## Contents

*Foreword* vii  
*Introduction* ix  
*About the Authors* xv  

### 1 Introduction to the Chinese Legal Framework for Commercialization 1  
I. Background 2  
II. “Big IP”: Numbers and Analysis of the Numbers 4  
III. National Policies: “Big IP” to “Strong IP” with Commercialization as a Pillar 9  
IV. Recent Legislative Changes Relevant to Commercialization 16  
V. Conclusion and Practical Advice 29  

### 2 Intellectual Property Commercialization in China in View of Patent Commercialization 33  
I. Introduction 34  
II. The Definition, Origin, and Status Quo of Intellectual Property Commercialization in China 35
III. The General Policies of China in Intellectual Property Commercialization 40
IV. The Interior and Exterior Motivations of Business Entities in Intellectual Property Commercialization in China 42
V. Conclusion 57

3 Technology Transfer among Academic Institutions in China 59

I. Background of China’s University System 60
II. Technology Transfer among China’s Academic Institutions 69
III. Tsinghua University: The Most Successful Case 76
IV. Conclusion 94

4 Deal Dynamics for Intellectual Property Exploitation: Licensing, Joint Ventures, and Wholly Foreign-Owned Entities 97

I. Introduction 98
II. Technology Licensing 106
III. Joint Ventures 114
IV. Taking It Offshore—Co-Investing Overseas 135
V. Going It Alone—the Wholly Foreign-Owned Enterprise 138
VI. Conclusion 140

Index 143