

**中关村知识产权战略研究院**

ZHONGGUANCUN INTELLECTUAL PROPERTY STRATEGY RESEARCH INSTITUTE

为天才之火加上利益之燃料

—美国前总统 亚伯拉罕·林肯

THE PATENT SYSTEM ADDS FUEL OF  
INTEREST TO THE FIRE OF GENIUS.

— 16TH PRESIDENT OF THE UNITED STATES, ABRAHAM LINCOLN



全球竞争侵蚀着传统做法的回报  
在知识经济时代  
谁领导了世界的创新  
谁就能引领世界经济

Global competition erodes the rewards of traditional practices.  
In the era of knowledge economy,  
the one who leads the global innovation  
will lead the global economy.



## 世界未来的竞争 就是**知识产权**的竞争

THE GLOBAL COMPETITION IN FUTURE  
IS A COMPETITION OF INTELLECTUAL  
PROPERTY.



按照当前世界产业利润链评估，约80%的工业产品利润集中在以知识产权为核心的商标、专利许可上，10%在流通领域，10%在加工领域。

在全球GDP增长中，知识产权贡献的份额已经由20世纪初的5%上升到目前的80%—90%。

世界上大约20个创新型国家拥有全球90%以上的发明专利，以知识产权为核心的无形资产对全球500强企业发展的贡献率超过80%。

In accordance with the current assessment of the world's industrial profit chain, approximately, 80% of the profits of industrial products are generated from licensing trademark and patent rights of intellectual property while 10% in the logistics and 10% in manufacture.

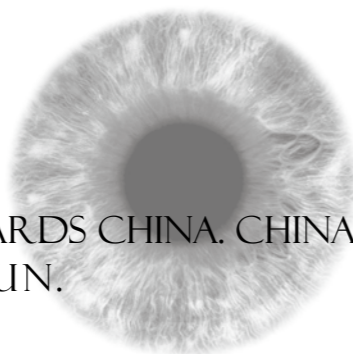
In the global GDP growth, share of the Intellectual Property has grown from 5% in early 20th century to the current 80%-90%.

More than 90% of the world's invention patents are possessed by about 20 innovative countries. The Intellectual Property, as the core intangible asset, contributes more than 80% to the development of the global S&P 500 enterprises.



# 世界看中国

THE WORLD REGARDS CHINA. CHINA REGARDS ZHONGGUANCUN.



# 中国看中关村



从优秀到卓越 源于持续创新能力  
基业长青 在于拥有企业核心竞争力  
历史选择这里 成为中国现代企业的发源地  
中关村 从一开始就  
代表着中国科技创新的方向  
承载着中国崛起的伟大梦想

