

lenovo® FOR
THOSE WHO DO.™

How Lenovo use Hague System

Lenovo Patent Center Shirley Chen



» About Lenovo

» Innovative Designs of Lenovo

» About Lenovo's Design IP

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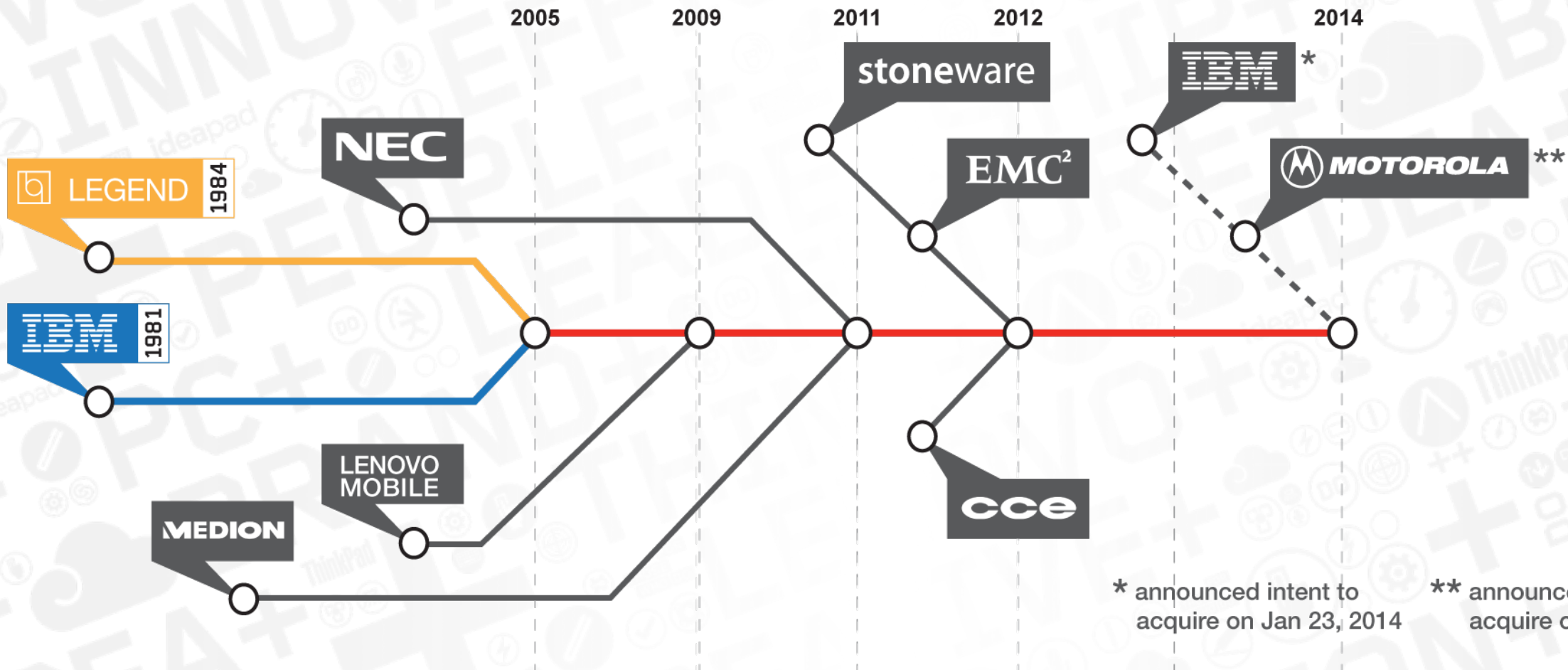
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LENOVO IS...

A \$34B global personal technology company with 46,000 people and customers in 160+ countries.



Our Unique Heritage



Redefining the Competition

#3

Smart Connected Devices WW

-YTY growth outpacing Apple, HP, and Samsung

#2

WW PC & Tablet Market Share

#1

WW PC Market Share

We Are Now in the PC+ Era



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Design & User Experience Centre



- 17 years development expertise
- Over 200 members
- A global design team from over 10 countries and regions



AROUND-THE-CLOCK INNOVATION



Raleigh, NC, USA



Essen, Germany

MEDION®

Beijing, Shanghai,
Xiamen, China



Hong Kong, China



Yokohama, Japan



NEC

- 7 design centres
- 16 dedicated innovation labs

Yoga Concept (2005)



reddot design award
best of the best 2012



Yoga (2012)



reddot design award winner 2012



14 CES Awards



"LENOVO BETS, CONVERTIBLE TABLET CAN WIN SHARE FROM APPLE."

