Implementation and Evaluation of Training Programs to Respond to Needs of Different Target Groups

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- Target groups for IP education
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Education operating procedures

- **Training Principles**
  - Provide customized education and training
  - Strengthen the evaluation and feedback
  - Strengthen cooperation with related agencies
    - Cooperate with WIPO, Enterprises, Universities, etc
    - MOU with CIPTC, INPI, MTI, INPIT

- **Education & Training Process**

  - Training Needs Survey
  - Course Design
  - Conduct Customized Education
  - Evaluation & Feedback

IP Education Categories

- For cultivating the IP specialists, IIPTI operates off-line and on-line education programs
- Management of Learner-oriented IP Education Contents and Curriculum can be divided into three categories
**Target Groups for IP education**

- **Government officials**
  - Examiner & Trial examiner
  - Police & Customs officer
  - Local government officials
- **Private sector**
  - New patent attorney
  - R&D Personnel
  - Student & teacher
  - Corporate staffs
- **Foreigner**

**Main Training Programs**

- Training programs for KIPO STAFF
- Programs for government officials
- Programs for private sector
- Invention education
- International education
- E-learning education
Training Performance

- The number of participants
  - 106,234 participants attended in the IIPITI training program from 1987 to 2009 (2009)

<table>
<thead>
<tr>
<th>Course number</th>
<th>Trainee number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Sector</td>
<td>38, 1,829</td>
</tr>
<tr>
<td>Private Sector</td>
<td>8, 1,383</td>
</tr>
<tr>
<td>Foreigner</td>
<td>8, 133</td>
</tr>
<tr>
<td>Invention Education</td>
<td>13, 11,525</td>
</tr>
<tr>
<td>Total</td>
<td>67, 14,870</td>
</tr>
</tbody>
</table>

Training Programs for KIPO Staff

- Intro
  - Improve the expertise of examiners in various field of law
    - Through the expansion, advancement and strengthening of our educational programs, we offer examiners, trial examiners and IP policy makers at KIPO opportunities to develop their general capabilities and enhance their specialties
    - Respond to current educational demands and pedagogical benefits by offering intensive courses involving case studies and on-the-job training
  - Sophistication of courses and combine online and offline learning
    - The blend of online and offline learning has been introduced to enhance face-to-face education
    - Participants can study the preliminary online module of basic concepts from the comfort of their homes or offices
    - This approach makes IP education more accessible to those (including government officials) who have limited opportunities to enroll in IP courses
Training Programs for KIPO Staff

- Renewal training evaluation system
  - For high quality examinations and trials, we introduced training result evaluation focusing factors such as examination performance examiners’ adaptation and acceptance rate result from applicants
- Initiation of second career programs
  - This is for KIPO staffs who are willing to practice patent attorney in the near future by offering necessary IP subjects like IP consulting & management, IP business method, licensing, solving IP disputes, etc

Training Performance
- Total 35 kinds, 39 times of training courses
- 1,612 trainees participated

Sample Courses
- New Examiner Training
  - To educate newly appointed examiners of KIPO (KIPO officials above the rank of deputy director)
- Senior Examiner Training
  - 10 days course to train KIPO officials who have completed the new examiner training
- Trial Examiner Training
  - 10 days in-depth course to train KIPO officials who have completed the senior examiner training
- Core issues in Patent Law
  - 6 days in-depth course for KIPO examiners on patent law including legislative purpose of each article and its trial & court decisions trough lecture and classroom discussion
Training Programs for KIPO Staff

✓ Prior Art Search
  • 3 days course for KIPO prior art searching staff on basic theory of patent law, international patent application submission, claim interpretation, search report preparation through lecture and classroom practice

✓ Intensive Examination under PCT
  • 3 days in-depth course on international application system and preparation of international of international search report and International preliminary examination report under PCT

✓ Litigation Practice and Procedure
  • 3 days course on patent, trademark law, contracts, trial and litigation and dispute cases to provide basic knowledge on litigation and to improve ability to handle patent dispute effectively

Programs for Government Officials

● Introduction to IPR Course

✓ Course Description
  • 5 days overview course to introduce IP rights including patent, utility model, trademark, and design as well as to enhance practical ability to deal with patent specification preparation, and application and registration procedure

