

## China's WTOIP & Detroit's AutoHarvest Team to Accelerate Technology Commercialization with Chinese Companies

- China the world's leading patenting country to deepen ties to America's manufacturing and innovation centers
- Online intellectual property platforms to collaborate to increase access of innovations to Chinese partners
- WTOIP joins AutoHarvest Innovation Hub offering patent, monetization and commercialization expertise

**DETROIT, Mich., GUANGZHOU, China – March 19, 2015**

Two major intellectual property ecosystems have joined forces to accelerate the adoption of innovation between Chinese and Western organizations and inventors. The emergence of China as the world's top patenting country is another strong indicator that tomorrow's successful companies will have a China strategy and Chinese partners. Efficiently bridging the vast distance in geography and culture has been achieved by many multinationals that have established R&D centers, sales and manufacturing operations in China. Broadening the Chinese opportunity landscape to include entrepreneurs, SMEs and research institutes is a primary goal for AutoHarvest Foundation and WTOIP. A new bridge—facilitating the flow of innovation—is being built stretching from China to Motown and beyond for intellectual property and talent in transportation and advanced manufacturing. Four of the top recipients in 2014 of Chinese patents were car manufacturers.

## 汇桔网、AH 强强联合，中美合作共促 科技商业化与产业化

- 专利申请量领先的中国将深化与美国制造和创新中心的合作
- 线上知识产权平台间的合作，能为中国企业开拓更多获取创新技术的渠道
- 汇桔网（WTOIP）加入 AutoHarvest（以下简称“AH”）创新中心，将有利于为企业提供技术商业化与产业化的专业服务

### 中美两大知识产权生态系统——汇桔网（WTOIP）和 AH 结成战略联盟

2015 年 3 月伊始，全球领先的知识产权交易与产业升级平台汇桔网宣布，已正式与位于美国底特律的 AutoHarvest 创新中心达成战略合作，双方将充分发挥各自领域资源、产业、区位、资金、人才等多元优势，促进知识产权在国际领域内的发展与运用，积极为双边企业、机构搭建展示交流与沟通合作平台，为推动科技商业化发展提供综合性解决方案。

### 双边发展带来的合作契机

美国底特律作为世界著名的汽车城，拥有相当规模的运输业和先进制造业，以及大量的知识产权和高端人才。AH 就是由汽车及制造行业最受尊敬的人士领导的非盈利组织，致力于帮助相关行业的创新者交换信息、促进技术讨论、鼓励创业活动的增长。

中国是制造大国，同时也是世界专利保有量第一的国家，这给予世界一个有力而明确的启示——未来在全球范围内，企业想要在获得成功，就需要制定相应的中国战略。事实上，许多大型跨国公司已经通过在中国设立研发中心、营销和制造部门等方式，搭建起自身与中国在地理和文化上的连接桥梁。但众多创业型中小企业和研究机构受自身经济因素等诸多限制，在开拓中国市场方面举步维艰，因此 AH 一

“WTOIP was created to unify Chinese intellectual property developers and product innovators through an on and off line network offering a deep pool of partners, patents, branding and global markets,” said Boon Xie, CEO of WTOIP, “We have abundant IP resources which are over 600 thousand patents and 500 thousand trademarks for sale. We will align well with the AutoHarvest Innovation Ecosystem to bring good opportunities to both members and enterprises through utilizing intellectual property.”

WTOIP has offered access to its O2O (on and off line communities) for AutoHarvest to showcase selected member’s technology solutions and needs to Chinese product development and manufacturing entities. In addition, AutoHarvest will participate in a series of WTOIP conferences offering insights about the emerging China 2.0 mindset. WTOIP has joined AutoHarvest’s Innovation Hub to provide special reports highlighting opportunities in China. AutoHarvest and WTOIP are working to bring their respective memberships closer together on technology opportunities and provide resources to simplify the complex commercial mechanisms of IP transactions in China. AutoHarvest and WTOIP will participate in ITTN Technology Transfer Conference in Beijing on April 2015 and jointly hold an international IP forum titled “2015 International IP Monetization and Commercialization Forum” in Los Angeles in May 2015.

AutoHarvest operates an intellectual property e-collaboration marketplace, that offers direct access on a principal to principal basis between innovators and commercializers-- from grassroots inventors in the garage to corporate and government sized titans-- to commercially share technology ideas and resources. “AutoHarvest is delighted that WTOIP has become an active partner to do the noble work of building a trusted bridge and superhighway to China for entrepreneurs, SMEs and innovation organizations in automotive and advanced manufacturing.” said Jayson D. Pankin, AutoHarvest co-founder, president & CEO. The Chinese National Patent Development Strategy

直积极寻求与中国相关机构的合作，希望通过运作知识产权合作市场，为他们建起进入中国的桥梁。经过多方的接触和商谈，汇桔网最终成为了他们理想的合作伙伴。

“汇桔网一直致力于通过 O2O 模式 ( Online to Offline ) 为中国乃至世界的知识产权开发者和产品创新者提供巨大的人才库、商标专利池和国际化市场渠道。” 汇桔网 CEO 谢旭辉先生说道，“汇桔网目前拥有 60 多万件专利，50 多万件商标，11 万多国内外知商会员，应该说拥有比较丰富的、可与 AH 共享的资源库。我们将与 AH 持续深化合作，形成一个良好的联盟关系，为双边企业带来更多知识产权发展与运用的机遇和资源”。

