provides innovative solutions for problems in production processes, supports new product exploration & development using existing technology, designs user-centered products that are combined with improved functions, and offers design improvements.

### ++ IP Commercialization

KIPA supports the establishment of corporate IP management strategies and provides customized solutions such as the establishment of marketing channels, strategic alliances for new business, and finance-related support.



## Promoting IP Transactions and Utilization through Specialized IP Valuation

The KIPA IP Valuation Center conducts highly respected technology valuations using world-class knowledge from its technology rating professionals who carry abundant experience from their past achievements. Technology valuation estimates the value of patented technology in currency units, making it useful for purposes such as technology transfers/transactions, investments in kind, investment attraction, examinations of business feasibility, IP mortgages, and patent litigation.

### + Support for Patented Technology Valuation

- No.1 in the total number of technology valuation cases conducted in Korea for three consecutive years (2014-2016)
- 2014: 197 cases / 2015 : 182 cases / 2016: 192 cases

IP Valuation	Lawsuit/Compensation Valuation	Consulting for Commercialization	Research Services
Technology valuation (knowhow, trade secrets)	Valuation of compensation for patent infringement	Licensing consulting	Valuation method research
Patent right valuation	Valuation of compensation for employee inventions	Commercialization strategies	Valuation for economic feasibility of R&D
Trademark valuation	Valuation for taxation	IP strategies and other related services	Evaluation analysis of government projects
Technology exploration & valuation for commercialization	Valuation for startup companies		Technology market research
Technological prowess valuation			



## IP FINANCE

### Supporting Continuous Investment in IP Development and Commercialization

KIPA supports investments in kind, investment attraction, and IP mortgages through performance analysis and comparative analysis on registered patents and utility models. KIPA also promotes the utilization of patented technologies in the market by supporting all costs incurred from technology valuations and the determination of business feasibility.

#### + Support for Commercialization-related Valuation of Patented Technologies

KIPA supports valuation costs for performance analysis, comparative analysis, business feasibility, and valuation of registered patents and utility models to provide objective valuation results for commercialization and active utilization of patented technologies.

#### ++ IP Finance-Related Valuation of Patented Technologies

KIPA values patented technologies owned by companies and then provides these results to ensure companies can secure sureties, loans, and investments.

## IP TRANSACTIONS

### Having Established a Healthy IP Eco-system by Invigorating the Country's IP Market

KIPA's Intellectual Property Transaction Center explores the possibility of utilizing unused patents through SMART3 ([smart.kipa.org](http://smart.kipa.org)), a service that provides real-time patent analysis and rating results online at a relatively low cost. Furthermore, by introducing a IP transaction consultants program, the center pursues a healthy IP eco-system through an expert consulting system.

#### + IP Transaction Consultants

Top professionals including engineers and lawyers with an abundance of work experience, support the whole process of IP brokering and transactions, as well as the process of discovering demand to contract signing, which includes IP transaction consulting, technology brokering/negotiation, and contract consulting.

#### ++ IP Market ([www.ipmarket.or.kr](http://www.ipmarket.or.kr))

Through online channels, the center provides the information necessary for IP transactions including information on over 150,000 patented technologies for transactions, open patents from large-sized companies, as well as the government-owned patents. Information on IP for transactions, actual cases of transactions, free consulting by patent transaction experts, and information on IP trends and policies are also available.

#### +++ System to Measure, Analyze and Rate Patent Technology 3 (SMART3) ([smart.kipa.org](http://smart.kipa.org))

Using an evaluation model based on objective/quantitative information extracted from patents, SMART3 provides online, real-time analysis and evaluation results of patents registered in Korea, the U.S., and Europe at a lower cost. SMART3 discovers companies that have a demand for patents through the analysis of similar patents and citation relations. At the same time, it also uses the results for IP transactions and other various purposes including: IP financing, measurement of achievements in government-led R&D projects, and corporate patent management.



# Innovative inventor

KIPA cultivates innovative human resources for inventions by conducting a wide range of IP training programs using animations and games. This includes KIPA's Global IP PANORAMA, educational contents taught using the storytelling method and offered in 24 languages.



## VARIOUS TRAINING PROGRAMS



# Global IP leader

KIPA is taking the initiative in disseminating a strong IP culture worldwide. One product of this is the Seoul International Invention Fair which provides inventors from around the world with new business opportunities and sales in overseas markets. It continues to strengthen its status as one of the world's four major international invention fairs along with other exhibitions hosted in the U.S., Germany, and Switzerland.



