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Contents

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2024 Patent Survey Report Series——Topic 2: Steady Improvement in Enterprises' Patent Commercialization Capabilities

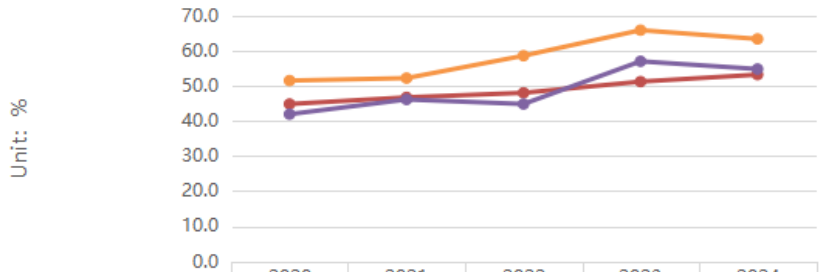
The 2024 survey indicates that the commercialization rate of invention patents held by Chinese enterprises continues to grow. Small and micro enterprises have seen further increases in their invention patent commercialization rates, and the income generated from patent commercialization keeps rising. However, the demand for talent, funding, and policy support for patent commercialization remains strong.

(I) Enterprise Patent Commercialization Rates Continue to Rise

1. Steady Growth in Enterprise Invention Patent Commercialization Rate

The 2024 survey shows that the commercialization rate for invention patents held by Chinese enterprises reached 53.3%, an increase of 2.0 percentage points from the previous year (51.3%). The commercialization rates for utility model patents and design patents were 54.9% and 63.5%, respectively. Although these represent slight decreases of 2.2 and 2.5 percentage points from the previous year, they remain at relatively high levels (see Figure 15).

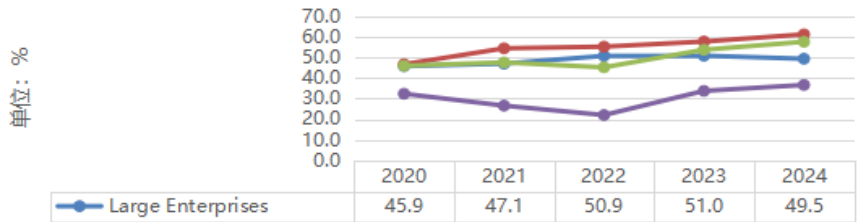
Figure 15 Enterprise Patent Commercialization Rate (2020-2024)



	2020	2021	2022	2023	2024
Inventions	44.9	46.8	48.1	51.3	53.3
Utility Models	42.0	46.2	44.9	57.1	54.9
Designs	51.6	52.3	58.7	66.0	63.5

The invention patent commercialization rate for large enterprises was 49.5%, down 1.5 percentage points from the prior year. Rates for medium-sized, small, and micro enterprises were 61.4%, 57.8%, and 36.7%, respectively, representing increases of 3.5, 3.9, and 2.9 percentage points over the previous year. Notably, after a decline in 2022, the invention patent commercialization rates for small and micro enterprises have now risen for two consecutive years (see Figure 16).

Figure 16 Invention Patent Commercialization Rate by Enterprise Size (2020-2024)



	2020	2021	2022	2023	2024
Large Enterprises	45.9	47.1	50.9	51.0	49.5
Medium-sized Enterprises	46.8	54.6	55.4	57.9	61.4
Small Enterprises	46.1	47.7	45.3	53.9	57.8
Micro Enterprises	32.4	26.6	22.0	33.8	36.7

