

| Final Round of IP Competition |

Title	Presenter	Applicant / IP Owner
Driver Assistance System	Charles Lee	Charles Lee & 3 Others Volkswagen
Strain-engineered Manufacturing of Carbon Nanotube Surface	Sei Jin Park	Sei Jin Park Massachusetts Institute of Technology
Electrostatic Screen Device and Method for Emission Control	Taewon Han	Taewon Han Rutgers, The State University of New Jersey
Smartphone Interface Software for Remote Health Monitoring	Hune Cho	Hune Cho & 2 Others Kyungpook National University
Low Carbon Warm-Mix Asphalt Technology	Cheolmin Baek	Sungdo Hwang & 4 others Korea Institute of Civil Engineering and Building Technology
The Fast Construction Technology for Concrete Structures (Microwave Heat Curing Technology)	Taehoon Koh	Taehoon Koh & 6 others Korea Railroad Research Institute
Real Time Monitoring System for the Freshwater-saltwater Interface	Yongcheol Kim	Yongcheol Kim Korea Institute of Geoscience and Mineral Resources
Method for Forming Metal Oxide Thin Film Pattern Using Nano Imprints	Jun-ho Jeong	Jun-ho Jeong & 6 others Korea Institute of machinery and materials

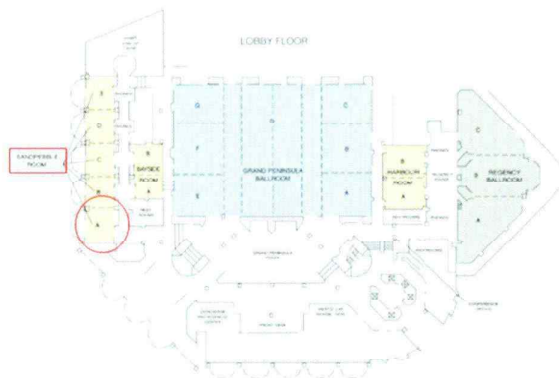
Substrate Coating Technology Of Flexible Display and Side Image Display Device Using the Same	Gun-Hwan Lee	Gun-Hwan Lee & 2 others Korea Institute of materials Science
Automatic Video Instillator	Kyuhong Lee	Chang-Woo Song & 4 others Korea Institute of Toxicology

| IP Forum 2014 Location |

Hotel Information

- Address : 1333 Bayshore Highway
Burlingame, California, 94010, USA.
- Tel # : (650) 347-1234

Hyatt Regency San Francisco Airport Hotel



| Contact |

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IP FORUM 2014

August 7, 2014
Hyatt Regency San Francisco Airport Hotel
San Francisco, CA

· SECTION I : IP FORUM
13 : 30 ~ 14 : 30

· SECTION II : IP COMPETITION
14 : 30 ~ 17 : 40

“ Bridging the Gap between Science and IP ”
“ Forwarding Together ”

Co-Hosts :

Sponsor :

| Greetings and welcome to IP Forum! |

As evidently seen in Samsung vs. Apple patent litigation, the importance of IP is significantly influential to the scientific and industrial societies of both countries. In particular, a demand of new roles of IP is increasing as the Creative Economic system requiring innovative thinking and new values arises.

In response to this challenging environment, the Forum tries to clarify the concept of the new role of IP for creating high added values in the Blue Ocean and to provide new recognition of the newly growing IP Market.

Thus, this IP Forum will provide a presentation session about a new role of IP in the era of Creative Economy and about how to lead the rapidly-growing world IP market.

The Forum will also hold a "IP Competition" for academia, research institutes, private companies, individual inventors, IP businesses etc. from Korea & US, where IP evaluation, competition and IP market are provided.

Thank you for your presence and we wish you a productive and informative time!



| IP Forum Co-Chairs |





President of KORUSIP	Chairman of nst	President of ETRI
 Paul Taeksoo Lee	 Sang - Chun Lee	 Heung - Nam Kim

Time Table

Time	Title / Contents	Speaker / Presenter
Opening Ceremony		
13 : 30	Opening Remark	Paul Taeksoo Lee, President, KORUSIP
	Welcoming Speech 1	Sang-Chun Lee, Chairman, nst
	Welcoming Speech 2	Heung-Nam Kim, President, ETRI
	Congratulatory Address	VIPs
	Commemorative Photographing	VIPs, Speakers & Presenters
< IP Forum >		
13 : 50	Public Engagement on Intellectual Property and Why?	Lynn Bristol USPTO
14 : 10	IP Commercialization	Dave Rosenberg Intellectual Ventures
< IP Competition Final >		
14 : 30	Briefing of the Judging Principle	Hoshin Lee, University of Iowa
14 : 40	Entry # 1	Charles Lee, Volkswagen
14 : 50	Entry # 2	Sei Jin Park, MIT
15 : 00	Entry # 3	Taewon Han, Rutgers
15 : 10	Entry # 4	Hune Cho, Kyungpook National Univ.
15 : 20	Entry # 5	Cheolmin Baek, KICT
Coffee Break		
15 : 50	Entry # 6	Taehoon Koh, KRRI
16 : 00	Entry # 7	Yongcheol Kim, KIGAM
16 : 10	Entry # 8	Jun-ho Jeong, KIMM
16 : 20	Entry # 9	Gun-Hwan Lee, KIMS
16 : 30	Entry # 10	Kyuhong Lee, KIT

16 : 20	Approach of Patent Evaluation Model SMART3.1 : System to Measure, Analyze and Rate patent Technology	Jungae Kwak, KIPA
17 : 00	ETRI creative IP Management Through Patent Coordination Researchers	Ick-Chan Lee, ETRI
17 : 20	Award Ceremony	

| IP Forum Speaker |

Speaker	Profile
 Lynn Bristol	Attorney Advisor, Global IP Academy, USPTO, Present Ph.D., immunology, inflammation, neurosciences and molecular biology, University of North Carolina
 Dave Rosenberg	Portfolio Head (IT and Data Centers), Intellectual Ventures, Present Former CEO and founder of Nodeable
 Jungae Kwak	Senior Researcher, Korea Invention Promotion Association (KIPA), 2010 ~ Present. Ph.D., Computer Science and Engineering, Ewha Womans University, 2010.
 Ick-Chan Lee	Director (Intellectual Property Management Team), Electronics and Telecommunications Research Institute (ETRI), Present.