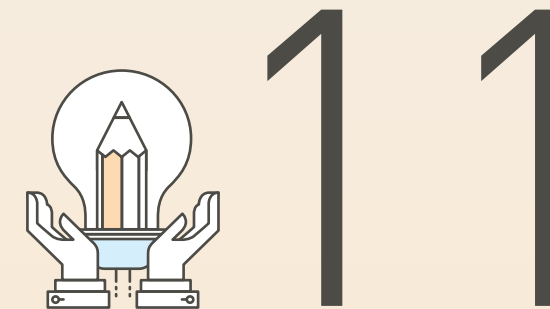
Participation in 12  
International Invention Fairs Every Year



Geneva, Switzerland; Pittsburgh, USA; Nuremberg, Germany; Moskow, Russia;  
Istanbul, Turkey; London, UK; Barcelona, Spain; Bangkok, Thailand; Kunshan, China; Taipei, Taiwan;  
Kuala Lumpur, Malaysia; Seoul, Korea

International IP Sharing Projects  
in 11 Countries

(Appropriate technology projects using patented information)

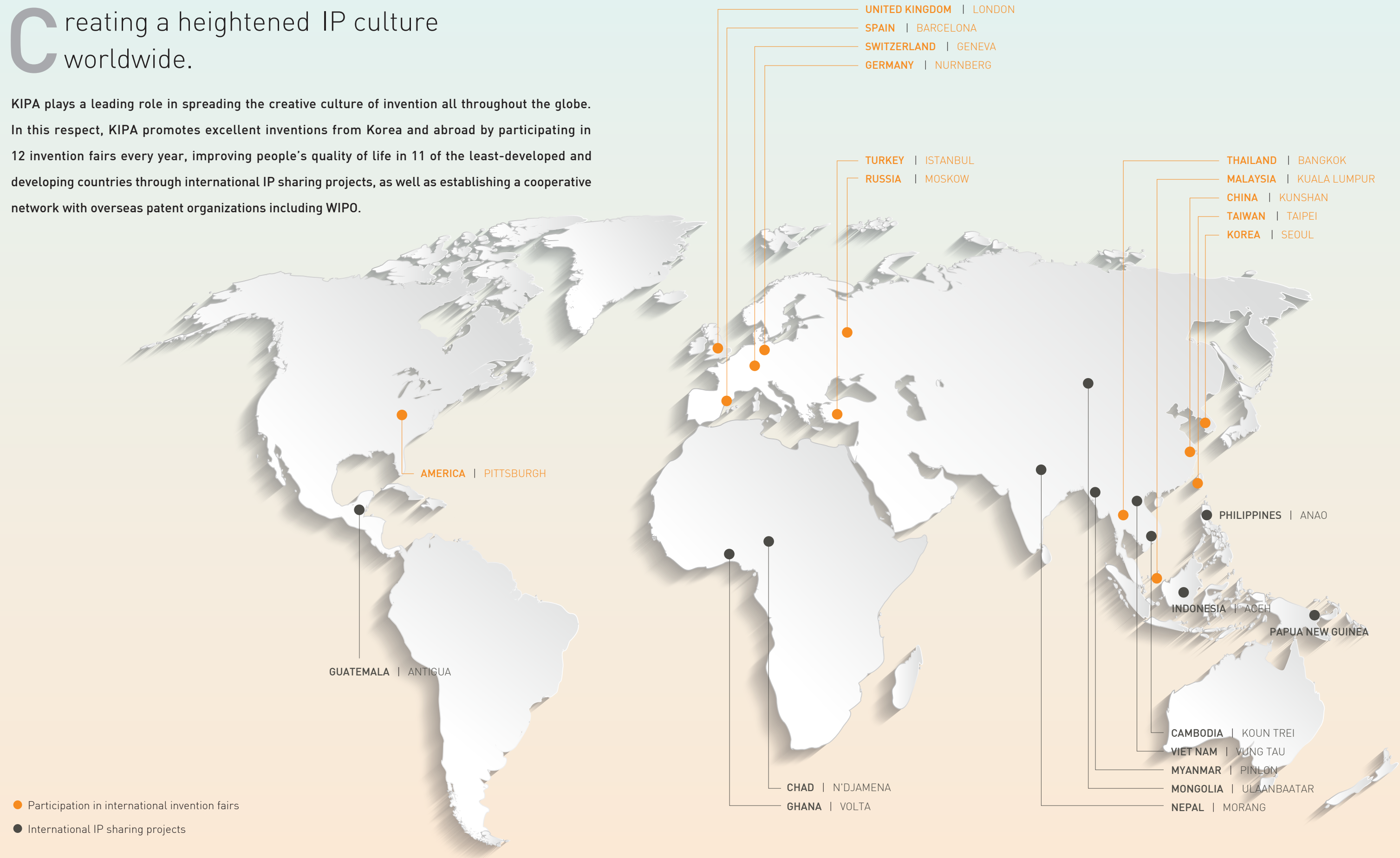


Ghana, Chad, Nepal, Myanmar, Mongolia, Cambodia, Indonesia, Vietnam, Philippines, Papua New Guinea, Guatemala.



# Creating a heightened IP culture worldwide.

KIPA plays a leading role in spreading the creative culture of invention all throughout the globe. In this respect, KIPA promotes excellent inventions from Korea and abroad by participating in 12 invention fairs every year, improving people's quality of life in 11 of the least-developed and developing countries through international IP sharing projects, as well as establishing a cooperative network with overseas patent organizations including WIPO.





KIPA is spearheading the next paradigm shift towards a future-oriented, IP-based society.

KIPA is generating new value through various IP businesses and faithfully carrying out its role as a global IP leader through the formation and dissemination of an IP culture in Korea and around the world while fostering the next generation of inventors through systematic IP education.

The core of the Fourth Industrial Revolution is a knowledge-based society. As Korea's top IP-specialized organization, KIPA will play a leading role in the next innovative paradigm shift.

Your global IP partner growing at your side.

Dreams come true with KIPA.