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

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

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
7 Mar 2003 3:40 pm
Thank you!

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