

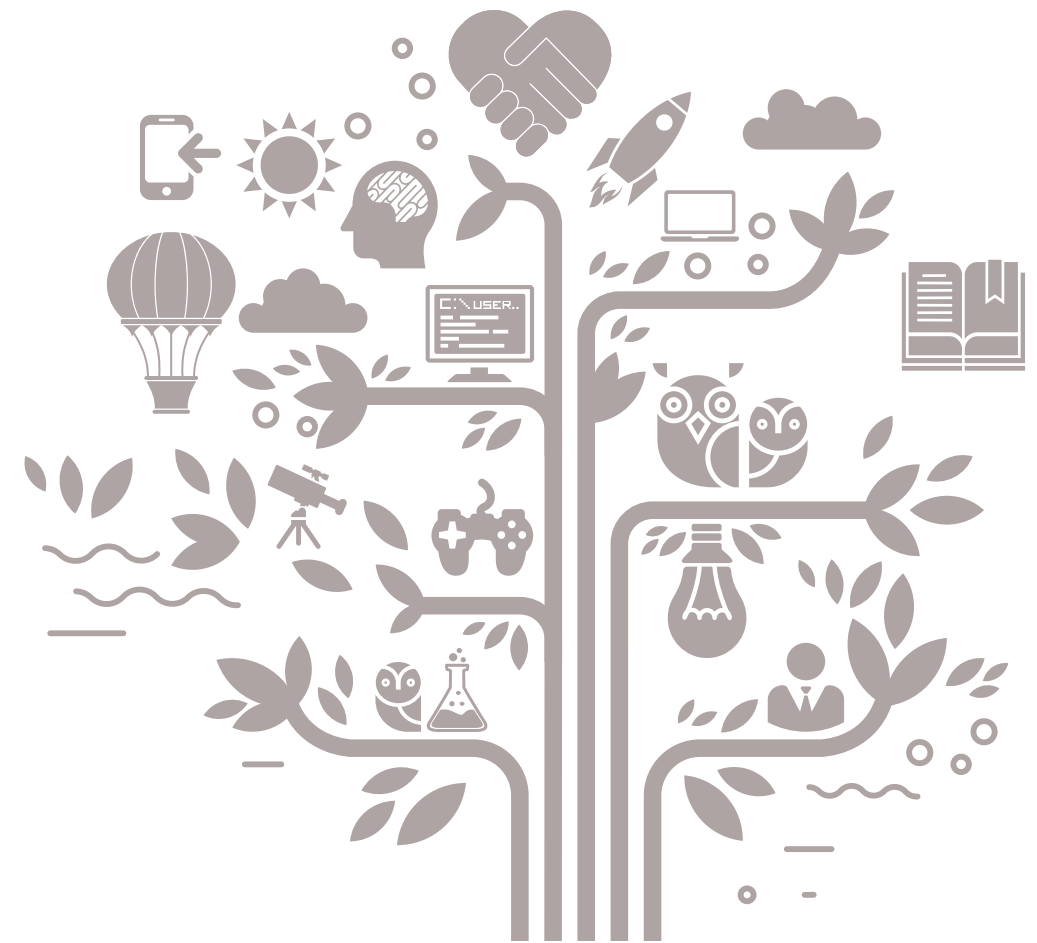
Timely and convenient evaluations
of patented technologies

SMART3

| SMART.KIPA.ORG |

SMART3

allows your business to work faster and more conveniently



kipa.

KOREA INVENTION PROMOTION ASSOCIATION

KIPA developed **SMART3** to provide an online-based rating and analysis of patents to support the success of businesses.

The SMART3 system provides patent evaluation & analysis information based on objective/quantitative patent information. In addition, it uses this exact information to help clients establish patent management strategies and formulate business strategies by analyzing competitor patents and patent trends in specific technical fields.

SMART3 offers reliable evaluation information based on research results from numerous experts.

- Through research conducted by a group of patent experts, patent evaluation elements and indicators are selected in consideration of a specific country's patent system.
- A patent evaluation model is used based on a multiple regression analysis created from the research of professional statisticians and reliability tests.