✓ Trainees
  • IP-related government official
  • Local government officials

✓ Subjects
  • Latest IP overview, Patent & Utility Model system, Trademark system, Design Protection system, Job Invention system, IP Information search, Unfair Competition Prevention and Trade Secret Protection Law, Patent Dispute case
Programs for Government Officials

• Officials for Executing IPR Course

  ✓ Course description
  • 5 days overview course to enhance practical ability to deal with IP rights including patent, utility model, trademark, and design
  • For better understanding of the illegality of counterfeiting and negative effect of counterfeit goods

  ✓ Trainees
  • Police officer, customs officer, Local government officials

  ✓ Subjects
  • Intellectual Property Protection Policy, Trademark & Design
  • Dispute case, Trademark system, Unfair Competition Prevention and Trade Secret Protection Law,
  • Job Invention system, Trademark counterfeiting crackdown tips & case, Tips for identifying counterfeit, Copyright Act

Programs for Government Officials

• IP Course for Local Government Officials

  ✓ Course description
  • Visit government offices and provide customized training program services
  • Support for acquiring brand rights through protection of geographical indication of products; consultation on management of local brands; support for advertising and marketing for specialized products

  ✓ Subjects
  • Trademark & Design protection system, Intellectual property to save local governments, How to Search Trademark and Design, Registered trademark case of Local governments
Programs for Private Sector

**Intro**

- To provide packaged programs for the private sector
  - For companies that have difficulties sending employees to educational courses, we offer onsite programs on the weekend or at night and provide a blend of online and offline education.
  - Our diverse training courses impart practical knowledge adapted to the level of the participants they are also a means of enhancing the expertise of IP professionals in the private sector.
- To offer a broad range of practical training courses
  - A wide range of practical training is directed at patent attorneys, IP-related enterprises, research centers and universities.
  - Patent attorneys are an important group of IP experts and they play a central role in the promotion of the IP system.
  - Aims to improve the expertise and knowledge of those who are qualified to become patent attorneys.
  - Anyone from remote rural areas, particularly students and small and medium-sized enterprises, can also participate in our regular e-learning courses.

**Training performance**

- Total 8 kinds, 29 times of training courses.
- 1,383 trainees participated.

**Sample courses**

- Patent Attorney Training
  - 35 days course to educate people who passed the patent attorney exam for practical knowledge.
- Patent Description Analysis
  - 3 days course organized to give the basic understanding on patent specification and to improve the practical capacity for obtaining patent rights.
 Programs for Private Sector

- **PCT Application Practice**
  - 3 days course to introduce Patent Cooperation Treaty (PCT) system and its procedures in domestic and international stages

- **Effective strategy for Patent Dispute**
  - 3 days course to provide knowledge and skills to cope with patent dispute in each phase by teaching how to prevent patent dispute as well as how to deal with warning letters, and other relevant issues

- **Patent Mapping**
  - 3 days course to teach basic knowledge on patent information search, PM-making theories, and actual practice that are necessary for making patent maps

 Programs for Invention Education

- **Intro**
  - To build a special education system for invention genius
    - By introducing a competitive system and multi level courses, we plan to establish a special education system that cultivates invention genius
    - Conduct advanced education for leaders of invention coaches to enhance the overall quality of invention education
    - We entrusted a new team at our institute with the responsibility for strengthening the invention education process for gifted students

  - To broaden the base of invention education
    - Plan to broaden the base of invention education by developing high-quality user-friendly programs that will set the direction of invention education
    - Some of the invention programs of our Invention Education Center will be distributed to selected invention schools nationwide as a model for others
    - Endeavor to foster greater interest in invention by expanding our customized education services and extending the target, methods and hours of our educational programs to better suit the needs of our customers
Programs for Invention Education

Training performance

- Total 13 kinds, 240 times of training courses
- 11,525 trainees participated

Sample courses

- Educators and Invention Promotion
  - To instruct Principals of elementary, middle, and high schools including inspectors in science area
- Invention Teacher training for Invention-gifted Children
  - To train elementary, middle, and high school teachers in charge of educating invention-gifted pupil

Junior Invention Leader

- To train elementary, middle and high school students recommended by their school invention class

Creative Problem Solving Course

- To train elementary, middle and high school student
  - Develop the problem-solving skills demonstrated through thinking and observation

