

# Innovative patent layout methodology and business incorporated operation



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**Patent Strategy Expert**



**2014 1<sup>st</sup> Taiwan Presidential Innovation Award**

Topic : Enable Taiwanese companies to pursue good fortune and to avoid disasters in patent affairs.

**2009 HsinChu District Outstanding Youth**

Topic : Integrate Domestic Resources and Upgrade Domestic Patent Work Level

Presidential Innovation Award is the top-notch award of encouraging multi-dimensional innovation in Taiwan. Mr Yu is hereby conferred upon in recognition of his outstanding dedication to innovative R&D and industry value creation, and for serving as a role model in innovative thinking and industry transformation, thereby contributing to the enhancement of the nation's economic development and international competitiveness.

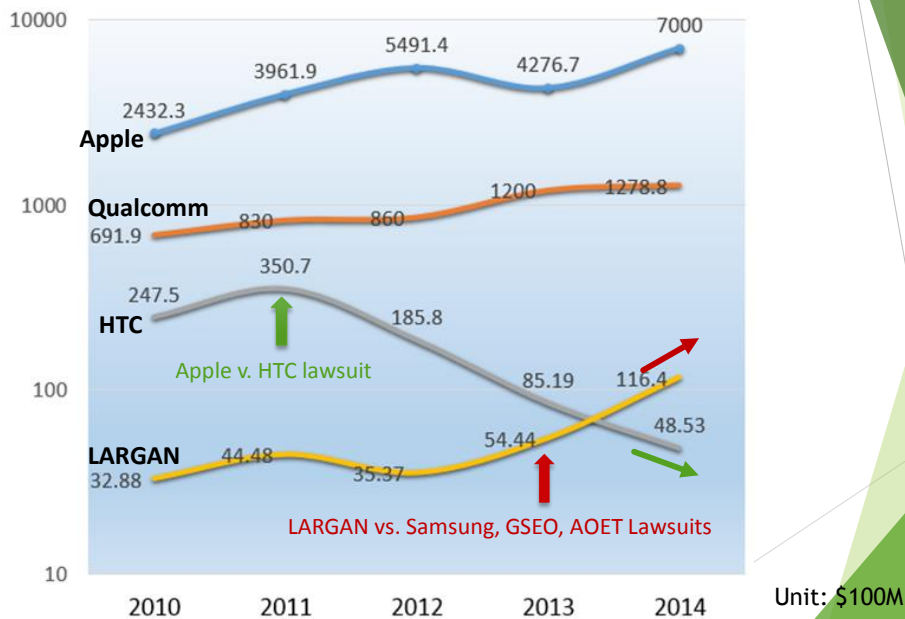
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## We are facing the Main Challenges of ...

- ▶ Hustle and Bustle Products
- ▶ Less and Less Profit Margin
- ▶ More and More Phase-out and Accumulated Patent Debts.
- ▶ Lack of Patents Quality Enhancement Rule
- ▶ Deficiency of Offensive Patents
- ▶ Feeble patent strategy Against Competitors

## Example :Smartphone Market Capitalization

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Apple grabs **93%** of the profits in smartphone

Patent Winner takes All-1

Apple Patent Wars against Android

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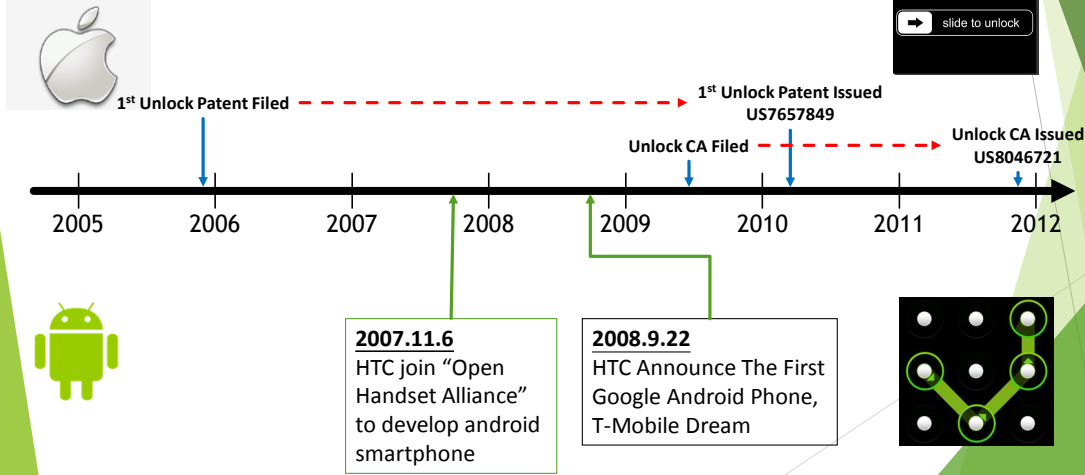
Source: 搜狐科技

Remark : Apple's patents with teeth.

