

Sinyi Realty 2023 Annual Intellectual Property Planning and Implementation

Real Estate Planning & Research Office
Customer Service Department

2022/12/21

Outline

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I、Purpose

In order to strengthen the management of the Company's intellectual property rights, to protect the Company's intellectual property, and to reduce operational risks and improve operational efficiency, this management plan is formulated in accordance with the Patent Law, Trademark Law, Trade Secret Law and other laws and regulations related to intellectual property management.

II 、 Definition and Procedure

Definition of the Company's intellectual property:

Intellectual property included Patents, trademarks, copyrights and other rights, business secrets and other business information and intangible intellectual assets produced or obtained by the Company, its employees and persons outside the Company who participate in the Company's business activities.

II 、 Definition and Procedure

Main Purpose of intellectual property management plan:

According to the current situation and the future of real estate agency, we formulate an intellectual property management mechanism, including: according to the procedures of acquisition, protection, use and maintenance, the relevant intellectual property management units such as the Digital Intelligence center, Customer Service Department and Real Estate Planning & Research Office, etc. hold regular meetings to review the intellectual property management plan and implement it according to the implementation situation and deficiencies.

2022 Security measures of business secrets

- ① Organization
- ② Data Security measures
- ③ Education
- ④ Signing Documents
- ⑤ Verification

【Business Secret Management】

- ①For Sales personnel, online courses on secret information such as “Revision on Measures for the maintenance and management of personal information security and 2022 real estate brokerage business secret information case study” and others are held.
- ②Routinely conduct secret and personal information audits on business and staff.
- ③Announcements on the company's intranet "Can you refer to it? " etc., to carry out business secret management.

III 、 Implementation and Results

【Patent Management】

① In recent years, based on the principle of Patent infringement and improving the Company's internal patent knowledge, we have actively generated patent layout to secure the Company's intellectual property.

Fiscal Year	Total	Invention patent	Utility model patent	Design patent
2022	104	27	59	18
2021	79	17	49	13

② Overview of our patents: The company's patent layout in recent years mainly includes websites, APP applications and colleagues' operating systems.

IV 、 2023 Planning and Goals

【Business Secret Management】

In 2022, in response to the "Administrative Measures for the Security Maintenance and Management of Personal Data Files of Land Administration Non-government Organs Designated by the Ministry of the Interior", the Company has formulated a personal data file security maintenance plan, and added and revised internal measures such as data protection, infringement response, and personnel management. Therefore, the implementation plan objectives for 2023 are formulated as follows:

IV、2023 Planning and Goals

【Business Secret Management】

- ① Continue to promote and implement the relevant procedures in 2023.
- ② Inventory and analysis of the implementation status of each quarter in 2023 and propose the progressive actions.
- ③ Continue to plan education and training courses to improve the quality of subordinates' compliance with laws and regulations.

【Patent Layout】

- ① The focus of patent operations has shifted from the deployment of a large number of patents to improve defense capabilities to the distribution of R&D achievements and intellectual property.

【Patent Layout】

- ② In addition to advanced patent layout for customer service, daily operation and other tools research and projects, the digital intelligence center is proactively investing in big data integration to develop intelligent operating systems and improve employee efficiency, and at the same time integrate technology to design long-distance and paperless transactions. Process tools-related projects are the priority of subsequent patent layout.

IV 、 2023 Planning and Goals

- Gradually implement the relevant regulations and forms that have been revised in conjunction with the Taiwan Intellectual Property Management System (TIPS) in 2022, and apply them to related operations.

The End