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Dr. LIU Shan has been teaching at Law School in Zhejiang University of Technology since 2010. She regularly delivers lectures on “Intellectual Property Law”, “Intellectual Property Management in Enterprises”, “International Intellectual Property Trade”; “Patent Information: Search & Analysis” for undergraduate students and graduate students. Since February 2011, she has been participated in US-China Clean Energy Research Center(CERC) Intellectual Property project. She is main contributor of “Technology Management Plan (TMP) regarding the exploitation of Intellectual Property Rights for CERC-ACTC” and “CERC Researchers’ Guide to Intellectual Property and Technology Transfer”. She received Doctor Degree in Management in Huazhong University of Science and Technology in 2009(major in Technical Economy and Management); Master Degree in Law in 2006(major in Intellectual Property Law) and Bachelor Degree in Engineering in 1999(major in Computer Science). She was visiting scholar in Max Planck Institute of Intellectual Property, Competition and Tax Law (Munich, Germany) in 2008; was Post Doctoral Fellow at HUAZHONG University of Science and Technology (Wuhan, China) from 2010 to 2014.

Topic: Patent Information Search & Analysis Strategy

Abstract: This course introduces the main content of the patent information, the value of the patent information and its role in technological innovation, market competition and the strategic decision-making in the enterprise. By using the chart and the case study, the course introduces how to carry out the patent information search, when need to do patent information search and analysis, how to use patent analysis methods to support enterprise decision and so on.

刘珊博士

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刘珊博士自 2010 年起在浙江工业大学任教至今，为法学院知识产权本科生和硕士研究生讲授“知识产权法”“企业知识产权管理”“专利信息检索与分析”“国际知识产权贸易”等课程。自 2011 年 2 月起作为主要成员参加中美清洁能源联合研究中心（CERC）知识产权项目。作为主要执笔人参与起草“CERC-ACTC 关于知识产权利用的技术管理计划”和“CERC 研究人员知识产权和技术转移指南”。她于 2009 年在华中科技大学获得管理学博士学位（技

术经济与管理专业),2006年获得法学硕士学位(知识产权法方向),1999年获得工学学士学位(计算机专业);2008年受马普奖学金资助在德国马克斯普朗克知识产权、竞争法及税法研究所撰写博士论文,2010年-2014年在华中科技大学管理学院从事博士后研究。

题目: 专利信息检索与分析策略

内容摘要: 介绍了专利信息的主要内容、专利信息的价值及其对企业技术创新、参与市场竞争、做出战略决策所起到的作用。通过图表和案例的方式介绍了如何进行专利检索、何时应当进行专利检索与分析,如何策略性地运用专利分析方法支撑企业决策等问题。