



Korean Intellectual
Property Office

Design Policy and Strategy

in the Expansion of Global Economic Initiatives

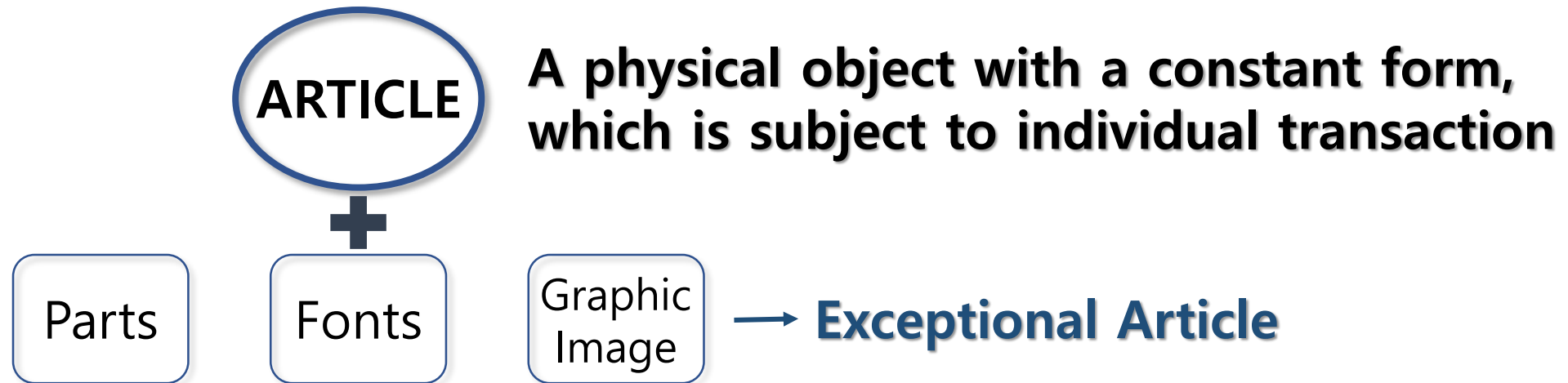
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Design Protection Act in Korea

Article 2 (Definitions) The terms used in this Act are defined as follows:

1. The term “design” means a shape, pattern, or color of an **article** [including parts of an article, fonts and graphic image], which invokes a sense of beauty through visual perception;

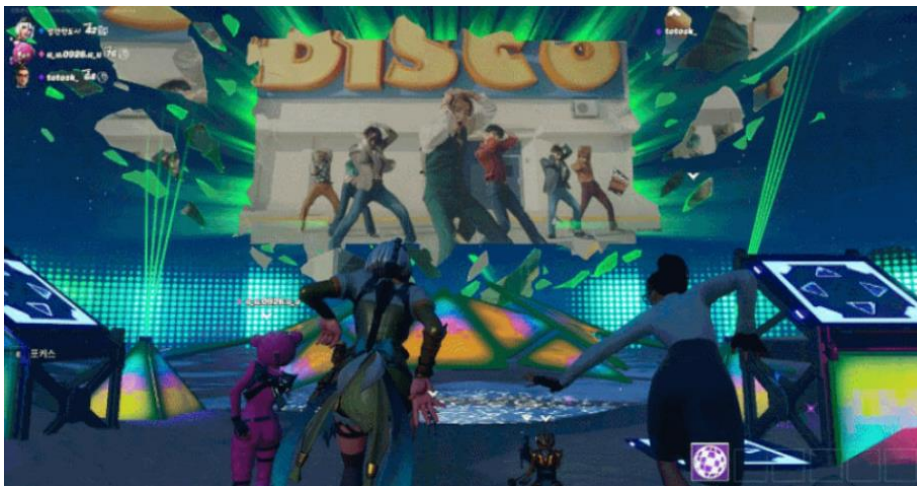


Design Protection Act in KR – Change in definition of design ('21.10)

Article 2 (Definitions) The terms used in this Act are defined as follows:

1. The term “design” means a shape, pattern, or color of an article (including parts of an article, fonts and graphic image), which invokes a sense of beauty through visual perception;
2. [Newly inserted] The term ‘graphic image’ refers to geometry or symbols (limited to those used to operate the device or displayed as a result of the device performing its function) expressed by digital technology or in electronic means.