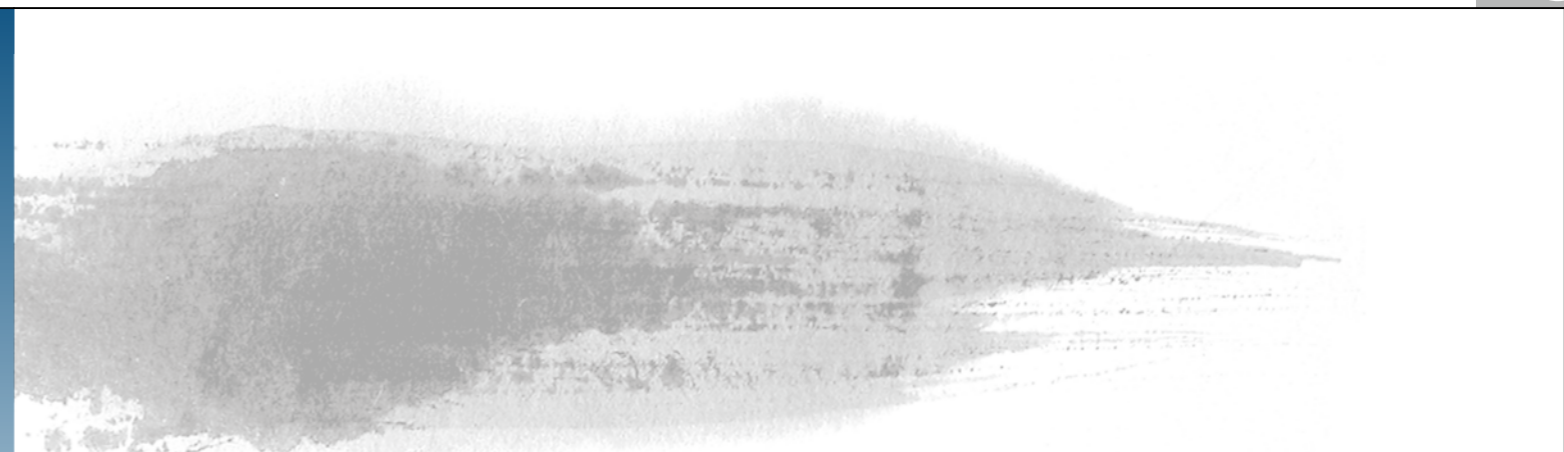
From good to excellence, originating by  
persistent creativity  
Sustainability of foundation, depending on the  
core competitiveness of the enterprises  
The history has chosen here, Zhongguancun,  
as a birthplace of modern Chinese enterprises.  
Zhongguancun, from the beginning,  
represents the direction of technological  
innovation in China, bearing the great dream  
of China's rise.





# 中关村与世界的距离

HOW FAR IS THE DISTANCE BETWEEN  
ZHONGGUANCUN AND THE WORLD



2009年联想拥有在华有效发明专利807件，在中关村排名第一；外国专利权人中日本松下电器同期拥有9422件在华有效发明专利,韩国三星电子有8505件。

2009年度美国专利授权量排行前50位中无一中国大陆企业。2010年美国《新闻周刊》评选出的全球十大创新企业中有3家中国企业，却无一家来自中关村。

2010年Interbrand发布的“全球最具价值品牌100强”榜单中，美国品牌占半数，日本有6个，韩国有2个，中国连续11年记录为0。

零散、消极、无目标的经营，核心技术和自主品牌的缺乏，让绝大多数中关村企业停留在传统与低端产业，面临严峻的竞争形势。

In 2009, Lenovo owned 807 effective Chinese invention patents, ranked the first in Zhongguancun; Panasonic, as a foreign patent owner, owned 9422 effective Chinese invention patents while Samsung, as a Korean electronic corporation, owned 8505 effective Chinese invention patents.

Among the U.S. patents granted in 2009, none of the top 50 ranking patentees is a Chinese corporation. In 2010, U.S. "Newsweek" selected the world's top ten innovative corporations, including three Chinese corporations but none of them from Zhongguancun.

In 2010, Interbrand, a global brand consultant firm, has published the world's "Global 100 Most Valuable Brands" list, including more than 50 U.S. brands, 6 Japanese brands and 2 South Korean brands. However, China's record is 0 for 11 consecutive years.

Due to the scattered, passive and objectiveless management and the lack of core technology and autonomous brand, vast majority enterprises in Zhongguancun remain in traditional and low end industries, facing tough competitive situation.





# 知识产权战略 打造核心竞争力

## INTELLECTUAL PROPERTY STRATEGY FORMULATES THE CORE COMPETENCE

1995年到2001年的6年间，中关村规模最大的前20%企业中只有1/3生存下来。生存下来的企业中，只有1/5仍居前20%之列。

企业的生命力，源于持久性的竞争优势，而持久性的竞争优势，源于高附加值的差异化战略。

From 1995 to 2001, only 1/3 of the top 20% of the largest enterprises in Zhongguancun survived. However, only 1/5 of them still rank in top 20%.

The vitality of enterprises derives from sustainable competitive advantage and the sustainable competitive advantage derives from the high value-adding differential strategy.



