

Financial Innovation Pilot Platform of State Intellectual  
Property Operation Public Service Platform

IP Sociality, IP E-Commerce,  
IP Finance . Big Data.

# Business Mode of HengQin Intellectual Property Exchange Center(HIPEX)

**JULY 2017**



- ▶ **I .HIPEX Brief Introduction**
- ▶ **Ⅱ.HIPEX Business Overview**
- ▶ **Ⅲ.Current Business Progress**
- ▶ **IV.HIPEX Special Features  
Business—IP Finance**
- ▶ **V.HIPEX Special Features  
Business—international operation**



# HIPEX Brief

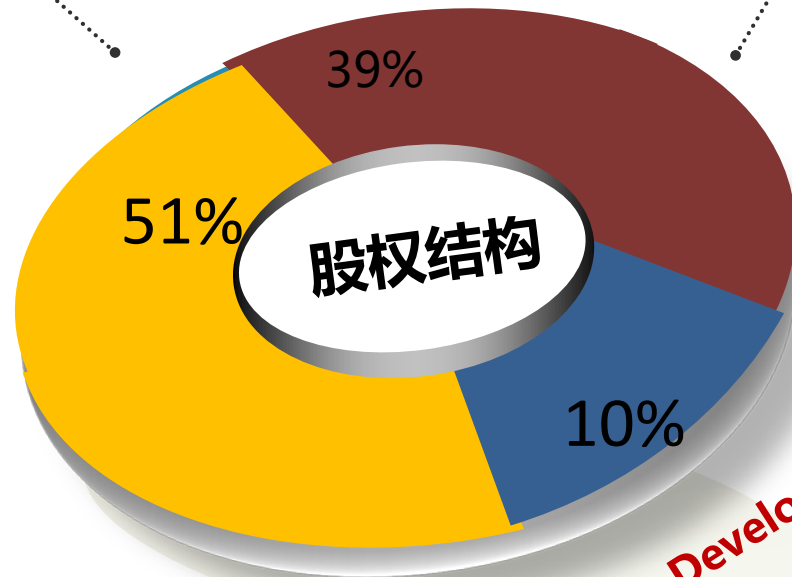
## Introduction



## 2. Construction Situation

- **Zhuhai Financial Investment Holding Co., Ltd.,**

Subordinate :  
Commercial Bank  
Finance lease  
Security and Futures  
Investment funds  
micro-middle finance  
comprehensive transactions center



