

Business Models for IP Capitalization

知识产权的新商业模式

Dr Waishun Lo
waislo@gmail.com

2 Aug 2014

Copyright © 劳维信

劳维信 博士



- 香港中文大学讯息工程系兼任教授,过去8年教授硕士及商学院 EMBA 课程
- 北京大学产业技术研究院访问教授
- 国际技术转移协作网络 (ITTN) 委员--创新医疗技术
- 积极参与天使投资
- 具25年中、港、美地区电讯, IT ,高科技行业及风险投资之工作经验
- 研究公司战略、高科技投资、跨国高科技技术转移、知識產權貿易及授權

曾任

- 哈佛大學商學院亞太研究中心研究主任
- 二間香港上市公司之董事會成員,及曾多間IT企業及 VC/PE 作諮詢顧問
- AT&T Bell Labs (貝爾實驗室), 香港電訊, C&W Innovations及S Venture管理層職務

香港中文大學物理學士, 哲學碩士及美國布朗大學(Brown University) 物理博士
曾任香港政府公職: 創新科技署一 創新及科技基金核下之
小型企業研究資助計劃項目評審小組 評審委員
創新及科技基金資訊科技項目評審委員會 成員
曾任社會公職: 香港青年企業家發展局 董事, 並在過去10年致力培育香港青年企業家
留學及在美國工作達10年之久, 在港工作逾20年
曾出版有關香港高科技初創公司之書籍

Context and IP Financing/Funds Models in US

Patent War is over? – read between the lines

BloombergBusinessweek News From Bloomberg

Apple Inc. and Google Inc. (GOOG:US) have declared a cease-fire in their intellectual-property wars.

The two Silicon Valley technology giants said they are dropping lawsuits against one another and will work together to reform patent law. The suits to be dismissed involve patent disputes regarding Google's Motorola Mobility handset unit. The deal doesn't include Apple's patent battles with Samsung Electronics Co. (005930), which uses Google's Android software for mobile devices.

Bloomberg News Apple Agrees With Google to Drop Smartphone Patent Lawsuits

"This could signal a new strategy on Apple's part to focus its litigation efforts even more squarely on Samsung, which is by far the largest Android phone manufacturer," said Brian Love, a Santa Clara University School of Law professor.

May 17, 2014

Copyright © 劳维信

Battle Continues

MOBILE PATENT SUITS
Patent-related suits between mobile device component manufacturers

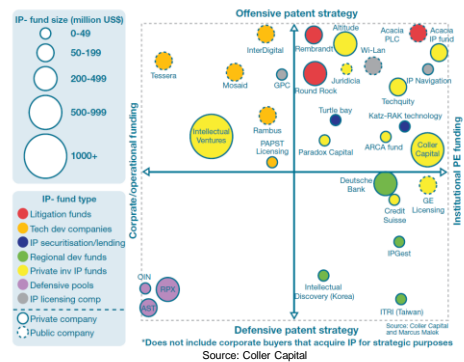
May 21, 2014, 5:16pm EDT
Pay the toll to the troll: Patent reform is dead, for now at least

So much for patent reform — Senate Judiciary Committee Chairman Pat Leahy, D-Vt., has given up on the legislation for now.

In a statement, Leahy said he still thinks legislation is needed to address the problem of patent trolls who are misusing the patent system. But he said there isn't enough agreement on how to approach the problem of intransigent patent holders.

Senate Judiciary Committee Chairman Pat Leahy, D-Vt., said he pulled patent reform legislation from the committee's agenda because of lack of agreement on how to target patent trolls, mischievous companies and other intransigent patent holders.

Table 1. The IP acquisition marketplace (illustrative) – the rise of financial/NPE buyers*





Disruptive Technology Focused, IP Strategy Enabled

We take an end-to-end approach to positioning, financing, and monetizing disruptive technology companies.

