

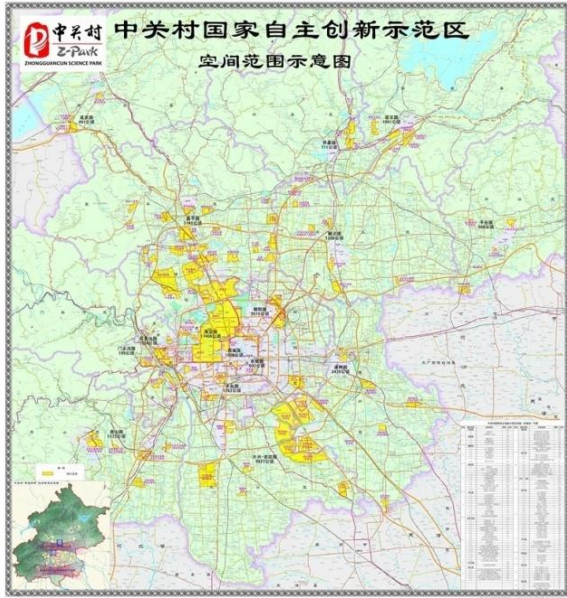


Introduction for Zhongguancun Intellectual Property

Zhongguancun Intellectual Property Promotion Center

Shi Ying

// The Current ZHONGGUANCUN



the earliest in time

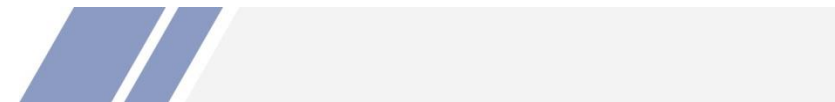
As one of the first high-tech zones in the country, Zhongguancun has developed into a cluster-based science and technology innovation park composed of Zhongguancun National Independent Innovation Demonstration Zone and 16 industrial physical parks after more than 30 years of development.

the largest scale

There are 28,000 high-tech enterprises with the total income accounting for one-sixth of 156 high-tech parks all over the country.

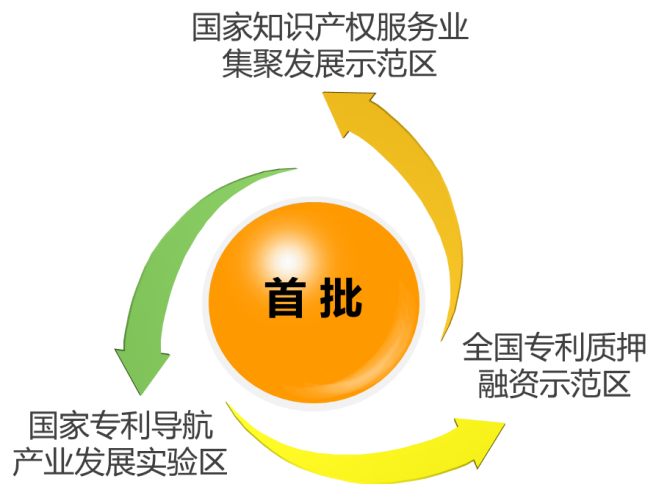
prominent innovation

By September 30, 2021, the number of invention patents of Zhongguancun enterprises have exceeded 170,000, which accounts for 67.9% of the total invention patents in Beijing.