Invention Camp for Students and Parent

- To train elementary school students in 3rd–5th grade and their parent

Patent and Invention

- To practice how to apply patent application to the High school students
Young Inventors Program

- **Objectives**
  - Present problems faced by companies or customer complaints to youths
  - Through the process of finding a solution
  - Learn the entrepreneurship and develop the necessary abilities needed to Gifted Entrepreneurs

- **Operating Procedure**

  ![Diagram showing the process: Company → Present Problems → Educate Innovation Stories → Present Ideas (function, design, etc) → IP Acquisition → Patent Attorney → IP Education → IP Consulting]

  - **Company**
    - Present Problems
  - **Students**
    - Present Ideas (function, design, etc)
  - **Patent Attorney**
    - IP Acquisition
    - IP Education
    - IP Consulting

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**Young Inventors Program**

- **Idea Competition Overview**
  - Problems Announcement
    - Period: 2009. 9. 21~10. 9
    - Participating Companies: DUOBACK, INFIZA

  < Presented Problems >

<table>
<thead>
<tr>
<th>Company</th>
<th>Problems</th>
</tr>
</thead>
</table>
| DUOBACK | 1. Development of new concept chair~fun & Technology  
         | 2. Development of reasonable and functional chair applied universal design  
         | 3. Development of eco-friendly chair |
| INFIZA  | 1. How to keep bicycles safely  
         | 2. How to prevent the theft of bike parts  
         | 3. Design improvement of bike parts |
Young Inventors Program

- Evaluation Result
  - Evaluate the ideas by technical feasibility, excellence, creativity
  - 10 teams were selected

< The number of idea acceptance>

<table>
<thead>
<tr>
<th>Function Improvements</th>
<th>Middle school</th>
<th>High school</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>DUOBACK</td>
<td>12</td>
<td>78</td>
<td>90</td>
</tr>
<tr>
<td>INFIZA</td>
<td>11</td>
<td>43</td>
<td>54</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Design Improvements</th>
<th>Middle school</th>
<th>High school</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>DUOBACK</td>
<td>2</td>
<td>26</td>
<td>28</td>
</tr>
<tr>
<td>INFIZA</td>
<td>2</td>
<td>6</td>
<td>8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Change of Use</th>
<th>Middle school</th>
<th>High school</th>
<th>Subtotal</th>
</tr>
</thead>
<tbody>
<tr>
<td>DUOBACK</td>
<td>1</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>INFIZA</td>
<td>0</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

Total 28 174 202

This year’s Business Plan

- Host/Organizer
  - KIPO, KOVA(Korea Venture Business Association)/KIPA

- Qualified Applicants
  - Middle or High school students team consisting of 3 or less—One tutor must be included

- Selection Scale
  - 30 teams will be selected
  - Various training will be supported
### Young Inventors Program

<table>
<thead>
<tr>
<th>Section</th>
<th>Date(month)</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selection of Companies and Patent Attorney</td>
<td>2010. 2</td>
<td>Select green growth technology companies and patent agency</td>
</tr>
<tr>
<td>Business Announcement</td>
<td>2010. 3</td>
<td>Competition problems and pre-training information</td>
</tr>
<tr>
<td>Preliminary Education</td>
<td>2010. 3 – 5</td>
<td>Provide 30 hours on-line education contents - Basic Intellectual Property, Invention technique, etc</td>
</tr>
<tr>
<td>Receive Applications</td>
<td>2010. 5</td>
<td>Submit applications by internet</td>
</tr>
<tr>
<td>1st Screening</td>
<td>2010. 6</td>
<td>Investigate the prior art by attorneys</td>
</tr>
<tr>
<td>2nd Screening</td>
<td>2010. 7</td>
<td>Examine commercial availability, uniqueness, etc - with companies</td>
</tr>
<tr>
<td>Determine winners</td>
<td>2010. 7</td>
<td>Selectees will be notified individually</td>
</tr>
<tr>
<td>Conduct common training</td>
<td>2010. 8</td>
<td>Training for team members &amp; tutors will be held 2 nights and 3 days</td>
</tr>
<tr>
<td>Conduct customized training</td>
<td>2010. 9 – 11</td>
<td>IP consulting on Saturday fortnightly</td>
</tr>
<tr>
<td>Last conference</td>
<td>2010. 11</td>
<td>Students, company representatives and other related person will attend</td>
</tr>
<tr>
<td>Patent application and Post management</td>
<td>2010. 12</td>
<td>Determine the IPR scope between students and companies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Provide the students scholarships by merchandising profits</td>
</tr>
</tbody>
</table>
International Programs

