

# Intellectual Property Organization and IP Strategy in a globally active Group of Companies



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**Senior Vice President, Head of Corporate Intellectual Property**  
**Robert Bosch GmbH, Stuttgart, Germany**



# AGENDA



Bosch Group at a glance



Corporate Intellectual Property Bosch Group



- Global set up



- Vision and Mission



- Organization



- Key data

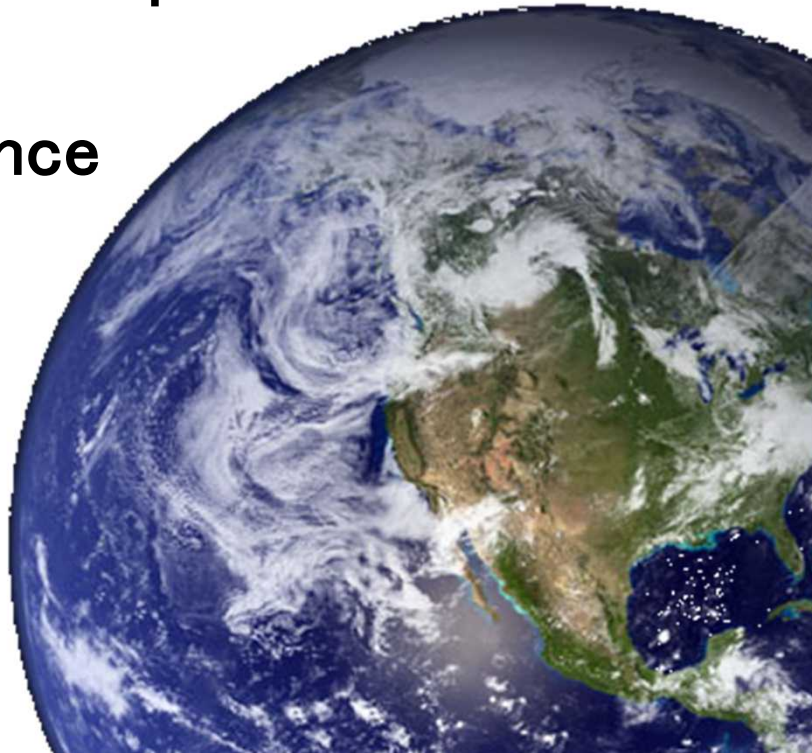


- projects and training




# The Bosch-Group

at a glance





## Corporate Intellectual Property Bosch-Group

- 
- A world map with red dots indicating Bosch locations. The dots are concentrated in North America, Europe, and Asia, with a few in South America and Australia. The background of the slide features a blurred image of a person's face and a chalkboard with mathematical equations.
- Bosch is one of the world's most innovative technology companies.
  - Bosch has invested more than 30 billion euros in research and development over the past ten years.
  - For innovations that make life safer, more comfortable, and more environmentally friendly – “Invented for life.”





