Intellectual Property (IP) as a Key Asset to Create Value for a Business

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When you are not sure ...

- Some rules to turn your idea into an invention
- Suggested IP practices for enterprises in Hong Kong and mainland China
- Who will be the biggest IP game winner?
A New Way Of Thinking

**Me-too Calculator**

1 + 1 = 2

1 + 2 = 3

A + B = (Error: You Need to Enter 2 Integers)
A New Way Of Thinking

Think-differently Calculator

1 + 1 = 11
1 + 2 = 12
: + :) = :
: + (" = :
TW + LIU = TW LIU
A New Way Of Thinking

Power-set Calculator

$ + effort

[]

[$]

[effort]

[$, effort]
The Inventor’s Idea

- This inventor puts a stick to claim the territory

[Motor, Blade, Lighting]

See my patent claims

See my prototype
The Inventor’s Idea
Patent Commercialization Model

- Copyright
- Trade Secret
- IP Searches


Litigation

IP Commercialization

Licensing
Identify the commercialized zone

- Starts searching on eBay
- Efficient market fully reflects all the available information
Identify the main competition areas

- Starts searching patent databases (25,230 patents of air fans)
- Be more creative to improve the existing design

Diagram:
- [Motor, Blade] 3,891 patents
- [Motor] 11,215 patents
- [Blade] 4,694 patents
- [Motor, Lighting] 292 patents
- [Blade, Lighting] 265 patents
- [Lighting] 3,873 patents
Always on alert of the weak areas

- Patent-related disputes in the “RESPONSE” technologies
- Apple (8,974 patents) vs. Samsung (32,192 patents)
Who win the biggest IP game?

- Play a board game
- The End -