● Intro
  ✓ To provide substantial for international education for international participants and consolidate international cooperation
  ✓ To expand courses for international participants and provide customized international education
    • Tailored the subjects and schedule in line with the needs of government officials from foreign country
  ✓ To be a regional IP hub in the spirit of IP5 cooperation
    • Since the formation of the IP5 group (US, Europe, Japan, China, and Korea), we have been endeavoring to collaborate with the other IP5 offices in pursuing a common direction in invention education
    • We aim to develop a common training program for examiners through closer cooperation with the training institutes of the other member countries
    • We plan to hold the fourth symposium for head of Intellectual Property Academy in 2010

● International cooperation
  ✓ Revitalize academic activities
    • Signed MOU with the IP institutes, such as CIPTC (China Intellectual Property Training Center), MTI (Management Training Institute of Vietnam), INPI (Instituto Nacional Da Propriedade Industrial of Brasil) and plan to sign MOU with INPIT (National Center for Industrial Property Information and Training)
    • Joint seminars, joint research and personnel exchanges
International Programs

- Held WIPO Summer School
  - Under the cooperation with WIPO and WWA, WIPO Summer School was successfully held in June 2009
  - Aim to foster senior students and young professionals

- Organize international seminar
  - In conjunction with the WIPO and KOICA
  - More relevant for government officials from developing countries
  - One of our new courses is specialized training courses for ASEAN countries' patent examiners

Sample courses

- Korea–Singapore KOICA–IIPTI Course
  - IPR related officials in the Asian–Pacific region

- WIPO PCT e–Application System Education
  - IPR related professors and officials in the Asia–Pacific region

- Course for ASEAN Examiners
  - Experienced Examiners from ASEAN countries
International Programs

- WIPO Summer School on IP in Korea
  - Young professionals and senior university students
- KIPO–WIPO Seminar
  - IPR related officials in the Asian–Pacific region
- WIPO Asia–Pacific Regional Seminar
  - IPR related professors and officials in the Asia–Pacific region
- KOICA–IIPTI ASEAN Course
  - IPR related officials in the Asian–Pacific region

e-Learning Academy

- IIPTI opened National intellectual property Education Portal in 2009
  - Aims to create ubiquitous learning environment
  - www.kipoacademy.net is e-learning site only for KIPO staff
  - www.ipacademy.net is for the general public and students, foreigner
e-Learning Academy

- Combine programs with On-line and Off-line
  - E-Learning courses and face-to-face courses complement each other very well
- 117 contents are operating
  - Left out old and boring contents

![Bar Chart](participants)

2005 2006 2007 2008 2009

400000 350000 300000 250000 200000 150000 100000 50000 0

- Focused promotion plan
  - Expand customized e-Learning courses through providing private e-Learning site respectively
  - Operate patent capacity self-diagnosis program (IPQ-Test)

- Provide contents navigation program according to course objectives
How to study the course

- Step 1: Sign up
  - Your are requested to sign up with the IP Academy
- Step 2: Sign in
  - Enter your Username and Password
- Step 3: Register for Courses
  - Select the Individual course or Group course
- Step 4: Go to My Page
  - After registering for course, go to “My Page” menu
- Step 5: Study
  - By clicking on the “Enter” button on the course, you can enjoy your lecture

IP Panorama Course

- History
  - IP Panorama was developed jointly by the KIPO and WIPO under a project entitled, “The Joint Development of e-Learning Content”
  - A total of 12 modules were developed
  - We plan to develop IP Panorama in UN official language, such as Arabic, Spanish, French, Russian and Chinese
    - Arabic edition is under development
e-Learning Academy

