

Experiences with Complementing Ongoing Enforcement Measures in the Republic of Korea

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I. Raising Consumer Awareness

II. Improving Laws and Systems

III. Anti-Counterfeiting Enforcement

- National campaigns in 13 cities and provinces
- Televised advertisements
- College Student Supporters
- "IP Protection Week"

I. RAISING CONSUMER AWARENESS



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- Improving laws and systems for paying out damages to victims of IPR infringement
- Collaborating with domestic and foreign customs to block counterfeit goods


- 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



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



Thank You