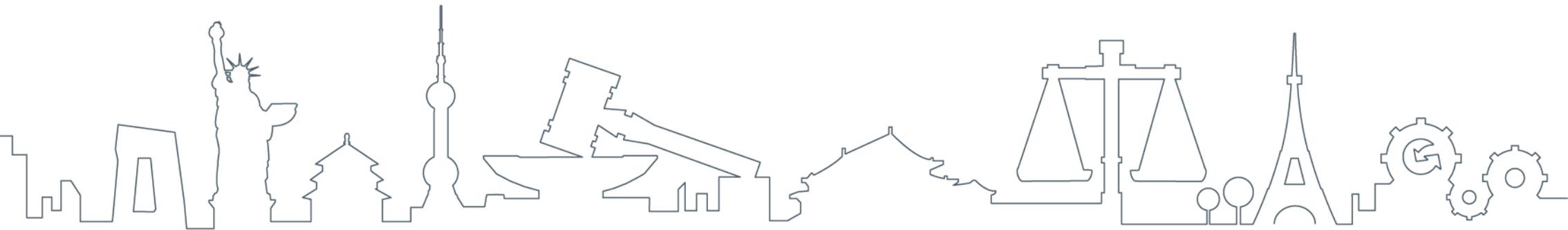
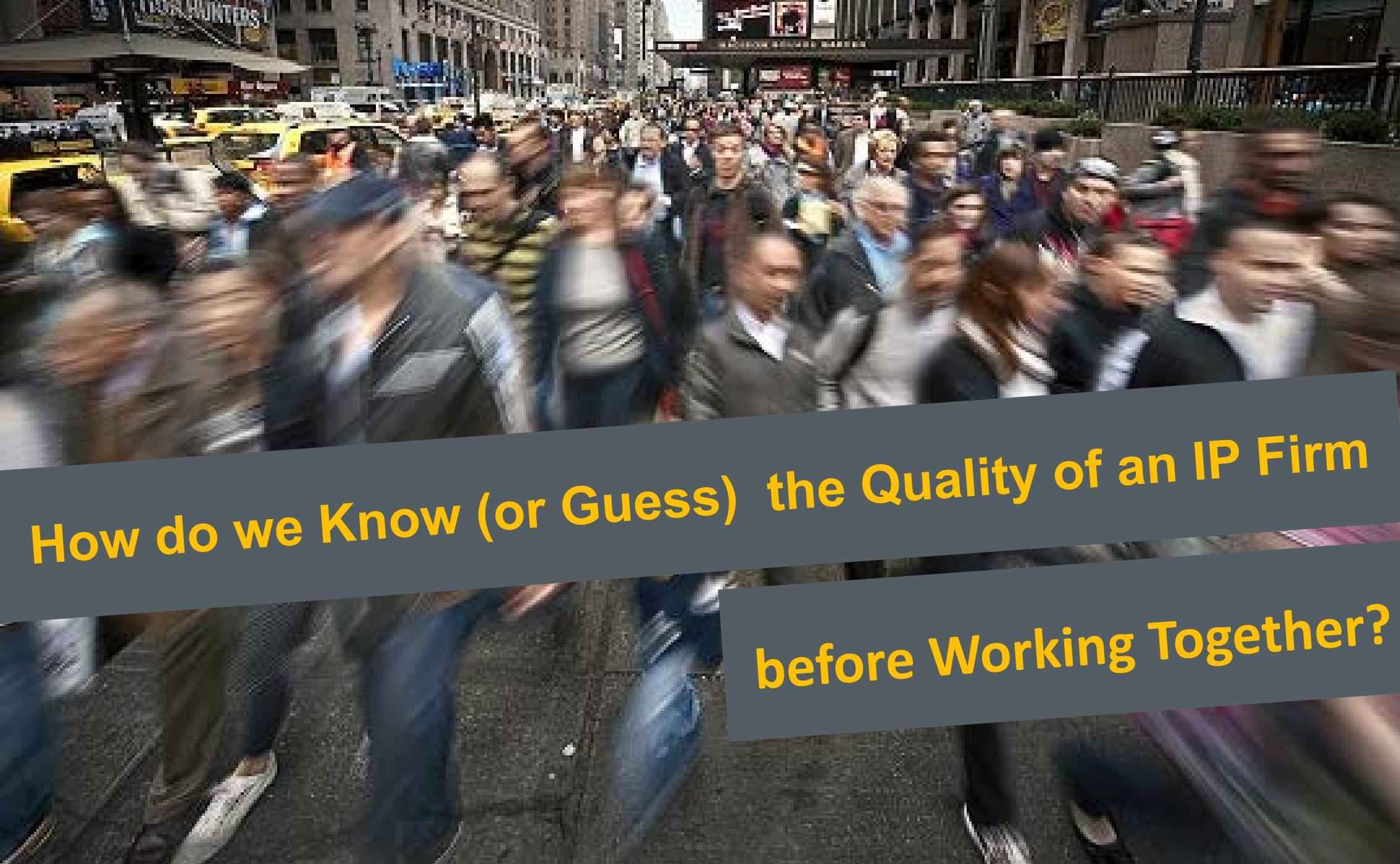