• Characteristics

✓ Designed to help SMEs utilize and manage IP in their business strategy
✓ IP Panorama increases IP awareness among enterprise sector and a wide range of university students by providing practical knowledge about using IP for their business success
✓ IP Panorama is an e-Learning program written by world-renowned IP experts
✓ The learning content of module was designed with a practical story regarding IP

www.ipacademy.net

www.ippanorama.com

e-Learning Academy

IP Xpedite Course

• History

✓ IP Xpedite was developed as a two-year APEC project starting from 2006
✓ APEC (Asia-Pacific Economic cooperation) and KIPO provided $260,000 for KIPA to develop IP Xpedite
✓ 14 modules were developed
Characteristics

- USPTO and IP Australia, co-sponsors, provided feedback on the basic manuscripts and storyboards for the 8 modules.
- IP Xpedite deals with utilization of patent information and methods of drafting and analyzing patent applications in major IP countries.
- IP Xpedite is interactive e-Learning education materials using multimedia technology and educational engineering.

www.ipacademy.net

Evaluation of Training Programs

Measure the application of training to work in the field

Research Overview

- Purpose
  - Measure the training effectiveness and improve the next training programs
- Research items
  - Utilization
  - Effectiveness
  - Relevance
  - Shift in business
Evaluation of Training Programs

- Research Design
  - Target: the trainees of IIPTI
  - Sample number: 669 (1st: 405, 2nd: 264)
  - Method: phone survey
  - Researcher: Hyun-Dai Research Institute Co.

Research Results

![Graph showing evaluation results for different categories such as Total, Utilization, Effectiveness, Relevance, and Shift.]

- Private
- Public
- Invention

Evaluation Questionnaire

- After training, a survey questionnaire is conducted to all trainees
- The results are used as a source to improve training programs
Evaluation of Training Programs

III. Social and Cultural Program

Q5. Do you agree that the program helped you to understand Korea's culture?
   1) Strongly agree  2) Agree  3) Neither agree nor disagree  4) Disagree  5) Strongly disagree

Q6. Do you agree that the program has a balance between Korea's policies and other activities such as a social and cultural program?
   1) Strongly agree  2) Agree  3) Neither agree nor disagree  4) Disagree  5) Strongly disagree

Q7. How helpful were the field trips to understand Korea's culture?
   1) Very helpful  2) Helpful  3) Neither helpful nor unhelpful  4) Unhelpful  5) Not at all helpful

IV. Others

Q8. Do you agree that IIPT staff were hospitable?
   1) Strongly agree  2) Agree  3) Neither agree nor disagree  4) Disagree  5) Strongly disagree

Q9. Do you agree that your stay at IIPT was enjoyable?
   1) Strongly agree  2) Agree  3) Neither agree nor disagree  4) Disagree  5) Strongly disagree

Q10. Please suggest or comment on how we can improve this program?

<table>
<thead>
<tr>
<th>No.</th>
<th>The Title of Lecture (Speaker)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lecture on Korean History (Korean Studies Scholar)</td>
</tr>
<tr>
<td>2</td>
<td>Prospect of Korean Intellectual Property (Kim, Associate Professor)</td>
</tr>
<tr>
<td>3</td>
<td>Prospect of Korean Trademark Protection System (Cho, Deputy Director)</td>
</tr>
<tr>
<td>4</td>
<td>Prospect of Korean Data Protection System (Kwon, Deputy Director)</td>
</tr>
<tr>
<td>5</td>
<td>Strategic use of Patent Information (Lee, Director)</td>
</tr>
<tr>
<td>6</td>
<td>Intellectual Property and Technology Evaluation (Lee, Managing Director)</td>
</tr>
<tr>
<td>7</td>
<td>Korean Policy on Protection of Expat Information (Seo, Director)</td>
</tr>
<tr>
<td>8</td>
<td>Country Report (Kim, Researcher)</td>
</tr>
<tr>
<td>9</td>
<td>Technology Transfer and Supporting Communication (Park, Instructor)</td>
</tr>
</tbody>
</table>

Q11. Which lecture is most valuable about this program?

Conclusion

A pool of remarkable lectures

Listen participants' needs

Provide customized training program

Broaden E-learning programs

Top Class Educational Service

<table>
<thead>
<tr>
<th>Listen participants' needs</th>
<th>Provide customized training program</th>
<th>Broaden E-learning programs</th>
<th>Top Class Educational Service</th>
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</table>
Thank You So Much!