



The Future is Data in the AI Era

- Focusing on the Convergence of IP and Halal Data

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PART 1. Introduction: Why 'Domain Data' Matters

Thought about the World

Aristotle: Ancient Greek Philosopher

“All things are composed of four elements: Fire, Air, Water, and Earth.”



We
are entering the AI world



BC. 4C



19C

John Dalton

“The world is made of ATOMS.”

21C



23C

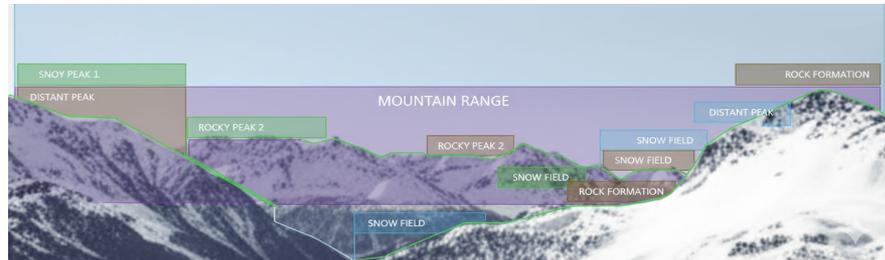
NEO: a human in MATRIX

“The world we see is, in fact, composed of streams of green digital code.”



Data as the Language of a New Era

- ChatGPT, Gemini, LLMs
- Data, Not Just Algorithms, is the True Power.
- Data is the language and core asset of the AI era.



The Core of AI Competition is the Quantity and Quality of Data, Not Just the Model



- ChatGPT's power comes from its 'training data'.
- Data is now a key strategic asset that determines the competitiveness of nations and industries.
- The trend in AI performance improvement is clearly shifting to a 'data-centric' approach.



Where Domain Data Excels: AI in Action



- Autonomous Driving: Safety relies on high-quality 'driving' domain data (sensors, visuals).
- Medical AI: Precise diagnosis comes from 'medical' domain data (retinal images).
- Financial AI: Fraud detection depends on 'financial' domain data (transaction patterns).



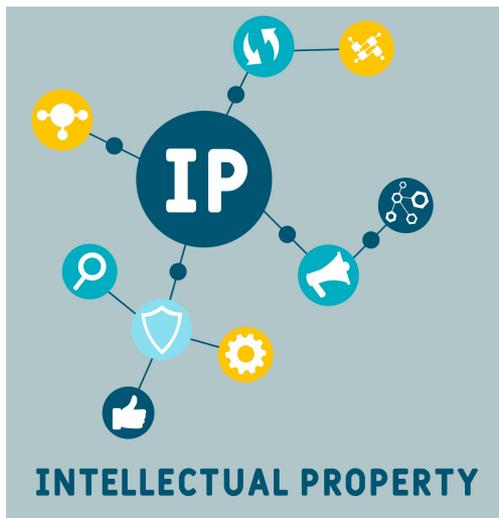
Beyond Silos: The Power of Domain Data Fusion



- Individual domain data offers deep insights.
- Fusing diverse domain data creates '1+1=3' innovation effect.
- This requires not just data integration, but the convergence of expert knowledge from each field.

PART 2. The Core Proposal: IP x Halal, The Meeting of Two Domains

Patent Data: The Engine of Technology Supply



- What is IP Data? Patents, trademarks, and R&D papers – a record of innovation.
- Its Value: Reveals technology trends, guides R&D, identifies key innovators.
- Korean Example: KIPO's 'KIPRIS Plus' provides high-quality patent data for AI training.

Halal Data: The Key to Market Demand



- **What is Halal Data?** Certification standards, ingredient requirements, market preferences for Halal products.
- **Challenge:** Different certification standards by country, lack of standardization.
- **Case: Indonesia's mandatory Halal certification**
 - Unprepared businesses were significantly impacted in their market access.
 - Lack of Information = Financial Loss

The Crucial Convergence: Connecting Supply & Demand



- **The Disconnect:**
 - IP without Halal: Technology exists, but doesn't meet market needs.
 - Halal without IP: Market demand exists, but lacks innovative solutions.
- **The Goal:** Bridge the gap between 'what can be made (IP)' and 'what will sell (Halal)' for global success.