How to Evaluate Quality of IP Services?

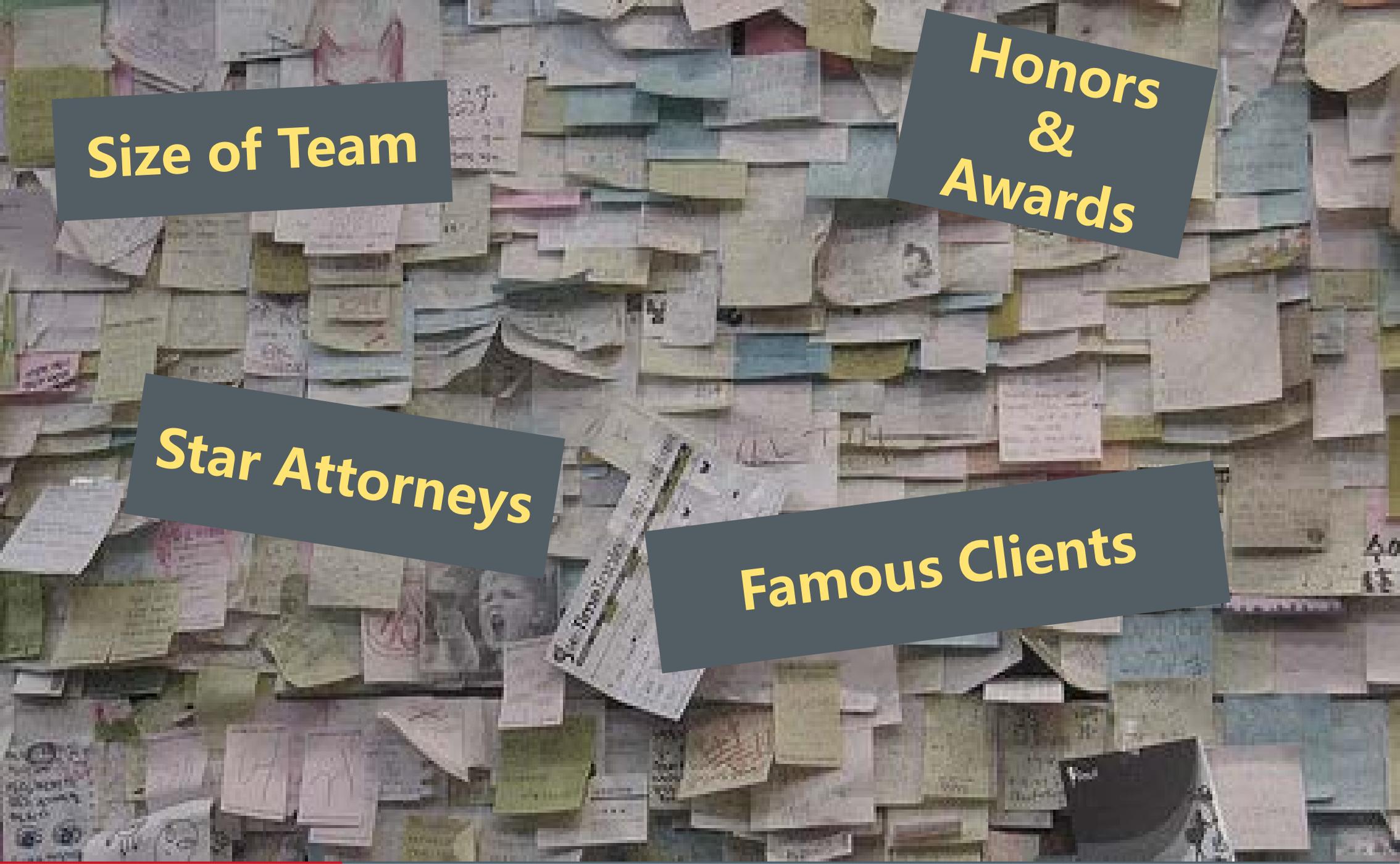
Gloria Wu, 2016





How do we Know (or Guess) the Quality of an IP Firm

before Working Together?



Size of Team

**Honors
&
Awards**

Star Attorneys

Famous Clients

ISO9000:2005 defines “**quality**” as:

A **degree** to which a set of **inherent characteristics** fulfils **requirements**

Evaluate Quality of IP firms? Who & Why?