知识产权要素，包括高质量专利技术所提供的差异性产品和优质服务，以及营销中累积的良好品牌信誉等，是企业获得差异化优势的根本来源。

知识产权战略的核心，就是促进技术创新，加快创新成果产权化和产业化，提高企业产品和服务的附加值，打造以知识产权为核心的核心竞争力，获取市场竞争优势。

Elements of Intellectual property, including differential products and excellent services provided from high-quality patented technology, good brand reputation accumulated from marketing, and etc., are the fundamental sources for an enterprise to achieve differential advantage.

The core of intellectual property strategy is to promote technological innovation, to accelerate innovation and industrialization of property rights, to increase the added value of enterprise product and service, to build IP-based core competitiveness, and to achieve competitive advantages of marketing.



## 简介 INTRODUCTION

中关村知识产权战略研究院是2010年经国家行政部门正式批准设立，拥有独立法人资格的非盈利性研究机构。

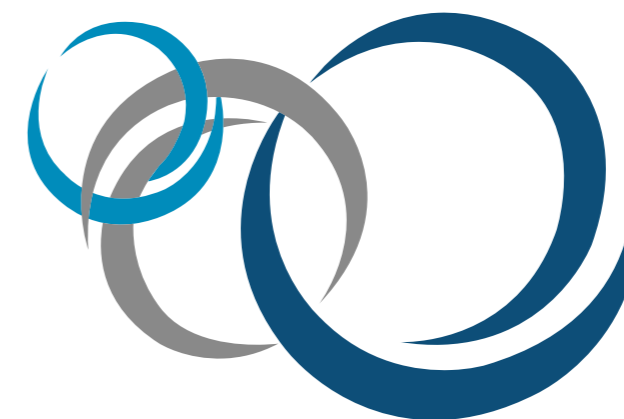
研究院秉持“技术”、“法律”、“商业”三合一的发展理念，帮助企业制定和实施知识产权战略，培养知识产权复合型人才，引导企业技术创新与品牌打造，提升企业核心竞争力，增强企业竞争优势。

Zhongguancun Intellectual Property Research Institute was approved in 2010 by State Administration of China for establishment as an independent non-profit legal entity.

The Institute upholds a development philosophy, an integration of "Technology", "Legality" and "Business", to assist enterprises in implementing the Intellectual Property Strategy, training Intellectual Property compound talents, guiding to technology innovation and brand establishment, enhancing core competitiveness, and strengthening competitive advantages.