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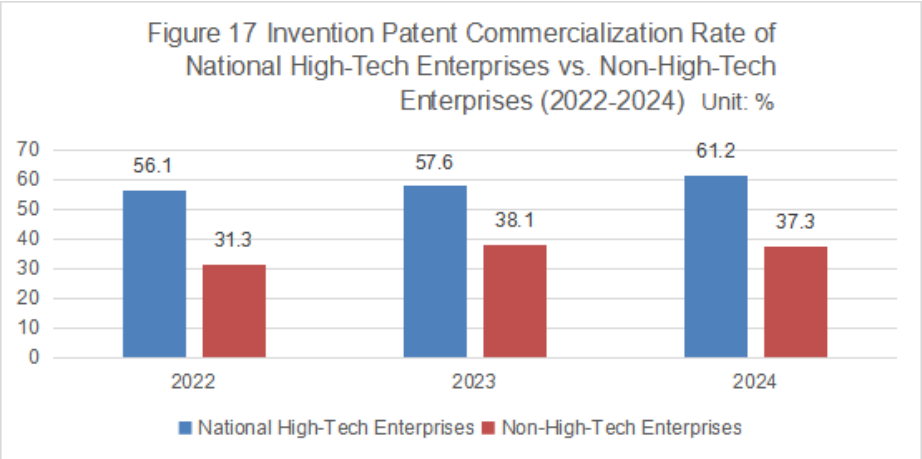
2. Consistent Improvement in Invention Patent Commercialization Rate for National High-Tech Enterprises

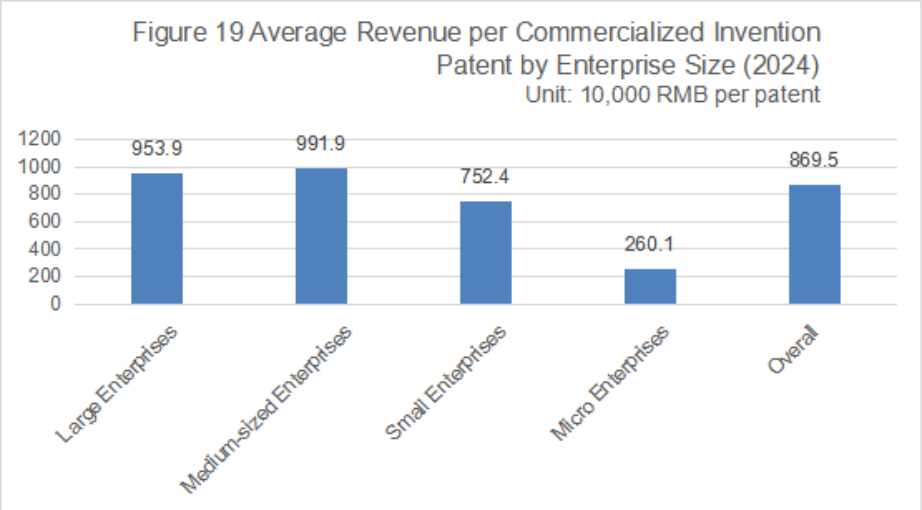
The survey reveals that the invention patent commercialization rate for National High-Tech Enterprises reached 61.2%, up 3.6 percentage points from the previous year (57.6%). This rate is 23.9 percentage points higher than that of non-high-tech enterprises (37.3%). The invention patent commercialization rate for National High-Tech Enterprises has steadily increased for three consecutive years, and the gap compared to non-high-tech enterprises widened compared to the previous year (see Figure 17).



(II) Income Levels from Enterprise Patent Commercialization Continue to Improve

1. Year-on-Year Increase in Average Income from Enterprise Invention Patent Commercialization

According to the 2024 survey, the average income from the commercialization of invention patents by Chinese enterprises reached RMB 8.695 million per patent, a 4.8% increase from the previous year (RMB 8.296 million per patent), showing a steady upward trend. By enterprise size, medium-sized enterprises reported the highest average income from invention patent commercialization at RMB 9.919 million per patent, followed by large enterprises (RMB 9.539 million per patent). Micro enterprises had the lowest average income (RMB 2.601 million per patent) (see Figure 19).



