

Dr. Vincent Zhong

Dr. Vincent Zhong, graduated from Huazhong University of Science and Technology with the focus on IP management, and also MBA of HKUST. He currently serves as Chief IP operation officer of Sinofaith IP Group. He was the former Executive Director & Senior Vice President of Netac Technology Co., Ltd., General Manager of Netac Intellectual Property Management and Licensing Center. He is a seasoned IP licensing and monetization, business and management executives for decades, and has led the team in a couple of influential Intellectual Property litigations, licensing, negotiations and litigations within or outside China. He also served as an Expert and Deputy Chairman of IP Committee of China Electronic Standardization Association, Board Director of SDA, Member of IP Specialists' of CERC, Adjunct Professor of Soochow University, Adjunct Researcher of Jiangsu IP Development Research Center, Standing director of China IP Operation Alliance, and Appointed Expert in Legislation Advisors Committee of 'Law of On-duty Invention'.

Subject: Prepare and carry out an effective patent licensing.

Brief introduction: Intellectual property is the core output of innovation activities, and the patent is regarded as Crown Jewel. It is constantly a challenge for lots of institution and enterprise to turn their patent portfolios into economic interest and monetary reward through an effective business scheme and legal activities. The course will introduce the concept of patent licensing and license agreement by charts and cases, the patent licensing related laws and status in China, how to design a patent license scheme based on the characteristic of the industry and entity, how to carry out patent licensing, and related cases sharing and discussion.

题目: 开展有效的专利许可与运营

内容摘要: 知识产权是创新活动的重要产出，优质的专利更是“皇冠上的宝石”。如何有效将专利及组合通过一系列行之有效的商业规划及法律活动，转化为经济利益及货币收益是众多科研机构及企业的挑战。本课程将以图表与案例的方式介绍专利许可、许可协议等的定义与流程、在中国开展专利许可相关法规与开展现状、如何根据行业及实体的情况有效设计专利许可方案、如何开展专利许可及运营、相关案例分享与讨论。

讲员简介: 钟敬恒，华中科技大学知识产权管理博士、香港科技大学工商管理硕士。现为上海新净信知识产权服务股份有限公司首席知识产权运营官；曾任深圳市朗科科技股份有限公司董事、高级副总裁及其知识产权运营中心总经理；长期负责知识产权运营、商业运营及企业管理等工作。在过去十多年间，带领团队开展了多个富有影响意义的海内外专利诉讼、专利谈判、许可及维权等知识产权运营活动。现任或曾任工信部中国电子标准协会知识产权委员会专家及副主任

委员、国际 SD 标准协会董事(www.sdcard.org)、中美清洁能源联合研究中心(CERC)知识产权项目组专家、苏州大学王建法学院兼职教授、江苏省知识产权发展研究中心兼职研究员、中国知识产权运营联盟常务理事以及国知局《职务发明条例》立法顾问委员会特聘专家等。