## 理念 CONCEPT



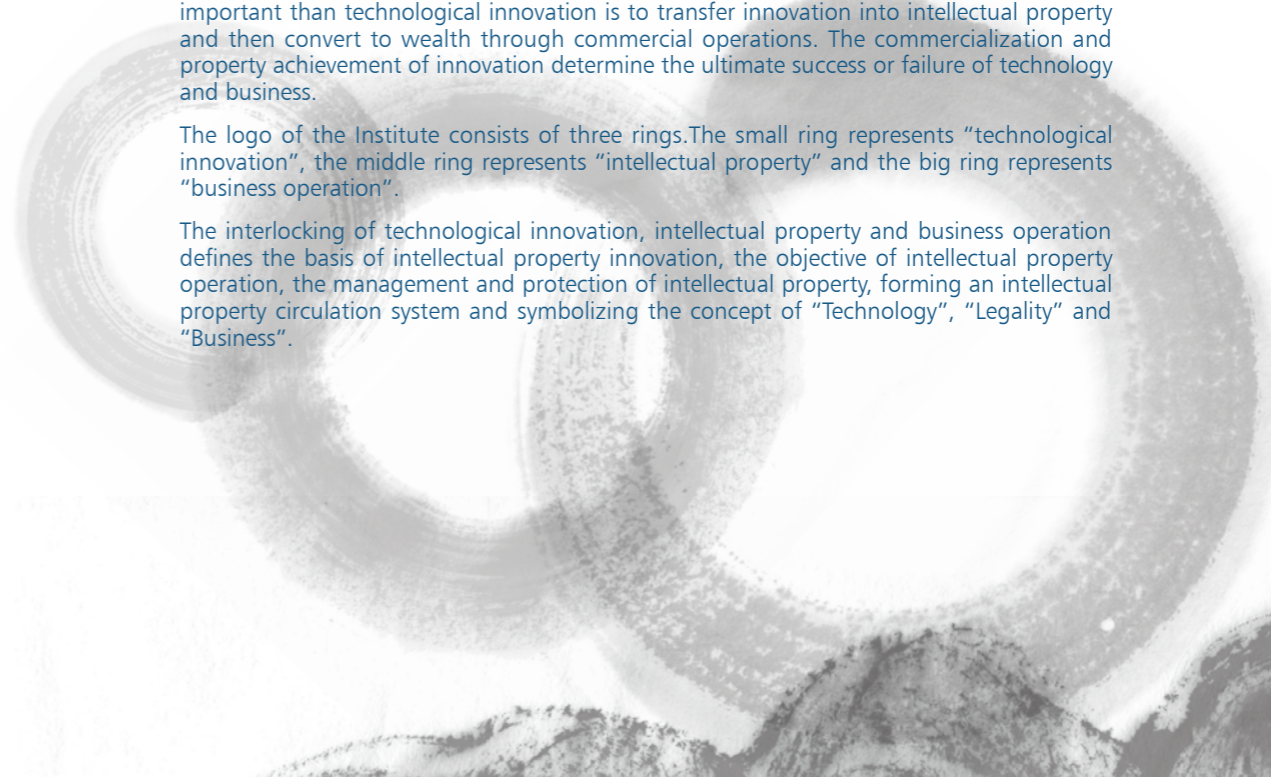
技术创新是经济发展的核心动力。比技术创新更重要的，是将创新成果转化成知识产权，然后通过商业运作转化为财富。创新成果的产权化和产业化水平决定了技术及企业的最终成败。

研究院的标志，以小环代表“技术创新”，以中环代表“知识产权”，以大环代表“商业运作”。技术创新、知识产权、商业运作三环相扣，形成以知识产权创造为基础，知识产权运用为目的，知识产权管理和保护为保障的知识产权战略循环体系，体现了“技”、“法”、“商”三合一的发展理念。

Technological innovation is the core driving force of economic development. More important than technological innovation is to transfer innovation into intellectual property and then convert to wealth through commercial operations. The commercialization and property achievement of innovation determine the ultimate success or failure of technology and business.

The logo of the Institute consists of three rings. The small ring represents "technological innovation", the middle ring represents "intellectual property" and the big ring represents "business operation".

The interlocking of technological innovation, intellectual property and business operation defines the basis of intellectual property innovation, the objective of intellectual property operation, the management and protection of intellectual property, forming an intellectual property circulation system and symbolizing the concept of "Technology", "Legality" and "Business".





### 基地

研究国内外知识产权战略实施的经验与教训，建设国内知识产权战略研究的基地。

#### BASE

Research experiences in the implementation of global intellectual property strategy, establishing a base of national intellectual property strategy researches.

### 智库

提供国际化的知识产权战略决策咨询服务，成为企业创新发展的智库。

#### THINK TANK

Provide consultation of global intellectual property strategy and advisory services, as a business innovation and development think tank.

### 摇篮

提供知识产权培训及人才培养服务，成为培育知识产权复合型人才的摇篮。

#### CRADLE

Provide intellectual property training services, as a breeding compound talents cradle of intellectual property.

