Experiences with Complementing Ongoing Enforcement Measures in the Republic of Korea

(WIPO/ACE/10/17)

Yang daegyeong, Assistant Director

2015. 11. 23.

Korean Intellectual Property Office
I. Raising Consumer Awareness

II. Improving Laws and Systems

III. Anti-Counterfeiting Enforcement
I. RAISING CONSUMER AWARENESS

- National campaigns in 13 cities and provinces
- Televised advertisements
- College Student Supporters
- “IP Protection Week”
I. RAISING CONSUMER AWARENESS
I. RAISING CONSUMER AWARENESS
I. RAISING CONSUMER AWARENESS
II. IMPROVING LAWS AND SYSTEMS

- Improving laws and systems for paying out damages to victims of IPR infringement
- Collaborating with domestic and foreign customs to block counterfeit goods
III. Online Anti-Counterfeiting Enforcement

- Online Anti-counterfeiting Enforcement Procedure

- IPOMS: Intellectual Property Online Monitoring System
- KCSC: Korea Communications Standards Commission
III. Online Anti-Counterfeiting Enforcement

- Results of online anti-counterfeiting enforcement activities

<table>
<thead>
<tr>
<th>Type</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Markets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Stopped sales)</td>
<td>3,566</td>
<td>4,256</td>
<td>4,422</td>
<td>5,348</td>
<td>17,592</td>
</tr>
<tr>
<td>Shopping Malls</td>
<td>364</td>
<td>505</td>
<td>828</td>
<td>454</td>
<td>2,151</td>
</tr>
<tr>
<td>(Shut down)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Criminal Charges</td>
<td>18</td>
<td>109</td>
<td>117</td>
<td>41</td>
<td>285</td>
</tr>
<tr>
<td>Confiscated goods</td>
<td>1,198</td>
<td>25,949</td>
<td>9,099</td>
<td>3,182</td>
<td>39,428</td>
</tr>
</tbody>
</table>
Thank You