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INTERNATIONAL INTELLECTUAL PROPERTY TRAINING INSTITUTE
KOREAN INTELLECTUAL PROPERTY OFFICE

WORLD INTELLECTUAL PROPERTY ORGANIZATION
GENEVA

JAPAN PATENT OFFICE

WIPO ASIAN REGIONAL TRAINING COURSE FOR INTELLECTUAL PROPERTY TRAINERS AND INSTRUCTORS

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the International Intellectual Property Training Institute (IIPTI)

and
the Korean Intellectual Property Office (KIPO)

and with the assistance of
the Japan Patent Office (JPO)

Daeduk, Daejeon, Republic of Korea, March 18 to 22, 2002

IMPORTANCE OF INTELLECTUAL PROPERTY (IP) EDUCATION AND TRAINING IN THE KNOWLEDGE-BASED ECONOMY

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Importance of Intellectual Property Education and Training in the Knowledge-based Economy

March 18, 2002

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Targets of IP Education and Training

- **Education**
  - Elementary Education
  - Vocational Education
    - Basic level
    - Practical level
- **Training**
  - Orientation for Business Persons in general
  - Seminar for SME and Venture Business Managers

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Targets of IP Education and Training

⇒ **Chapter 1**

- **Elementary Education**

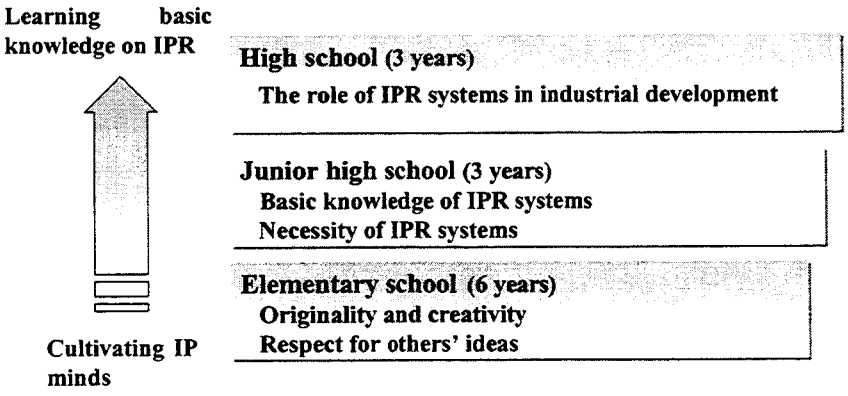
- Chapter 2
  - Vocational Education
    - Basic level
    - Practical level
- Chapter 3
  - Orientation for Business Persons in general
  - Seminar for SME and Venture Business Managers

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Elementary Education

From childhood to high school

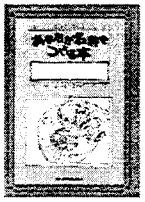
Development of **"IP minds"** leading to **recognition of the role the IPR systems plays in society** is crucial.



Elementary Education

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Provision of IPR sub texts



A book for You to Name **(64 pages)**

Elementary school



Your Ideas can Change the Future **(68 pages)**

Junior high school



Industrial Development in view of Patent **(80 pages)**

High school

We provide a variety of IPR sub texts free of charge for elementary and junior/senior high schools in order to support IPR education.

Elementary Education

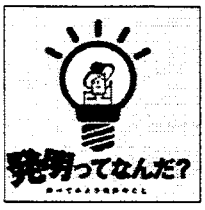
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- **Educational Materials (for elementary school)**

We have prepared multimedia materials (a video and CD-ROMs) and are considering their introduction into elementary computer education.

- A cartoon video (patent part and trademark part)
- CD-ROM software







Number of IPR Materials Provided
(FY 2000 results and FY 2001 targets)

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FY 2000 results	FY 2001 targets
Elementary school sub text copies **220,000** (22% of 5th grade pupils in Japan)	**Elementary school** sub text copies **300,000** (30% of 5th grade pupils in Japan)
Junior high school sub text copies **150,000** (15% of 8th grade students in Japan)	**Junior high school** sub text copies **200,000** (20% of 8th grade students in Japan)
High school sub text copies **80,000** (8% of 11th grade students in Japan)	**High school** sub text copies **100,000** (10% of 11th grade students in Japan)

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Targets of IP Education and Training

- Chapter 1
  - Elementary Education

⇒**Chapter 2**

- **Vocational Education**
  - **Basic level**
  - **Practical level**

- Chapter 3
  - Orientation for Business Persons in general
  - Seminar for SME and Venture Business Managers

Vocational Education

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For vocational school and university students

We provide an educational curriculum which outlines the IPR system and offers practical knowledge.

Students will be able to gain the basic practical skill of obtaining IPR for the results of R&D, and specialized practical abilities to exploit the rights.

Learning specialized practical ability



University (4 years)
Learning how to exploit IPR and license

High school (3 years)
Learning the outline of the IPR systems

Learning basic practical ability

Vocational Education (Basic practical ability)

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Provision of IPR Standard Textbooks (to learn basic practical ability)



IPR Standard Textbook on Patents (210 pages)
For students majoring in science/engineering



IPR Standard Textbook on Trademarks (160 pages)
For students majoring in commerce



IPR Standard Textbook on Industrial Designs (140 pages)
For design school students



IPR Standard Textbook on Technology Transfer (140 pages)
For students in higher education majoring in science/engineering

We provide four kinds of IPR standard textbooks free of charge which outline the IPR systems and offer practical knowledge such as how to write a specification, how to file an application and how to exploit patents.