- **Hengqin Financial Investment Holding Co., Ltd., and**

Strong capital and  
kinds of startup  
guidance funds

- **Hengqin Development LLC.,**

# HIPEX Business



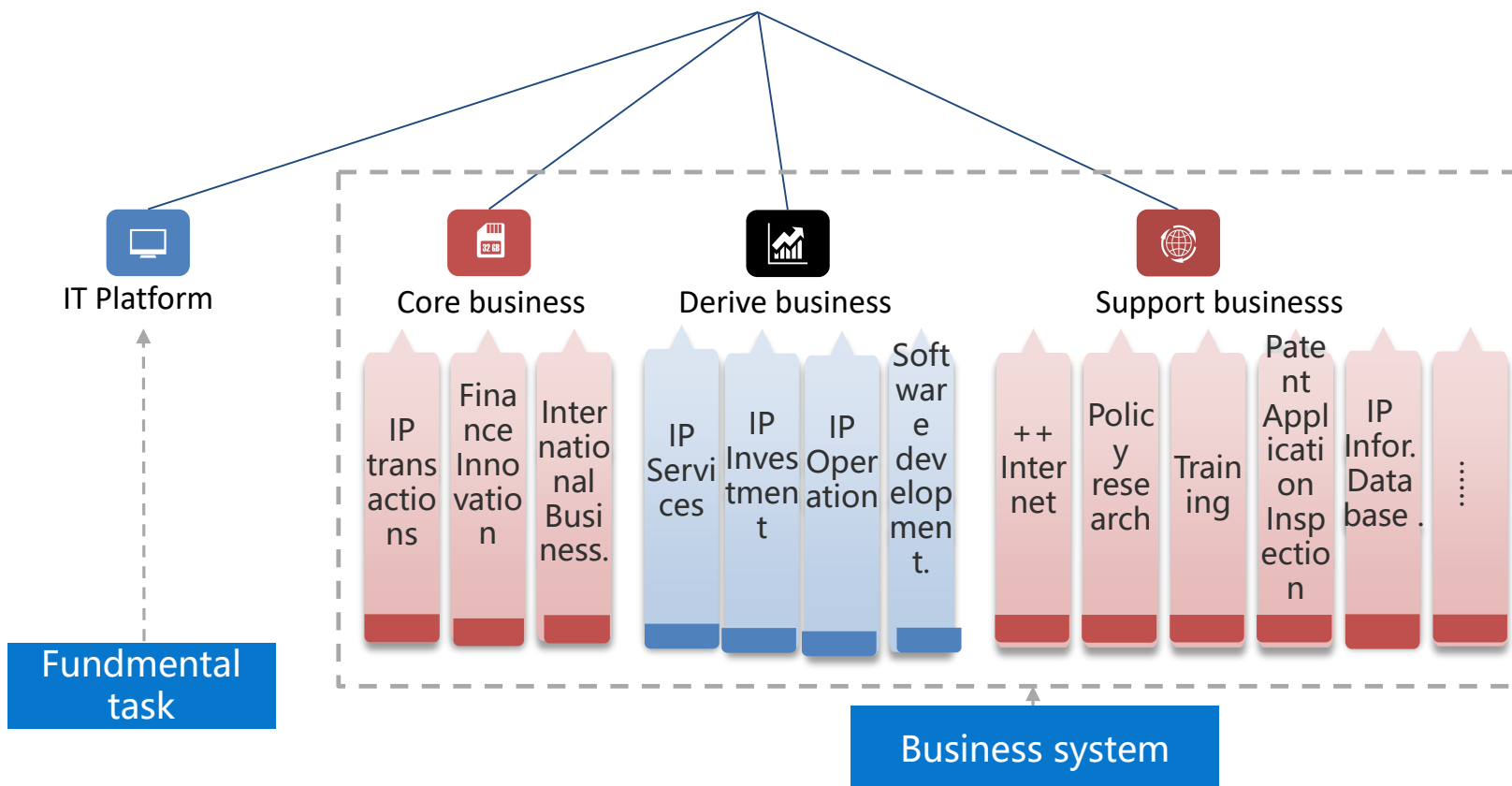
## Overview

Platform Strategy PlanOrientation,  
business system, developing path



# part II HIPEX Business Overview

## Qixianqin State Platform' s Exploring



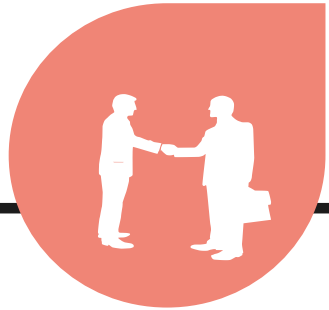


## Current Business Progress

Platform building  
Platform function introduction  
offline transaction  
Intellectual property services

# part III Current Business Progress

## 1. Platform building



**2016.5.20**

**Software develop  
supplier**



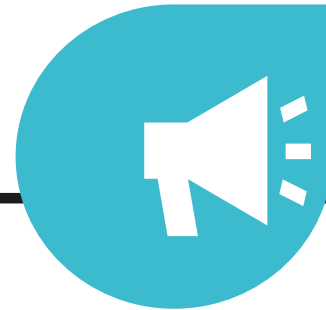
**2016.10.15**

**Platform UAT  
environment  
private beta  
version**



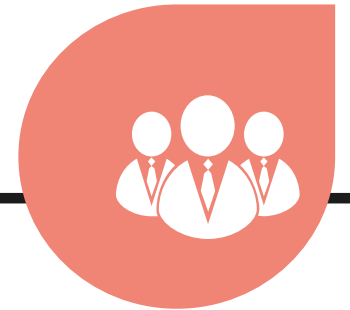
**2016.12.05**

**Production  
private beta**



**2017.5.11**

**Platform  
open beta  
test**



**2017.6.19**

**Platform  
online  
business start  
formally**

# part III Current Business Progress

## 2. Platform function introduction



4 Functions



8 Kinds of transaction

# part III Current Business Progress

## 2. Platform function introduction



12 Kinds of membership

<b>交易系列</b>	七弦琴专利转让独家代理服务 七弦琴商标转让独家代理服务 七弦琴版权转让独家代理服务	<b>培训系列</b>	七弦琴商学院-注册运营师培训 七弦琴商学院-注册维权师培训 七弦琴商学院-注册导航分析师培训 七弦琴商学院-注册管理咨询师培训 七弦琴商学院-代理人考试培训 七弦琴商学院-定制化培训
<b>企业系列</b>	七弦琴知识产权企业顾问服务 七弦琴知识产权企业托管服务 七弦琴知识产权企业管家服务 七弦琴高企认定服务 七弦琴知识产权优势企业 七弦琴示范企业申报服务 七弦琴众创空间	<b>代办处</b>	国家知识产权局专利检索咨询中心七弦琴国家平台代办处 北京国专知识产权有限责任公司七弦琴国家平台代办处 Pantentics专利检索工具七弦琴代办处
<b>金融系列</b>	七弦琴智财通宝1号-质押融资珠海模式 七弦琴智财通宝2号-华金七弦琴知识产权投资 七弦琴智财通宝3号-知识产权保险 七弦琴智财通宝4号-知选正品众筹 七弦琴智财通宝5号-知识产权证券化	<b>政策解读</b>	七弦琴政策小灵通
<b>认证系列</b>	七弦琴原创认证 七弦琴专利分级认证 七弦琴企业分级认证	<b>实物系列</b>	七弦琴知选正品-高新技术产品 七弦琴知选正品-文化创意产品 七弦琴知选正品-特色农副产品
<b>分析系列</b>	七弦琴专利包初步分析 七弦琴专利导航分析	<b>援助系列</b>	快速确权 快速维权 政策研究 公益培训 快速服务
<b>保护系列</b>	七弦琴维权诉讼服务 七弦琴海外护航服务	<b>代理系列</b>	七弦琴·珠江西岸商标服务 七弦琴·珠江西岸·强大凯创专利代理 七弦琴·珠江西岸·强大凯创专利法律手续代办 七弦琴·珠江西岸作品著作权申请 七弦琴·珠江西岸软件著作权申请
<b>研究系列</b>	七弦琴研究院-知识产权行政管理研究 七弦琴研究院-知识产权经济研究 七弦琴研究院-知识产权金融创新研究		

Services productions

# part III Current Business Progress

## 3.offline transaction



### Formulate transaction rules

Formulate IP operation standard, to standardization IP transactions, selling and purchasing, making various of transaction contracts, operation status investigation reports and so on.