## Debunk of Apple's Patent Manipulations

### Major Strategies:

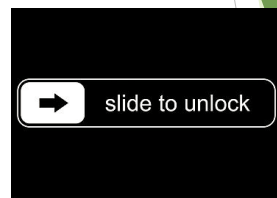
- Innovation R&D → Define Products → **Products & Patents Combination** (Self & Competitors)
- Know how to protect **Key** [Easy to assert] **Feature** Patents (ex. Slide to unlock) **w/o over advanced technologies**
- Create Patent **Prosecution Advantages** to make patent assets alive



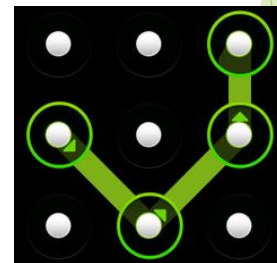
## Slide to Unlock( Apple's Patents)

### Proactive Manipulation → Products & Patents Strongly Hitched

(US 7657849) A method of controlling an electronic device with a touch-sensitive display, comprising: detecting contact with the touch-sensitive display while the device is in a user-interface lock state; moving an unlock image along a predefined displayed path on the touch-sensitive display in accordance with the contact, wherein the unlock image is a graphical, interactive user-interface object with which a user interacts in order to unlock the device; transitioning the device to a user-interface unlock state if the detected contact corresponds to a **predefined gesture**; and maintaining the device in the user-interface lock state if the detected **contact does not correspond to the predefined gesture**.



(US 8046721) A method of unlocking a hand-held electronic device, the device including a touch-sensitive display, the method comprising: detecting a contact with the touch-sensitive display at a first predefined location corresponding to an unlock image; continuously moving the unlock image on the touch-sensitive display in accordance with movement of the contact while continuous contact with the touch screen is maintained, wherein the unlock image is a graphical, interactive user-interface object with which a user interacts in order to unlock the device; and unlocking the hand-held electronic device if the moving the unlock image on the touch-sensitive display results in movement of the unlock image from **the first predefined location to a predefined unlock region on the touch-sensitive display**.



## LARGAN : Patent Winner takes All -2

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光學族群首季獲利表現			
股號	公司	(1 <sup>st</sup> Q EPS) 首季EPS(元)	(Taiwan IPO share Price in NTD) 19日收盤 / 漲跌(元)
3008	大立光	32.86	3,325.00 / +195.00
3019	亞光	-0.18	39.30 / + 0.20
3362	先進光	-0.36	22.60 / - 1.00
3406	玉晶光	-4.72	82.80 / + 0.10
3428	光耀科	-0.02	42.00 / + 0.65
3441	聯一光	-0.27	18.90 / + 0.50
3630	新鉅科	-2.15	23.90 / + 0.00
4976	佳凌	-0.45	18.00 / - 0.70
6209	今國光	-0.16	18.65 / + 0.35

資料來源：公開資訊站 何易霖 / 製表

Source: 經濟日報

## LARGAN

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### Price War → Patent Enforcement → Market Intimidate

**2013.06.04**

**Largan Precision Co, LTD v. Genius Electronic Optical Co., Ltd.**

Genius Electronic Optical Co., Ltd. sued by Largan Precision Co, LTD for patent infringement in California Northern District Court

**2013.11.14**

**Largan Precision files patent infringement lawsuit against Samsung Electronics Co**

Source: [www.leagle.com](http://www.leagle.com)  
[search.rpxcorp.com](http://search.rpxcorp.com)

# Qualcomm's Patent Business Model

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Key Players Cooperate

Industry Standard Organization

Standard Patent Portfolio  
(2G/3G/4G...)



Condescend to Joint License Program  
Or → Patent Infringement Lawsuits

License Agreement Include:

1. X % of Net Revenue (royalty fee)
2. Licensee's Patents free license



Remark : Picture sources are from Internet.

