

## **Anticounterfeiting Activities in Korea in 2009**

### **KCS, developing an automatic counterfeit detection system IPIMS**

The Korean Customs Service (KCS) has announced the introduction of an automatic counterfeit detection system "Intellectual Property Information Management System (IPIMS)" for automatic identification of counterfeit goods in order to root out faked imports effectively since May 4<sup>th</sup>, 2009.

IPIMS is a comprehensive management system effectively describing counterfeit goods in a short period of time and shares information between trademark holders and the Customs Office on a real time basis, and as such

- Trademark registrants or IPIMS users are notified of the entry of counterfeit goods from the overseas by SMS or email as run by the Customs Office, and they will get to have access to this system, have a look at their photos, run a review as to the goods' status, and register the result.
- In the past, a large amount of time had to be consumed since the Office directed its correspondences to the registrants in writing.

Korea Customs expects that the newly developed IPIMS will help minimize damages to innocent importers while effectively preventing inflow of counterfeits by enabling prompt identification of faked goods and improving customs officials' capability to screen out them using a database of relevant information.

Trademark holders who want to use IPIMS can sign up for it on the customs portal system of the Korean Customs Service (<http://portal.customs.go.kr>).

### **The Concept of IPIMS**

: Intellectual Property Information Management System

- 1) **IPR Reporting System**: Processing customs reports for trademark rights or copyrights (Pre-existing system);
- 2) **Piracy Appraisal System**: Processing piracy appraisal electronically and creating a database for appraisal information (posting suspected goods' photos, notifications of appraisal request by SMS or email, registering appraisal reports, itemizing HS and trademarks, and using the status upon customs checks subsequently)
- 3) **Information Sharing System**: Between Trademark Registrant and Customs Office Staff (information relating to goods' production, route of distribution, and trademark right holders for risk management, methods of distinguishing counterfeit goods)

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