### Start IP operation exclusive entrusting

Launch patent assets collecting activities, to set the patent classification, collected thousands of non-exclusive entrusting patents, hundreds of exclusive entrusting patents



### utilize patent big data

Exploring high efficient , accurate patent operation business mode , to integrate the both ends resources, information, taking advantage of patent pilot means to promote the success rate of transaction.

# part III Current Business Progress

## 4. Intellectual property services

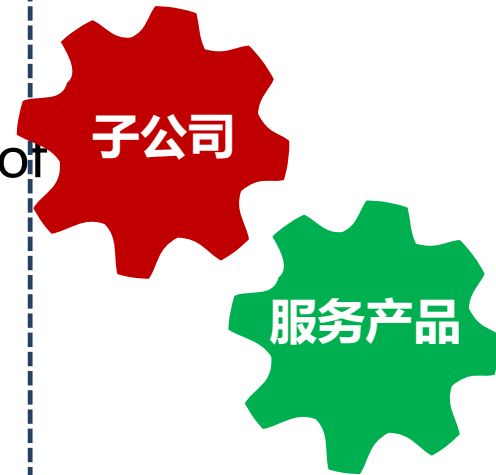


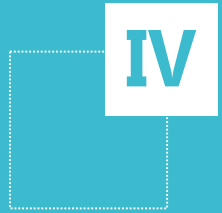
Start self-operation, joint-operation and outsourced-operation business mode ,  
Over 50 IP Services joined the platform

Set up subsidiary , push the production design ,  
providing 13 kinds of service product.

Providing high quality IP services for the west coast of  
the Pearl River and west Guangdong province

Over hundreds of customers including Huafa Gree,  
Meizu, Easycare, etc.