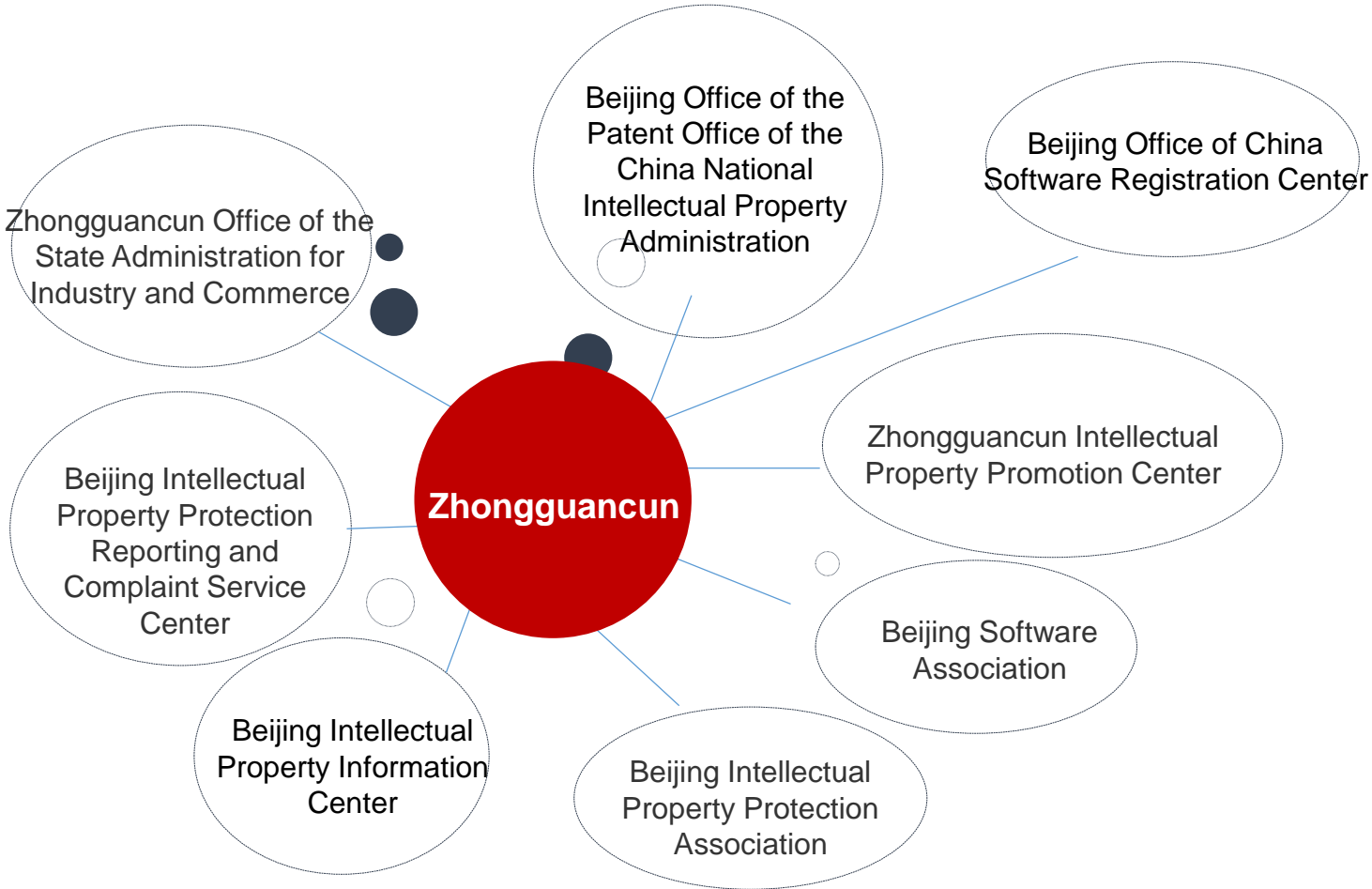
Zhongguancun National Intellectual Property System Demonstration Park

In 2003, China National Intellectual Property Administration and the People's Government of Beijing Municipality jointly established Zhongguancun National Intellectual Property System Demonstration Park, which is the first and only national IP system demonstration park approved by the State Council.



// Work Development

Build an IP organization system and improve service mechanisms



Zhongguancun successively established Zhongguancun Intellectual Property Promotion Bureau, Beijing Office of the Patent Office of China National Intellectual Property Administration, Beijing Office of China Software Registration Center, and Zhongguancun Office of the State Administration for Industry and Commerce, etc. to provide organizational guarantees for the intellectual property administrative services of the demonstration park. Some social organizations, such as Beijing Intellectual Property Protection Reporting and Complaint Service Center, Beijing Intellectual Property Information Center, Beijing Intellectual Property Protection Association, Beijing Software Association, etc. have successively entered the park, which further improve the IP socialized service system of the park.

