

Intellectual Property Management Policies and Goals in 2024

Policies

Goals



Implement management systems of patents and trademarks, protect the rights and interests of our company and maintain our competitive edge.



Value intellectual property, strengthen employees' intellectual property management awareness, reduce intellectual property risk, and enhance innovation momentum and corporate competitiveness.



Expand the layout of domestic and foreign intellectual property, enhance the intellectual property capabilities, and secure the outcomes of R&D.



Reinforce the brand images of our company and boost consumer loyalty towards the brands.



Compliance Division will organize two intellectual property training sessions by the end of June to enhance employees' intellectual property acumen.



Intellectual property management related divisions will increase at least 2 additional TIPS Evaluators by the end of August to enhance the intellectual property management capabilities.



Digital & Technology Division will complete two domestic patent proposals by the end of September to enhance the intellectual property capabilities and expand the layout of intellectual property.



President Office Division will publish sustainability report on our company's official website and disclose the progress of implementing sustainable development goals to meet information needs of investors.