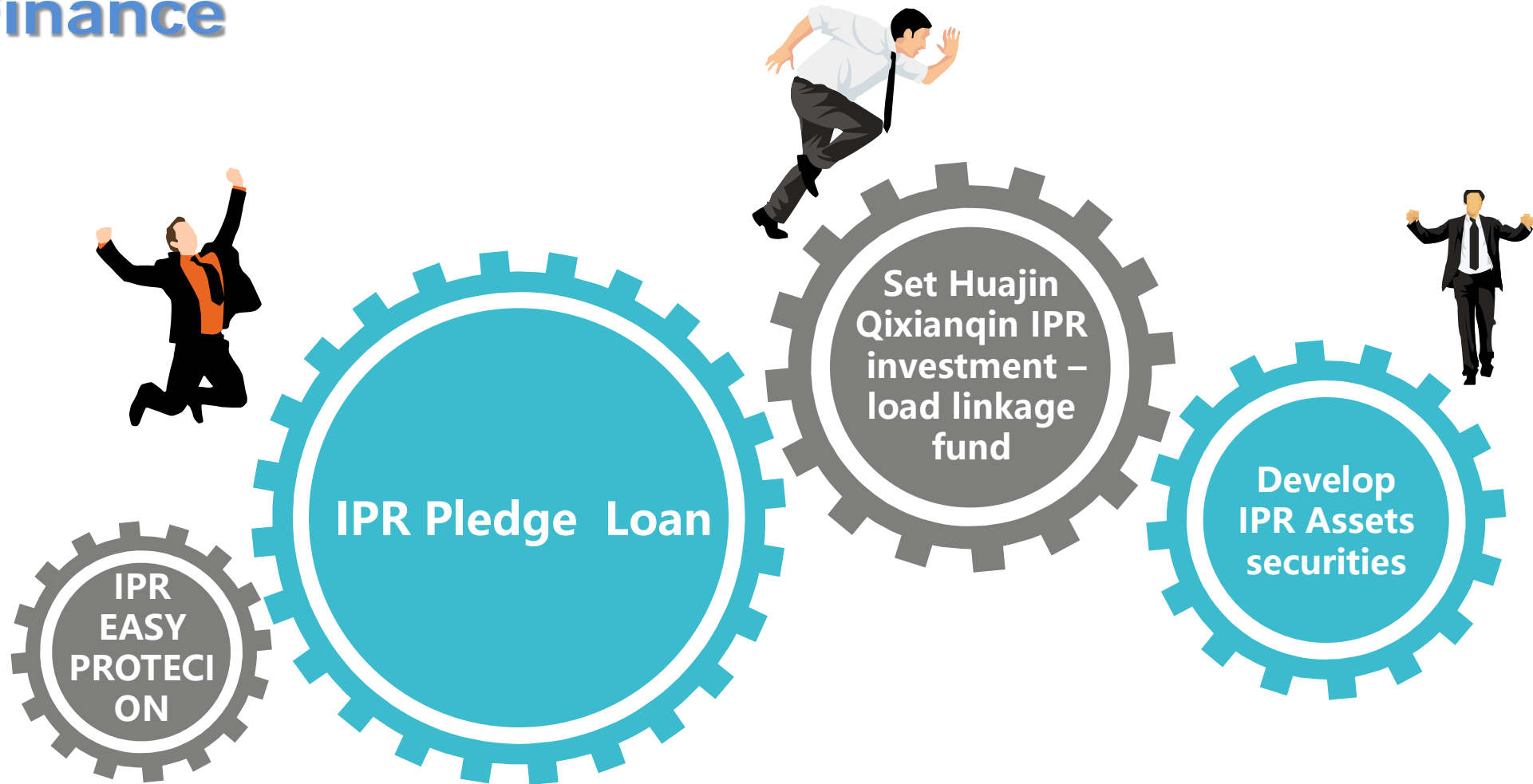




- HIPEX Special Features Business
- — IP Finance

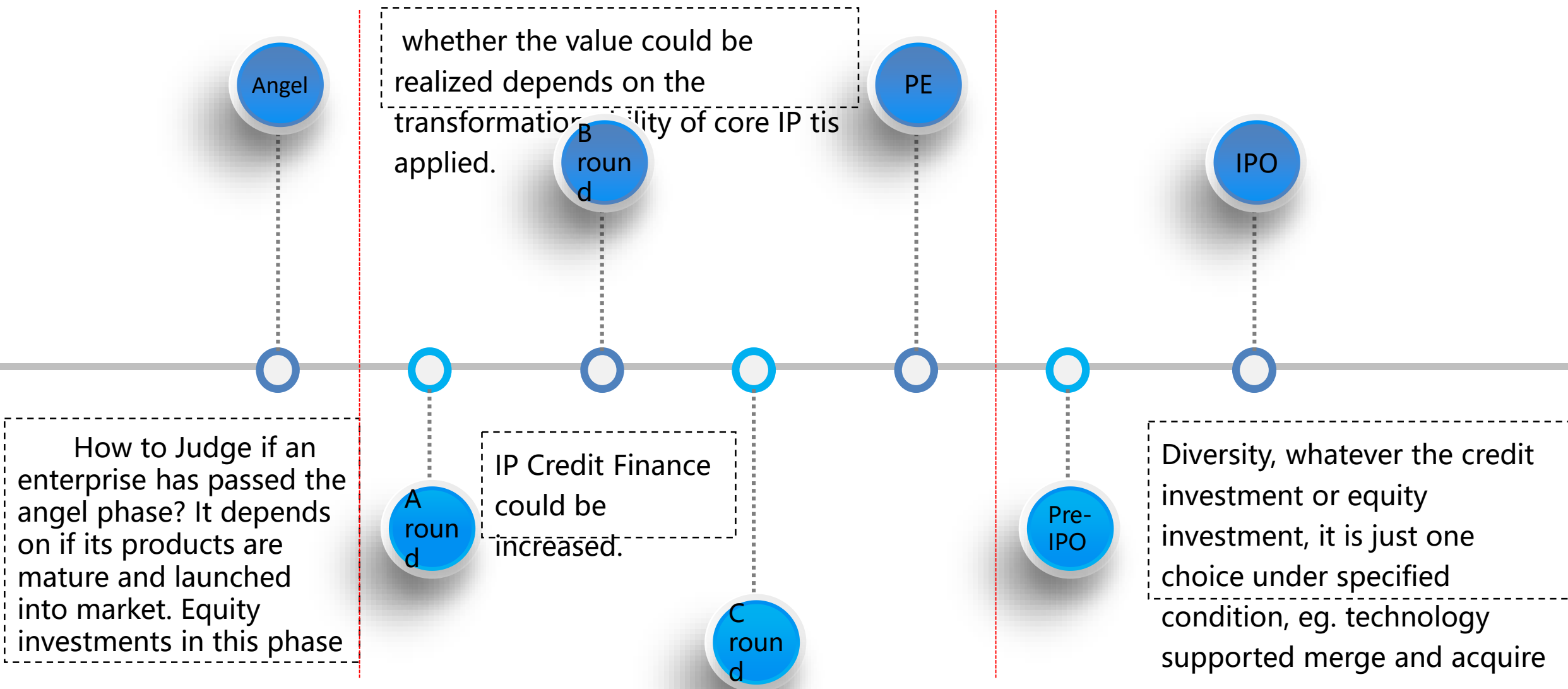
# part IV HIPEX Special Features Business

## IP Finance





# Phase of IP Investment and Finance





PART 04-1

# IP Pledge Loan



# NO.1 IP Wealth in Pledge Finance

## 3 features



Taking advantage of National platform, integrating the resources in various fields.

platform  
advantage

A

Strategy partners with commercial banks, guarantee institutions, insurance companies, and finance institutions