Data convergence is necessary to solve technology (IP) and market (Halal) challenges simultaneously.



"Cosmax Indonesia acquires Halal certification from Indonesia's MUI, one of the world's top three certification bodies"

- **Success Story: Cosmax Indonesia**
 - Achieved great success by designing manufacturing processes with Halal certification in mind.
- **Mutual Needs (Win-Win):**
 - **Korea** → Needs Halal data to enter the ASEAN market.
 - **ASEAN** → Needs Korea's IP data for technological innovation.

PART 3. The Solution: The IP-Halal Fusion AI Platform

Defining Our Challenge: The Cost of Disconnection

- Core Problem:
 - "Structural disconnect between the global technology supply (IP) and Halal market demand ecosystems, leading to a loss of mutual opportunities for innovation and economic growth for both Korea and ASEAN."



A Hub of Innovation Connecting Technology (IP) and Markets (Halal)

- **Input:** IP Data (Patents, Technology) + Halal Data (Certification, Market)
- **Process:** AI-based cross-analysis and matching
- **Output:** New product ideas, export strategies, risk management information





Supporting new product development with lower risk of failure.

- Use Case Scenario:
 - a. AI identifies demand for 'pig-derived ingredient substitutes' in the Halal market.
 - b. It searches IP data for related technology patents (e.g., plant-based collagen).
 - c. It recommends the optimal technology to companies, providing new product development ideas.



An AI consultant that assists throughout the entire market entry process.

- **R&D Stage:**
 - Real-time review of patent infringement risks and Halal certification requirements.
- **Marketing Stage:**
 - Recommends culturally appropriate brand names and designs.
 - Competitor analysis.



Lowering trade barriers and activating joint R&D.

- **Case: Korea-Indonesia Mutual Recognition Arrangement (MRA) under discussion.**
- **Platform Utilization:**
 - Predicts which products are eligible for simplified certification procedures.
 - Supports joint technology development and patent applications between companies from both regions.



The IP-Halal Platform: Your Strategic Digital Partner

- **1. Strategic Intelligence:** Discover promising markets & technologies (Market-Opportunity Compass).
- **2. R&D & Product Development Support:** Pre-verify risks & find alternatives (Digital R&D Twin).
- **3. Market Entry & Export Support:** Accelerate certification & partner connections (Go-to-Market Accelerator).

PART 4. The Solution: The Value Proposition & Scenarios



ASEAN: A Key Partner for Mutual Prosperity

- **Provides:** Vast Market Data (certification, consumer, distribution), Global Market Gateway, Localization Expertise.
- **Gains:** Industrial Advancement, Enhanced Local Competitiveness, Digital Transformation, Leading Global Halal Standards.



Korea: Driving Innovation, Expanding Horizons

- **Provides:** Advanced Technology (IP) & R&D Capabilities, AI Platform Tech & Expertise, Capital & Investment.
- **Gains:** Low-Risk Entry to New Markets, 'Living' Market Data for AI Advancement, Leadership in Global Standards, and New Data-Driven Industries.



Scenario: K-Beauty Co. Enters ASEAN Halal Market

- **R&D:** Platform identifies 'fermented mushroom collagen' as a high-potential product.
- **Development:** AI validates IP & Halal compliance, suggests ingredient alternatives.
- **Sales:** Platform recommends Malaysia as optimal market, connects to local distributor, successful launch.



Scenario: ASEAN Halal Foods Innovates Globally

- **R&D:** Platform reveals 'high-absorption protein drink for seniors' technology gap.
- **Development:** Connects with Korean university for **joint R&D**, develops global standard product.
- **Sales:** Platform enables **Korean market entry**, competitive intelligence for market lead.

PART 5. The Path Forward: A Call to Action



Policy & Governance: Enabling Sustainable Growth

- **Data Infrastructure:** Establish Joint Data Standards, Open API framework.
- **Ecosystem Support:** Joint R&D Funds, Talent Development Programs.
- **Global Governance:** Develop Korea-ASEAN Digital Data Cooperation Guidelines.