### 品牌

汇聚国内外知识产权优势资源，打造世界知名的知识产权战略服务品牌。

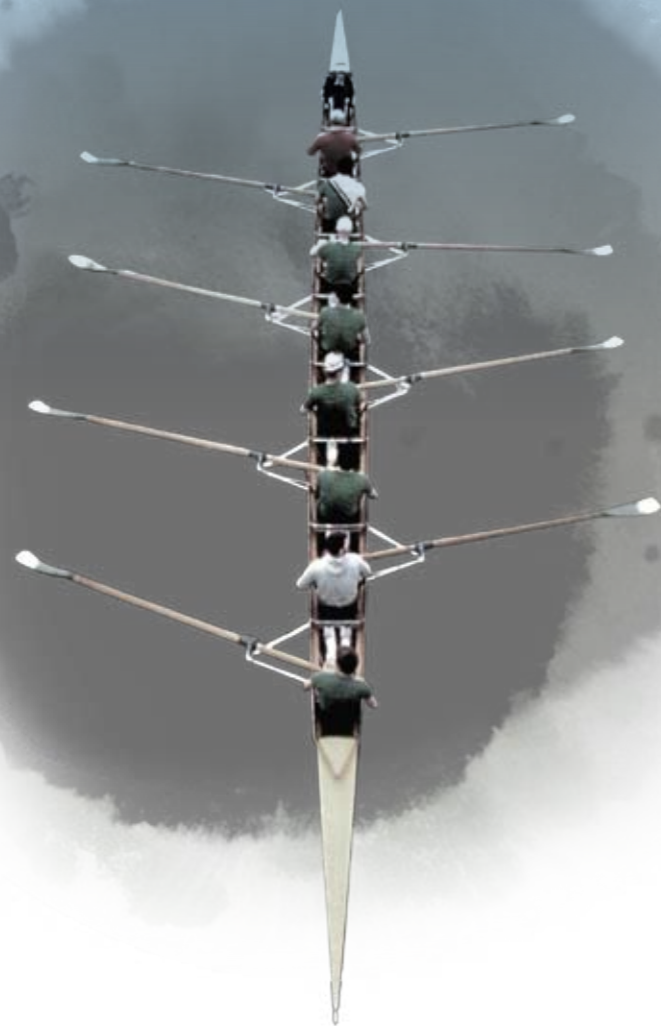
#### BRAND

Agglomerate advantages of domestic and international intellectual property resources to build a world's leading service brand of intellectual property strategy.