Foreign Associate

In-house Counsel

Government / Association

Assessing current cooperation
Selecting new firm

Assessing current cooperation
Selecting new firm

Providing guidance
Standards

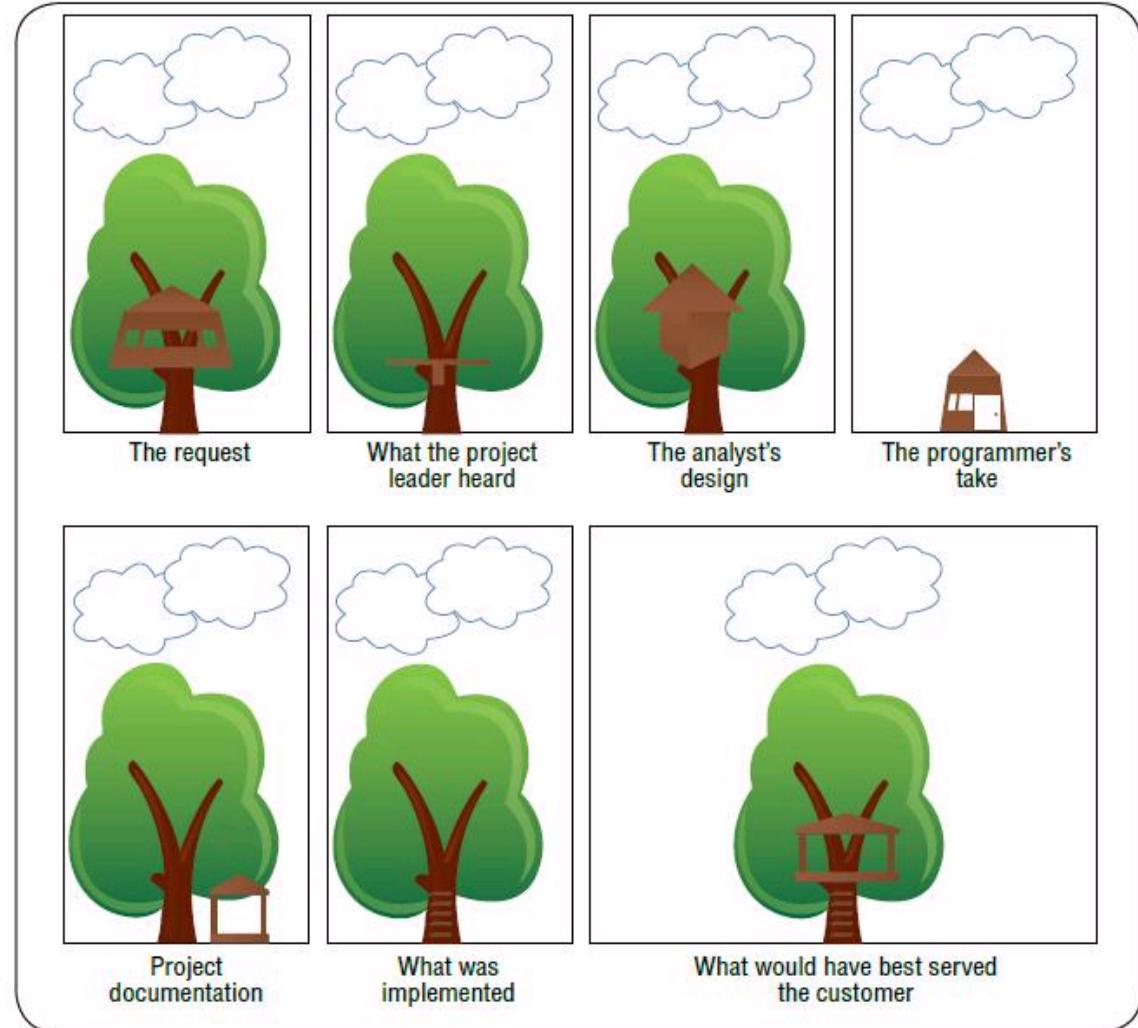
Quality + Fee + Reciprocity

Quality + Fee

Quality + Training + Publication

“Requirements” for IP firms

