

Central Intellectual Property & Law

History & Structure

CENTRAL Intellectual Property & Law ("**CENTRAL**"), established in 1962, is a leading pioneer in expanding the sphere of international intellectual property in Korea.

Over fifty years, **CENTRAL** has become widely acknowledged in the international legal community as a leading Korean law firm, with extensive experience and a strong reputation for highly qualified lawyers, foreign consultants and patent and trademark attorneys.

CENTRAL has a staff of nearly 180, consisting of 40 attorneys at law, patent attorneys, trademark attorneys and U.S.-licensed attorneys with seasoned experience in patents, trademarks, and other legal fields; 120 highly experienced patent engineers and trademark experts, specialized in a variety of technical fields; 20 communication support staff for fluent and accurate communication with foreign clients; and other support staff members.

Greetings from the President

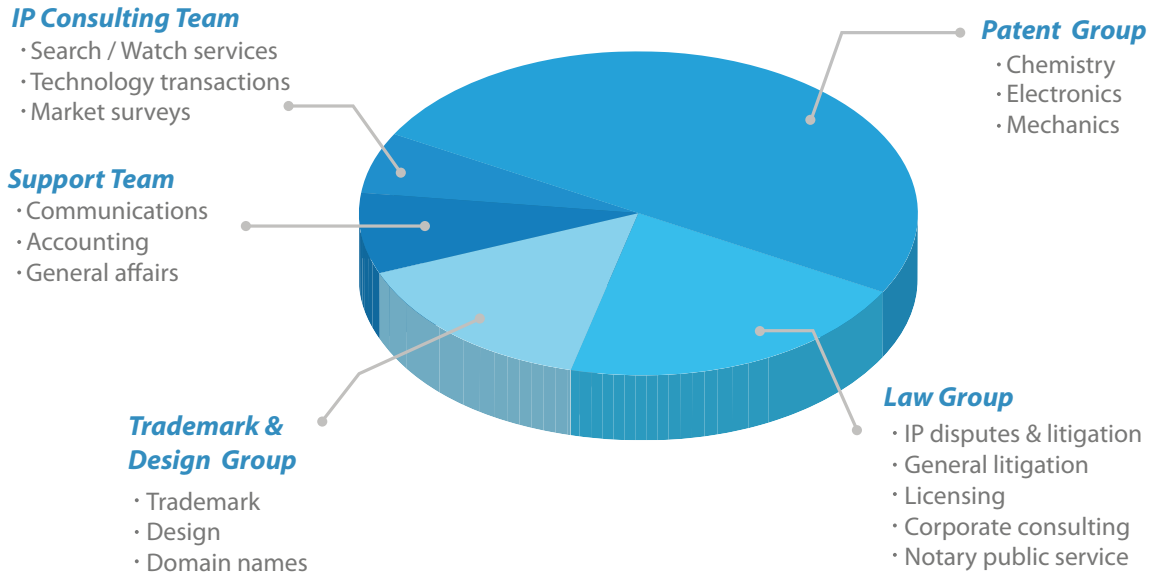


Recognizing the international business community's need for innovative and cost-effective legal representation, we, **CENTRAL**, are in a position to satisfy the needs of our clients, and our goal is to meet each client's legal and business objectives according to the highest standards of excellence and efficiency. Giving our highest priority to complete client satisfaction, we provide committed and top-notch services tailored for the various needs of each client and have a system for correct and prompt communication with clients in place.