## 特色 FEATURE



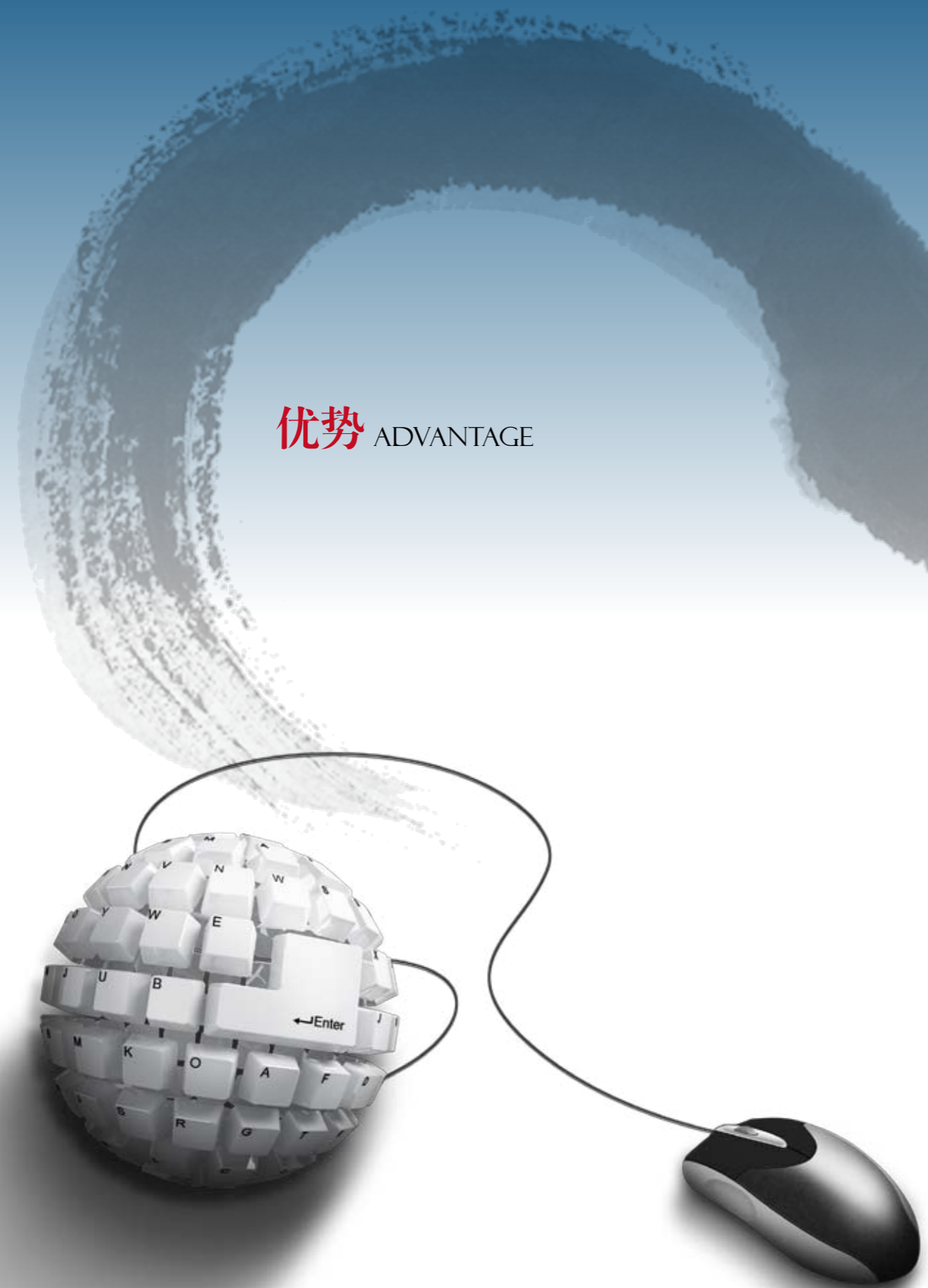
## 世界水准的研究团队 WORLD-CLASS RESEARCH TEAM

研究院聚集了一批在知识产权战略理论与实践方面造诣很高的权威人士，包括美国专利商标局和欧洲专利局的专家和顾问、世界500强企业知识产权战略高管、国内外著名高校的知识产权学者等。他们具有深厚的理论功底，国际化的开阔视野，对世界知识产权发展趋势有准确把握，对知识产权战略有着丰富的实战经验和深刻理解。

The Institute gathers a group of theoretical and practical authoritative experts with high attainments in intellectual property strategy, including experts and consultants from the United States Patent and Trademark Office (USPTO), the European Patent Office (EPO), the top 500 global business executives, and intellectual property academics of domestic and foreign famous universities.

They have profound theoretical knowledge, broad global vision, an accurate grasp of the global intellectual property strategy development trends, and rich practical experience and deep understanding of intellectual property strategy.