- Required by clients
- Required by laws, regulations
- Required by professional ethnics



In-House Survey

Figure 15: The eight factors in order



Source: IP Stars In-House Survey – Walking the Tightrope, Managing IP May 2016

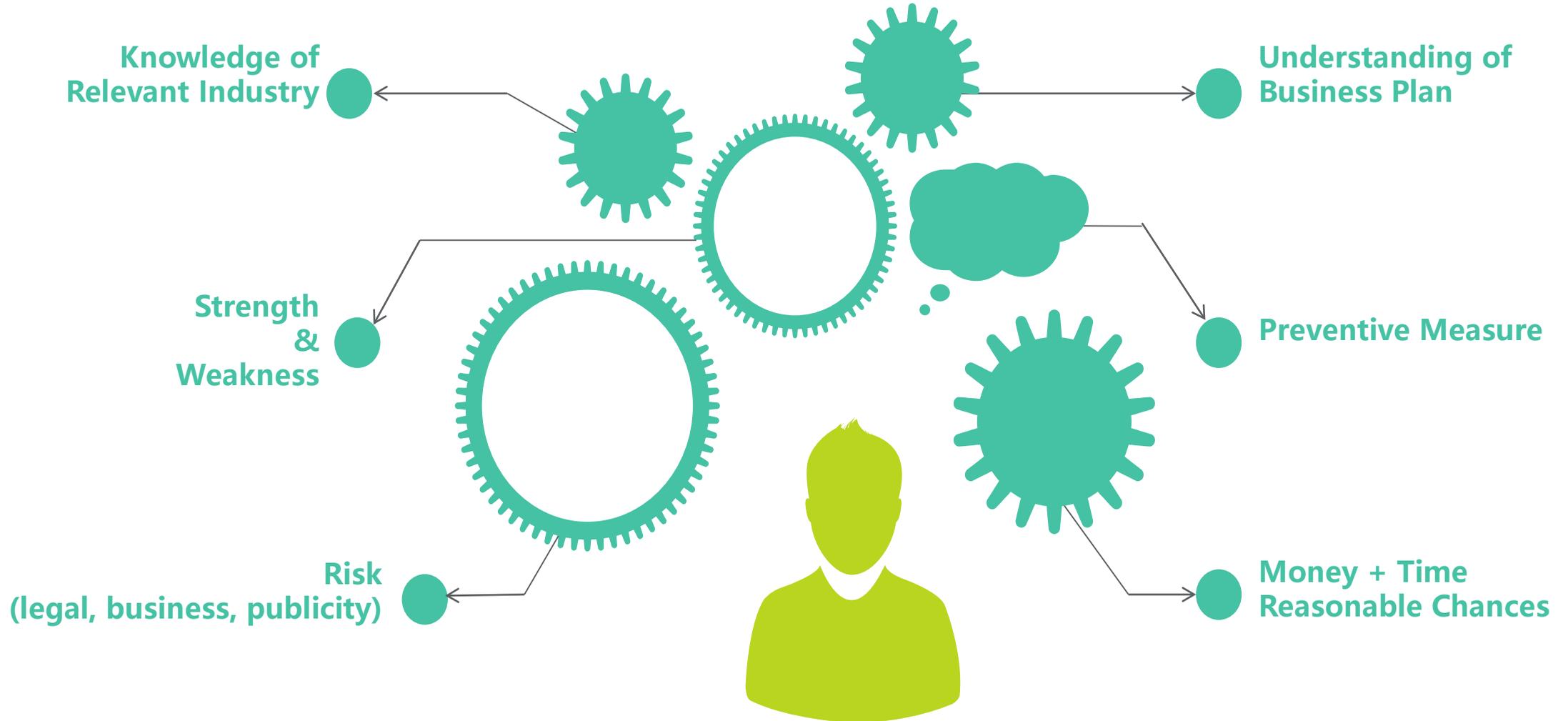
Responsiveness

- Traditional standard: reply in 24 hours
- New trend?

