

## Forewords

# 21st Century is the era of intellectual property rights (IPR)



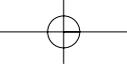
Experts do not hesitate to pick IPR as one of the most essential survival strategy for the 21st Century. Even a common person in today's information-oriented society is starting to better appreciate the importance of IPR. However, IPR cannot become one's property, no matter how much effort is invested in its development, unless the related rights have been properly acquired. A person who fails to diligently acquire the IPR or to effectively utilize the acquired IPR will indeed face tougher challenges in the new millennium. Still, many people consider themselves far removed from IPR for the reason that IPR is a distant and complex animal in terms of its scope, the requirements for registration, the methods of application and the ways to interpret it.

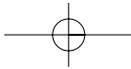
No need, however, to view IPR as difficult and complex. IPR is not just limited to high-tech inventions or revolutionary technologies. A unique design, a modest idea, an effort to improve a daily routine or the letters in one's own name can still be recognized as a valuable IPR.

History tells us of countless examples in which small ideas brought fame and fortune upon an individual and even changed the world. In fact, when you look at it, there aren't very many types of legal rights which are as easy to acquire as IPR.

Look around, and you'll see various forms of IPR around you. While we go about our daily work, there are about 250,000 cases of new IPR applications, including patents, utility models, designs and trademarks. However, some applicants who undertake such procedures endure painful experiences due to lack of prior information and knowledge.

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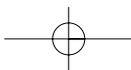


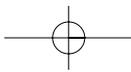


To accommodate the demand, there are a plethora of books and publications on such areas as patents, utility models, designs, trade secrets, e-commerce, computer programs, internet-related rights, neo-IPR for the cyber generations, etc. However, they focus merely on stuffy theories and principles and do not offer easy reading to the readers. Because they mostly reiterate statutes, court opinions, procedures and forms, one has to have some expertise in the area to readily understand the message. Although the number of persons taking the patent bar exam annually has reached 10,000, there simply aren't any materials which incite interest or motivation in IPR. Frustrated at this hard reality, I sought out to write a book that any person could read and understand, and also enjoy in the process.

I would suggest to anyone seeking to survive and flourish in the high-tech 21st Century to take an interest in IPR floating through our world of virtual reality. A modest idea can reinvigorate a person or even a nation, especially in dire periods. While acquiring IPR can appear to be a cumbersome process in the short run, it indeed is the most economical and cost efficient investment one can make, in the long run, to develop and enhance the competitiveness of a person, a company or a nation.

This book was written in simple and plain languages to offer fun and comfortable reading for all. A special emphasis was placed on offering anecdotes with respect to publication, computer, new information technology, neo-IPR industries in which today's younger generation has high interest. Further, extracts from the Q&A on my homepage were prepared under the title of Homepage Q&A.





For those in the patent industry, those with working knowledge of IPR and those involved in brand · design development, I have included at the end of this book the elements to registration of patents, trademarks and designs and the detailed and step-by-step standards on determining similarity in trademarks and designs.

Lastly, I hope that this book offers the type of information and experience to not only those seeking to become patent attorneys, but also aspiring entrepreneurs in high-tech industries, the Internet generation, proprietors, executives, corporate staff, inventors, IPR administrators, the working youth, students, members of trading companies, the unemployed, the retired, writers, designers, computer programmers, persons seeking to engage in e-commerce, the Internet-related merchants or service providers, publishers, salesmen and professionals and housewives alike. In this process, I also hope that the process towards learning how to acquire courage and wisdom · competitiveness and financial success is enjoyable to all.

Ho-Hyun Nahm, author

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(v)

