

保護知識產權

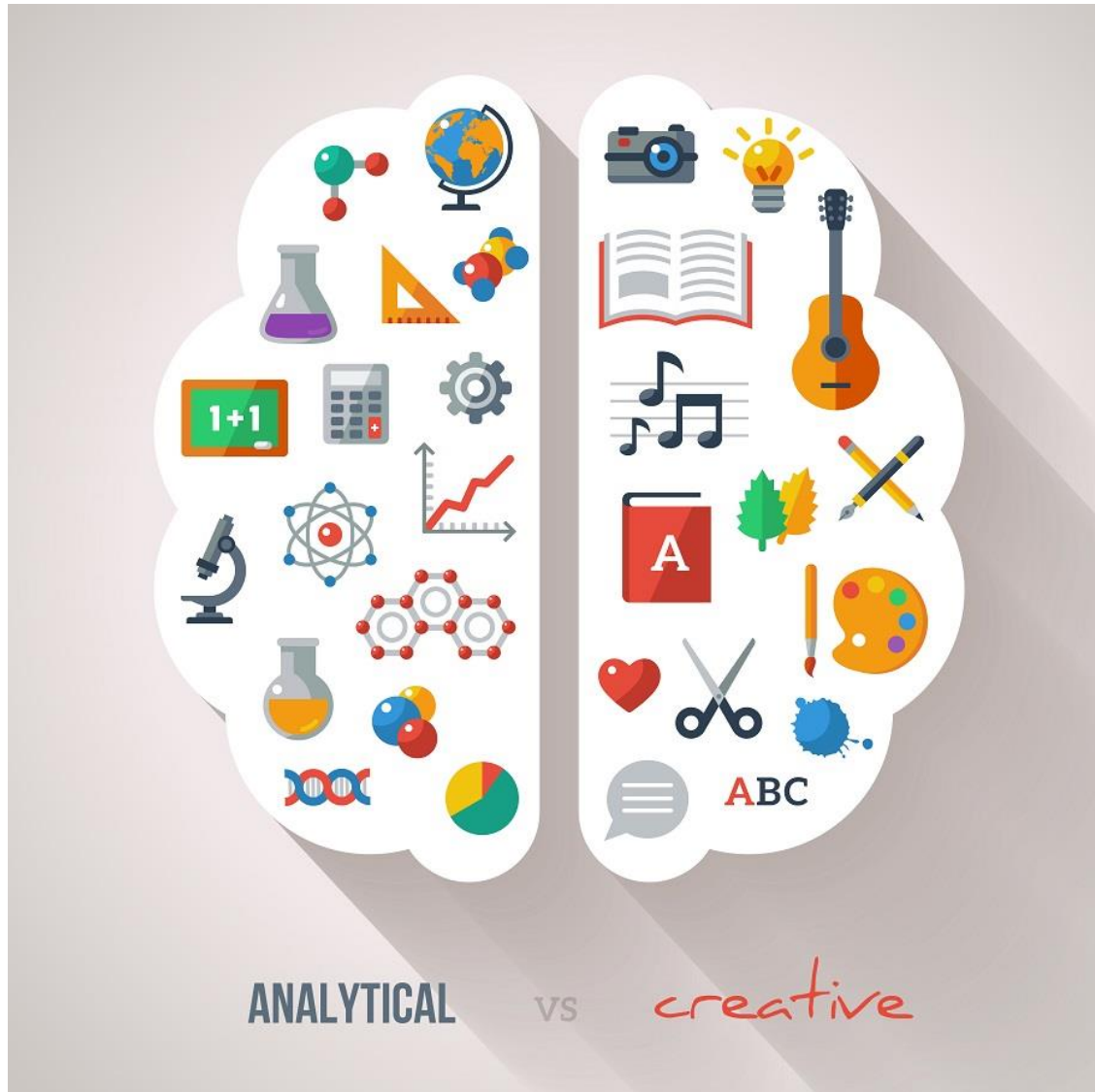
對於企業發展的重大價值

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2020年12月18日

Innovation is the only
way to win.