## Corporate Intellectual Property Bosch-Group

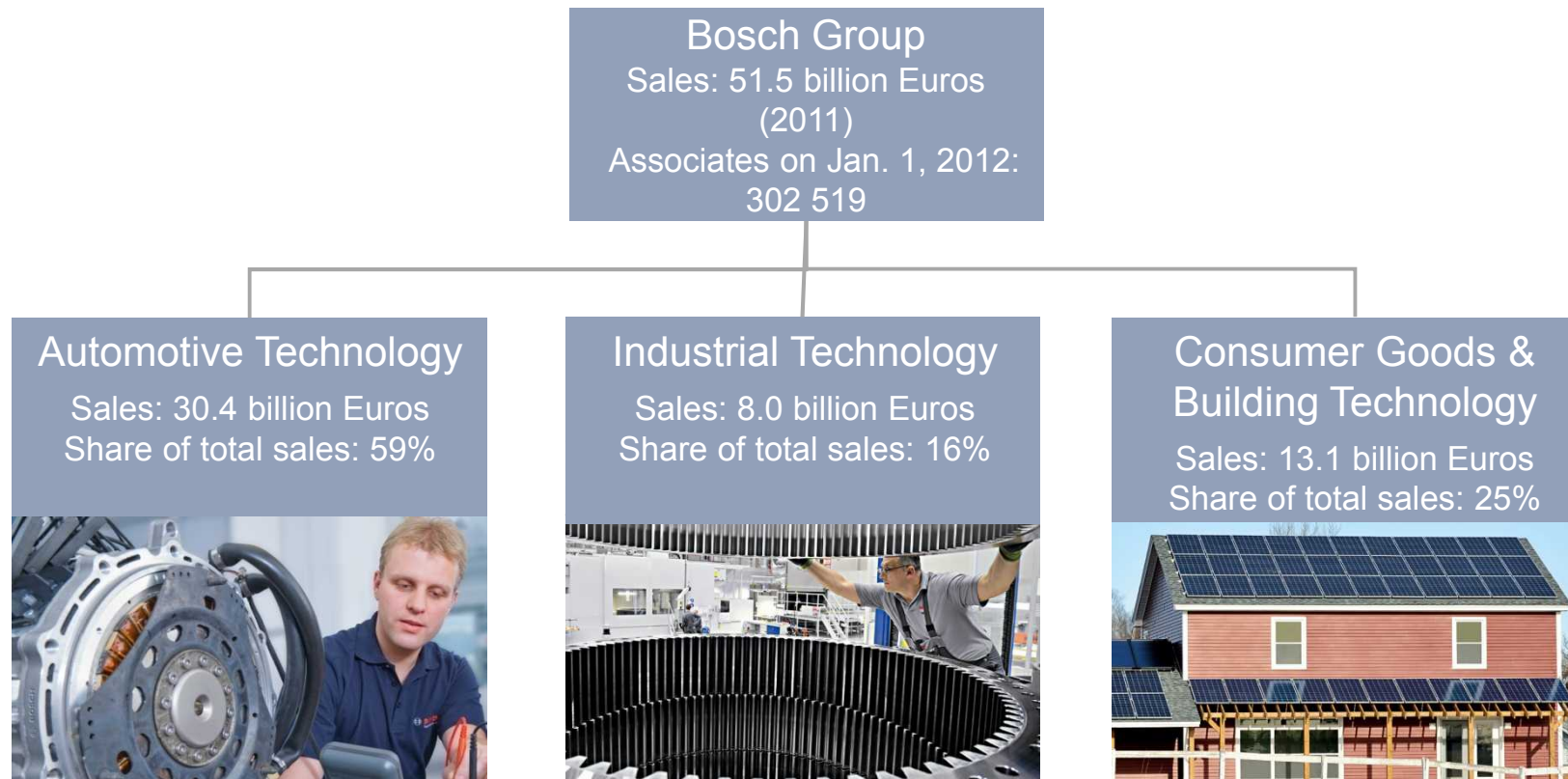
- 
- A world map with red dots indicating Bosch R&D locations. The dots are concentrated in North America, Europe, and Asia, with a few in South America and Australia. The background of the slide features a blurred image of a person's face.
- 38,750<sup>1</sup> researchers and developers work at Bosch: at 86 locations<sup>2</sup> worldwide, in a single network.
  - Bosch files 16 patents on average each working day.
  - This puts Bosch in a leading position worldwide, first place at the Patent and Trademark Office in Germany.

<sup>1</sup>As of January 24, 2012 <sup>2</sup>R&D locations with  $\geq 50$  associates, as of January 1, 2011



# Corporate Intellectual Property Bosch-Group

## Structure of the Bosch Group





## Corporate Intellectual Property Bosch-Group

### Key data

	2010	2011
Sales revenue <sup>1)</sup>	47 259	51 494
Associates <sup>2)</sup>	283 507	302 519
located in Germany	113 557	118 776
located outside Germany	169 950	183 743
Capital expenditure <sup>1)</sup>	2 379	3 226
Research and development cost <sup>1)</sup>	3 810	4 190
Profit before tax <sup>1)</sup>	3 485	2 628
Profit after tax <sup>1)</sup>	2 489	1 820

<sup>1)</sup> Currency figures in millions of Euros

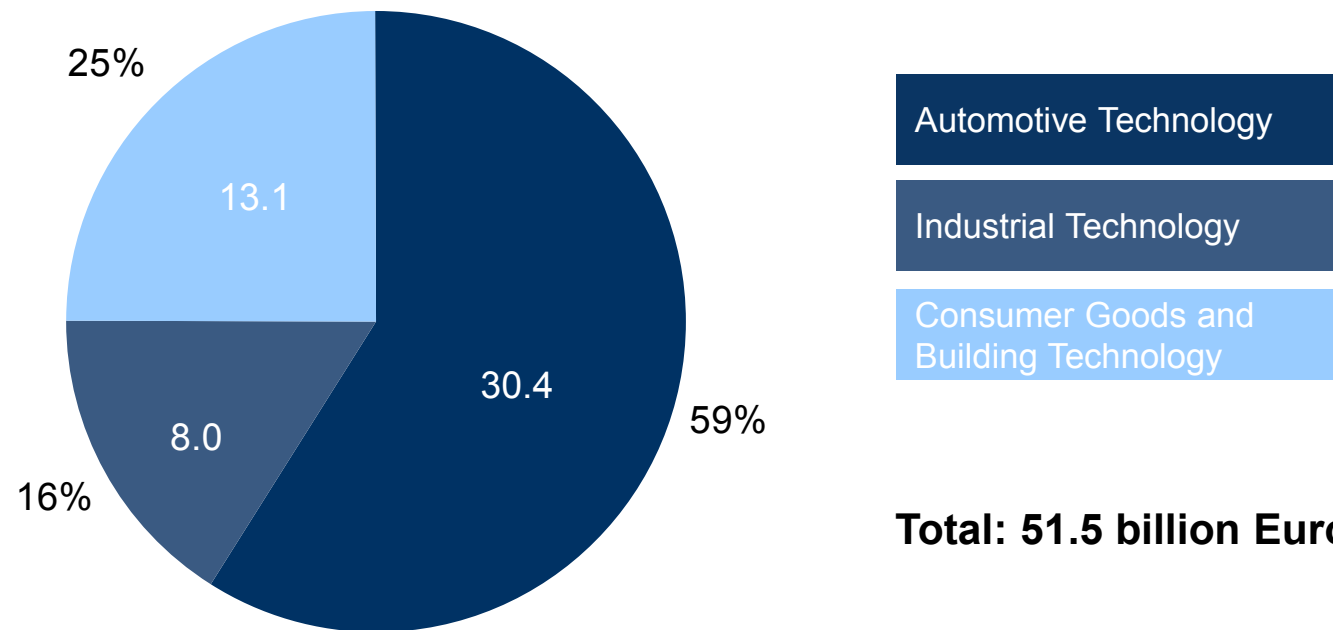
<sup>2)</sup> As per January 1, 2011/2012