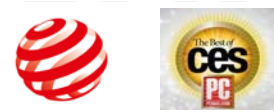
Bloomberg

"YOU WON'T HAVE TO CHOOSE BETWEEN SIZE & CAPABILITIES"

THE VERGE



A720 (2012)



reddot design award
winner 2012

“The best all-in-one desktop at CES 2012.” –PC World

cnet

“LAY IT FLAT
AS A TABLE SURFACE
AND INTERACT WITH IT.”

“TEN-FINGER MULTI-TOUCH SCREEN,
LARGE 27-INCH DISPLAY,
INNOVATIVE DESIGN.”



“A720 MIGHT BE THE MULTITOUCH
ALL-IN-ONE PC OF OUR DREAMS.”

GIZMODO



IdeaPad U1 Interface

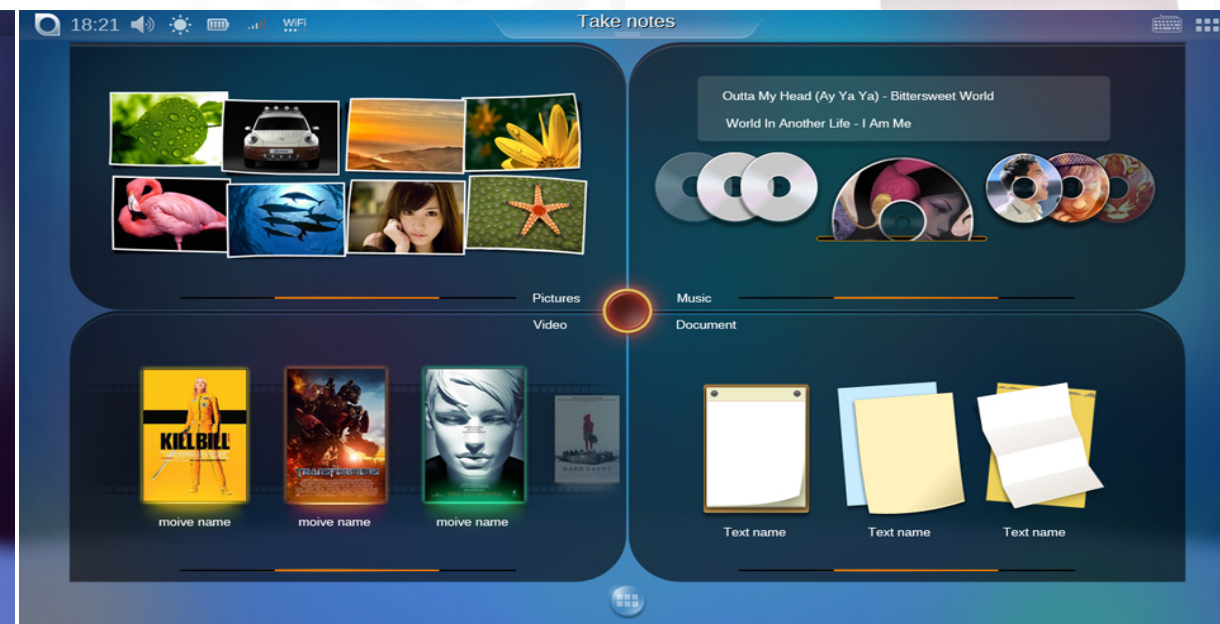
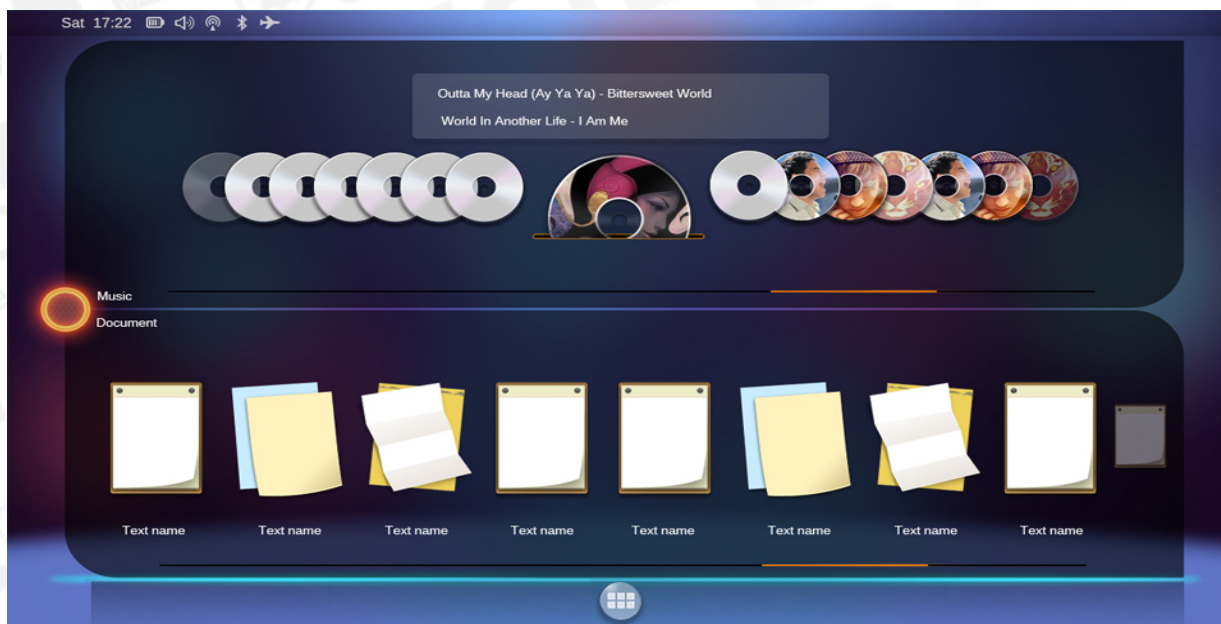