目前，汇桔网已经为 AH 提供了良好的线上线下渠道，用以展示其成员对中国产品研发和制造企业的技术解决方案以及可能的合作意向，并将为他们有关中国市场重要机遇的专业报告。AH 近期将与汇桔网共同参与 4 月在北京举行的国际技术转移大会，并将协办 5 月汇桔网在洛杉矶主办的全球知商论坛。此外，汇桔网接下来一系列有关对中国改革开放 2.0 时代的展望和知识产权运用与合作的会议，AH 都将参与。AH 和汇桔网的强强联手合作，将共同致力于为各自成员带来更多知识产权发展与运用的机遇和资源，畅通中国市场复杂的知识产权交易机制。

AH 运作的电子知识产权合作市场，本着知识产权创新和资源商业化的原则，为创新者和企业间（从汽修厂的草根发明者到企业和政府等大型团体）提供直接沟通对接的渠道。AH 联合创始人、董事长兼 CEO Jayson D. Pankin 谈及这次合作时表示，“在为促进大型企业、中小微企业、科研机构对知识产权的发展和运用方面提供 O2O 线上线下服务这一领域，汇桔网在中国的领导地位着实令我们印象深刻。希望 AH 与汇桔网的联盟，可以积极、有效地促进中美两国企业在创新与知识产权方面的合作无缝对接，成为未来创新型服务与产品的强有力推动者。” 另据悉，中国国家专利发展战略规划计划到 2020 年在以下七个领域将实现更大增长：生物技术，高端半导体和设备制造，宽带基础设施，替代能源和节约和清洁能源汽车。

plans more growth by 2020 in seven strategic areas: biotechnology, high-end semiconductors and equipment manufacturing, broadband infrastructure, alternative energy and conservation and clean-energy vehicles.

### **About AutoHarvest Foundation**

*AutoHarvest Foundation, a 501(C) (3) nonprofit organization, created and operates a unique innovation ecosystem led by some of the most highly respected figures in the automotive and manufacturing industries. In 2012, AutoHarvest.org was launched as the world's only truly neutral and global on-line meeting place for innovators of all types with an interest in advanced manufacturing. This system allows users of all types to showcase capabilities, technologies and needs system-wide and then privately connect with fellow inventors and commercializers to explore technology and business development opportunities of mutual interest. The AutoHarvest interest group consists of over 250 prominent R&D and manufacturing organizations from industry, government and academia. Recently awarded a multi-year grant by the New Economy Initiative Foundation of Southeast Michigan, AutoHarvest is part of the Detroit Regional Innovation Network.*

For more information visit: [www.autoharvest.org](http://www.autoharvest.org)

### **About WTOIP**

*WTOIP (www.wtoip.com) has revolutionized and positioned itself to be the intellectual property trading and integrated O2O e-commerce service platform with focus on the "exploitation of IP rights" markets, and vertically integrating the IP services for a new way of doing business. WTOIP is the largest IP trading and industrial upgrading platform in China by using the internet as the delivery medium. Its core service is based upon the on-line and off-line multi-directional IP trading, IP finance, Branding, and Certification services. This will not only enhance the cooperation and exchange of IP knowledge with overseas companies, but also assist Chinese firms in adopting*

### **关于 AutoHarvest 基金会**

AutoHarvest 基金会，作为 501(C) (3) (注：美国税法关于非盈利组织的其中一种类型的条款) 非盈利组织，创立并运作了独特的创新生态系统，并且邀请了汽车和制造业中极为德高望重的人物加入。2012 年，AutoHarvest.org 作为世界上唯一真正的中立和全球在线会议系统被隆重推出，服务于对先进制造业有兴趣的各种类型的创新者。系统允许各类用户在整个系统范围内展示能力、技术和需求，用户随后可与有关的发明家和商事主体私下联系探讨双方在技术和商业发展方面互惠共赢的机会。AH 联盟由来自工业界、政府和学术界的超过 250 个知名的研发和制造团体组成。作为“底特律地区创新网络”的一部分，AH 近期获得了“密歇根州东南部新经济倡议基金会”的常年资助。

更多信息请访问：[www.autoharvest.org](http://www.autoharvest.org)

### **关于汇桔网**

汇桔网 (wtoip.com) 是全球领先的知识产权交易与产业升级平台。在知识产权运用领域，通过不断革新，开创了知识产权交易线上线下融合和综合的 O2O 电子商务服务新模式。以建设“知商”生态圈、服务企业转型升级为战略制高点，形成汇桔网整体的平台化商业模式，搭建起“线上 WTOIP.COM 平台 + 线下四个网络（线下服务网络、战略合作伙伴网络、渠道网络、知商网络）”的建设及线上线下资源的汇聚与联动，在规模化效应的同时，打造一站式的知识产权交易与产业升级服务的入口。勇于先行先试，大胆实践探索，汇桔网在中国知识产权运用与发展领域走在前列，以卓著远见帮助中国企业迎接和应对全球性挑战！

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