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Number of IPR Materials Provided (FY 2001 targets)

FY 2000 results	FY 2001 targets
IPR Standard Textbook on **Patents** **170,000** copies	IPR Standard Textbook on **Patents** **200,000** copies
IPR Standard Textbook on **Trademarks** **30,000** copies	IPR Standard Textbook on **Trademarks** **100,000** copies
IPR Standard Textbook on **Industrial Designs** **20,000** copies	IPR Standard Textbook on **Industrial Designs** **50,000** copies
IPR Standard Textbook on **Technology Transfer** **20,000** copies	IPR Standard Textbook on **Technology Transfer** **50,000** copies

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Vocational Education (specialized practical ability)

IPR materials for researchers of universities and national research institutes (to learn practical knowledge)



Patent Workbook
(185 pages)



Exploitation of Patents for vitalizing Industries
(330 pages)



Patent Handbook
(190 pages)

We hold seminars for university researchers and national research institutes nationwide.

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Vocational Education *(specialized practical ability)*

- **FY 2000 results**
  - Seminars for researchers of universities and national research institutes
    - **62** seminars **2,800** attendees
- **Future challenge**
  - Seminars should be held considering the researchers' needs

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Targets of IP Education and Training

- Chapter 1
  - Elementary Education
- Chapter 2
  - Vocational Education
    - Basic level
    - Practical level

⇒ **Chapter 3**

- **Orientation for Business Persons in general**
- **Seminar for SME and Venture Business Managers**

Training : Orientation and Seminar

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- **Orientation for business Persons in general**
  - **Beginner Course**
    - Outline of IPR systems and Administration
    - **5,300** attendees (FY2000)
  - **Professional Course**
    - Examination Criteria, PCT system, IPC
    - **8,300** attendees (FY2000)
  - **about Amendment of Law**
    - **5,700** attendees (FY2000)
- **Seminar for MSE and Venture Business Managers**
  - **3,200** attendees (FY2000)

Challenge facing IPR Education

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- **How to increase the number of teachers capable of teaching IPR concepts to children**
- **Study and development about how to teach IPR, and the increase of the researchers for this study and development**

The situation of IPR education and dissemination of IPR systems in USA, Canada and European countries

	USA	France	Netherlands	Spain	Canada	Switzerland	Belgium
Elementary Education	O	O	-	-	-	-	-
Focal points	Cultivation of originality and creativity Protection of patent	Cultivation of originality and creativity Acquisition of basic knowledge of IPR system					
Education materials	O	O	O	-	-	-	O
	publications	Videos publications	publications				CD-ROMs Website
Suppor IPR education by the government	O	-	-	O	-	-	-
	The law of protecting American inventors in 1999	-		General policy is on the "king act"			
Vocational Education	O	O	-	O	-	O	O
	Over high school level has IPR seminars	postgraduate school		The master's corse at Alicante university and Santiago university		Zurich Science Technology postgraduate school	Louvain Catholic university and Burussels Freedom university has IPR
Education materials	O	O	O	O	-	-	-
		Videos Lectures	publications	publications			
Education for Business Persons in general	-	O	O	O	-	O	O
		Establishment of training center	Lectures Presentations Workshops	Seminars for venture business managers Technical park seminars	(IP information fairs)	trainings participation in exhibition school education section at IP offices	Seminars for venture business managers participation in technical exhibition

O indicates positive answer to the questionnaire by AIPPI•JAPAN in 2001
- indicates negative answer or no answer to the questionnaire by AIPP•IJAPAN in 2001

Reports of AIPPI•JAPAN reseach in 2001

The situation of IPR education and dissemination of IPR systems in Asian countries

	Japan	Korea	Hong Kong	Taiwan	Philippines	Singapore	Malaysia
Elementary Education	O	-	O	O	-	-	-
Focal points	Development of IP minds		Cultivation of originality and creativity Learning how to activate IPR and licence	Cultivation of originality and creativity Acquisition of basic knowledge of IPR system			
Education materials	O	-	O	O	-	-	O
	Videos and CD-ROMs Text books		Videos publications•Websites	publications			IP pamphlet
Support IPR education by the government	O	O	O	O	O	–	O
	IPR education support project has developed since 1998		The budget for IPR education has gone on since 1999	The action plan of IPR protection		promotion of IP education forms part of IPOM chartar	Proposition of national IPR policy
Vocational Education	0	-	-	-	0	0	0
	Seminars of IPR systems				IP is educated at law school and industrial high school	National Singapore University has IP postgraduate law	They have started IPR seminars at universities since 1995
Education materials	O	-	O	O	-	-	
	Videos Text books		Power Point materials Website	publications			
Education for Business Persons in general	0	0	0	0	0	0	
	Seminars for Beginners Seminars for venture business managers Seminars for practitionners	Seminars for venture business managers	Seminars for venture business managers Seminars for Teachers Seminars for practitionners	Seminars reseach meetings		seminars trainings	

O indicates positive answer to the questionnaire by AIPPI•JAPAN in 2001

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Reports of AIPPI•JAPAN reseach in 2001

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