2. Significantly Higher Average Income from Invention Patent Commercialization in Emerging Industries

The survey also shows that enterprises in strategic emerging industries and future industries reported average invention patent commercialization incomes of RMB 9.391 million and RMB 11.327 million per patent, respectively, both notably higher than the overall average for enterprises. Furthermore, enterprises with overseas activities generated an average income of RMB 9.787 million per patent from commercialization, significantly exceeding that of enterprises without overseas activities (RMB 5.859 million per patent).

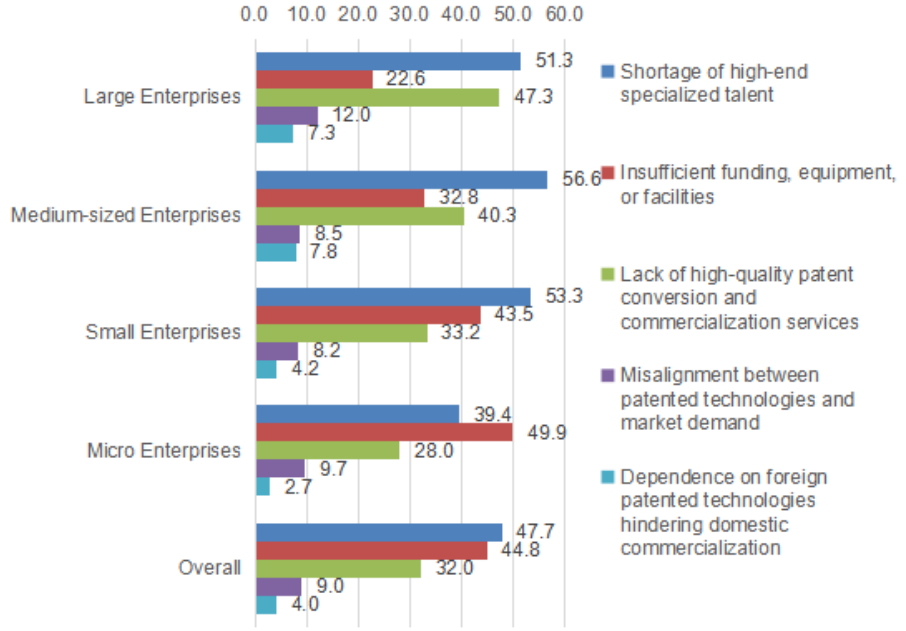
(III) Talent, Funding, and Policy Support Remain Critical

1. Over 40% of Enterprises Cite Shortages in Talent, Funding, or Infrastructure for Patent Commercialization

The 2024 survey found that 44.8% of enterprise patent holders believe they lack sufficient funding, equipment, or facilities for commercialization. This marks a substantial increase of 19.9 percentage points from the previous year (24.9%), with micro enterprises reporting the highest proportion at 49.9%. Additionally, 47.7% of enterprise patent holders identified a shortage of high-end professional talent as the primary obstacle to patent commercialization, although this figure decreased by 7.5 percentage points from the prior year (55.2%). A lack of high-quality patent commercialization services (32.0%) was also cited as a major constraint or barrier (see Figure 20).

Figure 20 Challenges and Obstacles in Patent Commercialization by Enterprise Size

Unit: %



2. Half of Enterprise Patent Holders Require Tax and Fee Reduction Policies Tied to Patent Commercialization

Regarding policy needs to promote patent commercialization, the survey indicates that 50.0% of enterprise patent holders expressed a need for tax and fee reduction policies conditioned on patent commercialization. Among these, enterprises in the pharmaceutical manufacturing industry reported the highest demand, at 61.7%.

(IV) Uncommercialized Patents Primarily Used for Technology Reserves

Analysis of the primary uses of uncommercialized enterprise invention patents reveals that 78.2% are held as technology reserves for the company's medium-to-long-term development, representing the most common use. Following this, 33.8% are used for enterprise qualification certification or project applications, and 29.2% are used to

Q&A on IP Landscaping and Patent Landscaping in China (Part 1)

China's "Patent Landscaping" primarily utilizes patent information for macro-level policy development and analyzing regional development conditions. In contrast, Japan's IP Landscaping seems more focused on providing enterprises with information to support their business and operational strategies. Does China conduct similar analyses of IP information specifically tailored to individual enterprises' business operations and strategies? Does such a framework or concept exist in China?

