

知识产权运营与实现商业自由

Intellectual property operation and Achieve business freedom

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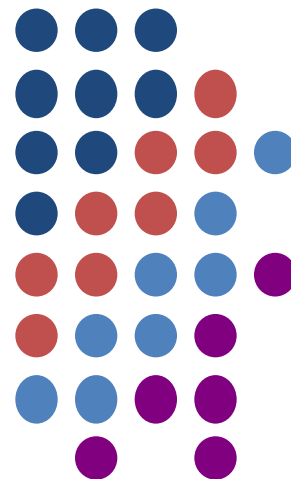
Wan Hui Da Intellectual Property Agency

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主要内容： Main content:

一、中国知识产权运营环境分析;

1. The Analysis on Environment of China's IP rights operation;

二、中国企业家的知识产权困惑；

2. The confusion of entrepreneurs on IP rights protection;

三、一种新型专利运营模式的探索.

3. A new type of patent operation mode.

一、中国知识产权运营环境分析

1 . The Analysis on Environment of China 's IP rights operation

(一) 中国缺乏真正的权利人联盟

(1) Lack of Specific Unions for IPR owners in China

专利的背后是研发。

Behind the patent is R&D.

过去100年，人类最重要的发明中并没有中国人的身影。

Over the past 100 years, there was not any important inventions worldwide created by Chinese people.

一、中国知识产权运营环境分析

1 . The Analysis on Environment of China 's IP rights operation

(二) 中国知识产权保护强度普遍较低

(2)The IPR protection in China is not sufficient

据统计, 美国一件专利侵权判赔平均是450万美金, 而中国大概在8万人民币左右。
According to statistics, in the US, a patent infringement claims the amount of compensation at \$4,500,000 on average, while China is probably around 80000 yuan.

Note: **2014 Patent Litigation Study**

As case volume leaps, damages continue general decline

http://www.pwc.com/en_US/us/forensic-services/publications/assets/2014-patent-litigation-study.pdf

二、中国企业家的知识产权困惑

2 . The confusion of entrepreneurs on IP rights protection

(一) 知识产权未能有效实现其价值回报

(1) Investment on IP rights are difficult to be paid back in China



华为副总裁宋柳平博士：中国的专利是世界最有价值的专利
(2015, 4. 26)

Dr. Song Liuping, the vice president of HUAWEI said, our country' s patent is the most valuable patent in the world. (2015, 4. 26)

二、中国企业家的知识产权困惑

2 . The confusion of entrepreneurs on IP rights protection

(二) 知识产权纠纷严重干扰正常商业活动

(2) The IP disputes seriously disorder commercial activities.



中国专利的特点之一：赚钱不行，但捣乱一定行。

One of the characteristics of Chinese patent is not good at making money, but good at making trouble.

三、一种新型专利运营模式的探索

3 . A new type of patent operation mode

(一) 新的运营目标

(1) New Objective of Operation

实现商业自由
Freedom to Trade



三、一种新型专利运营模式的探索

3 . A new type of patent operation mode

(二) 运营规则

(2) The rules of operation

- a. 会员制 Membership
- b. 一般许可 General license
- c. 积分制 Integral system

三、一种新型专利运营模式的探索

3 . A new type of patent operation mode

(三) 会员权益

(3) Membership benefits

- 实现商业自由; Freedom to Trade
- 实现专利创收; Get benefits from patent
- 获得一般许可; To obtain a general license
- 融资服务; Financing service
- 调解知识产权纠纷; To mediate IP disputes between parties.
- 协助知识产权维权。 Assist in *IPR* protection



华南知识产权
— SCIPCC —

万慧达
WAN HUI DA

华南知识产权运营中心成立仪式 The Establishment Ceremony of Southern China Intellectual Property commercialization Center

2015年4月24日，华南知识产权运营中心在广东金融高新区宣布成立。
April 24, 2015, Southern China Intellectual Property
Commercialization Center was established in Gongdong.