Finance  
resource

B

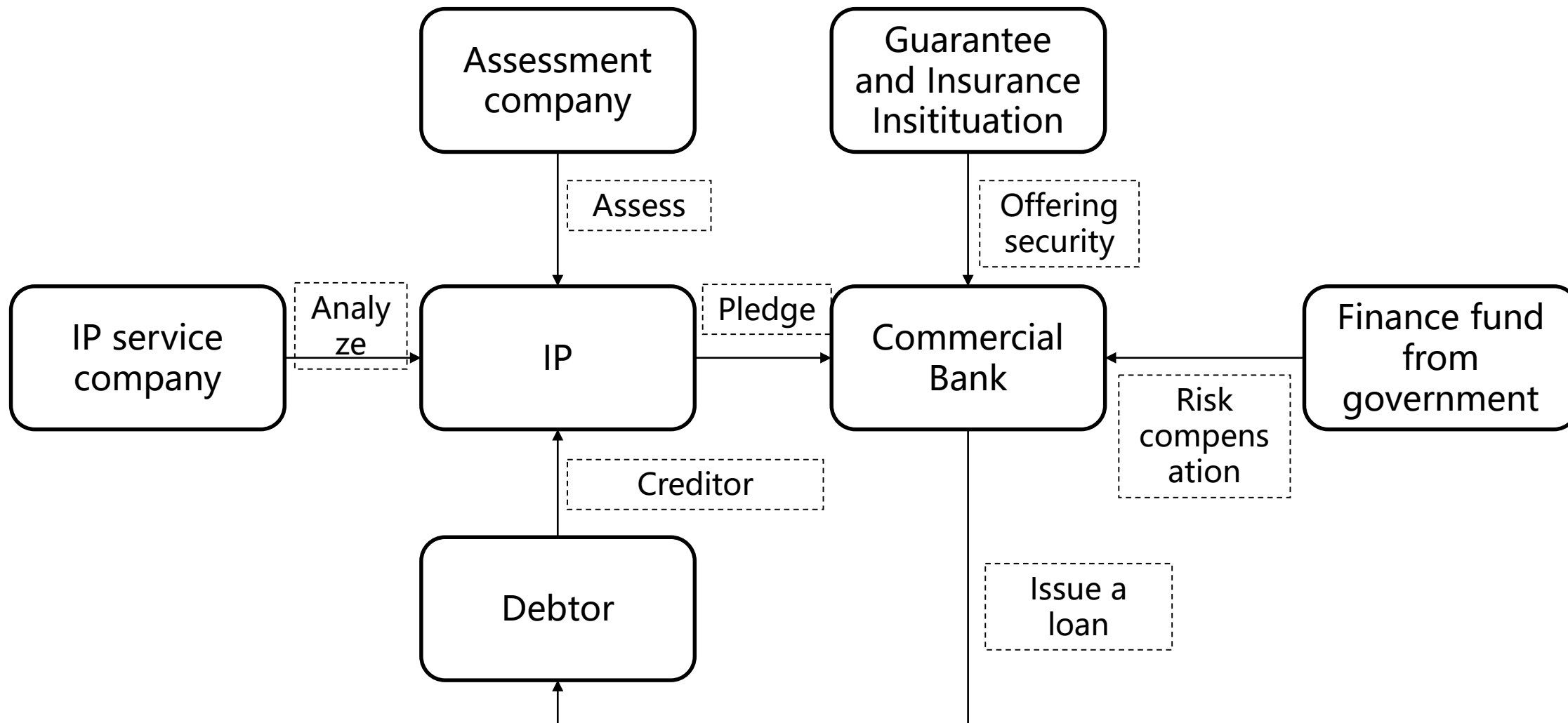
Professional  
serverices

C

Orgnize IP service and finance service team, provide one-stop, all-dimensional finance services.



## Basic mode





## HIPEX undertake the task of management of Zhuhai IP PLEDGE and the relevant professional service of the process.



### Assesst

To assess the value and audit the process



### Dispose

To dispose the risk loan

### Inquire

To Inquire the IP status of the enterprise who will pledge its IP



### Pledge

To perform the pledge process



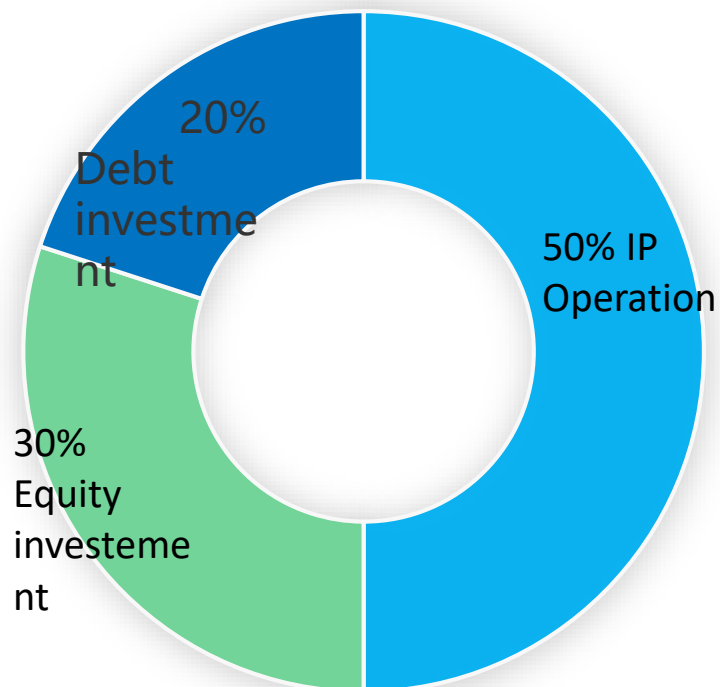


PART 04-2

**IP Operation  
Investment  
fund**



# 知识产权运营投资基金



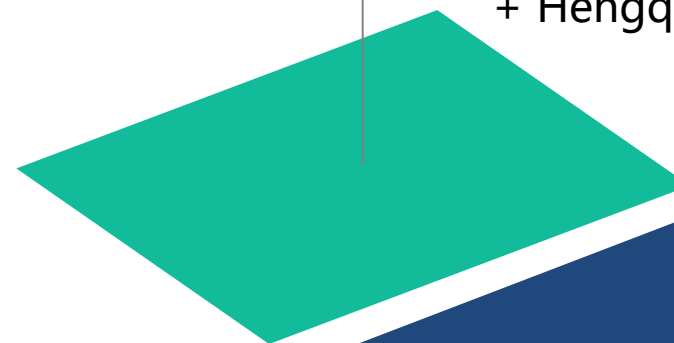
Huajin Capital

+Huafa Group

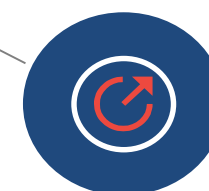


## HIPEX

+Zhuhai Financial Investment Holding Co., Ltd.,  
+ Hengqin Financial Investment Holding Co., Ltd., and  
+ Hengqin Development LLC.,