## Corporate Intellectual Property Bosch-Group

### Distribution of sales 2011

by business sector in billions of euros / as percentage of sales



**Total: 51.5 billion Euros<sup>1)</sup>**

<sup>1)</sup> Including other business areas

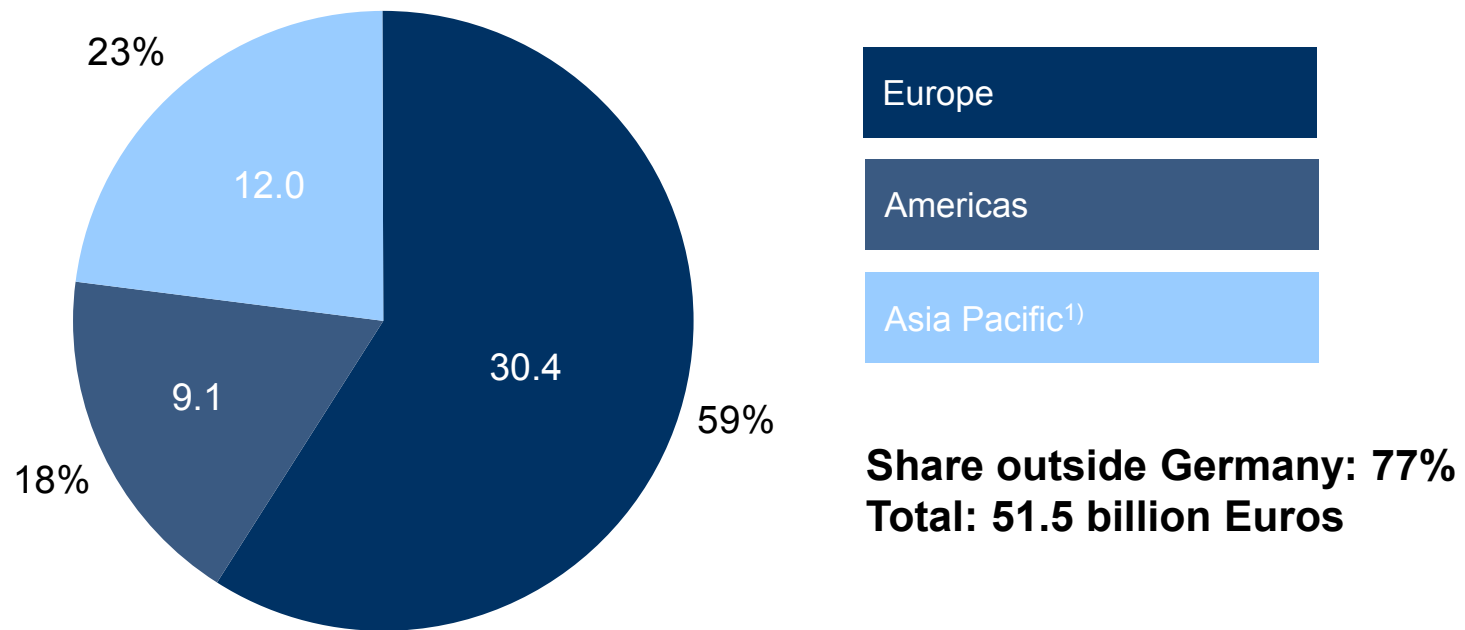




## Corporate Intellectual Property Bosch-Group

### Distribution of sales 2011

by region in billions of euros / as percentage of sales



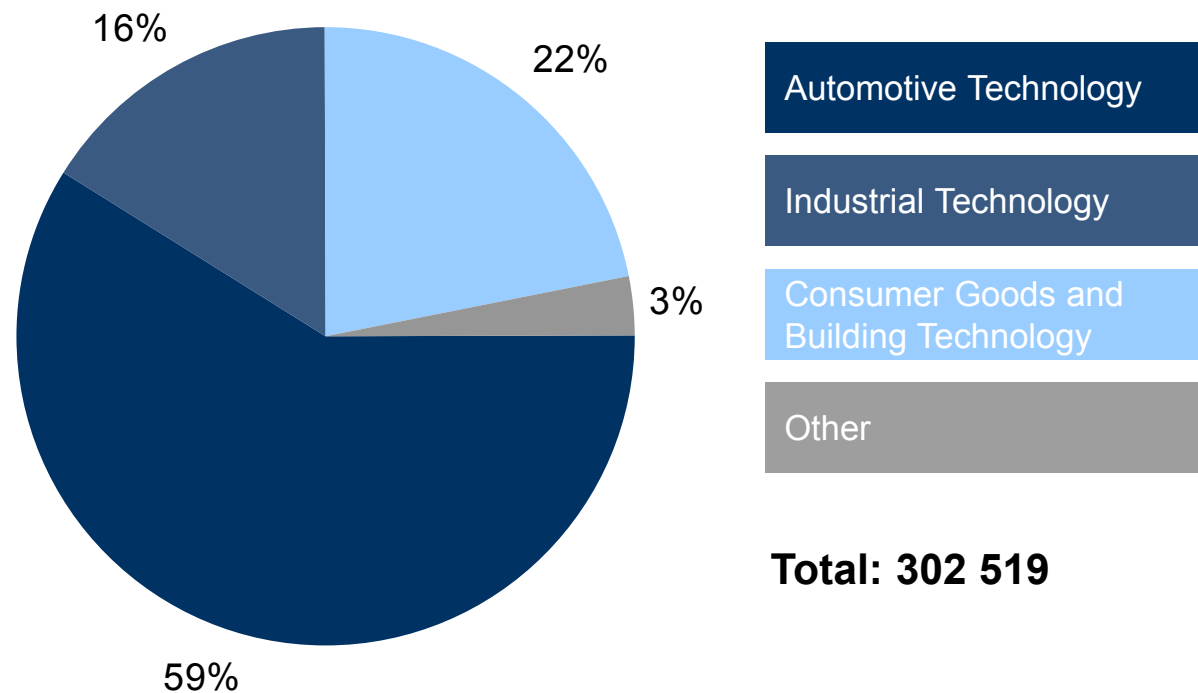
<sup>1)</sup> Including other countries



## Corporate Intellectual Property Bosch-Group

### Associates

by business sector



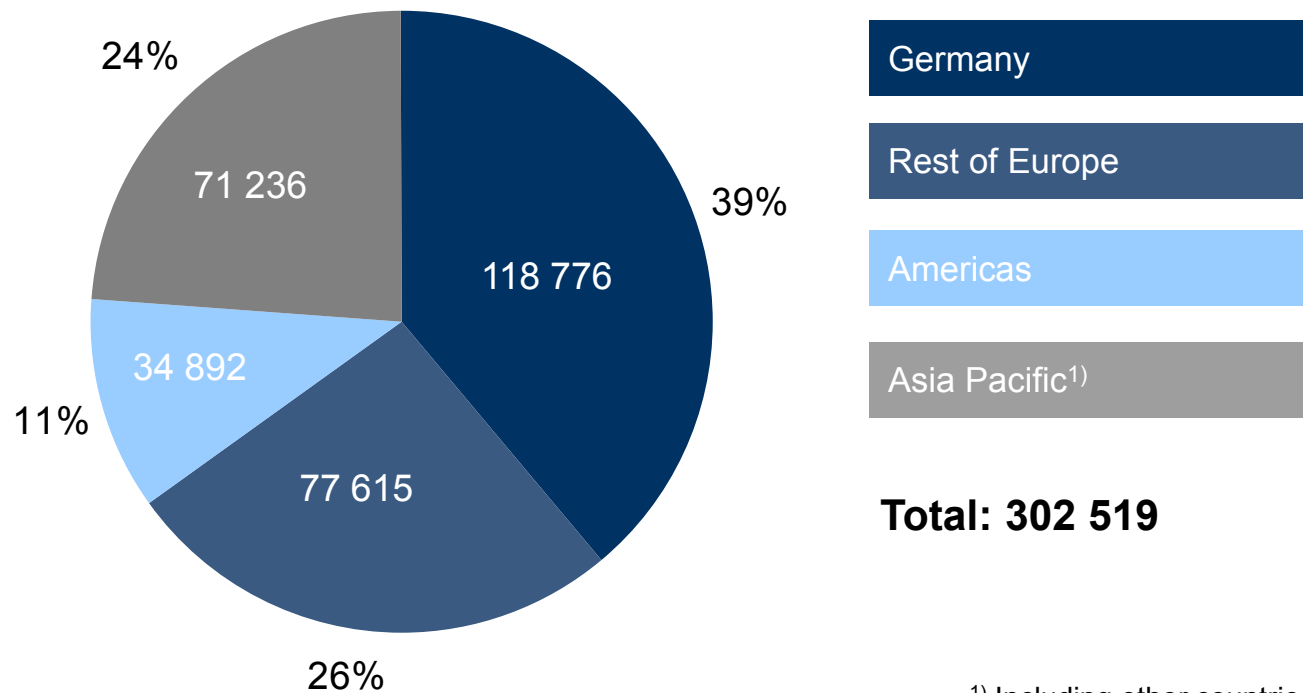
As per January 1, 2012



## Corporate Intellectual Property Bosch-Group

### Associates

by region



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As per January 1, 2012





## Corporate Intellectual Property Bosch-Group

# Bosch: for more than 100 years in the region

## Key data Asia Pacific 2011

→ **Sales**  
