

**Patent Deployment Strategies of Foreign High-tech Enterprises  
in China ---- Interaction of Business Strategies and  
Law Strategies**

**Student: Ming Feng Ho**

**Advisor: Dr. Wen-Chieh Wang**

**Institute of Technology Law  
National Chiao Tung University**

**ABSTRACT**

In the era of global knowledge-based economy, the laws of intellectual property rights of each nation evolve with the global trend. Multi-nation enterprises market their products globally and make the best use of the intellectual property rights protection laws of each nation and penetrate the local market. When the emerging economic markets rise, those enterprises who master the intellectual property strategies make the best use of their privilege of familiarity of intellectual property protections deploy the intellectual property rights in the early stage is the key factor of their market share in the local market in the future.

The main focus of this thesis is to discuss the next emerging intellectual property rights battle, China, and how the global high-tech companies deploy the patent strategies in China. In the field study of global high-tech companies' patent deployment strategies in China, there are 16 high-tech companies included in this thesis. Most of them are Japanese companies, it matches current portfolio of foreign high-tech companies' investment in China. Nevertheless, it also includes the American, Korea and European high-tech companies.

Besides, because of I by chance have the experience of starting up a high-tech company in Hong Kong. With the benefit of working in Hong Kong and also the intellectual property rights I learn in Taiwan, I can watch the China, Hong Kong and Macao patent system closely in Hong Kong and conclude something I found in these systems in this thesis.

Last but not least, with the field study if this thesis combined with my personal experience in high-tech companies like TSMC, UEC, AIPC and RMTC and some domestic and oversea start-up experience, this thesis provides some advises of patent deployment strategies in China for Taiwanese companies. It also provides what I learn most in real practice in business, the combination of the information technology and intellectual property rights in business operation. Hope it can give Taiwanese high-tech companies some operational intellectual property rights strategies in China.

Key words: Chinese patent, Hong Kong patent, Macao patent, patent deployment, patent strategy, CEPA, high-tech patent, intellectual property rights gap.