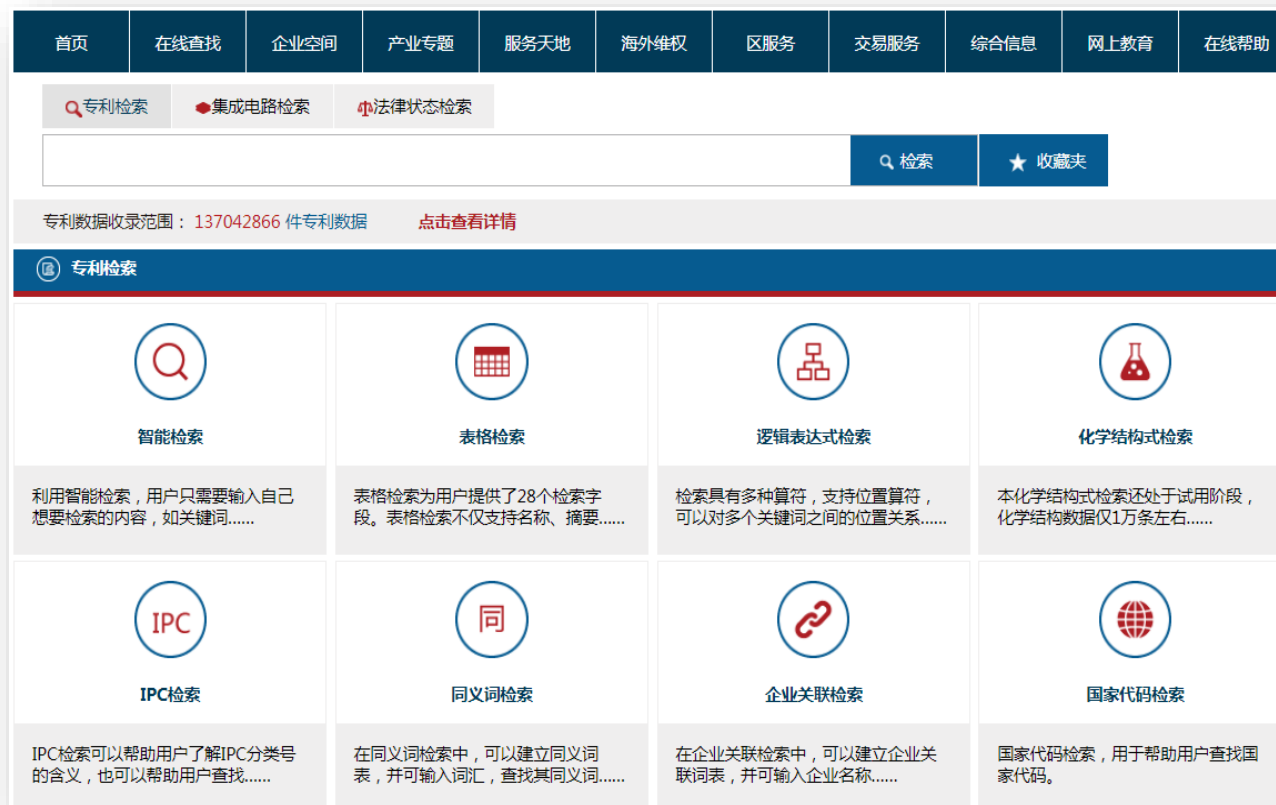


Work Development

Provide quality services, relying on the Technology and Innovation Support Center (TISC) network

- Strengthen public services for IP and improve service convenience

The patent data provided by China National Intellectual Property Administration will be extensively spread and used in Zhongguancun Park, by means of Beijing IP Public Information Service Platform. Continuously enrich the data resources of the information platform to improve the quality of Beijing information public services, and continue to provide more convenient, efficient and accurate patent information services to Zhongguancun enterprises.



By September 2021, more than 3 million basic patent data have been newly added, and the total amount of patent document data has exceeded 130 million.

// Work Development

Provide quality services, relying on the Technology and Innovation Support Center (TISC) network

- **Strengthen public services for IP and improve service convenience**

Establish an IP public service network

There are 17 IP public service centers, 78 workstations, and service outlets all over the Zhongguancun Park, which form the "1+17+N" organizational model with Beijing characteristics.