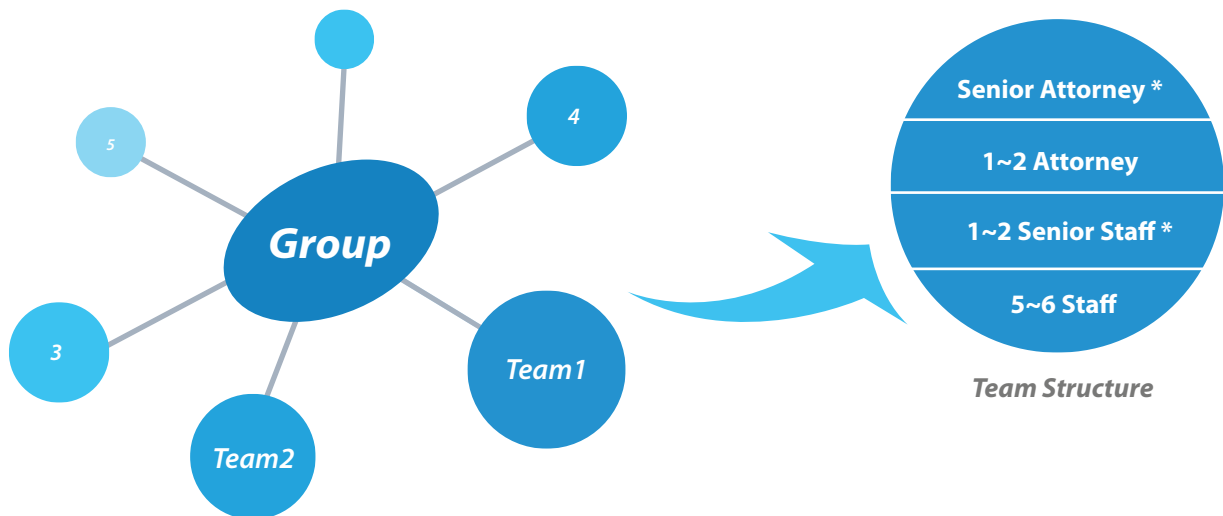
Since reasonable costs are of great interest to our clients in the current global economy, we make every effort to ensure reasonable costs in particular, by trying to reduce costs in an appropriate way at each step and eliminating unnecessary or duplicate work. Further, we believe that a large organization with long experience can result in work stability. We are the oldest and one of the largest IP-specialized law firms in Korea, and are proud of our comprehensive system to conduct business and manage changes in law and examination practices, which we have unceasingly developed since our establishment. In addition, we also improve our service quality through the cooperation of attorneys-at-law, U.S.-licensed attorneys, and patent attorneys or trademark attorneys who have experience as examiners or tribunal examiners.

Hoon CHANG

Organization



Standard Structure of Group



* Senior Attorney : possessing more than 10 years of relevant experience.

* Staff : experts in various technical fields with language proficiency in English, German, or Japanese.

Practice Areas

Patent Group

- Filing patent applications
- Responses to OAs
- Patent registration & maintenance
- Trials and appeals before the Intellectual Property Tribunal including correction trials, scope confirmation trials, and appeals against final rejections
- Freedom-to-operate analyses
- Validity opinions

Trademark & Design Group

- Filing trademark applications and international registrations
- Responses to OAs
- Third-party observations & oppositions
- Registrations & renewals
- Trials and appeals before the IPT including invalidation trials, cancellation trials, scope confirmation trials, and appeals against final rejections

Law Group

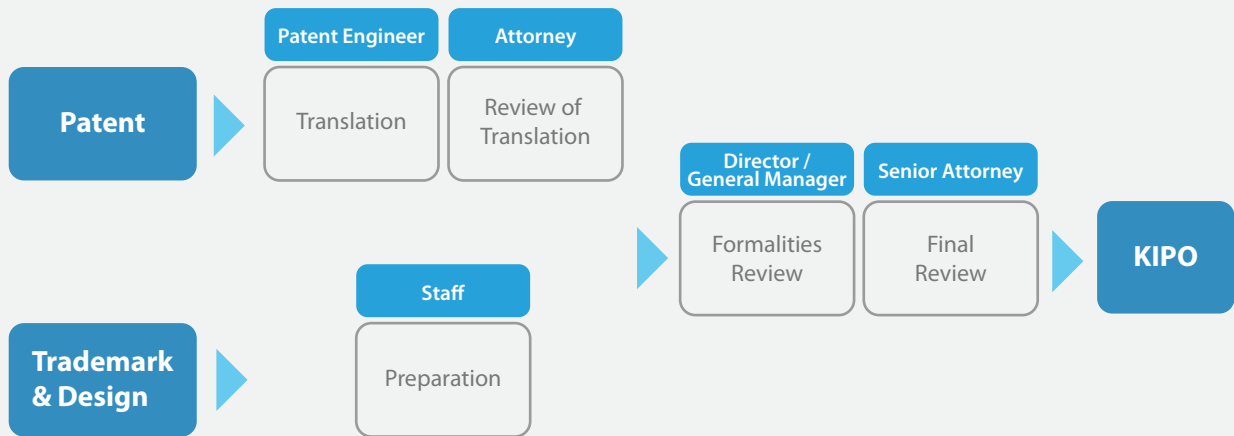
- Patent, trademark, design and copyright disputes
- Unfair competition & trade secret disputes
- Customs enforcement
- Licensing
- General litigation
- Corporate consulting

