保護知識產權
對於企業發展的重大價值

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Innovation is the only way to win.

Steve Jobs
Intellectual Property

- Intangible
- Assets
# Intellectual Property

<table>
<thead>
<tr>
<th>Registrable</th>
<th>No Need Registered (Copyright)</th>
<th>Not Disclosable</th>
<th>Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trademark</td>
<td>IC Layout Design</td>
<td>Trade Secret</td>
<td>Experimental Data</td>
</tr>
<tr>
<td>Patent</td>
<td>Database</td>
<td>Confidential Information</td>
<td>Big Data</td>
</tr>
<tr>
<td>Registered Design</td>
<td>Computer Program</td>
<td>Industrial Know-how</td>
<td>Manufacture Parameter</td>
</tr>
<tr>
<td>Domain Name</td>
<td>Technical Drawing</td>
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<td>Artificial Intelligence</td>
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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

Revenue  
Market Cap  
Brand Value

$1200B  
$1000B  
$800B  
$600B  
$400B  
$200B  
$0B  
Design

- Appearance
- Products
“Special” Design

• Special design?
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

16 battery modules or 7,104 batteries make up the total Tesla S “battery pack.”

The entire battery pack weighs 1,200 pounds...

...but only 15 pounds (7kg) is lithium. About the weight of a bowling ball.
Patent Map