A:On November 9, 2020, the Chinese government approved and issued the "Patent Landscaping Guidelines" (GB/T 39551-2020) series, which are recommended national standards. Drafted by the China National Intellectual Property Administration (CNIPA), these standards officially took effect on June 1, 2021. The series comprises seven standards: one covering General Principles, five Specific Guidelines (for Regional Planning, Industry Planning, Enterprise Operations, R&D Activities, and Talent Management), and one outlining Service Requirements.

The five Specific Guidelines cover:

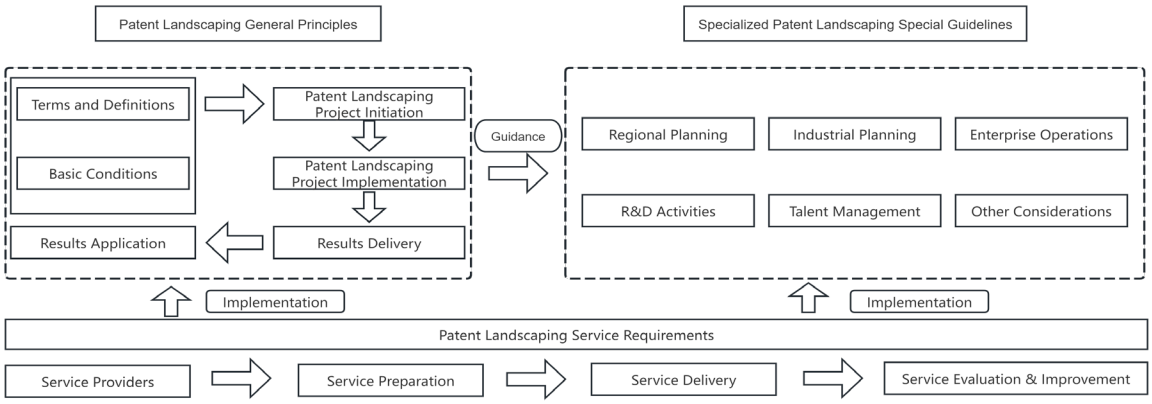
(1) Regional Planning: Applicable to supporting decisions regarding regional development positioning and the allocation of innovation resources.

(2)Industry Planning: Applicable to analyzing the industrial competitive landscape and making decisions on industry innovation and development.

(3)Enterprise Operations: Applicable to analysis supporting enterprise business decisions and determining the direction of technological innovation.

(4)R&D Activities: Applicable to patent landscaping analysis throughout the R&D process; can be implemented independently or in conjunction with other guideline types.

(5)Talent Management: Applicable to patent landscaping analysis within talent management processes; can be implemented independently or in conjunction with other guideline types.



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Part 4 of the Guidelines, "Patent Landscaping for Enterprise Operations" (GB/T 39551.4-2020)

It defines patent landscaping focused on supporting decisions related to corporate activities such as investment and Mergers & Acquisitions (M&A), Initial Public Offerings (IPO s), technological innovation, and product development. By analyzing patent information, this type of landscaping helps enterprises define directions for technological innovation, optimize resource allocation, mitigate intellectual property risks, and ultimately enhance their core competitiveness.

Patent landscaping for enterprise operations is further categorized into six main types, targeting:

(1)Investment and M&A Target Selection

(2)Investment and M&A Target Evaluation

(3)Corporate IPO Preparation

(4)Technology Collaboration & Development

(5)Technology Acquisition or In-licensing

(6)Enterprise Product Development

Part 5 of the Guidelines: R&D Activities" (GB/T 39551.5-2020)

This type of patent navigation is primarily focused on supporting the entire lifecycle or specific stages of technology or product R&D. It involves thoroughly analyzing key factors relevant to the R&D activity or stage, such as the R&D environment, potential risks, and opportunities. The goal is to provide decision-making support for critical R&D aspects, including defining research directions, mitigating risks, optimizing development pathways, and allocating resources effectively.