IP Consulting Team

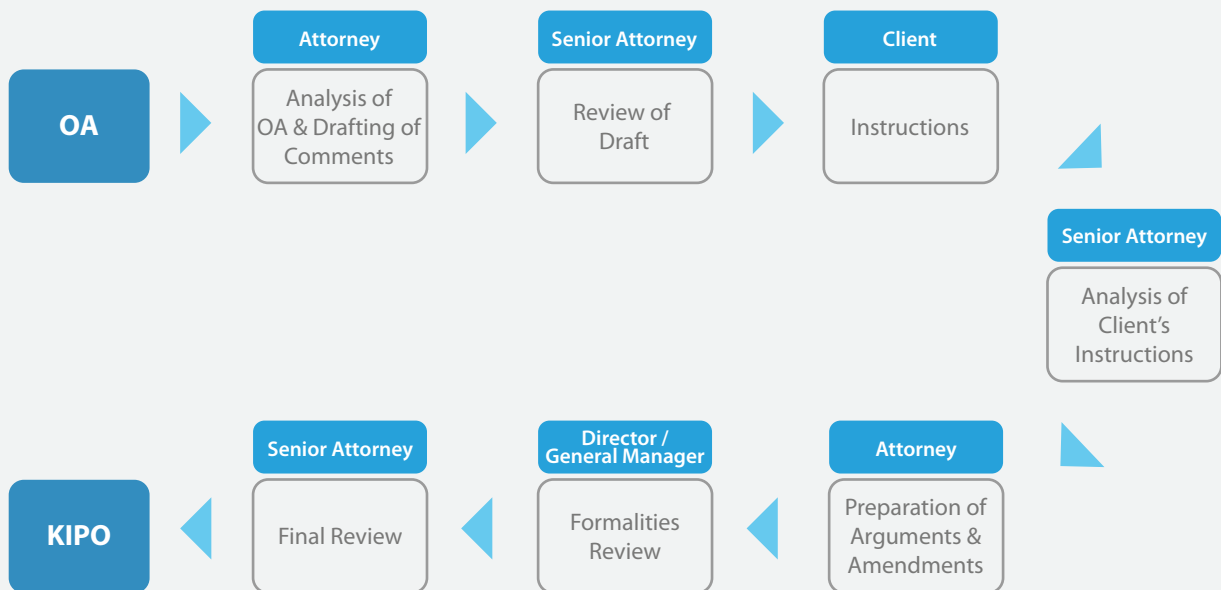
- Patent and trademark search/watch services
- IP transactions
- Patent mapping
- Market surveys
- Market investigations

Patent / Trademark / Design Work Flow

Application



Office Action

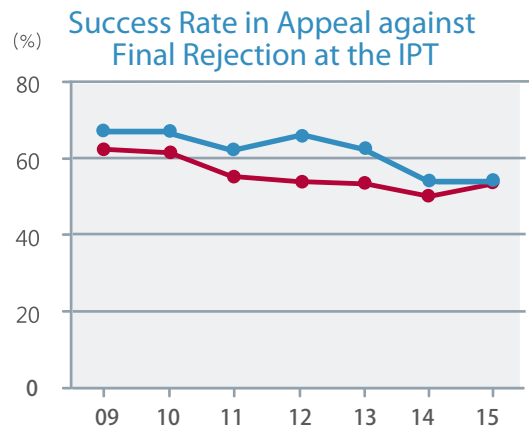
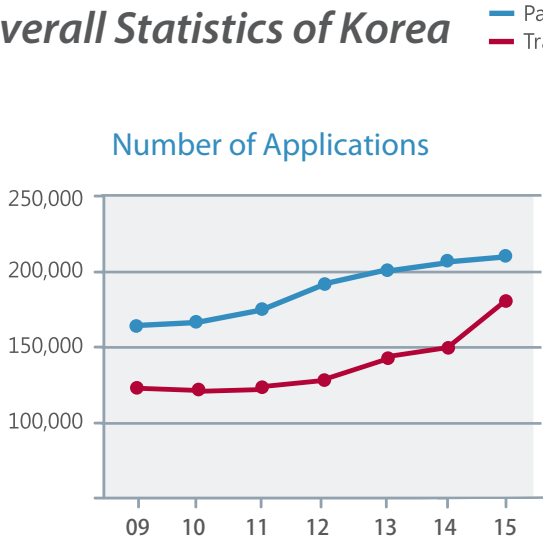