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Ranked in Tier 1 Intellectual Property, Chambers Asia Leading Firms



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World Trademark Review - 中国区商标业务第一梯队

Ranked in Tier 1 World's Leading Trademark Professionals, World Trademark Review

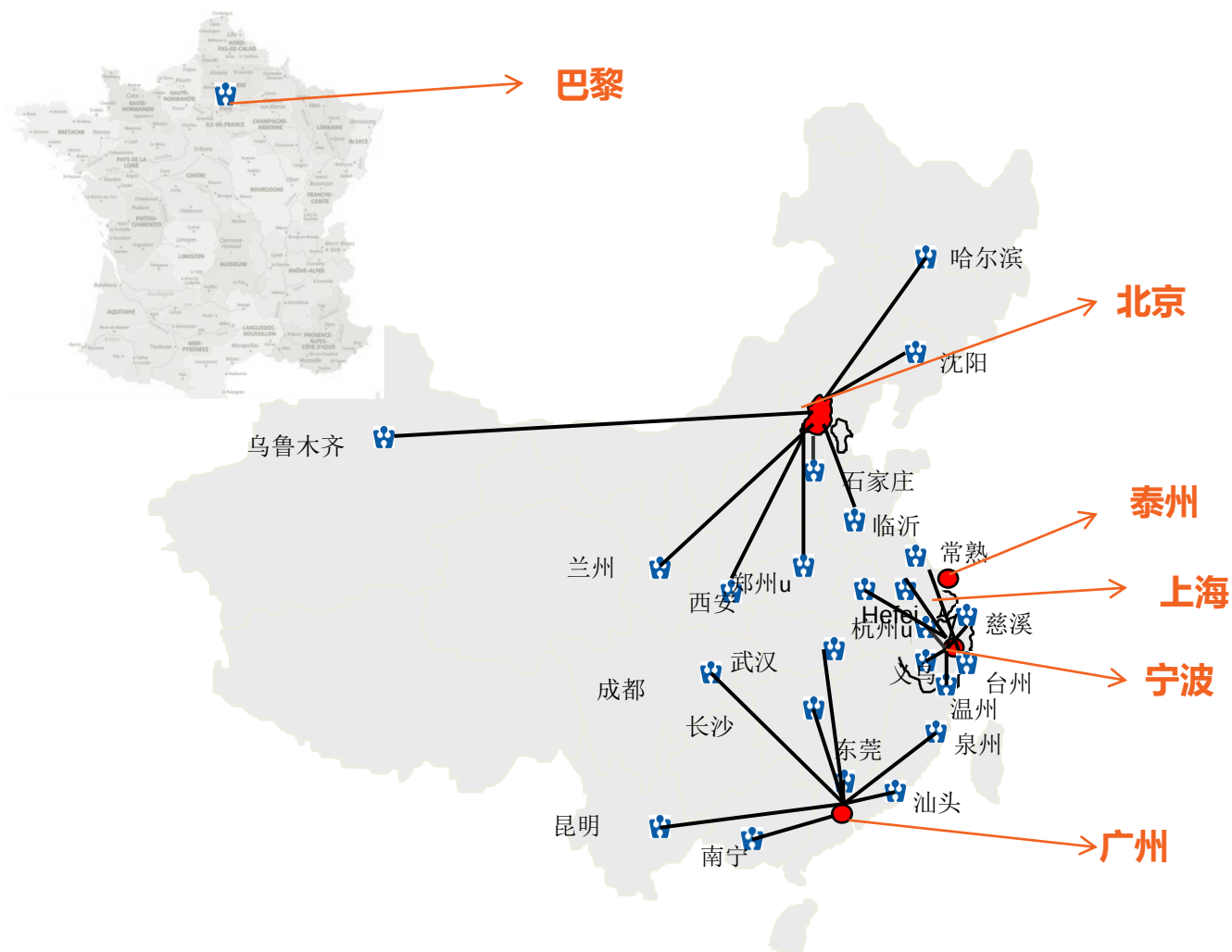


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ILO Client Choice Award, International Law Office



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THANKs!

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