



## &lt;韓国&gt;

## 創造経済 (The Creative Economy) と知的財産

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「創造経済 (The Creative Economy) の実現」を国政課題として提示した朴槿恵(パク・クネ)政府は、今年で執権2年目に入ると同時に前記課題に総力を傾けるように思われる。朴大統領は去る1月のダボスフォーラムで、低成長、失業、所得の不均衡という3つの問題解決策として創造経済を提示し、新年の記者会見では創造経済実践のための具体的な方案を政府関連部署に命じた。

これにより、未来創造科学部は、創業と雇用創出のために創業支援型空間である創造経済タウンを全国50ヶ所以上造成して、中堅・中小企業とベンチャー企業が新たな成長動力となる経済生態系を造成する計画である。また、産業通算資源部はウェアラブルスマートデバイス、炭素素材、ロボット分野など13の課題に今後5~10年間で10兆ウォン以上を投入する超大型R&D事業を稼動する計画である。このように、韓国政府は経済活性化のための様々な方案を講究している。

しかし、経済活性化は政府だけの努力で成り立つものではない。創造経済を初めて主唱したイギリスのジョン・ホーキンスは「創造経済の流通貨幣は知的財産であり、知的財産のない創造経済は意味がない」と強調した。また、最近の韓国企業の知財経営に注ぐ努力と革新成果の相関関係を分析した韓国知識財産研究院の研究結果によると、知的財産関連規定と担当組職を保有した企業であればあるほど革新性(と特許資産)が高いことが明らかになった。

したがって、結局、創造経済の核心は知的財産といえるので、創造経済の実現、更に進んで経済活性化のためには、政府の努力だけではなく、知的財産を直接に創出して活用する企業と研究機関の刻苦の努力が絶対的に必要であると考える。

## &lt; Korea &gt;

## The Creative Economy and Intellectual Property

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Park Geun-hye Administration declared the achievement of "the Creative Economy" as a national policy and is going to make every effort toward it as the first year of the administration will end this year. At the World Economic Forum in January, President Park made a remark on the Creative Economy as a measure to solve three problems; low growth, unemployment and the imbalance in incomes. She also ordered the detailed measures for "the Creative Economy" at the beginning of this year.

Under her direction, the Ministry of Science, ICT and Future Planning is going to design more than 50 towns of the Creative Economy all over the country, which have favorable conditions for launching business, in order to encourage business and employment, thus creating a new economic ecology of high growth achieved by small and medium-sized enterprises. Meanwhile, the Ministry of Trade, Industry and Energy is planning to launch an enormous R&D project including 13 missions of developing a wearable smart device, carbon material, robots etc., into which 10 trillion won will be invested over the next 5 to 10 years. Korean government is now trying various ways to boost economy.

Economic recovery cannot, however, be achieved only by government. John Hawkins, a first leading British speaker on the Creative Economy, stated, "The means of circulation in the Creative Economy is intellectual properties. The Creative Economy without intellectual property is nonsense." Meanwhile, Korea Institute of Intellectual Property investigated the correlation between the effort made by recent Korean firms on intellectual management and the results of innovation and concluded that the more regulations on IP and the more organizations related to IP a firm had, the more innovative and creative as to patented assets it was.

Consequently, the core of the Creative Economy is intellectual property. The sincere endeavors made by firms and institutions, which are the agents of creating IP, as well as the efforts by the government are absolutely necessary in order to achieve the Creative Economy and the following economic recovery.

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