



## 现代化工企业的专利战略

## Patent strategies for modern industrial enterprises

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1

战略布局的概念  
及重大意义  
Strategic  
layout: Concept  
and  
significance

2

中国化工企业专利申请面临  
的问题The problems faced  
by patent applications  
of chemical enterprises  
in China

3

专利战略布局的  
策略Patent  
strategic  
layout and  
strategies



第一部分  
Part 1

# 专利战略布局 的概念及重大意义

Strategic layout:  
Concept and  
significance

**专利技术开发**  
Patented technology development



**专利技术运用**  
Patented technology applications



## ● 专利意义 | Significance of Patent Application



1



防止侵权，保护核心技术，构筑核心竞争力  
Prevent infringement, protect core technology and build core competitiveness

申请国家高新技术产业和国家奖项的必备

条件The conditions for applying for

national high-tech industries and

national awards

2



提升产品认可度，扩大市场份额，保持领先地位

Increase product recognition, expand market

share and maintain a leading position

3



获得政府专项资金、项目审批、税收减免等支持 Get  
government funds, project approval, tax relief and  
other support

4





第二部分  
Part 2

# 中国化工企业专利 申请面临的问题

The problems faced by  
patent applications of  
chemical enterprises  
in China

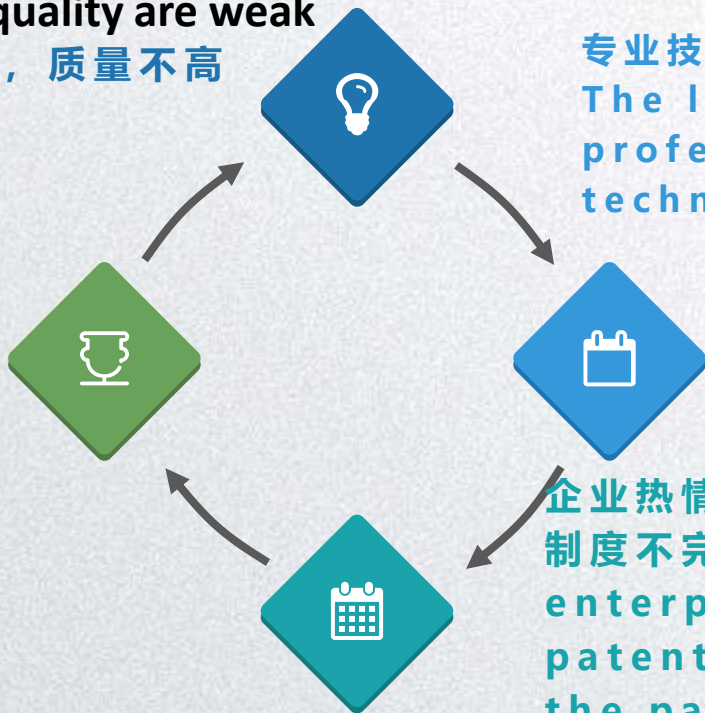
## ● 存在问题 | Barriers

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Patent awareness and quality are weak

意识不强，质量不高

国外专利较少  
lack of  
international  
patents



专业技术人员流失严重

The loss of  
professional and  
technical personnel

企业热情不足

制度不完善  
The motivation for  
enterprises to apply for  
patents is insufficient, and  
the patent protection  
system is not good in  
enterprises





第三部分  
Part 3

# 专利战略布局的策略

## Patent strategic layout and strategies



# ● 战略布局 | strategic layout

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## 产品PRODUCT

重要性，成熟度，原创性，系列性

Importance, maturity,  
originality, series

## 竞争对手

Competitors

战略动态，市场动向，产业合作关系，  
专利实力和诉讼习惯Strategic  
dynamics, market dynamics,  
industrial partnerships, patent  
strength and litigation  
practices

strategic layout  
战略  
定位准确

## 产业Industry

发展阶段、分布情况、变化情况等

Stage of development,  
distribution, change, etc



感谢语

| Thank you

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# THANKS!

感谢各位的聆听，如有不当，恳请各位批评指正！