Understanding and Profiting from Intellectual Property

Also by Deli Yang

INTELLECTUAL PROPERTY AND DOING BUSINESS IN CHINA

Understanding and Profiting from Intellectual Property

A guide for Practitioners and Analysts

Deli Yang

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Tribute to *Star Moon*
For *my Family* and *my Soul Pals*

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List of Abbreviations and Acronyms

AIDS	Acquired Immune Deficiency Syndrome
BBC	British Broadcasting Corporation
BSA	Business Software Alliance
CEO	Chief Executive Officer
CHF	Swiss Franc
CNN	Cable News Network
CN¥	Chinese Currency Renminbi Yuan
DNA	Deoxyribonucleic Acid
DVC	The Da Vinci Code
ECJ	European Court of Justice
EPO	European Patent Office
EU	European Union
FBI	Federal Bureau of Investigation
FDI	Foreign Direct Investment
4Ps	The Personal, the Persuader, the Practical and the Precise
GDP	Gross Domestic Product
GNI	Gross National Income
GNP	Gross National Product
GSM	Global System for Mobile Communications
HBHG	The Holy Blood and The Holy Grail
HIV	Human Immunodeficiency Virus
HQ	Headquarters
IB	International Business
IBM	International Business Machines Corporation
IC	Intellectual Capital
ID	Industrial Design
IIT	Indian Institute of Technology
INTA	International Trademark Association
IP	Intellectual Property
IPi	Intellectual Property Integration
IPP	Intellectual Property Protection
IPS	Intellectual Property System
IPV	Intellectual Property Value
ISP	Internet Service Provider
IT	Information Technology
JEDEC	Joint Electron Device Engineering Council

JPO	Japan Patent Office
JV	Joint Venture
KFC	Kentucky Fried Chicken
KTV	Karaoke Box or Karaoke Music Video
LDCs	Least-Developed Countries
MA	Master of Arts
MBA	Master of Business Administration
MIP	Managing Intellectual Property
MNEs	Multinational Enterprises
MOU	Memorandum of Understanding
MU PLC	Manchester United Public Limited Company
NBC	National Broadcasting Company
NGO	Non-Governmental Organization
NPC	National People's Congress
NT	Net Tangible Assets (Total Tangible Assets – Total Liability)
OECD	Organization for Economic Cooperation and Development
OSI	Open Source Initiative
OSS	Open Source Software
PPP	Purchasing Power Parity
PRC	People's Republic of China
P2P	Peer to Peer or Person to Person
PWL	Priority Watch List
R&D	Research and Development
RCA	Radio Corporation of America
RIM	Research in Motion
SIPO	State Intellectual Property Office, the People's Republic of China
SMEs	Small- and Medium-sized Enterprises
TCAs	Treaties, Conventions and Agreements
TI	Texas Instruments
TRIPS	Agreement on the Trade-Related aspects of Intellectual Property Rights
UD	Utility Model
UNCTAD	United Nations Conference on Trade and Development
UNESCO	United Nations Educational, Scientific and Cultural Organization
UPOV	International Union for the Protection of New Varieties of Plants
US	United States of America
USC35	US Code Title 35 – Patent
US\$	US dollar

USPTO	US Patents and Trademarks Office
USTR	US Trade Representative
WHO	World Health Organization
WIPO	World Intellectual Property Organization
WOE	Wholly Owned Enterprise
WTO	World Trade Organization
WWII	World War Two

Preface and Acknowledgements

This book addresses a dual audience of practitioners and analysts dealing with IP-related business and analysis in the world business. Business practitioners, including business managers and intellectual property (IP) owners who intend to commercialize their IP can gain a systematic understanding of the links between IP and business and how IP generates profits towards corporate success. This book will also enable IP practitioners to devise a plan based on logically adopted strategic and managerial approaches to commercializing an IP in a particular country. It enables business practitioners to critically scrutinize their IP within world business in a holistic manner from examining the IP environment to assessing IP management and IP strategies. It also enables business practitioners to critically evaluate their IP in an extensive manner bearing in mind IP creation, protection and dissemination.

This book also serves a purpose of equipping IP analysts (corporate analysts and academic researchers) with enhanced IP analytical skills to serve both research and practice. With the guidance of this book, IP analysts will be able to sharpen their ability to analyse IP activities across borders, to understand international innovative and technological activities and evolve appropriate responses and solutions from corporate, industrial and international perspectives. This book also serves as a helpful text to provide postgraduate business and management students with: a critical understanding on IP theory and practice from the perspective of international managers; an appreciation of the strategic importance of IP to corporate success; and a comprehensive understanding of how IP is managed and commercialized. It delineates various IP themes both theoretically and empirically from the international business angle with the help of supporting cases and statistics. It is, therefore, a source of literature for IP to lead to further studies.

In the process of writing this book, I have been endowed with superb support from friends across the world in various ways and my profound thanks are expressed here as a gesture of my sincere gratitude. They are (in alphabetical order) M. R. Abdulhamid, P. Clarke, J. Leontiadis, J. Morgan, R. Ni, H. Ntchatcho, M. Pautasso, W. Qu, N. Sabharwal, M. Sonmez and Geoffrey Yu.

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