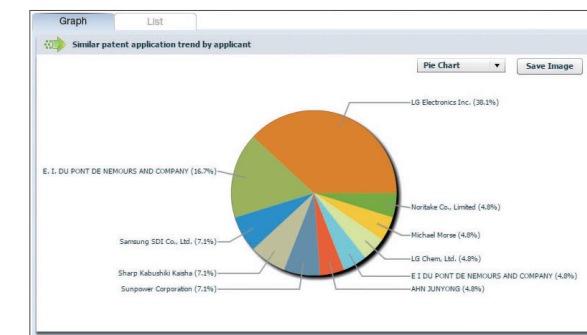
SMART3 provides various patent evaluation & analysis information.

- Korean, American and European patent evaluation & analysis
- Competitor patent portfolio analysis
- Analysis of patent trends in specific technical fields (WIPO, IPC, CPC, UPC)

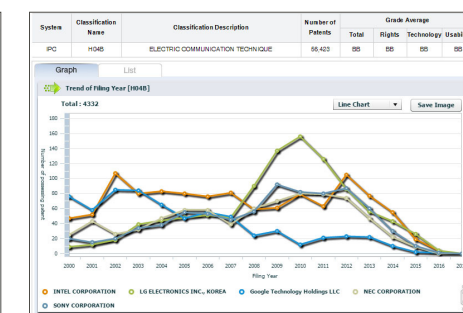
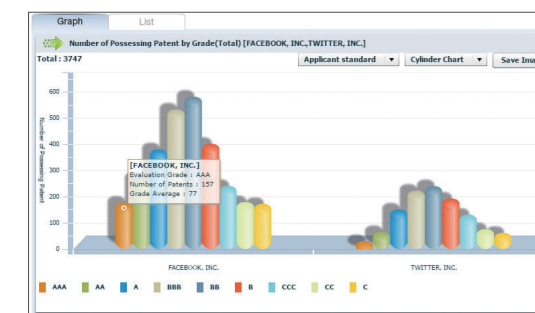
SMART3 examines the level of a client's patents so the results can be used as a tool to decide whether to continue maintaining the patents and to explore potential demand for licensing.

Evaluation Summary											
• Title of the invention	collaborative driving directions										Score
• Appl. No.	11752896										77.3
• Patent No.	08478515										Grade
• Filing Date / Patent Date	2007.05.23 / 2013.07.02										AAA
• Applicant	Google Inc.										
• Assignee	Google Inc.										
• Inventor	Andrew R. Golding, Trevor Foucher										
• International Patent Classification Code	G01C 021/000										
• International Patent Classification Name	Navigation: Navigational instruments not provided for in groups G01C L										
• Evaluation Date	2017.04.28 / 2017.05.30										
• Create Date											

Overall Evaluation Analysis											
Evaluation Items	Score	Grade	big division (physics/material)				middle division (mechanism 2)				small division (measures)
			Percent (%)	Average	Standard Deviation	Percent (%)	Average	Standard Deviation	Percent (%)	Average	Standard Deviation
Strength of Patent Rights(4)	31.7	AAA	0.6	25.3	2.2	0.7	25.5	2.2	0.8	25.8	2.2
Quality of Technology(20)	16	BBB	21.6	15.6	0.6	22.5	15.6	0.6	24.5	15.6	0.6
Usability(40)	29.5	BBB	25.3	29.3	0.8	26.1	29.4	0.8	27.8	29.4	0.8
Total (100)	77.3	AAA	1.7	70.2	2.8	1.8	70.4	2.8	2.0	70.8	2.8



SMART3 analyzes business competitors and market trends by examining each competitor's patent portfolio and other patents in a specific technical field so that the results can help establish a client's business strategy.



WWW.SIIF.ORG

A hub of leading inventions and related expertise from all over the world

SEOUL INTERNATIONAL INVENTION FAIR



SIIF

Take a firsthand look at top inventions and
global invention trends, and obtain valuable invention information
at the Seoul International Invention Fair.



kipa.

