



Where is the power of speech of IP big data?

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Article

Question

In an era of information explosion and data flying everywhere, all kinds of big data companies, no matter what they do public data integration or do professional data processing, are trying to prove their value in their respective fields. However, behind the phenomenon, when we are surprised to find our spending habits laid bare in a map of bills and payments at the end of each year, when we complain about the loss of privacy because of mobile payments and face recognition, which makes me think, that is, what on earth makes such big data such a proser voice. Similarly, even though intellectual property is a relatively small field of expertise, we have also accumulated a lot of data over the past decades, so where is the right of speech of IP big data?

Our thinking

In recent years, IP has risen to the height of national strategy with the development of China changing into an innovative society. The state has made clear that technological competition is ultimately the competition of IP. And how to use the IP big data, especially the patent big data related to scientific and technological innovation becomes an inevitable topic. The current science and technology innovation board has gradually clarified the supporting role of patents in the evaluation of enterprises' core competitiveness after several rounds of verification. How to stimulate the innovation attribute contained in patent big data and apply it to be evaluation of core competitiveness of science and innovation at the level of enterprise portrait is still a question.

Generation of the power of speech of IP big data

So, it should be said, from the national strategic level, the state has put IP on an equal footing with innovation and the state hopes to promote scientific and technological innovation through benign interaction between the said two side and also the intellectual property value of operation. Therefore, the author thinks that, state has arranged a very good policy system for IP big data, especially the patent big data has been gradually accepted as an important role in the evaluation of innovation process. Behind the inevitable link, in fact, it is the country's expectation for transforming science and technology and intellectual property into social productivity. When this expectation is translated into practice in some way, it will be the time for intellectual property big data to show its due discourse power. Any generation of power, on the other hand, in addition to the policy factors, the endowing of market attribute is usually regarded as the expression of the real landing of

discourse power and once back to the market, so whether all kinds of market factors and behavior main body can widely accept the contents reflected by intellectual property big data and to spontaneously formed their power, is another social and economic factor on the process of recognition and validation.

From the perspective of economics, the author believes that the big data with real power should be combined with the mainstream factors driving social development and has a crossover property, because it is the attribute of the driving force of social development and the expression of the power that belongs to the origin of social productivity.

Throughout the history of human civilization, especially from the first industrial revolution, science and technology driven wheels so much on the development of the society, The shift of the center of world civilization was always accompanied by the displacement path of science and technology development and industrialization, especially after the World War II, western scientific and technological forces with the United States as the core dominated the development direction of global science and technology after World War II, and Many great tech companies have been born in various technology fields. In the east, Japan benefits from the advantages of its links with the West, Japan emerged from the shadow of the war in just a few decades and quickly emerged as a major power in science and technology and became an intellectual property power in the East. Although these countries are quite different from each other in terms of regional culture, history and tradition, they all follow and take advantage of the objective laws in the process of technological development, including the establishment and use of patent system and the establishment of technological competition rules with reverence, so as to enable the orderly and vigorous development of science and technology and intellectual property.

And to the patent system itself, the author thinks that, in addition to protecting the private right of wisdom and innovation, the system should also

have another layer of more important significance, it is that the system can well promote the technological innovation to return to their origin and origin of the original mind, especially for the foreseeable future of the technology world, inventor wants to have the condition to industrialize these technical solutions protected by the patent system in the form of social productive forces, while promoting social change and development with science and technology, the realization of social value and technical value of wisdom is realized, and the original intention of the inventor of wisdom value is realized.

And from the perspective of technology and intellectual property data, all the technical invention is a creative process, whether it's individual genius, or group of research and development, is the basis of innovative technology, and the process itself will generate a large amount of data, especially in technical areas where most inventions need to be protected by patents, after decades of development, huge amounts of patents and scientific data, as a unique technology data resources, presenting the magnificent picture scroll, was a chronicle of the technology. It is full of the inventor's enthusiasm and temperature of a technical solution, convergence at the data level, form the wisdom and original intention of the industry technology and industrial workers! Only with the heart of fear, a deep understanding of the large data is how to through technology, industry, economy, law, market dimensions such as the dynamic relationship between impact on the development of social productivity, understand how such a large data along the emergence, growth, development of science and technology and the objective law of business success to influence the survival, competition and development of the Scientific and technological innovation enterprise's, it is possible to discover its unique and really sticky discourse power.