Hengqin Finance Investment Holding Co., Ltd.,





# Qixianqin IP Operation Investment Fund

<b>Fund Name</b>	Huajin Qixianqin IP Operation Investment Fund (LP)
<b>Fund Manager</b>	Huajin Qixianqin IP Fund management Ltd.
<b>Size</b>	50 million RMB, size of first period 0.1 billion
<b>Source</b>	Invester includes Lihe, Hengqin Financial investment and HIPEX, others from the government and public
<b>Periods</b>	5+1+1Years
<b>Manage fees</b>	2.0%/year at the beginning of 3 years, 1.5%/year of net management capital after two years and thereafter
<b>Object to invest</b>	High-quality IP operations, bio-medicine, AI, updated information tech., cultural industries and other industry with core IP
<b>Operation Mode</b>	IP operation include patent pool, patent industrialization IP financial services (50%), equity and creditor investment (50%)
<b>Income allocation</b>	When the fund's income reaches or exceeds 8%, 20% revenue are paid to the management company and the remaining partners share by the contribution

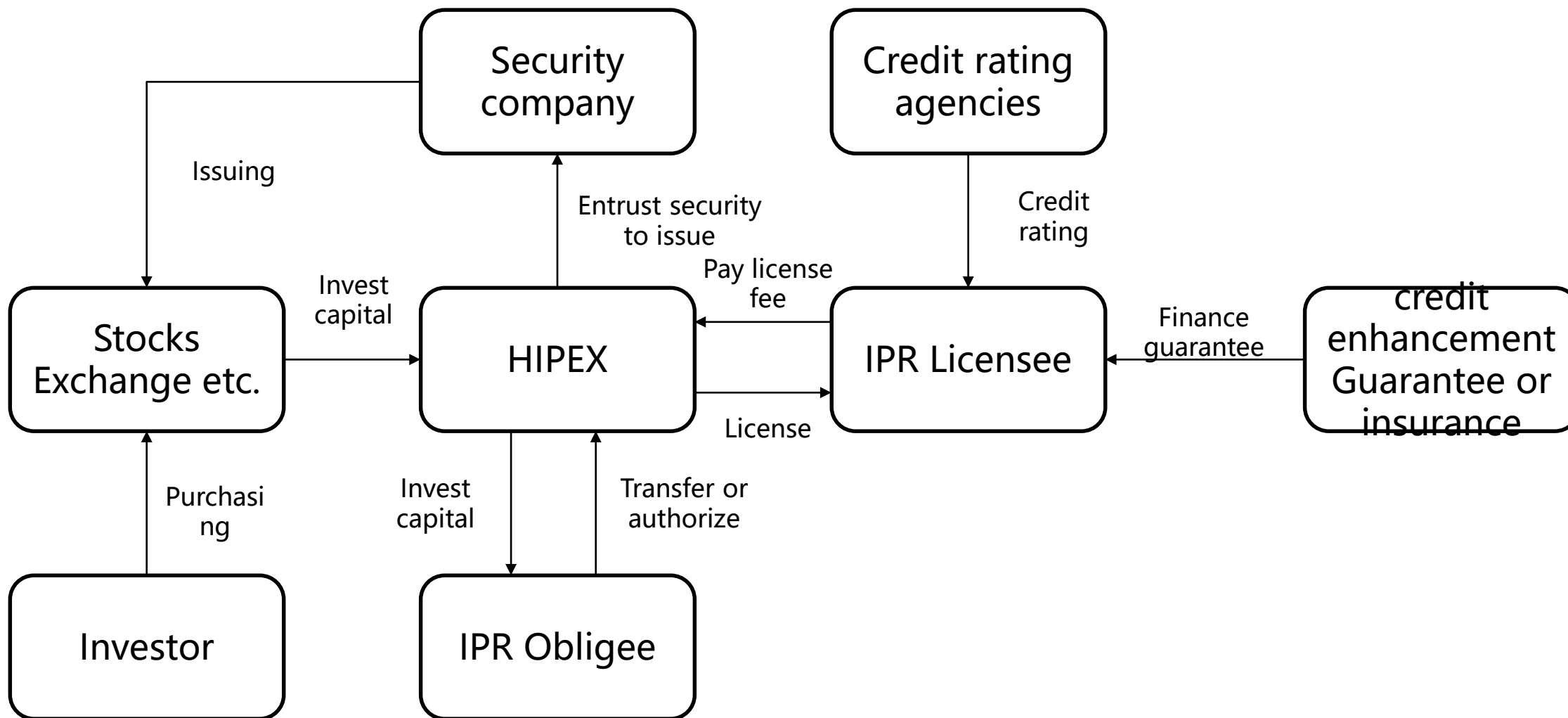


PART 04-3

# **IP assets securitization**



# Basic Mode





PART 04-4

# **IP Insurance**

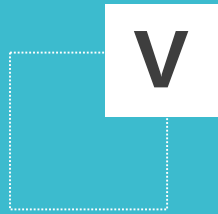


# IP Insurance

IP Application Insurance

IP Right Protection Insurance

IP Invalid insurance



- HIPEX Special Features  
Business-international  
operation



# International Business

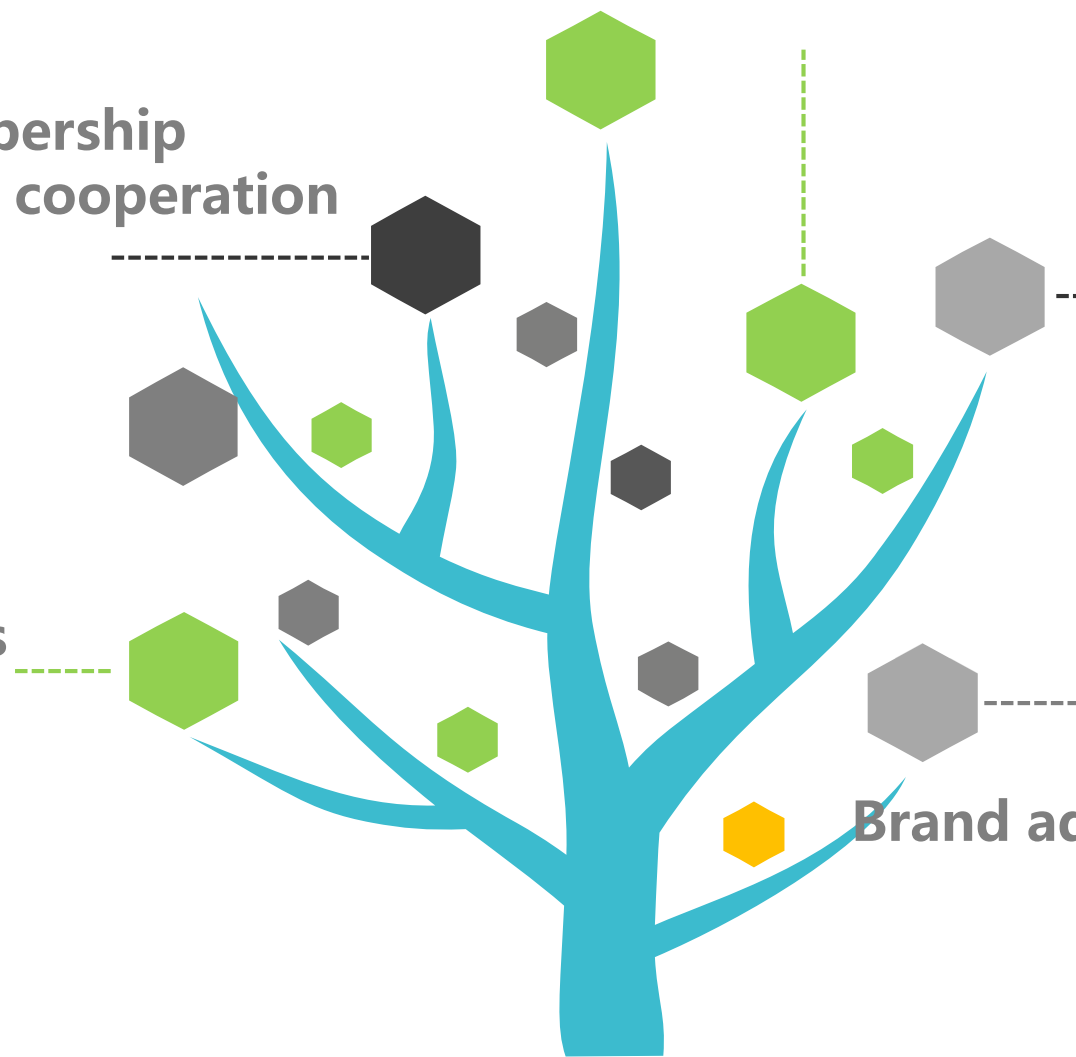