Steve Jobs

Intellectual Property



- **Intangible**
- **Assets**

Intellectual Property

Registrable	No Need Registered (Copyright)	Not Disclosable	Research
Trademark	IC Layout Design	Trade Secret	Experimental Data
Patent	Database	Confidential Information	Big Data
Registered Design	Computer Program	Industrial Know-how	Manufacture Parameter
Domain Name	Technical Drawing	Client Information	Artificial Intelligence

Protection by Laws

Exclusive Rights

1. Production
2. Sales
3. Marketing
4. License
5. Import & export



Protection by Laws

Infringers

1. Civil claims

2. Criminal offence

- Trademark
- Copyright



International Rights

Paris Convention / PCT

1. **Global registration**
2. **Enforcement in local courts**



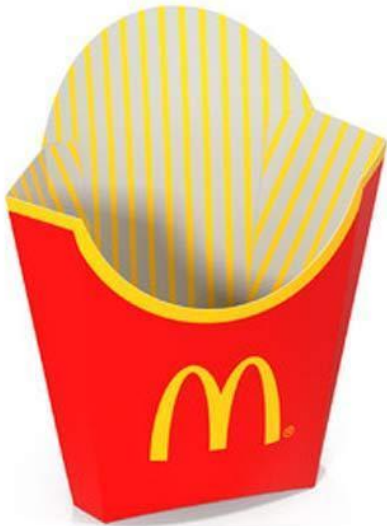
Trademarks

- a sign that distinguishes the goods and services of one trader from those of others.
- a sign must be capable of being represented graphically.
- Period: renewal for every 10 years (unlimited)



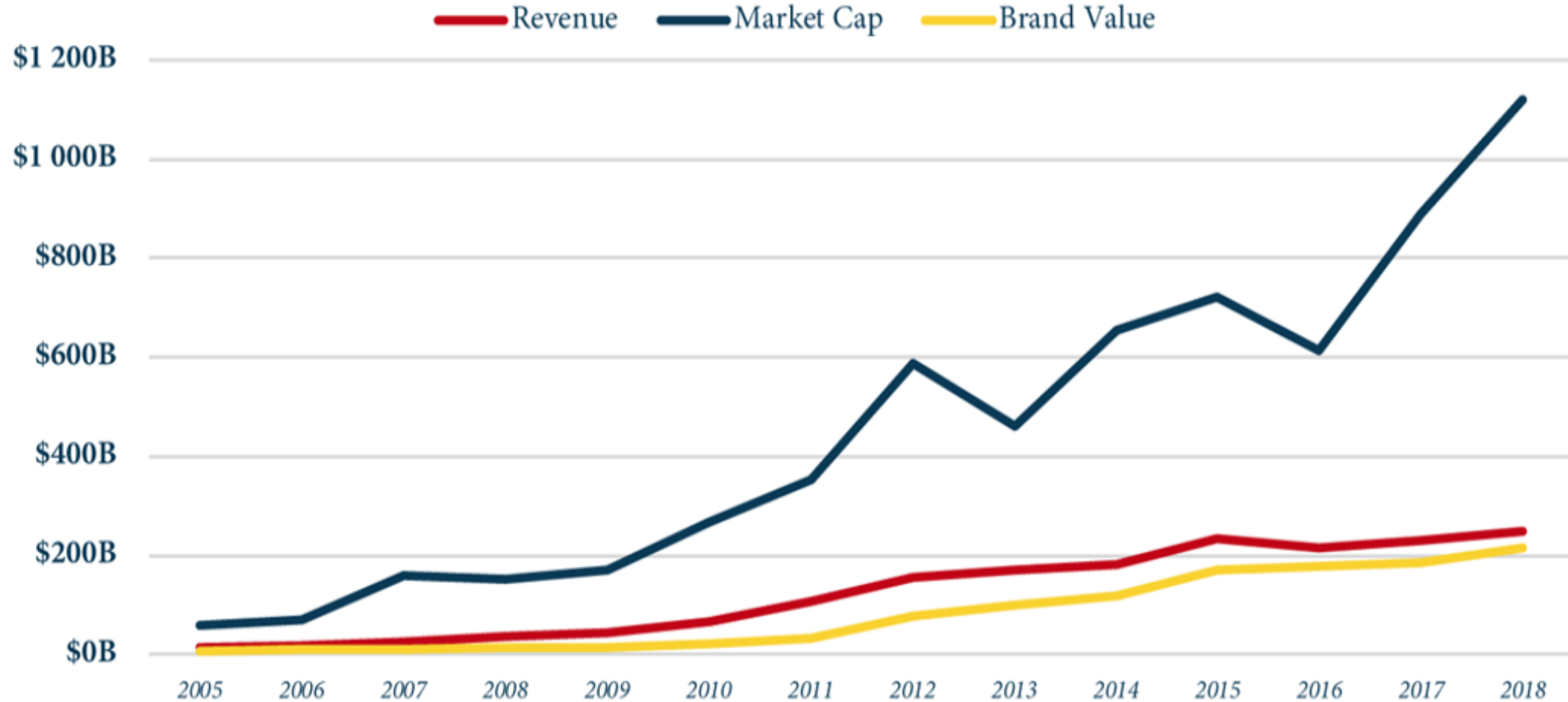
Trademarks

- can be words (including personal names), indications, designs, letters, characters, numerals, figurative elements, colours, sounds, smells, the shape of the goods or their packaging or any combination of these.