IP Public Service Organization "Full Coverage" city-wide

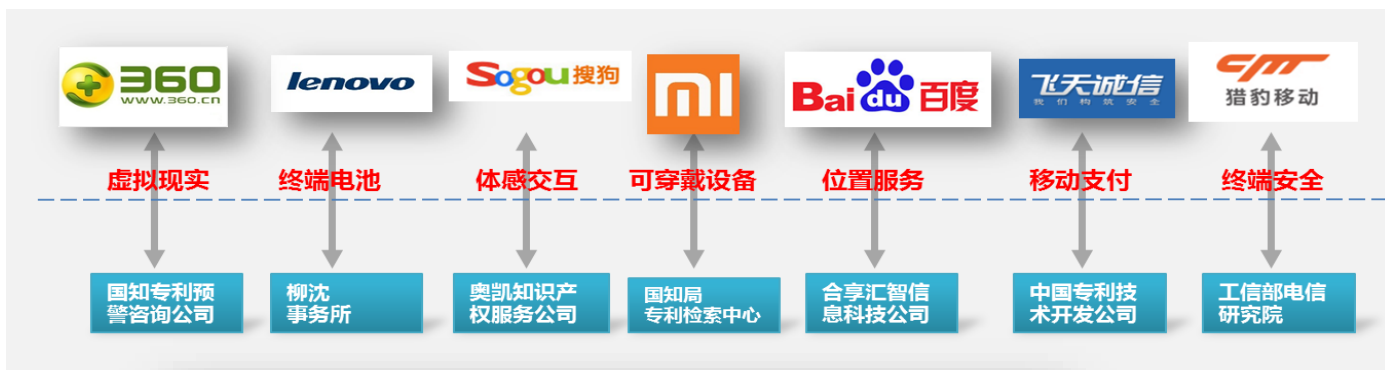
There are 13 trademark acceptance windows, 2 backbone nodes of the IP information public service system, 5 technology and innovation support centers (TISC), 11 national IP information service centers of universities, and 35 IP information public service outlets in Beijing.



Work Development

Provide quality services, relying on the Technology and Innovation Support Center (TISC) network

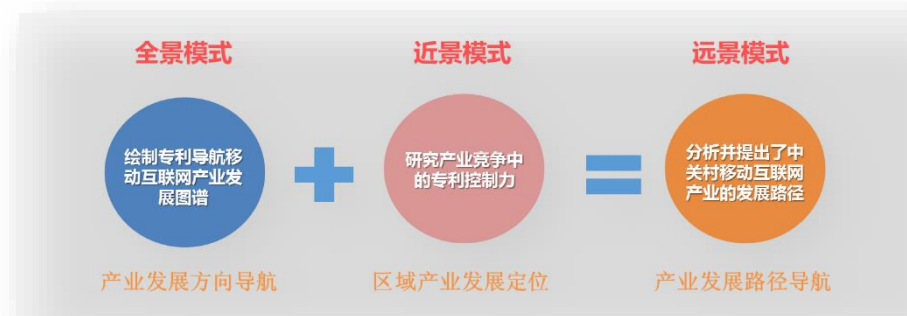
- Strengthen public services for IP and improve service convenience



宏观专利导航+微观专利导航

企业+服务机构

专利导航“1+1”



// Work Development

Provide quality services, relying on the Technology and Innovation Support Center (TISC) network

- Promote the cultivation for enterprise IP classification, and enhance the IP capability for key enterprises

cultivate IP leading enterprises in Zhongguancun, and create a batch of leading enterprises with more patents, excellent quality, standardized management, and applied science , which enhance the overall IP strengths for Zhongguancun.

In-depth research on the IP work and needs of Zhongguancun unicorn enterprises has been conducted; work with professional IP service organizations to provide precise IP services through specialized IP training, policy presentations, and expert consultations to help enterprises quickly explore resources, and solve real problems.

