

PROTECTING IP IN THE GREEN TECH SECTOR



China's 'quality before quantity' approach - use of capital and resources in a more efficient and environmentally sustainable way; increases the volume of green technologies and subsequently highlights the need for better protection of intellectual assets in these Green Tech areas.

SME ROAD MAP TO IP PROTECTION WITHIN THE GREEN TECH SECTOR

1

How does IP fit into your overall BUSINESS STRATEGY? DEFINE and REGISTER your intangible assets!

2

An IP STRATEGY above all PROTECTS your IPR, however it also can

- GENERATE REVENUE,
- INCREASE PARTNERSHIPS
- provide ENTRANCE to NEW MARKETS!

3

ENFORCE YOUR RIGHTS ACTIVELY: Monitor to detect possible infringers. Sign non-disclosure agreements with potential partners. Sign confidentiality agreements with employees. Secure your trade secrets against any leaks. Have a trusted contractor to perform installations. Allow only authorised employees to undertake manufacturing processes.

HOW CAN YOU PROTECT IP IN GREEN TECH?



PATENTS: Provide a way of securing monopoly profits. Patent prevents an invention from being commercially made, used, distributed or sold without the owner's consent.

INVENTION PATENTS: For new technical solutions or improvements to a product or a process.

UTILITY MODEL PATENTS: For protecting a shape or a structure of your technological product.



TRADE MARKS: Important because of the unique role public awareness plays in the adoption of new technologies and the direction of government policy.

Register also a Chinese version of a foreign language trade mark!










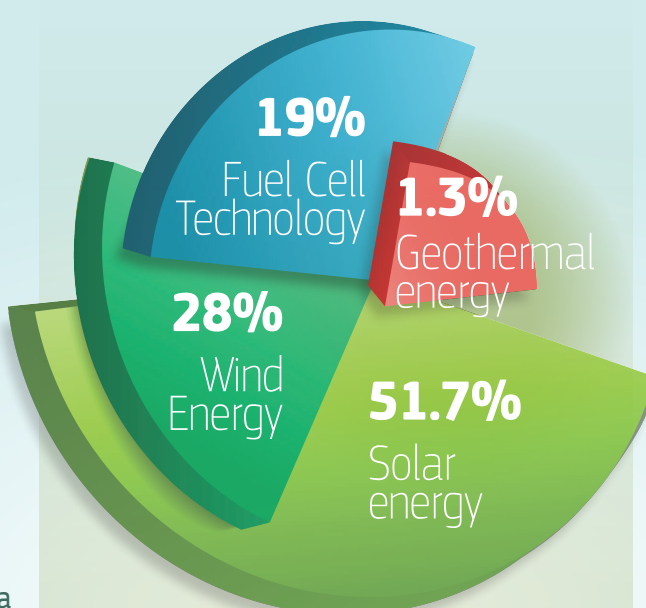
TRADE SECRETS: Trade secrets are hidden from the public. They give the owner a competitive advantage to generate economic benefit.

GREEN TECH STATS SPEAK

AP¹ Technology Landscape: Patent Families Filed in 2019

Patents in Renewable energy sector:

	Japan
	US
	Germany
	South Korea
	China
	Denmark
	France








WIPO Magazine, "Patenting trends in renewable energy", March 2020

Energy Saving and Environmental Reservation & New Energy Industries (2014)

Foreign Invention Patent applications account for 25% compared to domestic applications in China!

Report on the Invention Application of the New Emerging Strategic Industries in China (2015)

Top 5 leaders in Eco-innovation performance across the EU 28 Member States (2019)

	Luxembourg
	Denmark
	Finland
	Sweden
	Austria

Eco-innovation reduces the use of natural resources and decreases the release of harmful substances across the whole lifecycle.

ENVIRONMENT Eco-innovation Action Plan (www.ec.europa.eu/eco-innovation) at the heart of European policies"

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