

Risks and Opportunities

1

- Managing IP in China

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About Me

2

- **President, Uninno IP Consulting (based in SZ & HK)**
 - Help companies and individuals manage IP to gain business advantages
- **Experience:**
 - Stanford Linear Accelerator Center, CA (research engineer)
 - National Semiconductor, CA (electrical engineer)
 - Hon Hai Precision, Shenzhen, China (patent engineer)
- **Education:**
 - Ph.D. program in Physics (Syracuse University, NY)
 - MS degree in Electrical Engineering (Stanford University, CA)

What is IP?

3

- **Definition**
 - Intellectual property (IP) is a term referring to a number of distinct types of creations of the mind for which a set of [exclusive rights](#) are recognized, and the corresponding fields of [law](#).
- **Intellectual Property**
 - Patents
 - Trademarks
 - Copyrights
 - Trade/commerce secrets
 - Other forms

Freedom to Operate

4

- Claims of a patent

Risk of Infringement

5

Fighting “Bad” Patents

6

Get your valuable IP protected, wisely

7

- **Landscaping**
 - What's out there?
- **Mining**
 - What is valuable?
- **Extraction**
 - What to disclosure and what to claim?
- **Filing and prosecution**
 - What to disclosure and what to claim?
- **Maintenance and refinement**
 - How to keep it alive and make it even better?

Don't let your IP sleep

8

- Monitoring potential infringement
- Strategic procedures to make IP enforceable
- Systematic approach to address the licensing problem

Summary on Risks

9

- Infringement risks
- IP protection related risks
- Licensing risks
- The other side of a risk is an opportunity!

IP Transactions

10

- Evaluation and Valuation
- Legal perspective
- Technology perspective
- Business perspective
- Strategy perspective

Questions/Comments?

11

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- **Thanks!**