Patent landscaping for R&D activities primarily falls into two categories:

(1)Evaluating R&D Project Initiation: Conducted during the project proposal stage, this uses patent analysis to assess a project's innovative potential and market prospects, thereby informing the decision on whether to proceed.

(2)Supporting the R&D Process: This provides ongoing patent information support throughout the development cycle to help R&D teams identify technological white space, mitigate infringement risks, and optimize the research pathway.

This type of landscaping is particularly suitable for: 1. Technology-intensive enterprises: Companies reliant on technological innovation to maintain their competitive edge, often characterized by long R&D cycles and significant investment. Patent landscaping helps them optimize resource allocation and enhance R&D efficiency. 2. Enterprises undertaking major new product development: Companies engaged in or planning significant new product R&D, especially if they lack a comprehensive analysis of associated patent risks. Patent navigation can help mitigate infringement risks and manage R&D costs more effectively.

Furthermore, local governments across China actively promote these practices. Each year, they initiate patent landscaping projects focused on key local industries and enterprises, covering industry planning, enterprise operations, and R&D activities. For instance, for the year 2025, the Shanghai Intellectual Property Administration is supporting 20 industry planning patent landscaping projects and 18 projects related to enterprise operations or R&D activities within Shanghai.

(To be continued)

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CNIPA Releases Patent Statistics for January-March 2025

The China National Intellectual Property Administration (CNIPA) recently released patent statistics for the period January-March 2025. Compared to the same period last year, the number of invention patent grants decreased by 20.99%, a reduction of 52,882 grants. Utility model patent grants decreased by 2.73%, down by 11,451 grants. Design patent grants increased by 10.07%, up by 14,730 grants.

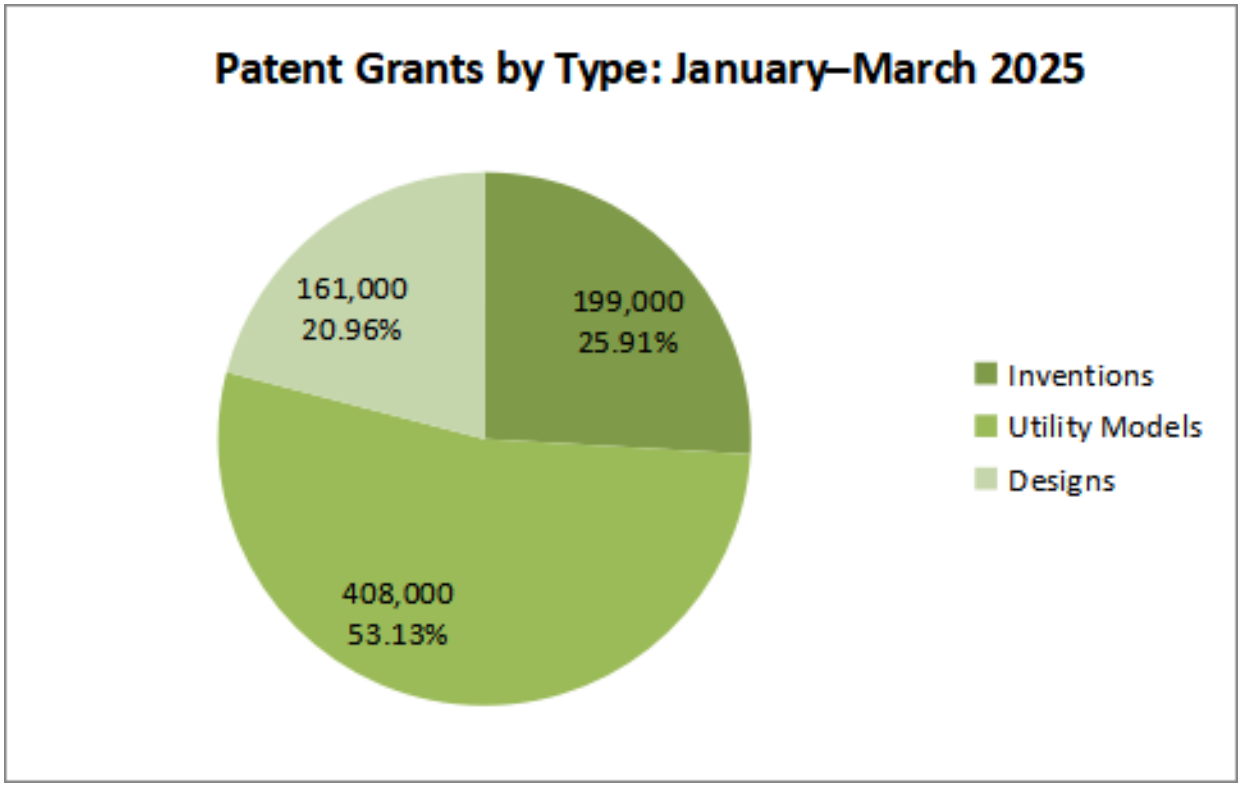
Patent Grant Data Comparison: January-March