Construct international services system

Build oversea membership  
to carry out international cooperation

Joint government  
and industry  
resources, fulfill the  
study projects  
concerning foreign  
affairs

Designed five products

Brand advertisement internationally





# 国际运营



## 3 Steps

1. Hongkong, Macau, Taiwan, Israel, Portuguese-speaking Countries, Latin American Countries,
2. Europe, US, Japan, Korea,
3. Global

## Orientation & Expanding

www.hipex.com  
Internationalized Function and Experience

## International Trade

IP Assets Transaction (including patents, trademark, copyright, etc.)  
Chinese IP in China to Foreigner (CC2F)  
Chinese IP in Foreign countries to Foreigner (CF2F)  
Foreigner's IP in Foreign countries to Chinese (FF2C)  
Foreigner's IP in China to Chinese (FC2C)

## International Services

Apply, Right-protect, Consult, Lawsuit, Monetization  
Domestic to Abroad vice-versa  
Providing Right-protection overseas for Chinese enterprises business expanding  
Providing legal protection for overseas-funded enterprise's running within China

## International business

Training Course internationally  
Exhibitions globally  
International Forum, Seminar



PART 05-1

# **IP International Filing Service Agent**



## IP International Filing Service Agent:



Joint oversea agency include KOHNO & KOHNO(JP);  
BNIP (Macau)