**EUR 11.8 bn**

→ **Associates**  
**71,200**

→ **Manufacturing sites**  
**65**

→ **Share of ww sales**  
**23 %**



APA	Sales in EUR bn	Associates in 1000
China	4.7	30.2
Japan	2.3	7.5
S. Korea	1.6	2.1
India	1.5	24.1
ASEAN	0.5	4.9
AU/NZ	0.5	1.8
others	0.7	0.6
$\Sigma$ APA	11.8	71.2

Source: C/AOR; only consolidated entities included, Others incl. Africa



## Corporate Intellectual Property Bosch-Group

What we build on. What motivates us.

- Future and result focus
- Responsibility
- Initiative and determination
- Openness and trust
- Fairness
- Reliability, credibility, and legality
- Cultural diversity

► | More on the Bosch values



# Corporate Intellectual Property Bosch-Group

Job enrichment

Content

Responsibility



International  
human resources  
development

Consistent  
training



Diversity

Variety in cultures

Mixing of genders and  
generations





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- **Global set up**



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- projects and training





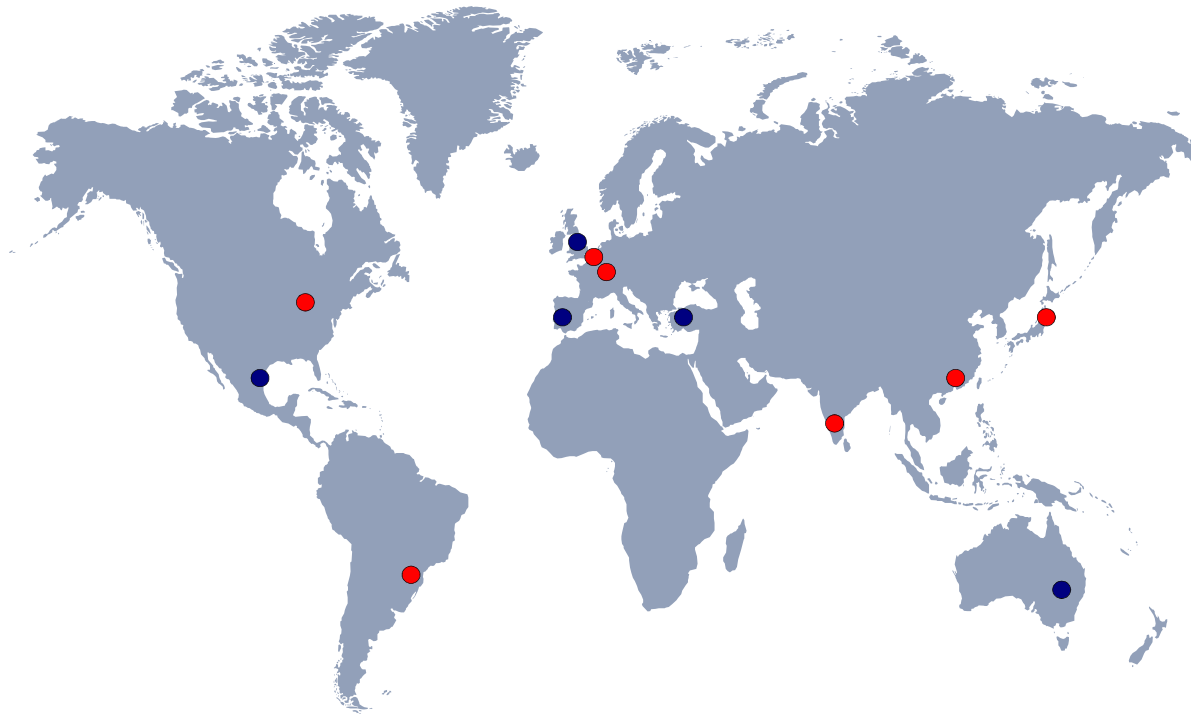
# Corporate Intellectual Property

## Bosch Group



## Corporate Intellectual Property Bosch-Group

### C/IP global



- USA, Brazil, Germany, The Netherlands, India, China, Japan
- Licensing activities only: Mexico, Spain, France, UK, Turkey, Australia,





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### Our Vision

#### Our Vision is Global Excellence

- We are a unified global team providing leading edge services and advice on all IP relevant matters worldwide.
- We build, safeguard and enhance the IP portfolio and promulgate the IP policy of the Bosch Group with regard to its strategic goals.
- We are a trusted business partner, converting ideas into assets for our company.



