



3) WTO/TRIPs

TRIPs 15 1

3.

1)

a)

가 가

3)

b)

1994

2.

4)

1)

2

가 .

가

c)

1995

2)

가

2

1

가

“

가

d)

가

가

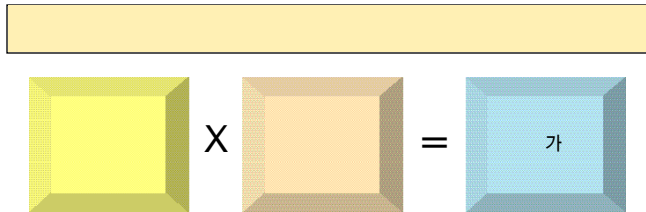
가

3) 1991 10 가 , TRIPs (minium standard)

(16 2 3) 가 가 가
TRIPs 가

4) 「 2 , , p.91

가



III.

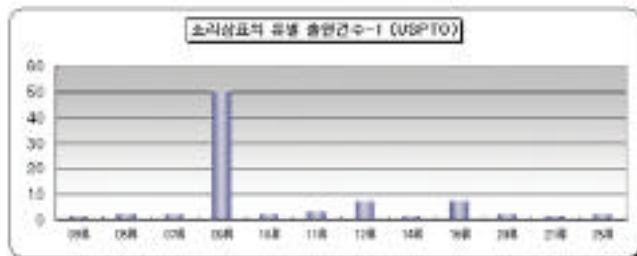
1. (USPTO : United States Patent Trademark Office)

1)

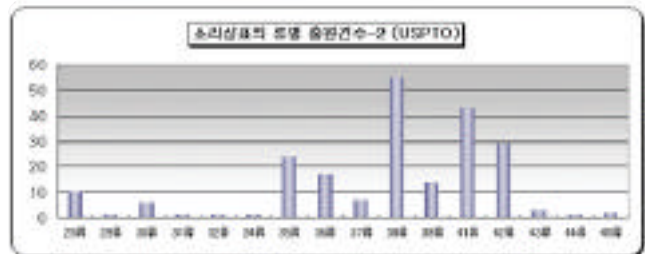


< 1. (USPTO)>

NBC가
1947 1994 47 29
1995 2004 10
176 가 가 가
10 가5
6



< 2. - 1 (USPTO)>

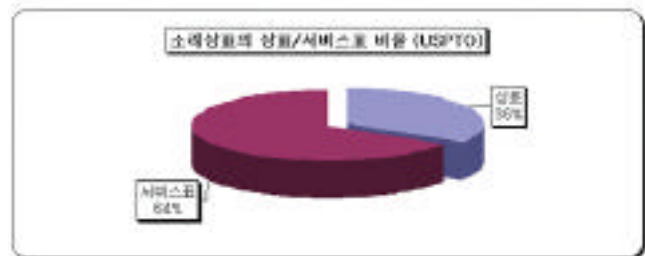


< 3. - 2 (USPTO)>

2) ()⁹⁾

< 2, 3>

.가 38 (.
) , 55 18.6% , 9
(.)가 50 16.9%, 41 ()가
43 14.6%, 42 (.)가
29 9.8%, 35 가 24 8.1%
5 68% 2/3
5
가 64% ,
가 36% ,



< 4. / (USPTO)>

8)