优势 ADVANTAGE



## 与国际同步的信息资源

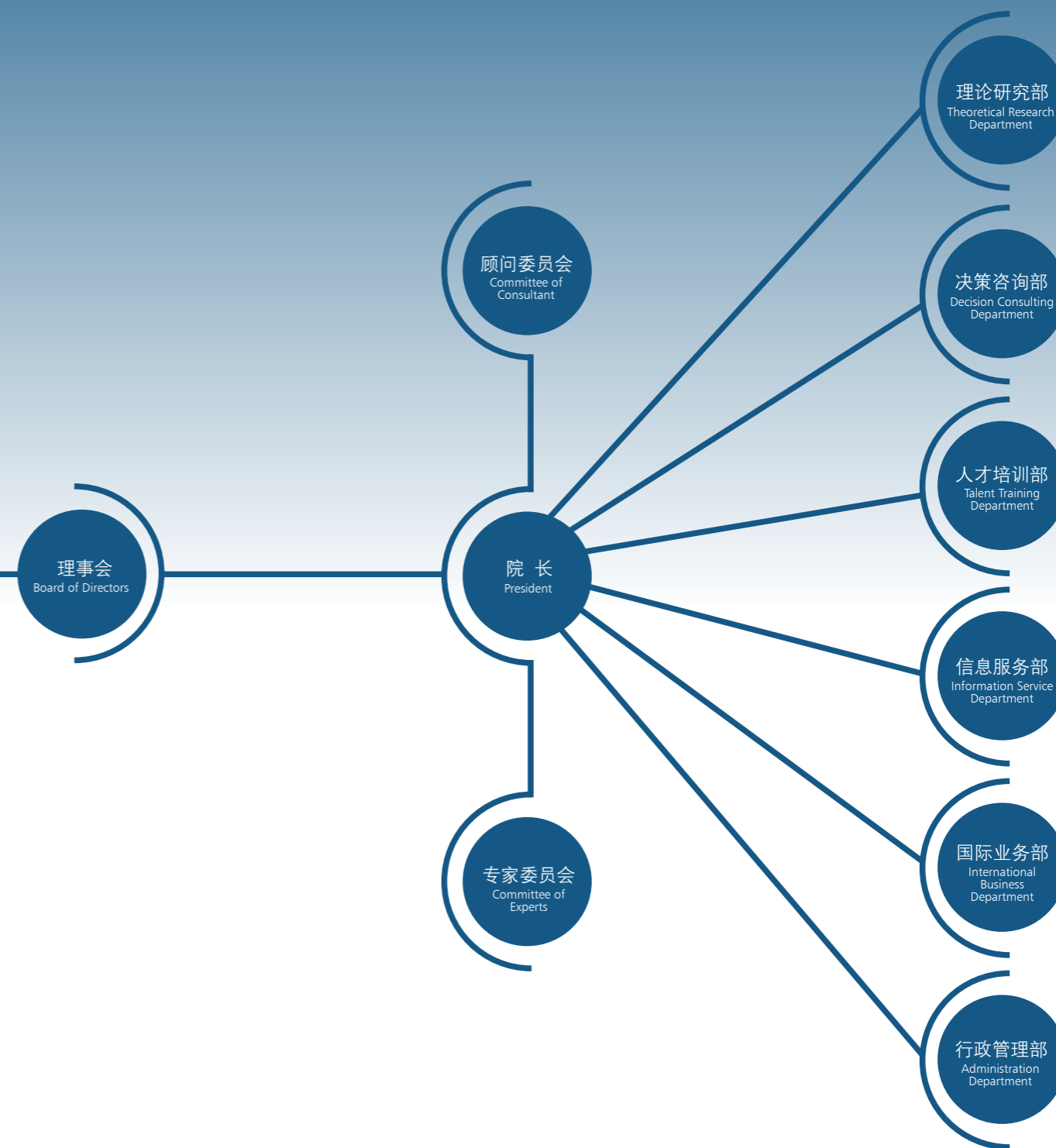
### INTERNATIONAL SYNCHRONIZATION OF INFORMATION RESOURCE

研究院与美国专利商标局、欧洲专利局等发达国家知识产权机构有信息合作关系，与美国通用、摩托罗拉、韩国三星、日本丰田等世界500强企业有长期业务来往，与美国CHI咨询公司、美国大卫雷文专利集团、美国战略创新基金会等组织建立了合作伙伴关系，同时与美国Institute of Intellectual Property、美国芝加哥大学、中国人民大学等国内外一流院校建立了学术联系，从而搭建了与国际同步的知识产权战略信息交流平台，能够提供国内外最前沿的知识产权信息。

The Institute has developed information cooperation relationship with the United States Patent and Trademark Office(USPTO), the European Patent Office(EPO) and other well-developed intellectual property agencies; long-term business relationship with General Motors, Motorola, Samsung, Toyota, and other global top 500 enterprises; association with United States CHI consulting firm, United States David & Raymond Patent Group, United States Strategic Innovation Foundation, and other institutions; academic links with the United States Institute of Intellectual Property, the University of Chicago, the Renmin University of China, and other famous universities; in order to establish an international intellectual property strategy information synchronous platform to provide the most cutting-edge domestic and international intellectual property information.