KOREA INVENTION PROMOTION ASSOCIATION

KIPA hosts the annual Seoul International Invention Fair (SIIF) to support top inventions from around the world that are entering global markets and to promote the exchange of invention-related information.

Every year, from late November to early December, KIPA organizes SIIF (www.siif.org), an event which brings the world's best inventions into one single place. SIIF provides opportunities to promote the commercialization of leading patented technologies and to explore sales routes as well as information on various inventions, patented technologies, and technology transfers.

SEOUL INTERNATIONAL INVENTION FAIR

SIIF aims at becoming Asia's largest international invention fair, with participants including the Korean Intellectual Property Office (KIPO), the World Intellectual Property Organization (WIPO), the International Federation of Inventors' Associations (IFIA), and many other patent information & technology organizations. This event provides an opportunity to promote inventions and to transfer/commercialize technologies. It is also an exhibition that provides an abundant amount of information on patented technologies.

SECTION	EXHIBITS	SPACE
International Invention Pavilion	International inventions and new products	10,368m ²
High Tech Pavilion	High-tech inventions and new products	
Design and Trademark Rights Exhibition	Exhibition of Korean designs and trademarks	
Korea Invention Patent Exhibition	Exhibition of patented Korean inventions and new products	
Military Invention Pavilion	Inventions and new products related to the military	
Business Matchmaking Pavilion	Matchmaking between potential buyers and inventors	

WHY

- It's a great opportunity to have your ideas and inventions promoted at the global level.
- At SIIF 2016, 643 inventions from 31 countries were on display to approximately 40,000 visitors.

WHO

- Individual inventors, researchers, enterprises, patent offices, IP information suppliers, technology transfer organizations, and IP-related institutions.