Evaluate Disruptive Technologies	Build Leadership Position	Complete Transaction	Support Post-Transaction
Perform Rigorous Screening Process	Develop Effective Business Strategy	Design Financing Strategy	Proactively Connect Company & Investors
Conduct Expert Technical Diligence	Align IP Strategy to Business	Select Investors & Execute Transaction	Bolster Investor Communications

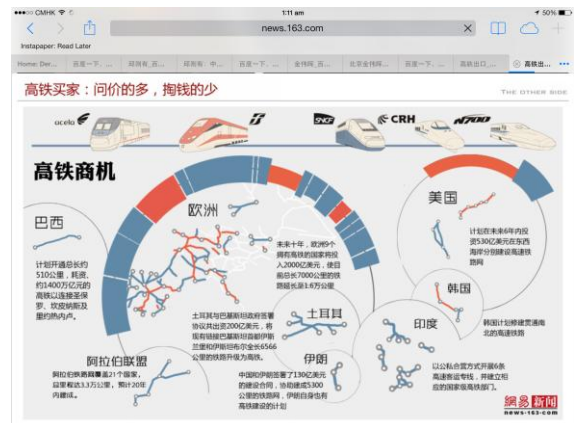
We start from the end and work backwards:
Can this be a \$1 billion company? How can we help it get there?

SEEKING VALUE OTHERS DO NOT. CREATING VALUE OTHERS CAN NOT.

Context in China

IP rights will play an important role in China's next phase of economic development

- Chinese Giants** want to enter developed markets in order to continue their historic growth. They have invested heavily on the developing world, but the most attractive markets are found in developed economies. The historically poor IP practices of Chinese companies – failing to obtain licenses or file for international patents on their own inventions – are now a major barrier to entry to developed markets.
- Chinese SMEs** are being squeezed by rising costs and stiff competition for low-end manufacturing, especially as OEMs. They need to reinvent themselves and climb up the value chain.





New IP Financing/Funds and Tech Transfer Models in China

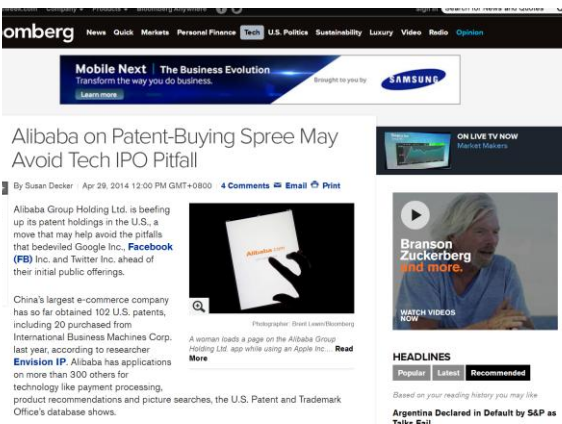


法制网4月25日讯 记者王晓雁 以“移动互联网时代的知识产权保护”为主题的中关村知识产权论坛今日召开。在论坛上,我国首个专注于专利运营和技术转移的知识产权运营基金——睿创专利运营基金成立。

记者了解到,睿创专利运营基金由北京市海淀区政府和中关村科技园区管委会共同出资支付,多家从事智能终端与移动互联网业务的公司作为首批战略投资方参与,将帮助国内高科技企业有效地获取核心技术专利,为企业在未来行业发展格局中获取主导权。该基金将为在我国形成良性的创新体系填补空白。

论坛发布了2013年海淀区知识产权白皮书。截止2013年12月,海淀区有效发明专利拥有量总计46013件,占北京全市的53.9%,位列全市首位。

论坛还发布了知识产权和标准化一条街政策——《关于支持知识产权和标准化服务业在中关村示范区集聚创新发展的办法》,支持对象为:在集聚区内注册或设有办事机构,主要为中关村示范





芬兰牛饲料添加剂创新者

- **Raisio** 是一家欧洲领先食品生产企业，致力于牛饲料的开发，以便牛奶生产更加安全、高效、环保。通过创新的饲料组合，Benemilk® 生产成功进入芬兰乳制品产业，正准备通过更广泛地域的许可和知识产权增值措施全球推广，获得国际性的成功。
- 全球牛奶的需求每年迅速增加。虽然奶产量在过去的几十年中翻了三番，但是产奶所需能耗也在逐年增加。加上可供牛物使用的土地成本压力，形成奶业供给与需求的矛盾。
- **Benemilk** 创新技术有效解决上述矛盾!