When clients want an answer, they want it **NOW!**

Regions	Time Difference (summer)	Time Difference (winter)	Client Start Working (Beijing time)	Client COB (Beijing time)	Reply no later than (Beijing time)
US East Coast	-12	-13	21:00	7:00	20:00
US West Coast	-15	-16	24:00	10:00	Urgent: 10:00 Ordinary: 20:00
Germany France Italy	-6	-7	15:00	1:00	Email of yesterday: 15:00 Email of today (before 16:00):19:00
UK	-7	-8	16:00	2:00	Email of yesterday: 16:00 Email of today (before 17:00):19:00
Japan Korea	+1	+1	8:00	17:00	Within 2 hours
Australia	+2	+2	7:00	16:00	16:00

Tailored Strategy



Win the Case(s)



VICTORY

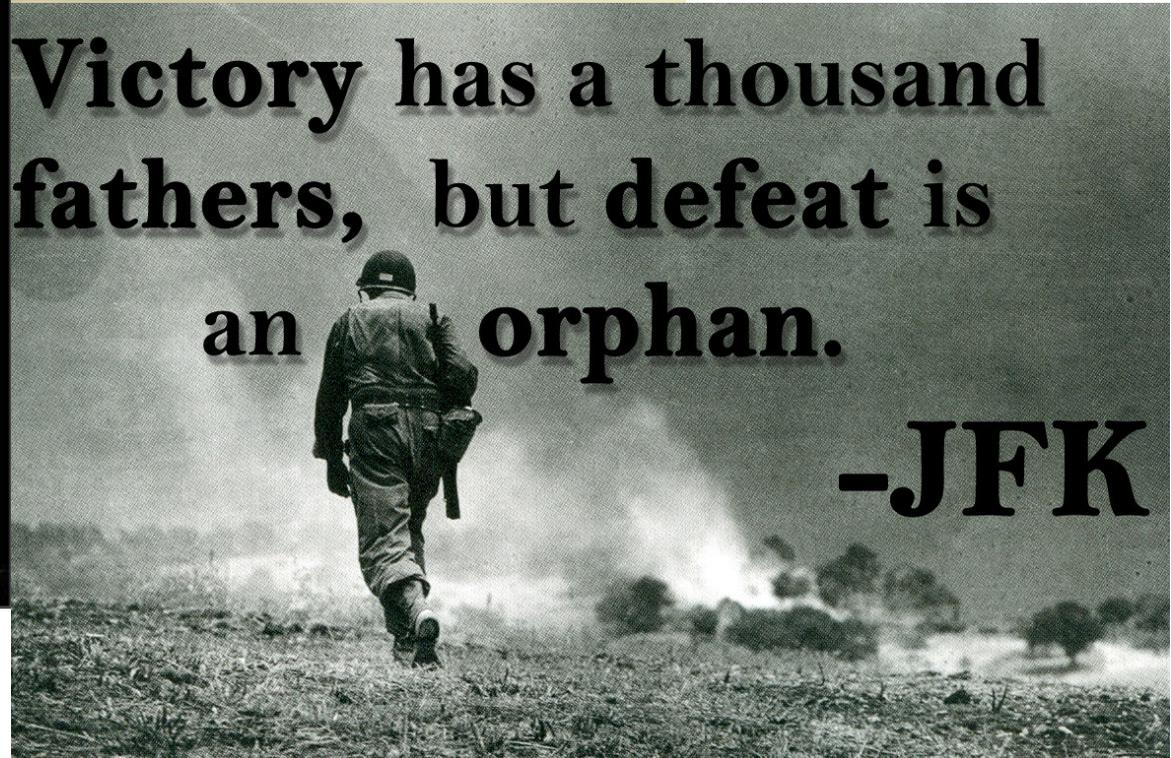
WINNERS NEVER FLY HIGHER THAN WHEN THEY'RE
BOUNCING UP AND DOWN ON THE EGOS OF THOSE THEY'VE DEFEATED.