82 Zhongguancun Unicorn Enterprises

7 Super Unicorn Enterprises

// Work Development

Provide quality services, relying on the Technology and Innovation Support Center (TISC) network

- **Promote the cultivation for enterprise IP classification, and enhance the IP capability for key enterprises**



Promote small and medium enterprises to carry out patent entrepreneurship and IP pledge loans.

Promote large/high-growth enterprises to formulate and implement patent strategies.



Patent Entrepreneurship Project

Promote the integration of production, education and research in the patent work of the park, and the implementation of patent technology transformation of enterprises in the park, and to carry out enterprise patent pilot projects.

Patent Strategy Project

Promote to carry out patent strategy research for enterprises in the park (including patent database, patent competition information research, establishment of patent warning mechanism, and improvement of enterprise patent management system), to promote comprehensive utilization ability of enterprises' intellectual property rights.



Work Development

Build an IP service platform to fully support enterprise innovation

- Fully integrate professional resources to serve enterprises' innovation and development

Promote the connection of examination resources of the Patent Office of the China National Intellectual Property Administration and Zhongguancun enterprises, and provide professional guidance to enterprises in terms of patent mining and information analysis, so as to effectively enhance the comprehensive ability of enterprises' IP rights.

740 examiners

230 enterprises



Work Development

Build an IP service platform to fully support enterprise innovation

- Fully integrate professional resources to serve enterprises' innovation and development

Establish Zhongguancun Intellectual Property Investment and Financing Service Alliance and Zhongguancun Intellectual Property Service Industry Alliance. The Investment and Financing Service Alliance attracts 43 units including banks, asset appraisal companies, securities, guarantees, venture capital, insurance, law firms, IP agencies, IP consulting, etc. Taking the service of IP pledge financing as the main line, provides Zhongguancun enterprises with an overall investment and financing plan that runs through the whole IP value chain.



// Work Development

Build an IP service platform to fully support enterprise innovation

- Fully integrate professional resources to serve enterprises' innovation and development

Establish a National Intellectual Property International Cooperation Base (Beijing) with China National Intellectual Property Administration; build a platform for international IP information that mainly aim to Zhongguancun enterprises; organize seminars with international influence; enhance the awareness and ability of IP internationalization for enterprises by way of policy guidance and professional services, personnel training, etc.