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### Our Mission (1)

We provide services worldwide on operational and strategic IP issues and see to the implementation of the Bosch IP policy. In doing so we apply the following order of priorities:

- ➔ Maintaining of freedom of action in business operations (the generation of prior art; support in developing solutions free of third-party rights; defence against interfering third-party rights; acquiring licenses).
- ➔ Creating a strong and protective IP portfolio. Actively safeguarding of the company's own intellectual property through strategic prosecution and litigation of IP rights to achieve and maintain a strong IP position.
- ➔ Creating a stable basis for the exploitation of the company's own IP rights, inventions and technologies (know-how) through licensing.



### Our Mission (2)

Our guiding principles are the overall interests of the Bosch Group, the Group's sustainable economic success, strict legal compliance and business ethics.

The foundation of our work is in-depth knowledge of our company, its businesses, the respective technologies and the IP related laws and regulations.

Our advice is practical, timely, cost effective and customer-oriented.



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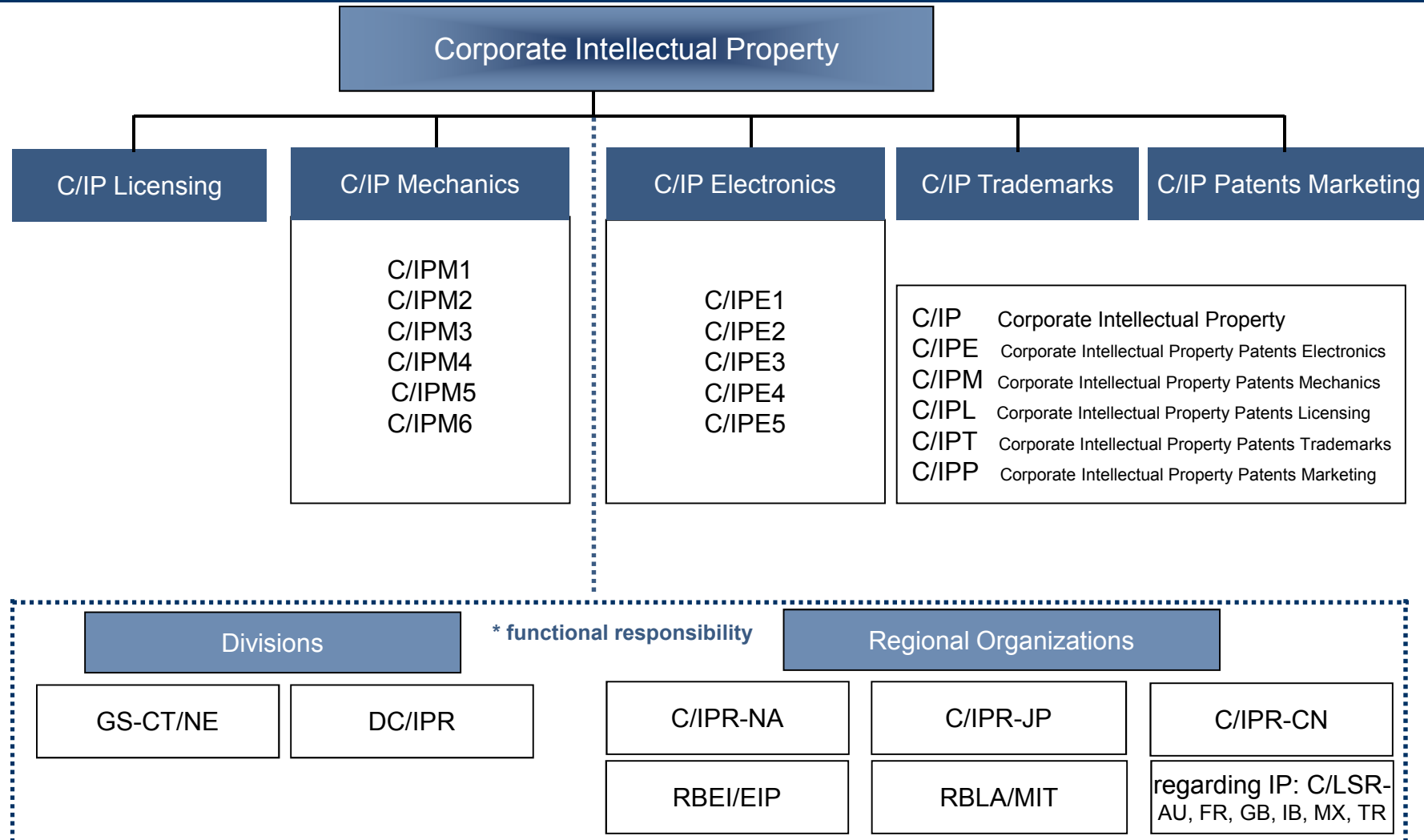
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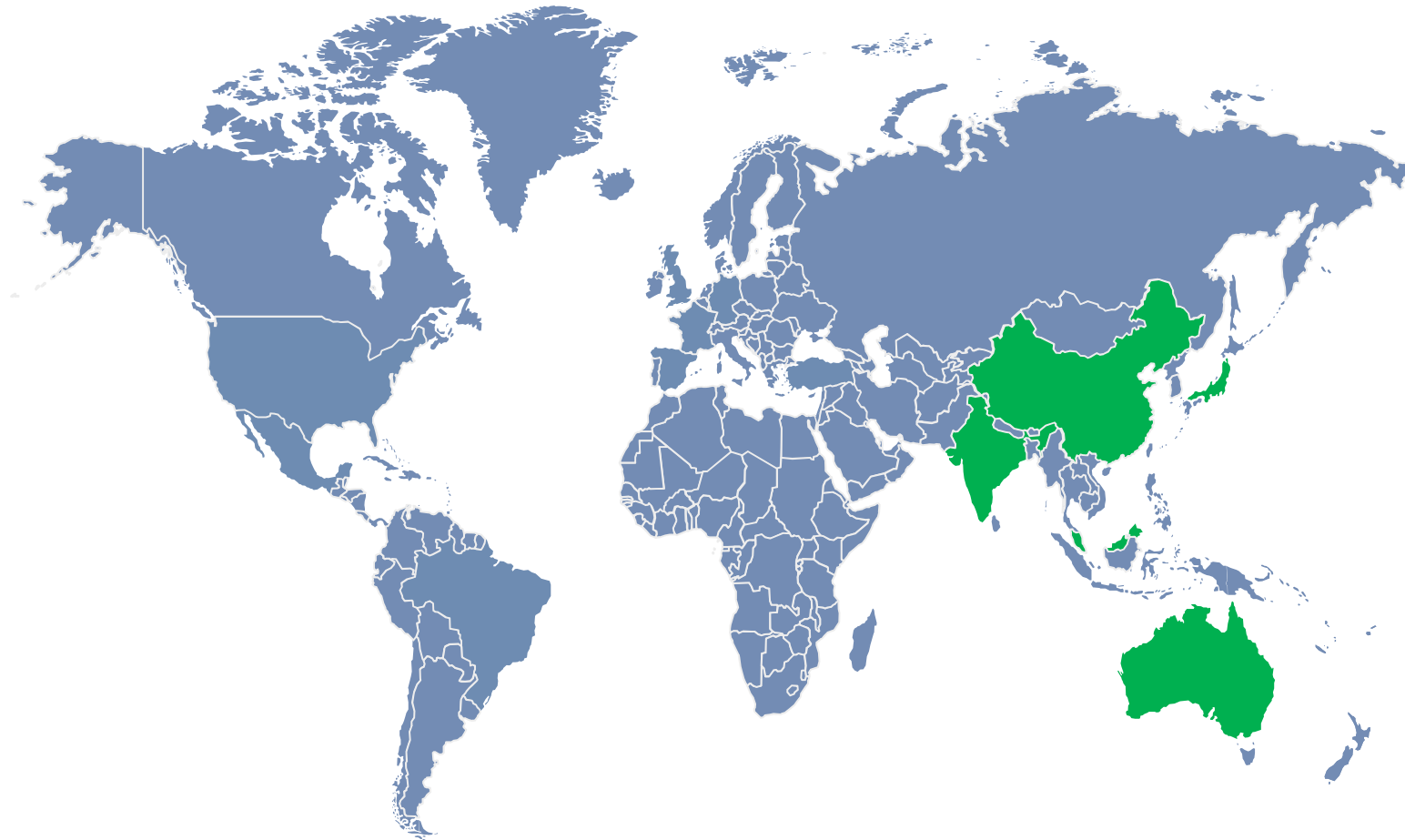
# Corporate Intellectual Property Bosch-Group