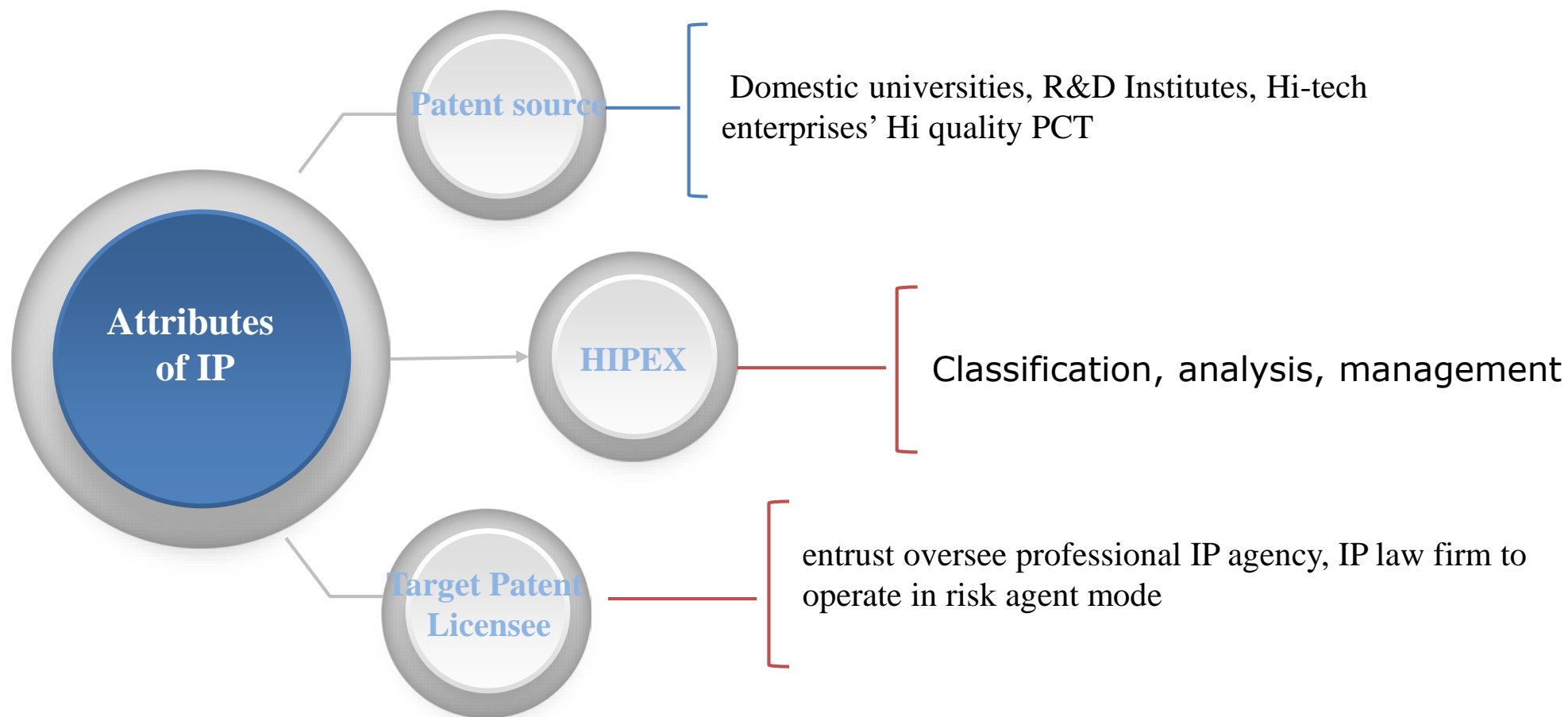


PART 05-2

# IP transnational license



# IP transnational license (Risk agency Mode)





PART 05-3

# **International technology transfer**



# International technology transfer

## Project demand



domestic universities,  
R&D Institutes, incubators,  
Hi-tech enterprises



## Project source

oversea universities,  
R&D Institutes,  
incubators, Hi-tech  
enterprises



## Currently

preparing 1st Hen Qin  
Macau international  
technology transfer  
conference





PART 05-4

# **IP Alliance operation funds**



## •IP Alliance operation funds



**Digital TV industry alliance fund**



**Haier IP operation fund**



PART 05-5

# **Due Diligence for Investment, Merge and Acquisition**



# IP due diligence for Investment, Merge and Acquisition



Providing IP due diligence services for overseas institutions, investors, transnational projects with infringement risk warning and solution Providing 360-degree due diligence including inventors, patentee and deep investigation of patent





PART 05-6

# Patent Portfolio Secondary Development



# Patent Portfolio Secondary Development

## Industrial service facing R&D results



To group and industrial build existing R&D results, patents then grafting capital to operate



To search patents and R&D results globally for customers, then filtering, analyzing and to develop deeply



To assist the R&D institute, university and enterprise to industrialize technology and upgrade industry, providing patent application global planning and patents monetization services



PART 05-7

**Oversee Assessment for  
Important industry  
intellectual property barrier**



# Oversee Assessment for Important industry intellectual property barrier

## Project Team

Providing industry analysis, assessment, suggestion for governments, local organization, local industry park globally, including the analysis from abroad into domestic and vice versa



Industry senior specialist

+



IP Top analysis and assessment team

# THANK YOU

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- Email:[yukaijiang@zhfi.cn](mailto:yukaijiang@zhfi.cn)