reddot design award
winner 2011



product
design award

2010



Aura Interface

2013 Red Dot Communication



Play multi-user, multi touch device with your friends in Horizon.



Red Dot: Design Team of the Year



reddot design award
design team of the year 2013



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Strategies on Lenovo's Design Management

Overseas: an unified style of design, a fingerprint of Lenovo

- consider the layout policies and the direction of the technological development.
- develop an unified design style, as a fingerprint of Lenovo.
- create a design leading a new direction of the future developments.
- consider different legal environments in different countries

Domestic: mine patent values

- choose design solutions which creates an aesthetic feeling and a highly-recognized style.
- the original intention and ideal of the design
- provide a maximum protection to the design language
- apply combined protections of various types of patents

Industrial Designs



**Designs of
Graphical User Interface**

Why HAGUE

- Design patent has become one of the core competitiveness.



- The demand of being internationalized.



- Multiform connection for applicant to a Contracting Party gives Lenovo opportunity
 - Nationality
 - Domicile
 - **Real and effective industrial or commercial establishment**
 - Habitual residence

Lenovo Filing Data Based on Hague System

- The first application has been sent on May 15th, 2013.
- 19 applications have been filed till June 16th,2014 (13 industrial designs and 6 GUI designs).
- 13 out of 19 applications have already issued .
- The average period is approximately 4 months.

70% outbound design filings used Hague System

Advantages of *the Hague Agreement* from Lenovo' point of view

High efficiency

- 1 language: just use English
- 1 application , maintenance/changes can be done with one step
 - Renewal
 - Change in name and address of the holder
 - Change in the ownership
 - Limitations
 - assignments
- Communicating without obstacles

Advantages of *the Hague Agreement* from Lenovo' point of view

Low costs

- No prior national application or registration is required
- No need to pay translation of the paperwork into several languages.
- Multiple application: one filing with a maximum of 100 design for a moderate fee. Only condition: all designs within the same Locarno class
- No need to pay foreign agents for filings

Almost save 40% costs compared with other routes

High quality of secrecy

- We can choose publish time for the design : avoids the fake being faster than the original.
- Maximum of 30 months (depending of the act)
- A long period for a design

Win time to product realization

Suggestion and Next Actions

■ Suggestion:

- The publication fee of Hague can be charged according to the number of the designs.

■ Next Actions

- Cooperate with WIPO and SIPO to push China join *the Hague System* as soon as possible, so that China domestic enterprises can make full use of the system to apply for certain overseas design patents.
- With developing of Hague System, use it for design protection broadly

THANK YOU GRAZIE **MERCI** DANKE **GRAZIAS** 謝謝 **СПАСИБО**
GRACIAS **OBRIGADO** ありがとう **DANK** TAKK **BEDANKT** DAKUJEM