\* disciplinary responsibility with respective legal entity



### C/IP in Asia Pacific





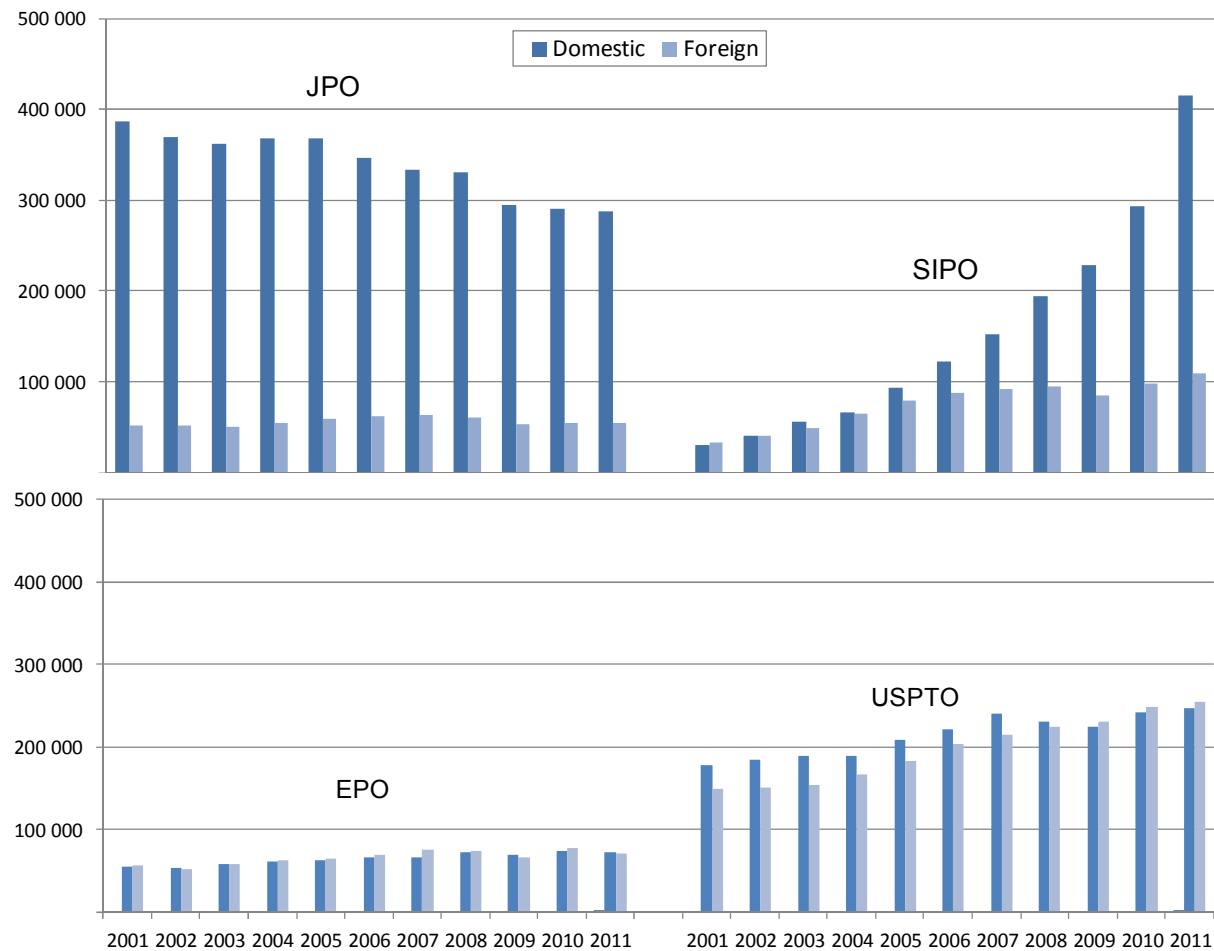
Bosch: for more than 100 years in the region

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# Corporate Intellectual Property Bosch-Group

Patent Applications, Domestic and Foreign

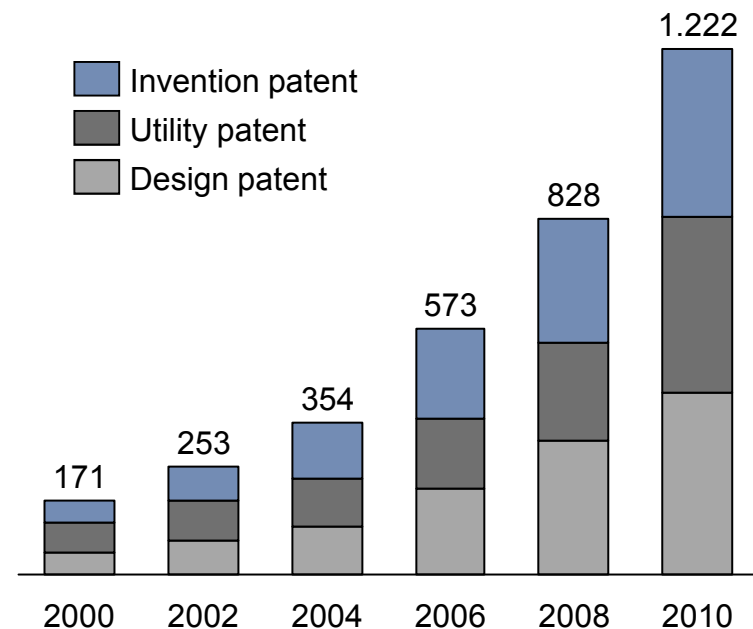


## Corporate Intellectual Property Bosch-Group

### In China intellectual property protection is of constantly growing importance

- Complete legal framework for IPR protection similar to EU. In 1982 1<sup>st</sup> law “China Trademark Law”.
- Since joining WTO in 2001 China strengthened legal framework to comply with the WTO agreement on trade-related aspects of IPR.
- 2008 release of National IPR strategy to improve IP environment
  - Encourage the creation of IP
  - Increase public IP awareness.
- Target of Chinese government to build an Innovation-oriented country (change from “made in China” to “created in China”).

No. of patent applications in China (k patents)



Source: SIPO (Chinese Patent Office)



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**Thank you for your attention**

