



中國專利代理(香港)有限公司
CHINA PATENT AGENT (H.K.) LTD.

16TH FICPI SESSION 3.2

SAMSUNG V APPLE US LITIGATION Impacts in China

China Patent Agent (H.K.) Ltd.

All Quiet on the Eastern Front

- Watch the fires burning across the river



- Before it rains, bind around with silk



- The tree may wish for calm, but the wind will not subside



Impacts on the legislature side

- **Amended Patent Examination Guidelines**
- **Graphical User Interfaces (GUIs)**
- **Effective on May 1 2014**
- **Chinese industries welcome this change with huge filing number and great enthusiasm, and of course litigations to follow up.**

Impacts on IT/ Smart Phone companies in China

Booming of Chinese Smart Phone industries when Samsung v.s. Apple continuing



China Smartphone Vendor Shipments and Marketshare in Q1 2016

Brand	Q1'16 shipments (in millions) ▼	Y-o-Y change	Q1'16 market share
Apple	11.5	-14.8%	11%
Vivo	12.5	56.2%	11.9%
Xiaomi	12.8	-8.5%	12.2%
OPPO	13.2	67%	12.6%
Huawei	16.6	48.2%	15.8%
Others	38.3	-30.6%	36.5%

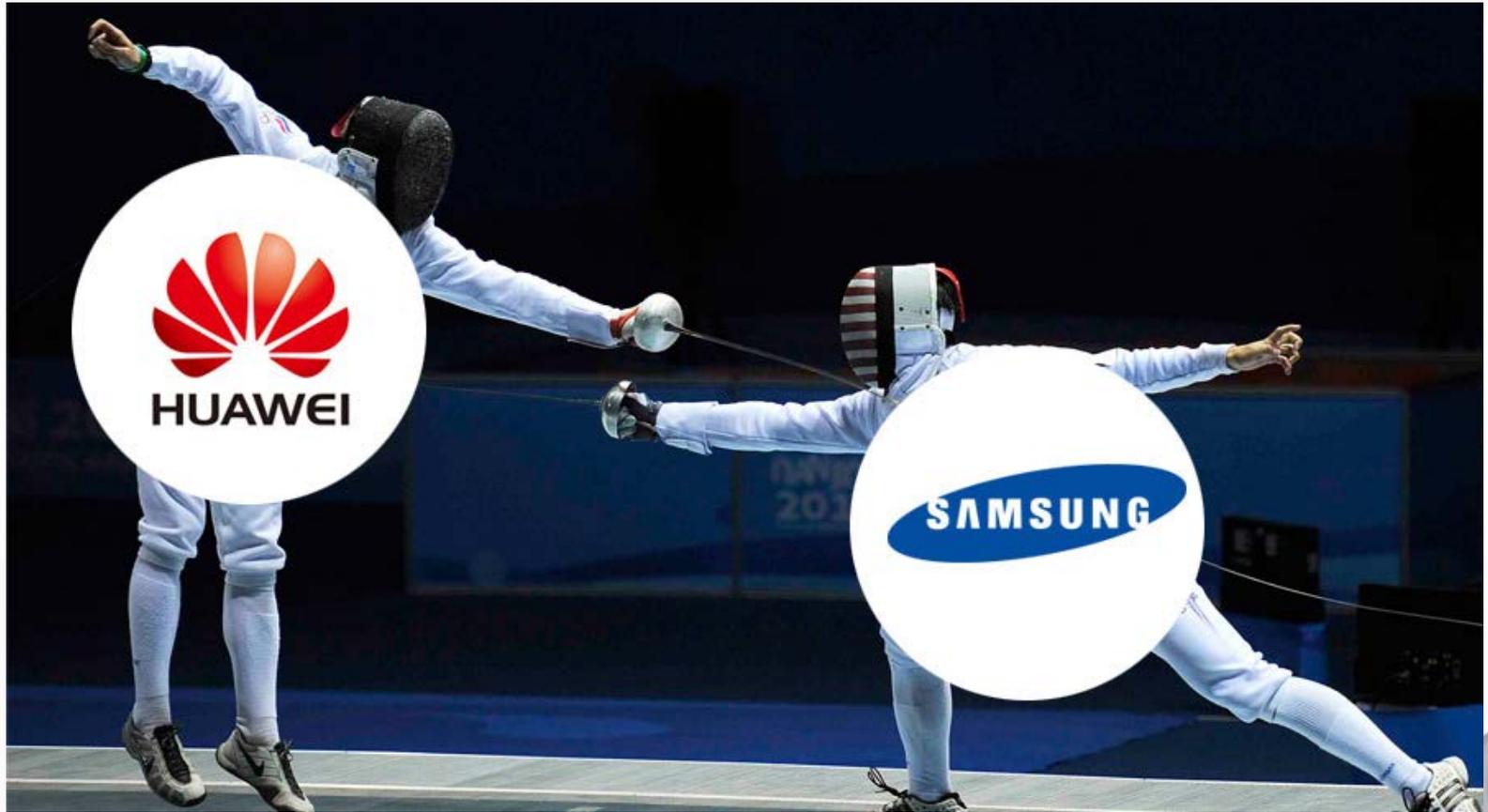
Source: Strategy Analytics

Impacts on IT/ Smart Phone companies in China

- IP litigations between top Chinese IT and Smart Phone companies
- Down of Xiaomi Rising of Huawei



Fight no battle unprepared – by Chairman Mao



Apple's Challenges in China Underlined by Patent Dispute





**“We start
together.
We finish
together.
No one
left behind.”**

Anonymous

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Thank you !

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