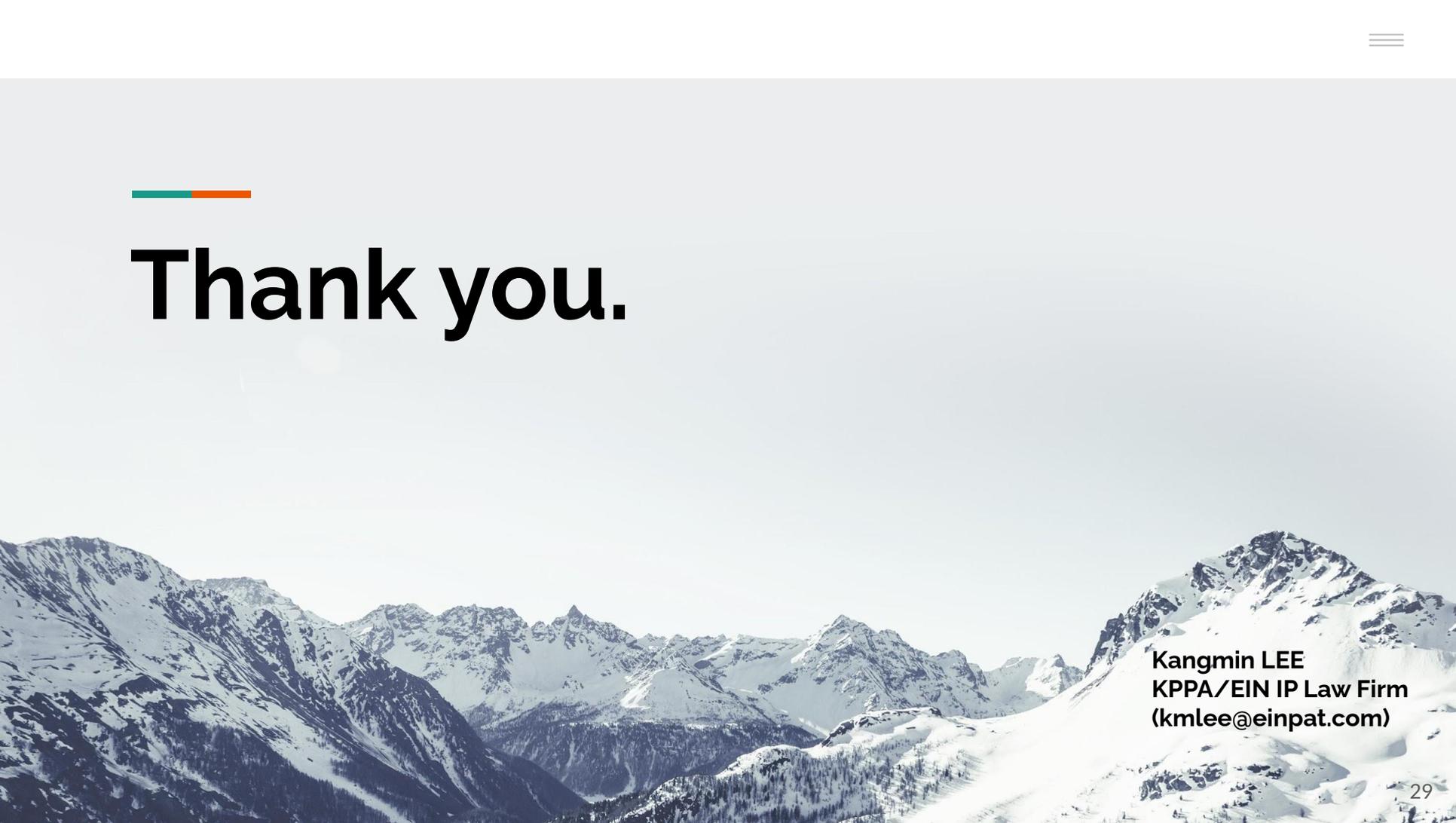


The Future is Now: Innovate, Connect, Prosper Together

- **Data is the New Oil:** Powering AI's next frontier.
- **Fusion is Key:** Connecting technology with market demand.
- **IP x Halal:** A blueprint for mutual growth between Korea and ASEAN.
- **Call to Action:** Let's build this future through collaboration and visionary policy.



Thank you.



Kangmin LEE
KPPA/EIN IP Law Firm
(kmlee@einpat.com)