On-line IP Service in China

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Active On-line Players
E-commerce Platforms
Service Model of On-line Platforms

- On-line receipt of filing information
- Off-line prosecution of applications

Most of the IP on-line platforms have received quite number of trademark applications.

Most of the IP on-line platforms prosecute applications by way of NO difference from traditional IP firms.
Pain Spots of IP Service
Skills
Risks
Efficiency
Training
Costs
Complexity
Efficiency + Quality

Administration (IT) + Prosecution (AI)
IP Ecological System
March, 2016
4 : 1
AlphaGo defeated a world class human player

May, 2017
3 : 0
AlphaGo won the world's No. 1 player
Link between AI and general organizational capabilities

To what extent do you agree with the following statements about your organization?

- Our organization collaborates effectively
- Our organization is open to change and receptive to new ideas
- We are able to change our existing products and services to take advantage of changing technology
- Our overall business strategy is closely linked to our technology strategy
- Our organization thinks long term in planning and returns on investment
- Our executive have the vision and leadership required to navigate the coming changes
- Our analytics capabilities are better than those of our competitors

Percentage of respondents who somewhat or strongly agree with each statement
AI’s effect on the workforce

How do you expect AI will affect the workforce in the next five years?

<table>
<thead>
<tr>
<th>ORGANIZATIONAL LEVEL</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Existing workers will need to change their skill sets</td>
<td>84%</td>
</tr>
<tr>
<td>Our organization’s productivity will improve</td>
<td>79%</td>
</tr>
<tr>
<td>Workers’ current skill sets will be augmented</td>
<td>79%</td>
</tr>
<tr>
<td>Our organization’s workforce will be reduced</td>
<td>47%</td>
</tr>
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<table>
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<th>PERSONAL LEVEL</th>
<th>Percentage</th>
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<tr>
<td>I hope that AI will do some of the current tasks in my job</td>
<td>70%</td>
</tr>
<tr>
<td>I fear that AI will do some of the current tasks in my job</td>
<td>31%</td>
</tr>
</tbody>
</table>

Percentage of respondents who somewhat or strongly agree with each statement.
From IP+IT

To IP+IT+AI
IP Ecological System

**SaaS Administration Platform**
Build up an on-line administrative platform by IT technology

**Profession Assistant Engines**
Assist attorneys on-line prosecution by AI technology
IT Applications in IP
Profession Standards
Clients’ Requirements
Regulations/Rules
Firm’s Administration

Agile Programming

IP Ecological Administration Platform
Tracking Cases
Deadline Management
Automatic Forwarding
Statistic Analysis

IT Applications in Patent/Trademark
AI Applications in IP
An AI company in HK to provide solutions to assist IP profession
Big Data
Patent Information
PRB/Courts’ Decisions

Natural Language Processing
Deep Learning

Assist Patent Attorneys in
Search
Translation
OA Response
Patentability Prediction

AI Applications in Patent
Big Data
Trademark Information
TMO/TRAB/Courts’ Decisions

Deep Learning Algorithm

Assist Trademark Attorneys in
Similarity Search by Ranking Registrability Prediction

AI Applications in Trademark
Questions?

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