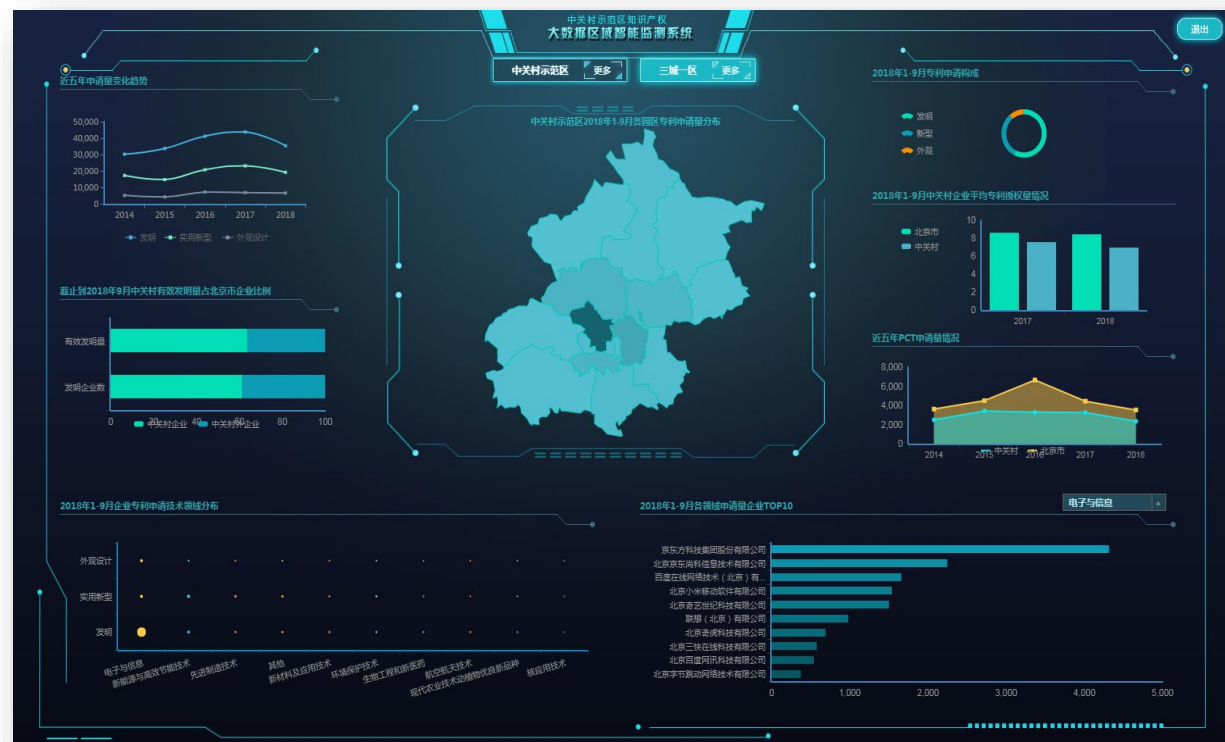


Work Development

Build an IP service platform to fully support enterprise innovation

- Implement “one policy for one park” for IP and provide customized services

Develop a regional intelligent monitoring system for IP big data in Zhongguancun; strengthen patent data services in Zhongguancun park; achieve real-time monitoring of changes in patent data, and make regional IP services more intelligent and convenient; support each sub-park to keep abreast of the latest developments in patents within its jurisdiction, so as to provide a reference for the development decision-making of the park.



// Work Development

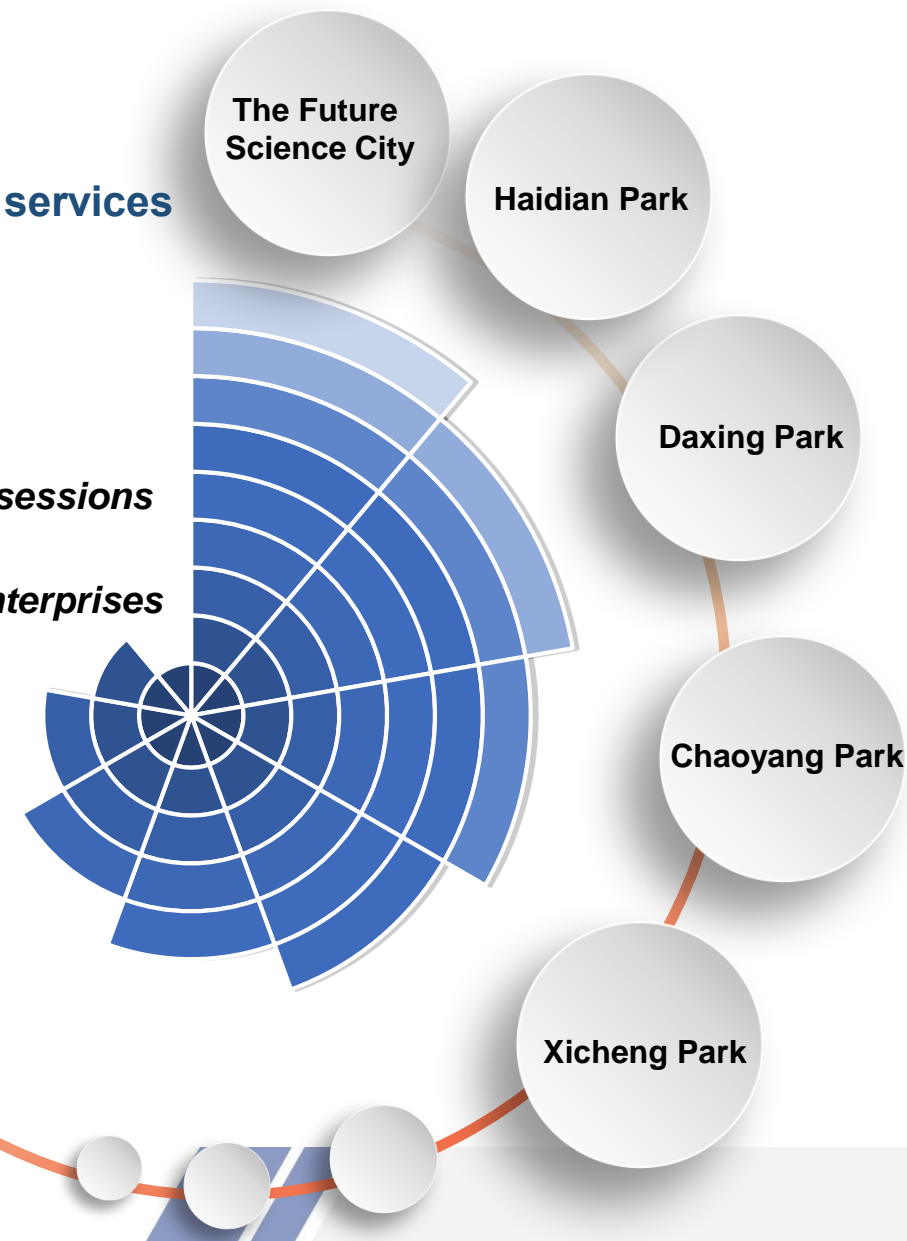
Build an IP service platform to fully support enterprise innovation