Characteristics of Services

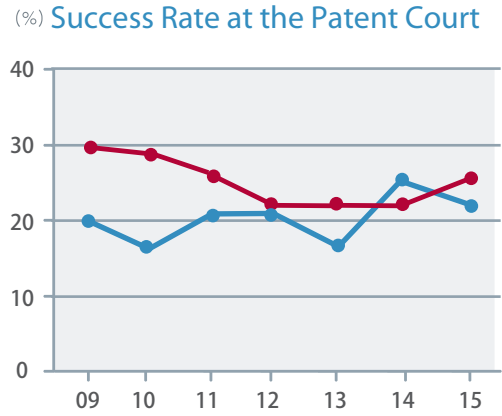
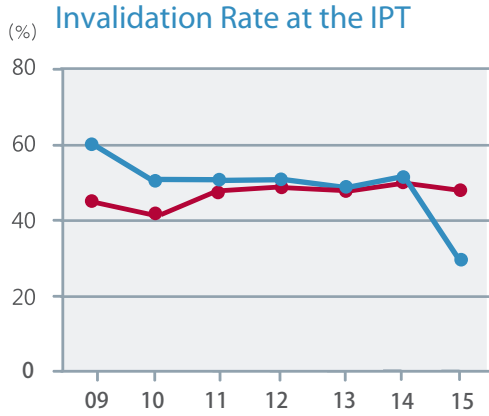


Patent / Trademark Statistics

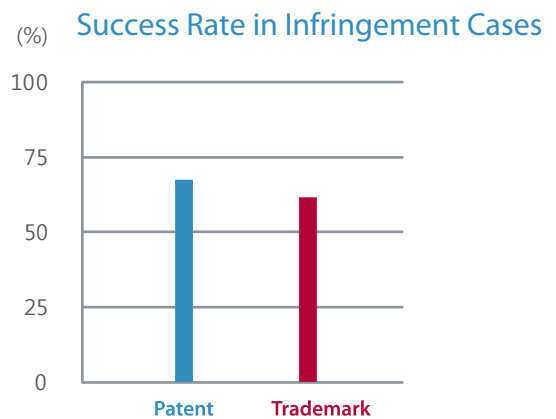
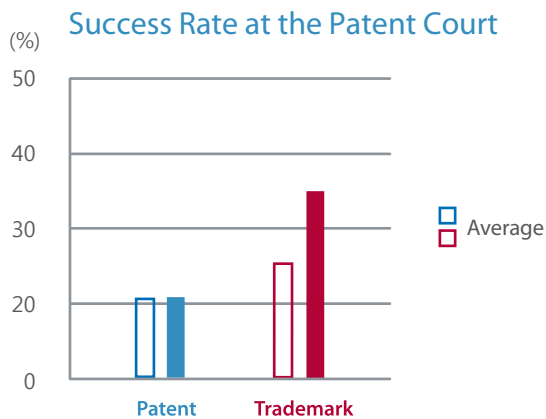
Overall Statistics of Korea



※ Reexamination included in patent



CENTRAL (2009~2015)



CENTRAL Intellectual Property & Law

KOREAN RE BLDG. 5F
68, JONG-RO 5-GIL, JONGNO-GU,
SEOUL 03151 , KOREA

TEL:+82-2-767-1200
FAX:+82-2-767-1234
E-mail : ip@cipl.kr
URL:[http : //www.central.kr](http://www.central.kr)

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