

〈台湾〉



台湾会社の持続的経営及び知的財産 管理について

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より良く、かつ持続可能な未来のために、国連は持続可能な開発目標（SDGs）を2030アジェンダの核心とし、これに関連する理念や目標を掲げる企業も増えています。同様に、企業が持続的に経営できるように、適切な方針が必要です。従って、近來の台湾の「TWSE 上場・TPEx 上場会社統治実務規則」及び「会社統治評価」は知的財産管理を重要な指標の一つとしています。

飛躍的に発展した科学が、伝統的な経済・貿易の対抗策を覆しました。知的財産権は企業間、国間の対抗において重要となってきています。過去に、知的財産権の保護を疎かにしたが故に甚大な損害を受け、さらに企業イメージの回復が望めない程の損害を受けた台湾の企業が多すぎました。よって、台湾証券取引所は初めて知的財産権に関する事項を会社統治の関連規範に加え、さらに会社の取締役は監督責任を持つように要求したのです。

評価指南及び参考例によれば、主に「知的財産管理計画の策定」、「取締役会への報知」、「知的財産関連情報の開示」など3つの項目に分けられ、企業が管理体制を整備することで、リスクやチャンスの予見を図ります。次に、計画の進捗状況を取締役会へ報知することで、知的財産管理をより確実に行い、会社の運営目標に合わせるようにします。最後に、情報の開示により会社の価値を示すことで、外部からの投資を誘致し、かつ会社の運営状況と未来の発展方向を投資者に知らせます。

以上により、会社統治と、知的財産の累積、保護、活用とを組み合わせることで、経営と発展に影響し得る知的財産のリスクを早めに予見し、対策を講じる手助けとなるだけでなく、経営陣が経営戦略を強化及び修正して会社の持続的経営に繋がるようにすることができます。

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Corporate Sustainability and Intellectual Property Management in Taiwan

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To achieve a better and sustainable future, the United Nations adopted the Sustainable Development Goals (SDGs) that constitutes the core of the 2030 agenda, and more and more philosophy or goals adopted by corporates are related to the SDGs. Similarly, to achieve sustainable operation of a company, proper policies must be enacted. Thus, intellectual property management has been incorporated into the “Corporate Governance Best Practice Principles for Taiwan Stock Exchange/Taipei Exchange Listed Companies” and the “Corporate Governance Evaluation” of Taiwan recently.

With the rapid development of science and technology, traditional economic and trade competitions have been transformed. Intellectual property has become more and more important in the competitions between companies and even countries. In the past, there were too many Taiwanese companies that suffered huge losses due to negligence of intellectual property protection, which even resulted in irreparable harm of reputation. Therefore, the Taiwan Stock Exchange was urged to incorporate intellectual property related matters into the regulations of corporate governance, and to put supervisory responsibility on the shoulders of the directors of companies.

According to published scoring guideline and the examples, there are three major parts – making intellectual property management plan, submitting to the board of directors, and disclosing intellectual property related information. It is expected that companies can foresee risks and opportunities through adjusting management strategies ; implement intellectual property management and combine it with the operational goals through reporting to the board of directors ; and show their worth to attract investments and show their operation status and future goals to the investors through information disclosure.

By doing so, corporate governance and accumulation, protection, and utilization of intellectual property can be combined. On one hand, companies can foresee intellectual property risks that may affect their operation and thereby take precautions. On the other hand, the management teams can improve and revise their business strategies and thereby achieve sustainable operation.