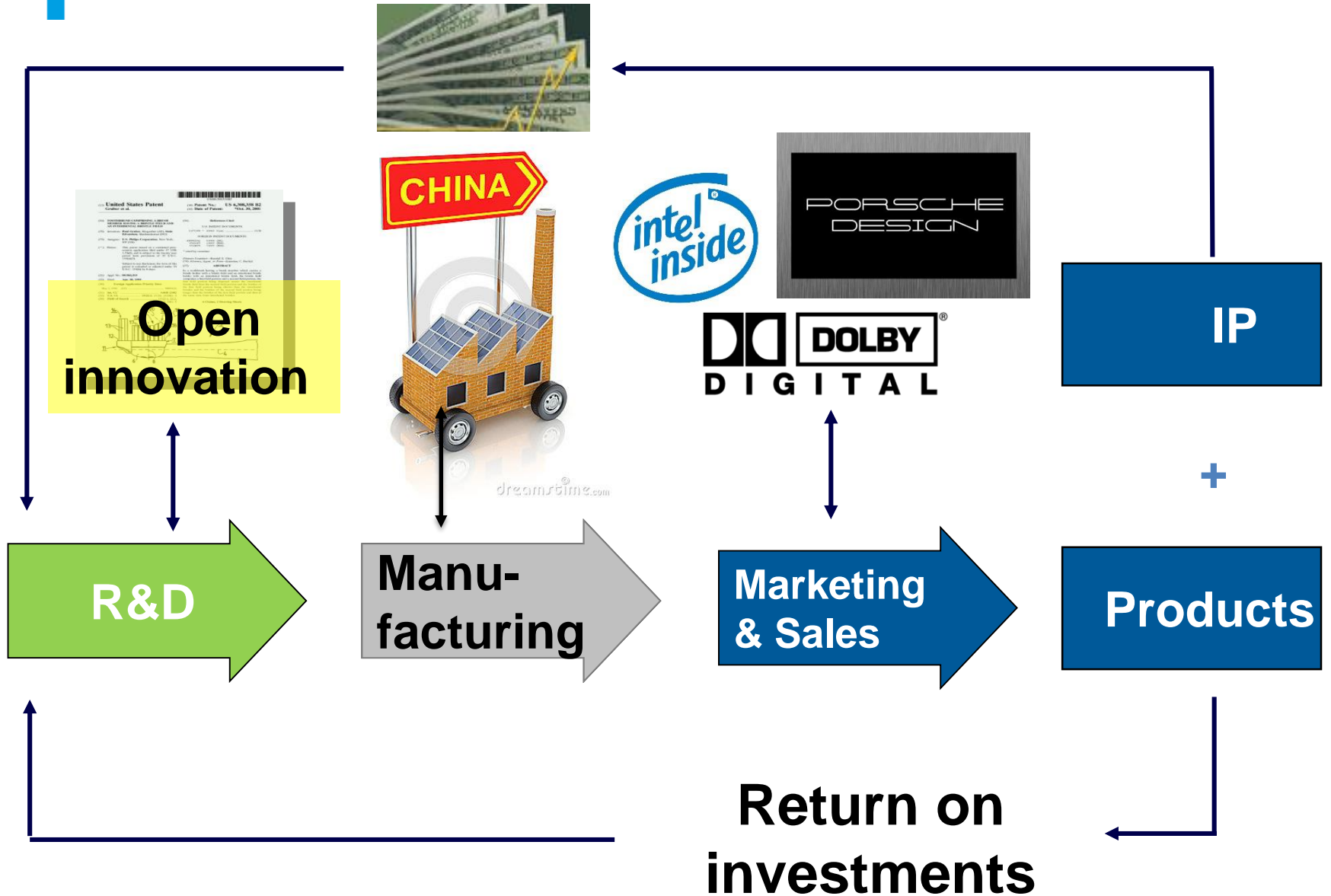


The importance of IP in China

Tony Tangena
President *epi*

- Intellectual economy and the 4th industrial revolution
- Why is China important?
- How to deal with IP in China?

Intellectual Economy



Fourth Industrial Revolution

- Integration of supply chain and producers means innovations need to be shared → Need to define who owns what

Thus: Intellectual Property will become even more important

- Supply chain is all over the world → IP strategy: CN important



Why is China important?

- World class industry has been established
- World standard infrastructure is being built up quickly
- Influential and stable Government
- Many excellent universities and huge pool of talented people
- Market is huge
- Labor is cost effective
- All IPR laws and treaties are in place

**Being successful in China
is mandatory for future business success**



How to deal with IP in China?

1. Local IP expertise:

- build CN expertise locally

2. Create awareness:

- Good relations with government
- Share IP knowledge
- Get know-how over CNs IP via EPO espacenet

3. Create IP in CN:

- build up patent / trade mark / design portfolio

4. Extract value out of IP:

- License the IP portfolio and enforce IP rights

1. Local (IP) expertise

- **Local IP offices** (and R&D), like Michelin, Philips, Vanderlande,



VANDERLANDE

- **Cooperation** between EU patent firms and CN patent firms:
AIPEX - Linda Liu, or use service firms like Valipat



Linda Liu Group



eipi 2. Create awareness

Cooperations:

- AIPEX – Linda Liu - Shenzhen IP Service Center
- Philips – Universities, like Fudan
- Vanderlande: trade delegation with Dutch PM





3. Create IP in China

In IP portfolio plans attention for CN:

- Create IP using an integrated IP management system:
 - What rights: patents, UM, trade marks, designs?
 - Special policy necessary?
 - Create IP from local R&D and standardization activities
 - Benchmarking competitors in CN



4. Extract value from IP portfolio

- Working together with CN firms via licenses
- Coping with unlicensed products from CN





Summary

- Intellectual economy / 4th industrial revolution means IP is very important
- Being active in China is must for future business success
- IP in China:
 - Local expertise
 - Create awareness
 - Build IP portfolio
 - Exploit IP portfolio

Thank you
for your attention!



Wishlist for SIPO (slide not shown, but presented in discussion):

Key elements well functioning patent system:

High quality patents, Predictability, Harmonization

- High quality standards within Patent offices; enormous amount of utility models: 10 fold increase in numbers.
 - Work together: exchange examiners, get to know way of working of other patent offices
 - Adopt best practices (like classification system, EPO/google translations) and publish those for predictability
 - No to actions like grace period that make patents unpredictable
 - World-wide exhaustion is problem. Harmonize on local or regional exhaustion
 - Harmonize in terms of substantive patent law, like inventive step, problem-solution, unity of invention etc., for instance SIPO gives a rejection for PCT-PPH in case non-clarity, even if other PPH offices have found novelty, inventive step and industrial applicable.
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