WHERE

- 06164, Hall A, COEX, Samsung-dong, Gangnam-gu, Seoul, Korea



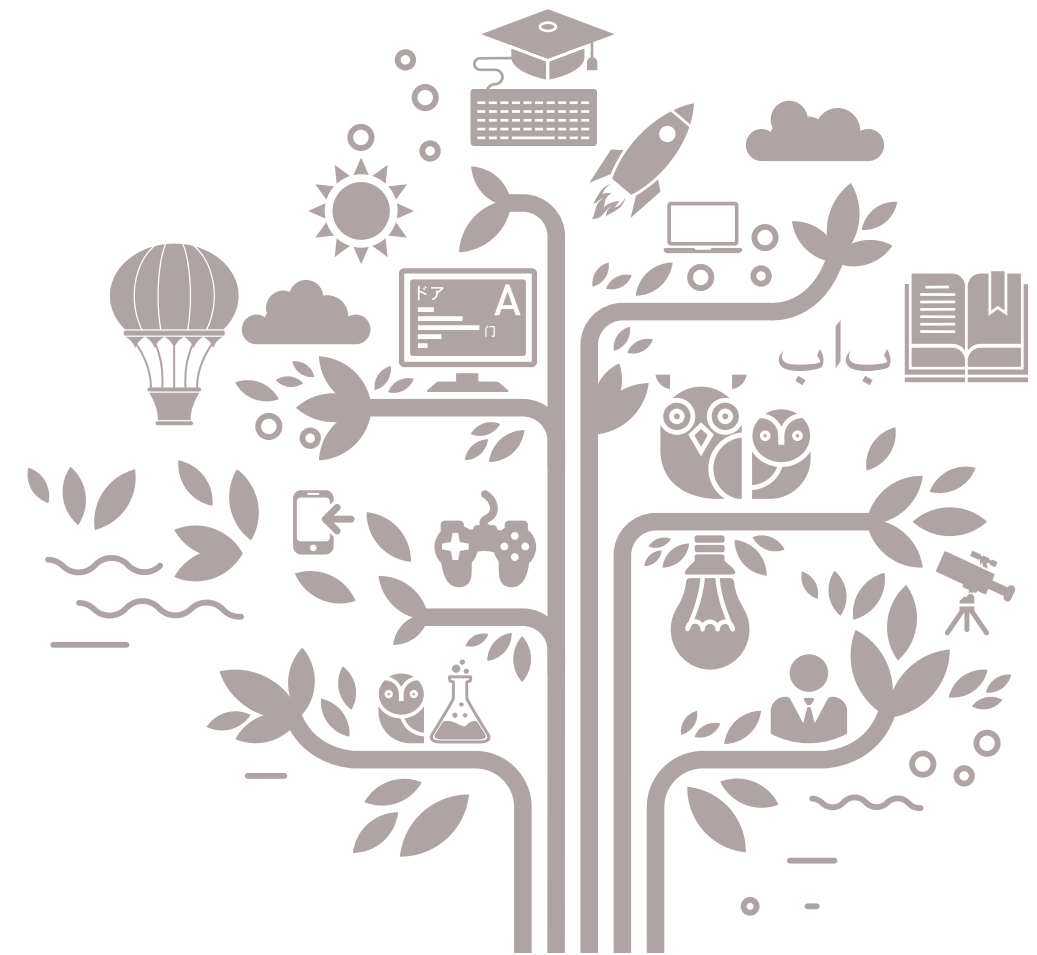
IP EDUCATION

KIPA's IP education programs contribute to the cultivation of global IP experts with high-quality, creative content.



IP EDUCATION

IP HRD programs
to foster next-generation inventors
through Global IP education



kipa.

KOREA INVENTION PROMOTION ASSOCIATION

KIPA fosters innovative and creative global human resources with storytelling-centered IP education programs using e-learning, games, and animations.

e-Learning: IP PANORAMA

KIPA's leading global IP education content, IP PANORAMA, is a practical storytelling curriculum that provides an in-depth understanding of IP rights. The program currently features 13 modules in 24 languages – including the six official languages of the UN, and it allows for fast and easy understanding by explaining major IP issues through imaginary cases.

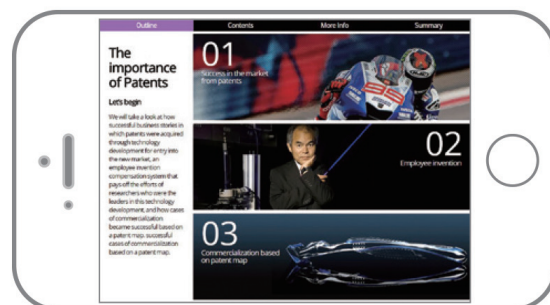
STORYTELLING-ORIENTED

BUSINESS-FOCUSED

ANIMATION

HIGH-QUALITY CONTENT

USABILITY MAXIMIZATION



LINK TO IP PANORAMA MOBILE



AICC (Advanced International Certificate Course)

An annual global education program based on the IP PANORAMA multimedia toolkit and IP management courses. The first stage of AICC consists of online courses, while the second stage is an IP essay, and the third stage is a face-to-face course.

*For further information, please visit: www.ipdiscovery.net

Mobile Games

INVENTION SAVERS: JIN

When a student named Jin realizes that his genius inventor friend Dr.Han is abducted, Jin's adventure begins as he travels through time to rescue his friend. The accompanying story and fun quiz games help develop a player's interest in inventions.

- Download: Search "Invention Savers" on Google Play or the App Store.
[offered in Korean and English]



INVENTION CITY

Inventors are encouraged to help save Invention City, a place frozen in time due to a lack of new inventions. Innovators who develop new inventions by combining the given materials appearing in the game can acquire wealth and fame through royalties, thus enabling them to learn more about the principles of invention while improving their creativity at the same time.

- Download: Search "Invention City" on Google Play or the App Store.
[offered in Korean and English]



Animation: Getting Creative with Pororo

This animation highlights the process of invention in a fun and easily understandable way with the world-famous, penguin-like hero character Pororo, who goes through the process of inventing a sled and then commercializing it. The animation consists of three episodes, each seven minutes long: Great Ideas, The Invention Contest, and Pororo Makes His Mark. Three workbooks, one related to each episode, help children learn more about the basic concepts of IPRs.

- www.youtube.com/user/wipo/search?query=pororo.
[offered in Korean, English, French, and Spanish]

