

# Commercializing IP Rights in China

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# Introductions



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Global IP Transactions

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SVP Black Stone IP

Technology and Licensing Lead, HP



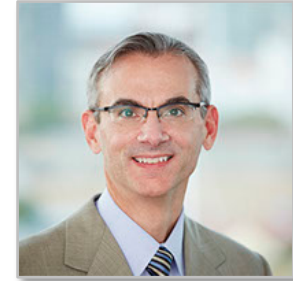
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Chief IP Counsel

VP & CIPC, ZTE

Head of Patents, China, Unilever

Sr. Patent Attorney, Celera



**Damon Matteo**

IP/Innovation Strategy

CEO Fulcrum Strategy

Advisory Board Member, Stanford  
Hoover Institute

VP & CIPC, PARC

**Greg Lundell**  
IP Strategy & Monetization

Partner, Haley Guiliano

Chief Patent Counsel, Kudelski Group

VP, IP Strategy, Rovi (now TiVo)



# Commercializing IP Rights in China

IP Transactions and IP Partnerships

## • Opportunities

- Buying and Selling IP/Patents
- Licensing technologies
- IP awareness
- Government Incentives
- IP budgets for acquisition
- Cost savings



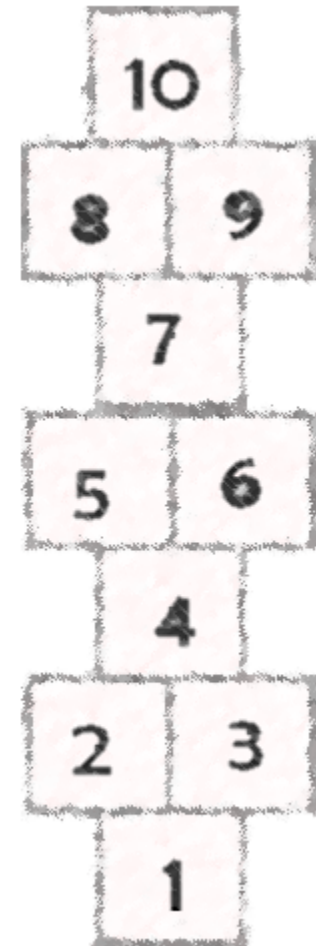
## • Challenges

- Language
- Cultural
- Role of Government
- Funding
- IP team's non-authority
- Need for face-to-face

# Practical IP Commercialization Issues

Just as simple as...

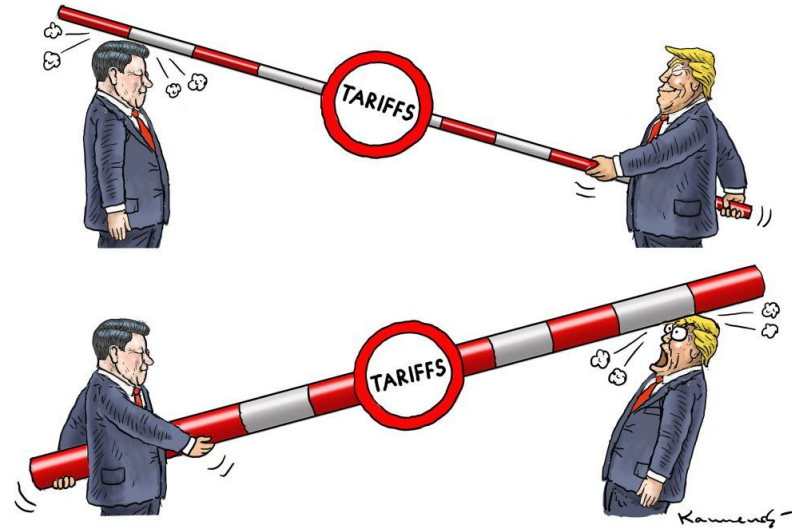
- **What Motivates Chinese Companies to:**
  - Decide to build (internal innovation), borrow (license), or buy IP?
  - Transact on Chinese patents?
  - Transact on Foreign patents?
- **What Kind of Chinese Companies are Dealing in IP?**
  - Size?
  - Technology?
  - Geography?
- **What Does It Take To Make A Chinese Company Respond To IP?**
  - Litigation (in China? Ex-China?)
  - Standard essential technology
  - Enforced (e.g., audit) compliance



# Developing Trends

## Recent Issues in IP Transactions

- US / China Relations
- Can tariffs force IP compliance
- Forced technology transfer
- Trade war
- Tax Issues / Incentives
- Global suspicion around Chinese companies (e.g., Huawei)



# Additional Resources

- <https://www.telegraph.co.uk/news/world/china-watch/business/patent-applications-prove-chinese-innovation-drive/>
- [http://www.chinadaily.com.cn/cndy/2018-03/29/content\\_35937826.htm](http://www.chinadaily.com.cn/cndy/2018-03/29/content_35937826.htm)
- <http://www.patsnap.com/blog/license-patents-china>
- <https://www.bna.com/china-aims-spur-n73014481842/>
- <https://www.bloomberg.com/opinion/articles/2018-03-22/trump-s-tariff-hammer-won-t-hit-china-s-ip-nail>

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