Trademarks – Brand Value

Revenue, market cap and brand value of Apple



Design

- **Appearance**
- **Products**



“Special” Design

- Special design?



Patent

Novelty

- Not in public domain.
- Not disclosed (oral, use or writing) to the public before the date of filing.

Inventive step

- NEW idea to the existing knowledge.
- NOT obvious to a person skilled having regard to the state of the art.

Capable of industrial application

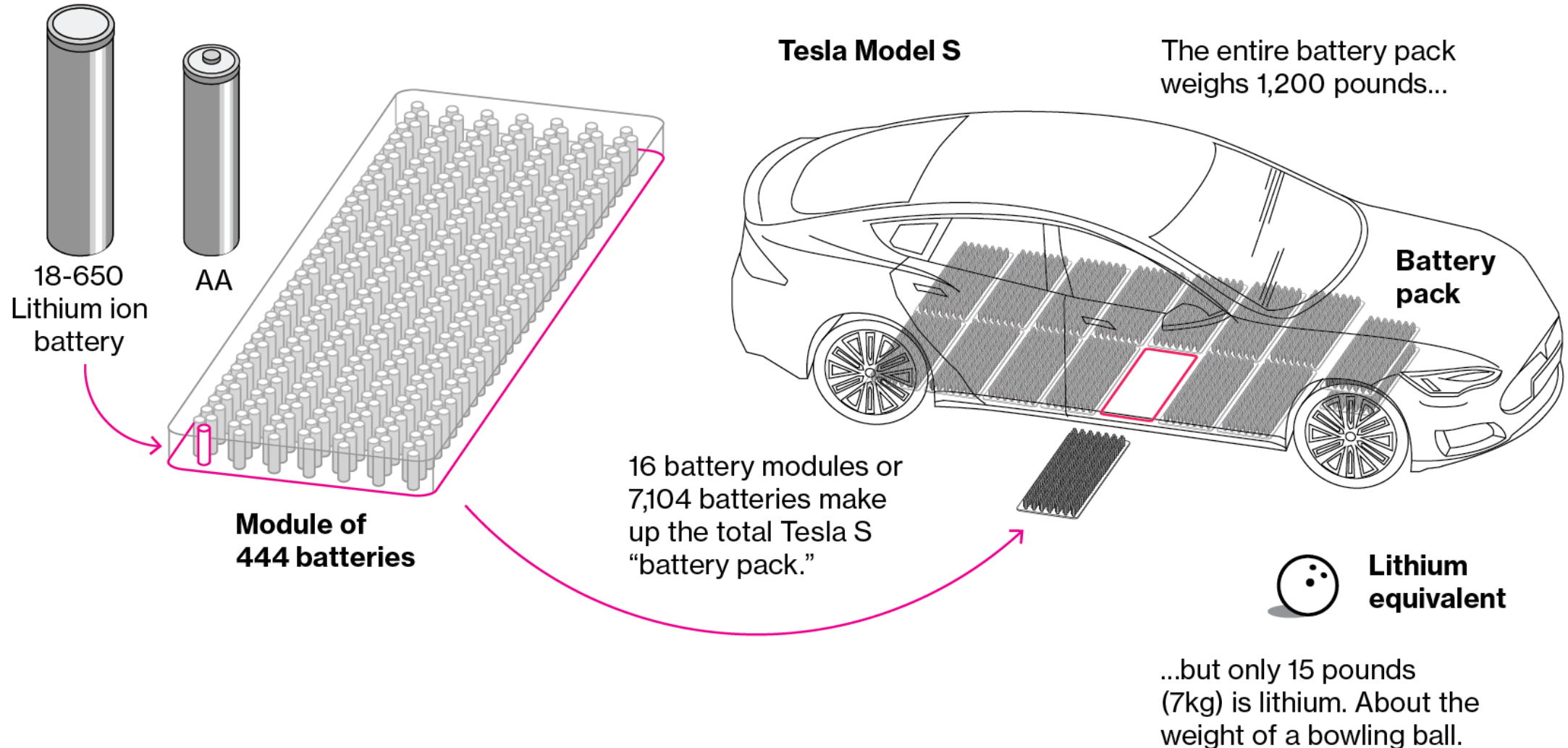
Patent - Novelty



Inventive Step – Dyson



Inventive Step – Tesla



Patent Map