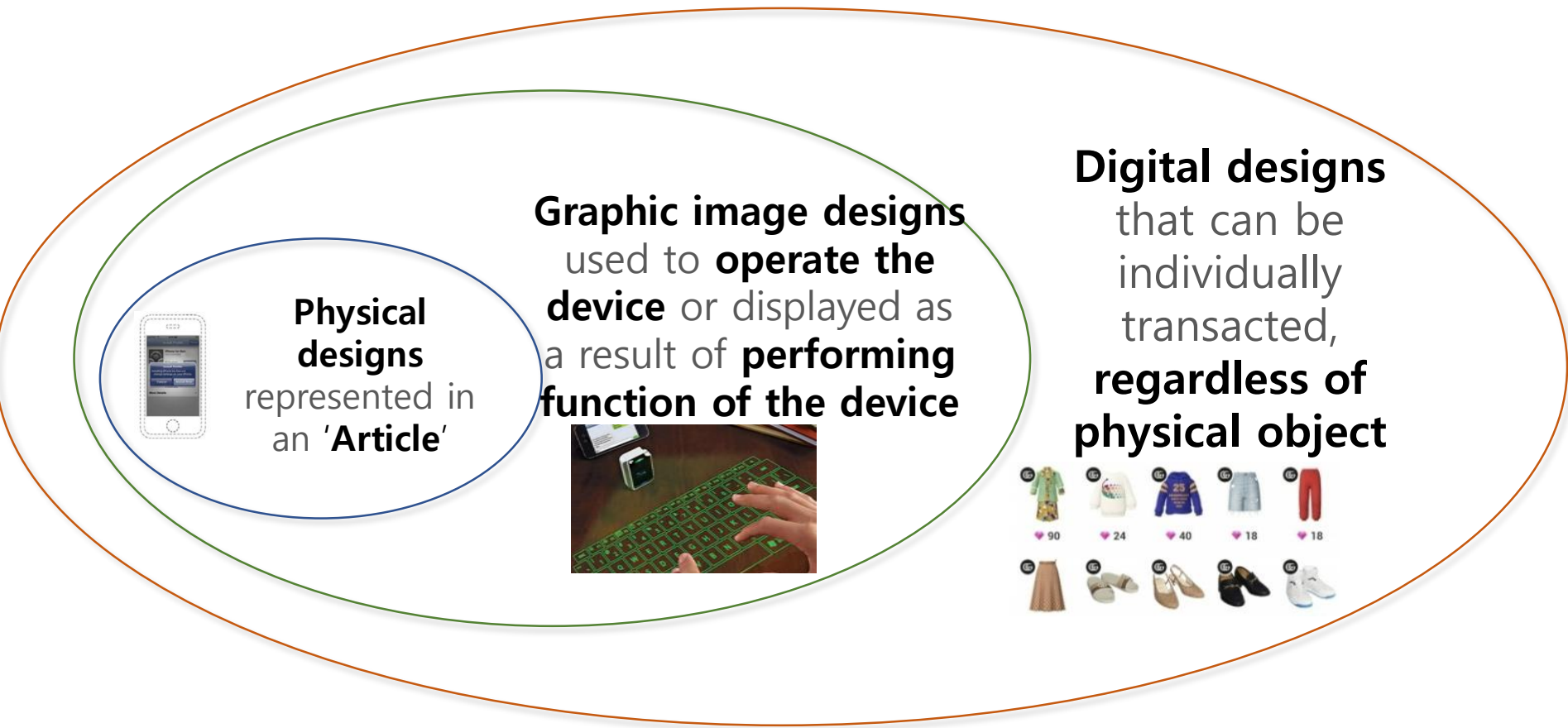
New technology – Metaverse



= ?



Digital Design – expansion of scope of protection



Physical designs represented in an 'Article'



Graphic image designs used to operate the device or displayed as a result of performing function of the device



Digital designs that can be individually transacted, regardless of physical object



Previous Act

Article

Current Act ('21.10~)

Article

Future

~~Article~~

Efforts of KIPO in 2022

■ Discussion with metaverse relevant industry

: 3 Experts groups (designer, platform operator, and legal profession)



■ Study on the improvement of industrial design system to protect a new type of design

THANK YOU

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