# 组织架构 STRUCTURE





## 理论研究部

THEORETICAL RESEARCH DEPARTMENT



接受政府、社会、高校院所和企业等组织机构的课题委托，进行知识产权战略理论、知识产权战略环境、公共政策、企业实践和法律实务研究，分析和总结国内外知识产权战略实施经验与教训，探寻未来知识产权战略发展方向，为企业实施知识产权战略提供经验范本与前景指引。

The department accepts research projects from organizations including the government, social communities, universities, and enterprises to conduct intellectual property strategic theory, intellectual property strategic environment, public policy, business practices and legal practice research, analysis and summary of domestic and international intellectual property strategy implementation experiences and lessons, explore future strategic direction of intellectual property, intellectual property strategy for the enterprises to provide experience and prospects of guidelines.

## 决策咨询部

DECISION CONSULTING DEPARTMENT

根据国家、地区、行业和企业的需求，进行知识产权专项调研，设计“贴身”的知识产权战略方案，并指导企业实施，包括：知识产权创造及战略部署，知识产权的有效经营和使用，企业知识产权的保护与维权，知识产权危机预警与化解，知识产权的高效管理，知识产权人才培养和知识产权文化的培育等，并对战略实施效果进行评估、反馈与校正，从而促进企业知识产权工作科学、有序发展。

According to the needs of State, region, industry and enterprise, the department conducts relevant intellectual property research, designs "tailored" intellectual property strategic program, and guides enterprises to implement, including intellectual property innovation and strategic deployment, effective management and utilization of intellectual property, intellectual property protection and maintenance, intellectual property crisis early warning and resolution, effective management of intellectual property, intellectual property talent and cultural training, assessment of the effectiveness of intellectual property strategy implementation, feedback and correction, so as to promote scientific work and orderly development of enterprises





## 人才培养部

### TALENT TRAINING DEPARTMENT

联合国内外知识产权政府主管部门、高等院校、科研院所、知识产权中介组织、企业等搭建培养链条，针对普通职员、业务人员、科研人员、管理人员等的不同需求，提供不同的知识产权培训及人才培养服务。

研究和推行知识产权工程师培养和认证制度，帮助企业建立专业的知识产权人才团队，为企业培养一批既懂技术，又精通法律，同时熟悉商业运作的世界级劳动力。

The department sets up a training chain with all kinds of organizations, including intellectual property departments of domestic and foreign governments, universities, institutes, intellectual property agencies, and enterprises in order to provide various intellectual property and talent training services to meet the needs of general staffs, sales representatives, technology researchers, managing personnel, and etc..

Research and promote intellectual property engineer training and certified system to assist the enterprises in establishing talent team of intellectual property professionals and breeding world-class workforce not only understanding technology, but also mastering law, while familiar with commercial operation.



## 信息服务部


### INFORMATION SERVICE DEPARTMENT

编辑《知识产权战略导刊》，创建知识产权战略公益性网站，提供国内外知识产权战略发展最新动态。

研究并建立知识产权信息系统，包括知识产权检索、知识产权统计分析与预警、知识产权评估与交易、管理共享和延伸服务五大应用功能，提供全面的知识产权信息服务。

The department edits "Intellectual Property Strategy Guide", establishes intellectual property strategy public welfare website, and provides the latest domestic and foreign intellectual property strategy information.

The department also develops and establishes five intellectual property information systems, including intellectual property searching system, intellectual property statistical analysis and early warning system, intellectual property assessment and transaction system, management sharing system and extension service system, providing comprehensive intellectual property information services.



竞争的基础 已经改变  
我们必须 随之而变  
长期的繁荣需要 长远的目光  
今天的投入 播下的是  
未来的种子

The basis of competition has changed,  
we must change accordingly,  
Long-term prosperity requires long-term vision,  
Today's investment sows the seeds of the future.



## 中关村知识产权战略研究院

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