www.despair.com

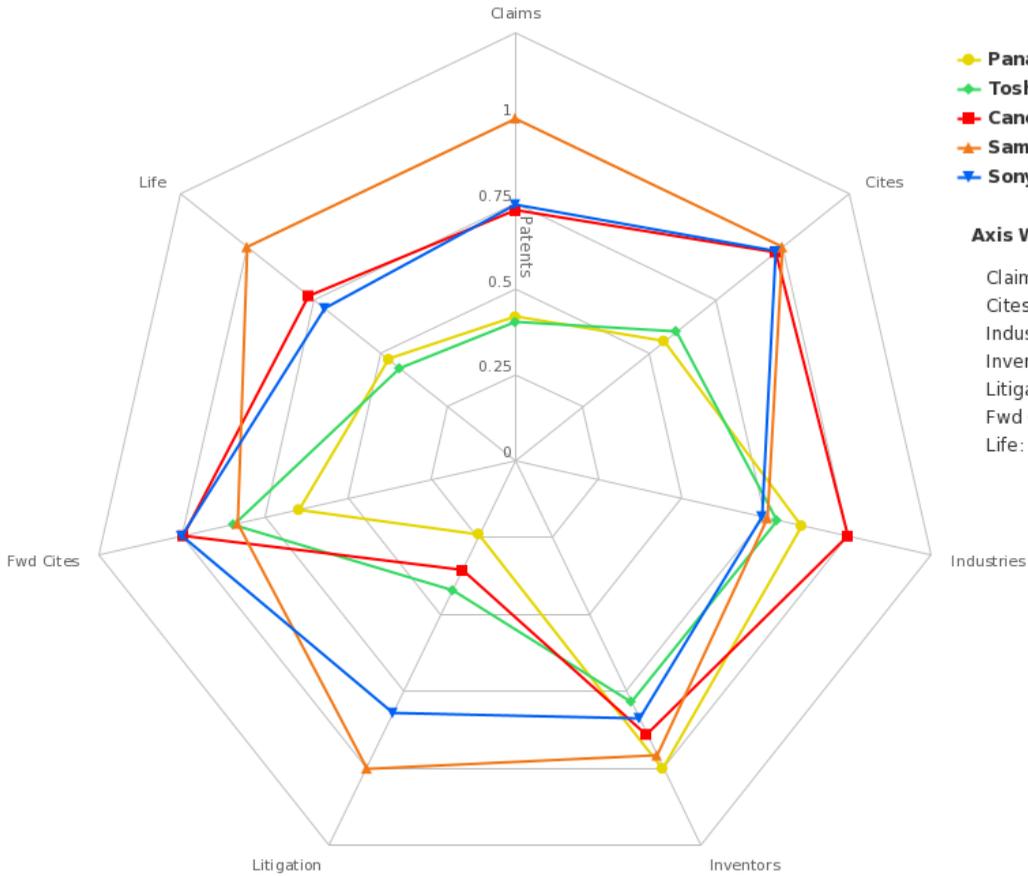


**Victory has a thousand
fathers, but defeat is
an orphan.**

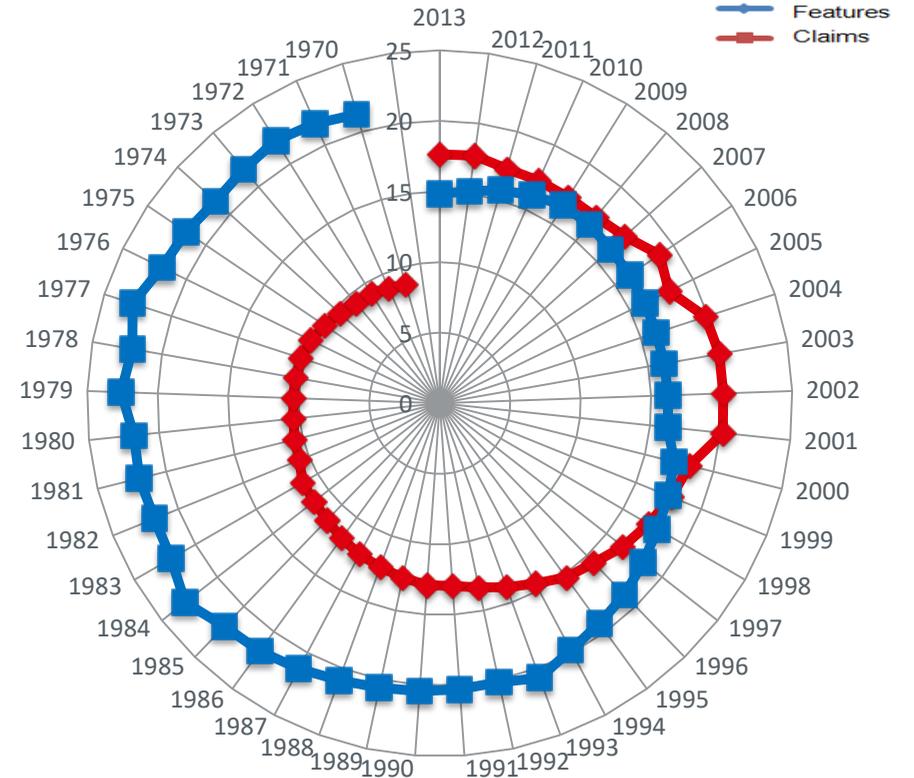
-JFK



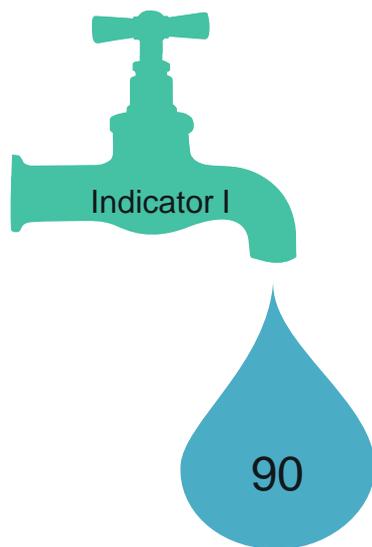
Quality of Patent



US Patents (1970~2014)

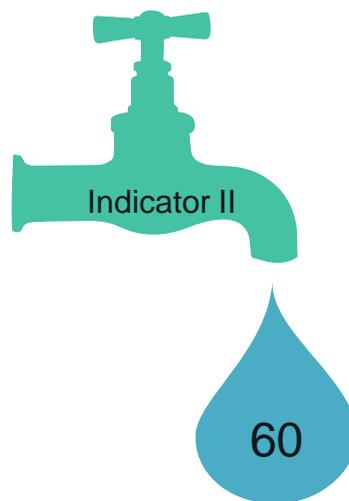


Evaluation Sample



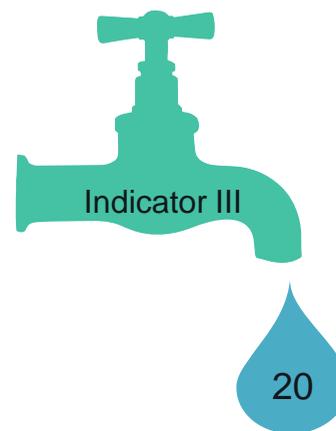
Responsiveness

85% of the reply in 4 hours
with full analysis and
advice



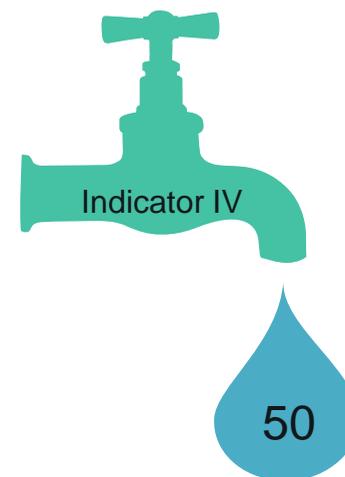
Tailored Strategy

Knowledge of Industry
Business Intelligence



Success Rate

TM opposition: 40%
TM invalidation: 45%
Admin Litigation: 35%
Civil Litigation: 50%



Quality of Patent

Average claim: 11
Average features: 28.5
Fwd cites: 1.3

Standards of IP Services in China



- State Standards
- Industry Standards
- Company Standards



Q & A



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