



创意资产价值链的社会共治

Social co-governance of the value chain of corporate creative assets

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知识产权行业服务现状

Current status of services in intellectual property industry

耗时长

Time consuming

价格贵

High price

效率低

Low efficiency

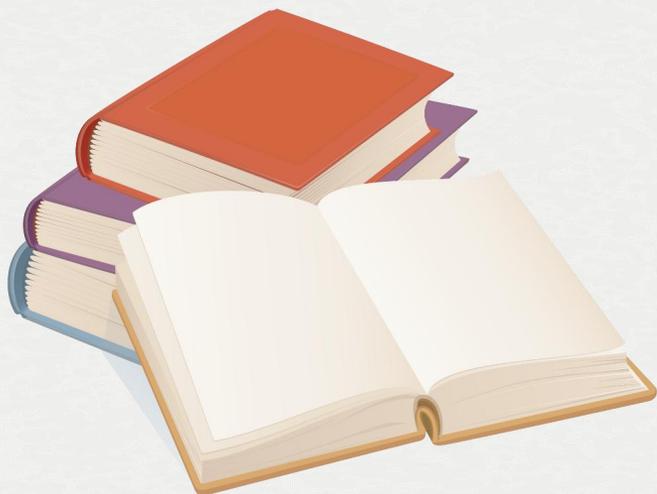




| 普遍印象

Universal phenomenon

保护意识不足，提到知识产权，大家首先想到的是高精尖（高级、精密、尖端）。



Insufficient awareness of protection, when it comes to intellectual property, the first thing people think of is advanced, sophisticated, and cutting-edge.



| 普遍印象

Universal phenomenon

保护知识产权手续繁琐、成本高

The procedures for protecting intellectual property are cumbersome and costly





| 知识产权就是创意资产

知识产权 (Intellectual property) = 创意资产 (Creative assets)



要像保护自己的私有财产一样，需要的是自我意识

It is the same with protecting private assets, intellectual property protection also requires self-awareness



| 社会共治的前提是社会共识

Social consensus-the premise of social co-governance



加强知识产权意识教育

Strengthening education on intellectual property awareness

知识产权保护需要创新和适应

Maintaining innovation and adaptation to intellectual property protection

建立知识产权保护机制

Establishing a mechanism for intellectual property protection



| 基础服务的重要性

The importance of basic services

低成本有效确权的重要性

The importance of low-cost and effective rights confirmation





| 形成统一共识，达成社会共治

To form a unified consensus and achieve social co-governance





谢谢大家!

Thanks!