# Patent "Bulk" or Patent Portfolio

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**Typical (Passive)  
Patent Portfolio:**

Technique(R & D) Driven :

Discover Unmet needs (Technique)

Look for Solution and Tech features

Apply High quality patents(Tech View)

**Innovative (Proactive)  
Patent Portfolio:**

Product(Market) Driven :

Dominate specific Market

Predict unmet needs and apply patents to enclose (Product) → Continuation

Apply High Quality Patents(Market View)

0 ----->

1 -----> 100

## Bridge the Gap & Step to Worldwide

### Patent Projects Funded by Government (around 4 years)

#### Main Tasks:

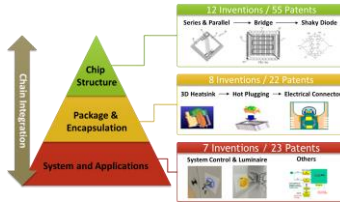
- Patent Team Build
- Patent Strategies Analysis
- Discover the Essential Patents
- The Trend of Patent Portfolio
- The Latest Patent Applications
- Plans and Solutions



### Patent Positioning Analysis

### Patent Extension to Build Patent Portfolio (IP Experts)

**For Example: In AC/HV LED**  
 Form → 11 Inventions/52 Patents  
 To → 27 Inventions/100 Patents

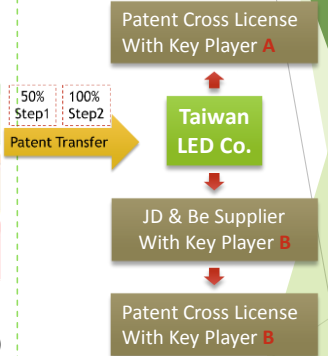


#### Awards:

- R&D100 Award
- National Invention Award (Taiwan)

### 3D layout & Management

### Patent Transfer to Industry Upgrade the Competitiveness

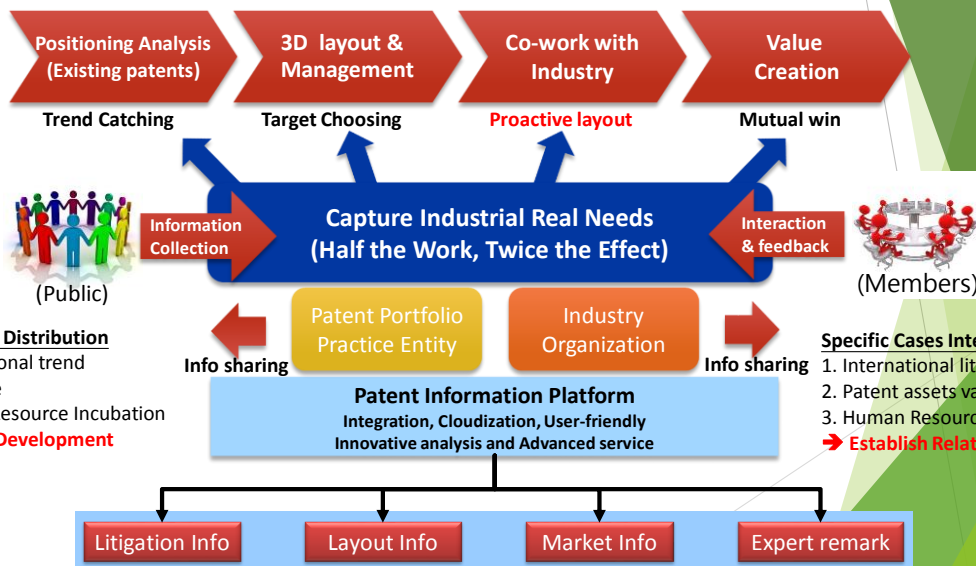


### Value Creation and Commercialize



## Innovative Integration IP Service Model

※ Create unique value of patent service, instead of traditional service type of Research Institute or Patent Agent playing



#### Major Distribution

1. International trend
2. Safe aisle
3. Human Resource Incubation

→ Business Development

#### Specific Cases Intensive Service

1. International litigation strategy
2. Patent assets value enlarging
3. Human Resource special training

→ Establish Relationship

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## Conclusion : Turn Water Into Wine

- ▶ Technique Driven → Market (Product) Driven
- ▶ Cost down → Value Creation
- ▶ Passive Patent Portfolio → Proactive Patent Portfolio
- ▶ Bridge the Gap and Step to Worldwide

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Thanks for your Attention~