(Unit: Cases)

	Invention Grants	Utility Model Grants	Design Grants	Total
2025	199,000	408,000	161,000	768,000
2024	251,882	419,451	146,270	817,603
Change	-52,882	-11,451	14,730	
Valid Patents	5,824,000	1,178,000	3,115,000	
March	-20.99%	-2.73%	10.07%	
February	-15.97%	-2.62%	8.97%	
January	-13.93%	-4.99%	10.69%	

From January to March 2025, a total of 365,000 invention patent applications were concluded, with 199,000 grants issued, resulting in an invention patent grant rate of 54.52%.

For the January-February 2025 period, invention patent grants decreased by 15.97% year-on-year. Utility model patent grants decreased by 2.62% year-on-year, showing a stabilizing trend in the rate of decline.



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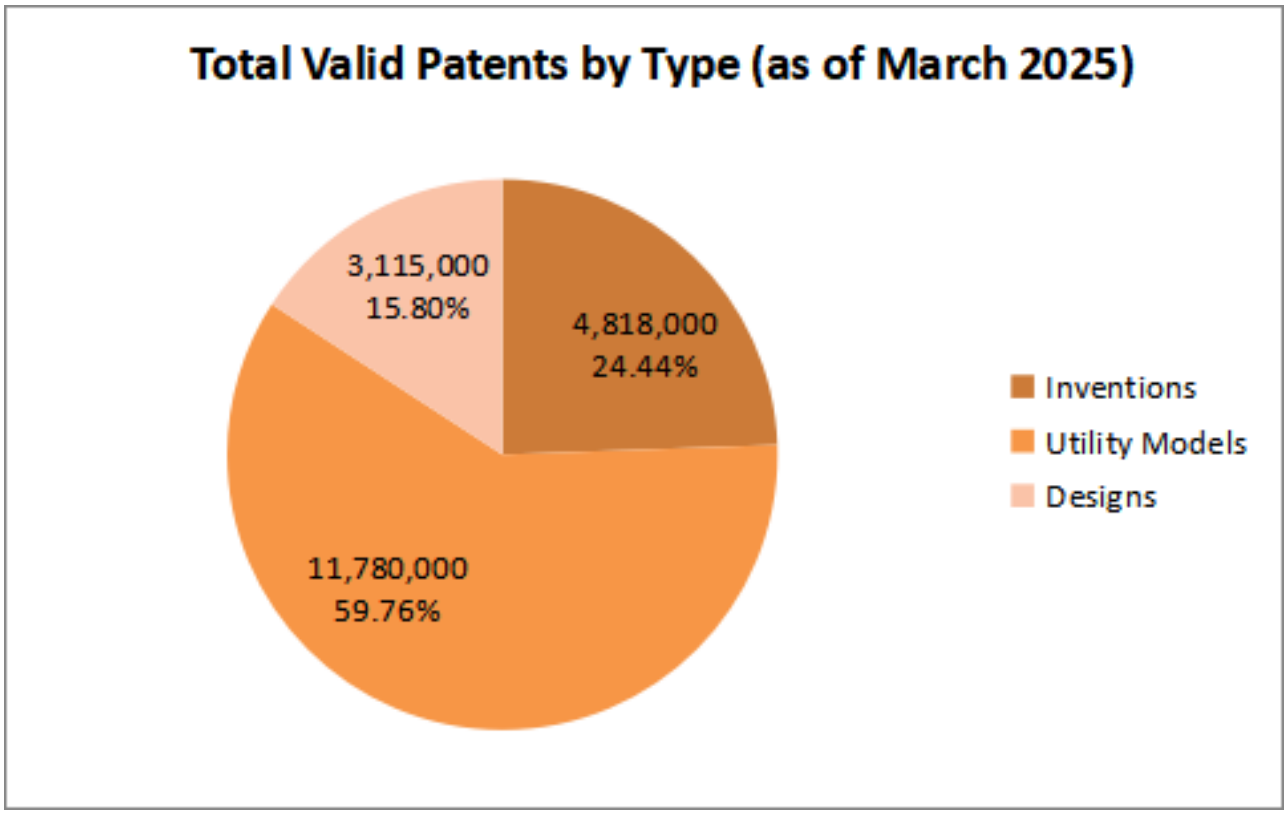
As of the end of March, the total number of valid invention patents in China reached 5.824 million. Of these, 4.818 million were held by domestic entities (excluding Hong Kong, Macao, and Taiwan). The number of valid utility model patents stood at 11.780 million, and valid design patents in force numbered 3.115 million.



From January to March, CNIPA received 16,000 PCT international patent applications, with 15,000 filed by domestic applicants.

In January and February, Chinese applicants filed 362 international design applications.

(Source: CNIPA)

Trademarks

CNIPA Releases Trademark Statistics for January-March 2025

