

Sinyi Realty 2023 Annual Intellectual Property Planning and Implementation

Real Estate Planning & Research Office

2023/12/27

I、Purpose

II、Definition and Procedure

III、2023 Implementation and Results

IV、2024 Planning and Goals

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, Legal Affairs Office 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.

2023 Security measures of business secrets

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

【 Business Secret Management 】

So far, the work points have been promulgated and implemented. Regarding colleagues' illegal reproduction of information that should be kept confidential and deliberate deletion, tampering, and leakage of customer information before leaving the Company, the business units have reported and been investigated and confirmed by the customer service department and the legal office. In 2022, 6 cases were investigated and confirmed. 2 cases were investigated and confirmed in 2023, all of which were severely punished or dismissed, and colleagues were held legally responsible. In the future, we will continue to educate the personnel of each applicable entity of the Group.

III、Implementation and Results

【Patent Management】

①In 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
2023	138	44	75	29
2022	104	27	59	18
2021	79	17	49	13

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

【 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 2024 are formulated as follows:

【Business Secret Management】

- ①Continue to promote and implement the relevant procedures in 2024.
- ②Inventory and analysis of the implementation status of each quarter in 2024 and propose the progressive actions.
- ③Continue 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.
- 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.

The End