Patent data masters the discourse power of future technology and market competition

Back to our point of view, we believe that the big data with real power should be the big data with cross-border properties that can be combined with the mainstream factors driving social development. To be more specific, does patent data which represents the core content of scientific and technological innovation have such properties? Our answer is very clear, the multidimensional big data analysis for science and technology and intellectual property can not only clarify the technical context, the portrait of science and technology innovation enterprises, but also even find worthwhile science and innovation projects earlier than others. And such IP big data could enable truly transparent investment and value management decisions. As a result, the patent big data analysis could be successfully crossed over into the field of financial investment and technology industrialization, mastered the discourse power of future technology and market competition.

A representative case by CPLT

Here we use one of our cases to illustrate, we find a science and technology start-up company through multi-dimensional large data analysis and we also put money in, we also provide them with one-stop service, post investment management services, market competition risk control services and other services, so that the enterprise achieves the ultimate commercial success. At present, based on good core competitive of science and technology, the enterprise has been sought after by the capital market, and the enterprise valuation has increased many times, which is very representative.

The company we invested was established 6 years ago, is dedicated to solving the practical technical problems of traditional endoscopic cross-infection. CPLT began to pay attention to the company's technology patents and the technology portrait presented by its patent portfolio through the industry's patent competitive intelligence analysis three years ago and initiated to contact the enterprise. They were amazed at what we knew about their core

technology profile, the value of their patent portfolio, the sustainability of their core competitiveness, and the possible future competition risks in domestic and foreign markets before we really connect with them. They decided to cooperate with us on the overall solution of intellectual property and business competition as soon as possible and invited us as one of their strategic investors with a low investment price.

At present, the enterprise's valuation has raised from the original 250 million yuan (RMB) to 600 million yuan (RMB), and has launched a \$2 billion of financing, CPLT, as the shareholder and the value operating organization of the technology and intellectual property of the project, CPLT presented the advantages and value expectation of the technology and intellectual property of the enterprise for the main shortlisted investment institutions objectively.

As an early investor, CPLT always takes technology and intellectual property big data analysis as the core, carefully incubate and cultivate the enterprise from the perspective of intellectual property. We have not only seen the improvement of the company's ability to protect intellectual property rights and the wind resistance of intellectual property rights in market competition, but also seen the company's encouraging results in technological innovation, product optimization and clinical trials.

The said company is the practical crystallization of CPLT IP Manager Service and Patent Investment Bank in three years. On the other hand, we also believe that the said company could be able to have a good strong wind resistance patent landscaping and patent commercialization strategy and at the same time of the enterprise wins the business competition and realizes the high net worth of technical assets, The said enterprise will help our country break through the suppression of foreign high-density technology patents in the related technology field, and improve the survival rate and market value of scientific and technological innovation enterprises, at the same time, they

will also find a pragmatic realization path of enterprise technology and intellectual property value based on the premise of a reserve of high-value patent asset packages with the prospect of technology realization. Finally, the discourse power of intellectual property big data will be transformed into the discourse power of enterprises in industry competition.

Conclusion:

Whether the discourse power of intellectual property big data can be established will ultimately depend on the way it is applied and the result of its integration with the development of science and technology industry, only in line with the technology generation, growth, development to achieve commercial success under the premise of the objective law, and simultaneously, through the deep integration with science and technology and the industrialization of intellectual property, only by presenting its cross-boundary attributes in a composite form from the perspective of technology and market competition and it will gain the real recognition from the market and win the discourse power of intellectual property big data.

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Before joined Lung Tin IP Group and served as CEO of CNPAT Lung Tin IP Value Inc.(CPLT), Mr. Lin has been working as a Chinese lawyer, Chinese Patent Attorney and Judicial IP Appraiser for over 18 years. He had been working in famous IP law firms and multinational companies as a Senior IP Counsel, IP Director of GCR etc.. His professional experience is crossing IP law practice works of prosecutions, invalidation, litigations, T.T. practice, IP Value and Monetization etc., focusing on patent, and the establishment of enterprise IP strategy and IP system management. As a CEO of CPLT, he has put forward an inspiring and new business model by combining intellectual property with scientific and technological innovation investment, to satisfy client's, especially enterprises, scientific & research institutes and finance entities' requirement of seeing investment opportunity in technology innovation clearer.