The China National Intellectual Property Administration website recently published trademark statistics for January-March 2025.

From January to March, China saw 1.561 million trademark applications filed and 1.101 million trademarks registered. As of the end of March, the total number of valid registered trademarks reached 50.451 million.

During the January-March period, CNIPA received 1,521 Madrid international trademark registration applications from Chinese applicants.

Trademark Data Comparison: January-February (2024 vs. 2025)

(Unit: Cases)

	Registrations (Year-to-Date)	Valid registrations	Opposition Filings	Requests for Review of Rejection	Invalidation Requests	Requests for Review of Cancellation
2025	733,429	50,225,577	18,011	45,233	9,832	2,706
2024	871,046	46,834,916	20,443	59,055	13,017	3,192
Change	-137,617	3,390,661	-2,432	-13,822	-3,185	-486
Change (%)	-15.7%	7.2%	-11.9%	-23.4%	-24.5%	-15.2%

(Source: CNIPA)

Other Intellectual Property

CNIPA Releases Statistics for Geographical Indications and Integrated Circuit Layout Designs for January-March 2025

	Approved GI Products	GI Trademarks Approved as Collective/Certification Marks	Market Entities Authorized to Use Dedicated GI Logos
Jan-Mar 2025	3	13	2,051
Cumulative by End of Mar 2025	2,547	7,415	34,100

From January to March, China received 2,107 applications for the registration of integrated circuit layout designs and granted 2,257 registrations.

(Source: CNIPA)