- Implement “one policy for one park” for IP and provide customized services

Since 2020, works have been done to solve the problems for lack of IP professionals and experience in the sub-parks of Zhongguancun by use of "IP Service Steward", which is a new mode. Provide various professional services with different forms, including the investigations and analyses on the current IP situation for the park, as well as specialized training, policy dissemination, assistance to enterprises, etc. in order to provide “one-to-one” IP services to the enterprises based on actual needs.

Held **57** training sessions

Served **155** enterprises



// Work Development

Build an IP service platform to fully support enterprise innovation

Focuses on Zhongguancun enterprises, explore the risk sharing mechanism and professional service advantages of commercial insurance to share the IP protection risks of enterprises, and improve the ability of enterprises to resist IP risks.

90% Zhongguancun enterprises

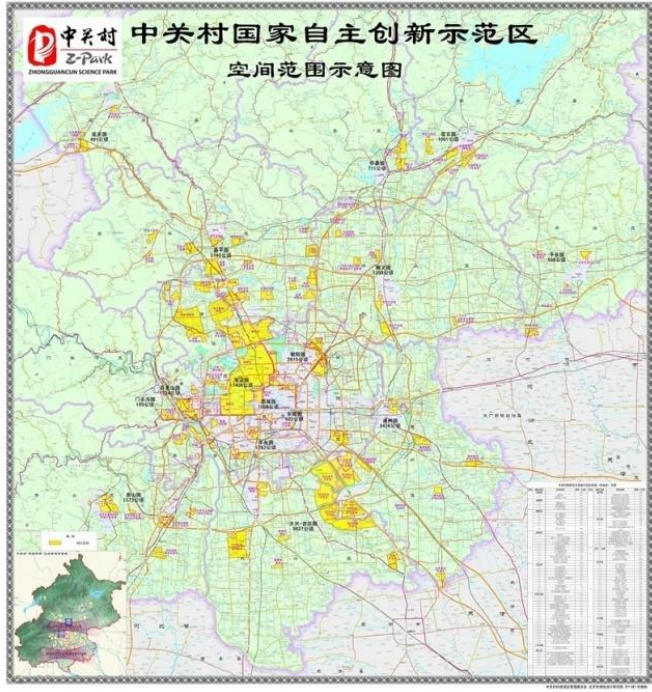
312 small and medium enterprises in key fields

3300 insured patents



This year's pilot work has completed the first patent enforcement insurance claims for an insured enterprise, and the insurance company has paid in full for rights protection.

// Work Plan



- In the near future, Zhongguancun National Intellectual Property System Demonstration Park will continuously strengthen the establishment of TISC institutions, give full play to the role of TISC network, combine its own advantages in location, intelligent resources, and IP creation & protection, to implement the new development concept, integrate into the new development pattern, help enterprises promote the transformation of intellectual property, and accelerate the innovation and development of enterprises.



Thanks!