技术创新



Benemilk™ 黑袋
为高产奶牛设计

Benemilk™ 红袋
确保可靠产奶量

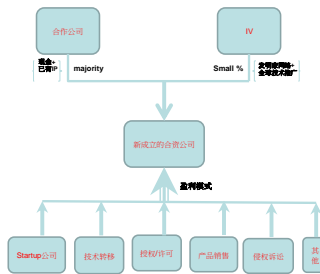
Benemilk™ 蓝袋
高能量低蛋白质



配合相应使用方法

- 增加牛奶产量
- 增加牛奶中脂肪含量
- 增加牛奶中蛋白质含量
- 增加牛奶中干物质含量
- 提高奶牛繁育能力
- 提供奶牛健康水平
- 减低奶牛用水量

盘活“专利”包 — 创新、创收、维权？



最有效的方法

- 现有IP包的商业化
- 现有IP包的质量加强
- 利用IV的发明家网络
- 利用IV专利经营经验
- 建立新的IP申请组合
- 与IV分享商业化成果



中以智库模式



- ✓ 于2010年成立中以智库，一个独特的概念。一方面筛选有产业化前景的高新技术，另一方面将通过寻找合适的产业化合作伙伴
- ✓ 实现引进高技术落户中国（苏州工业园区），以专利授权、二次研发、共同投资等方式推动其真正从实验室走向市场
- ✓ 在技术专业人士的双向交流，帮助国内产业升级（内部项目库，专利银行数据库，行业专家资源库，创业人才库等数据平台）

Whiz Asia

Whiz Partners Asia Limited ("Whiz Asia") is the Asian (Non-Japan) affiliate of Whiz Partners Inc., established in Hong Kong and jointly owned by our Hong Kong team members and Whiz Partners Inc. It supports business development activities of portfolio companies of Whiz Asia Evolution Fund ("WAEF") which targets Japanese Companies with world class proprietary technology and processes with the potential for overseas expansion. The founding members of Whiz Asia are professionals formerly from Transpac Capital Ltd, one of the largest and oldest PE firms in Asia. During their tenure at Transpac, the firm managed in excess of \$820 million in AIM and invested in over 200 companies across Asia and the US. They have been involved in the Asian Private Equity space since the late 1980s and have an extensive network in Asia.

The founding members of Whiz Asia are investment committee members of WAEF.

Introduction of Whiz Asia Founding members:

Simon Wong, Founding Partner
 2013 Founding Partner of Whiz Partners Asia (to present)
 2010 Executive Director and CEO, China.com
 2005 Chairman of Investment Committee, Fortium Capital Group Ltd
 2005 Managing Partner, Asian Global Capital
 1990 Co-Founder and Managing Director, Transpac Capital (limited)
 1988 Director, Techco-Ventures Hong Kong Ltd
 1977 Bank of America
 1977 MBA, Chinese University of Hong Kong
 1973 B.Sc (Hons), Physics & Mathematics, Chinese University of Hong Kong



IP Reserve Fund

This is what China needs now?

These investments will have steep J-Curve due to lack of cash flow first 3-5 years from inception

Beijing Stem Cell Fund

- The government has made 400M RMB available to build up a strong portfolio of IP
- Chemically induced stem cell technology
- Additional money could be raised from a private company

ip.people.com.cn

Instapaper: Read Later

The Internet... 中文简体... Home: Dev... 语言: 简体中文... 宝马站: 跳... 百度一下... 搜狗... 56网... 优酷网... 你的世界... 404

人民网 >> 知识产权

邱则有：中国专利第一人

2013年04月16日08:28 来源：人民网-中国经济周刊 手机看新闻

业界流传着这样两句话：湖南有两“父”，杂交水稻之父和空心楼盖产业之父；湖南有三超：超级水稻，超级女声，超级专利发明人。

“空心楼盖产业之父”和“超级专利发明人”，说的是同一个人：邱则有。

在中国，提起“专利”，邱则有是一个绕也绕不过去的名字。从专利数量上来看，他申请发明专利7000多项，授权专利2000多项；从比较的角度来看，没有任何一家企业拥有的专业数量可以与邱则有相比肩；从维权的方面看，邱则有打了最多的维权官司，胜诉的比例高达90%以上……

创新案例—众筹版权

定位：

用户以“我想学XX”发起某一项目，其他用户为其提供各种学习资料或者建议，发起用户在学成后将学习资料整理成一份独立的学习成果，由平台进行优化并进行发布。之前提供过帮助的用户可以免费使用该成果并不断补充新内容，其他用户则需付费使用该成果。通过搭建平台满足用户自主学习的需求。

盈利模式：

成果发布后所得收益平台与整理用户及提供过资源的用户按照一定比例进行分成

关键资源能力：

寻找新颖学习热点的能力，用户资源，学习成果标准化的能力

Thank You

Dr Waishun Lo
 waislo@gmail.com