

# Table of Contents

List of Tables .....	v
List of Figures .....	vi
Acronyms.....	vii
<b>Chapter 1 Introduction .....</b>	<b>1</b>
1. RESEARCH BACKGROUND.....	5
1.1 Intellectual Property (IP) Power.....	5
1.2 Innovation Phenomena .....	6
1.3 Intellectual Property Concepts in Marketing.....	8
1.4 The Position of the Digital Content Industry .....	9
2. RESEARCH QUESTIONS AND OBJECTIVES .....	11
3. RESEARCH FLOW .....	12
<b>Chapter 2 Literature Review .....</b>	<b>15</b>
1. MARKETING THEORY .....	15
1.1 The Definition of Marketing.....	15
1.2 General Theory of Marketing School.....	17
1.3 The Core Concept of Marketing.....	18
1.4 Transaction Cost Analysis.....	20
1.5 A Total Cost Analysis Structure.....	21
1.6 The Differences between Traditional Management School and the 4C Structure .....	27
2. INTELLECTUAL PROPERTY.....	33
2.1 The Definition and Protection of Intellectual Property.....	34
2.2 Conditions of Intellectual Property Protection .....	43
2.3 Fair Use .....	45
2.4 Collective Management Organization.....	47
2.5 Creative Commons.....	50
2.6 The Value of Intellectual Property.....	50
2.7 Marketing Law.....	53
3. THE INFLUENCE OF THE INTERNET ON INTELLECTUAL PROPERTY AND MARKETING.....	55
3.1 The Migration Facts of Intellectual Property to the Internet.....	56
3.2 The Influence of the Internet on Marketing.....	60
4. EXCLUSIVE SUMMARY.....	60
4.1 Marketing Theory.....	60
4.2 Intellectual Property .....	63
4.3 The Influence of the Internet on IP and Marketing .....	67

<b>Chapter 3 A Model of Planning Intellectual Property for Marketing Strategies .....</b>	<b>69</b>
1. THE ORGANIZATIONAL INFRASTRUCTURE .....	70
1.1 Talents .....	71
1.2 Implementation of Intellectual Property Culture .....	71
1.3 Knowledge Management.....	72
1.4 Analysis.....	73
2. GROUNDWORK OF IP MANAGEMENT .....	73
2.1 Audit.....	73
2.2 Quality IP.....	75
2.3 IP Deployment.....	75
3. THE 4C STRUCTURE & THE ACTIONS FOR EXERCISING INTELLECTUAL PROPERTY .....	76
4. LINKING IP STRATEGY TO MARKETING PLAN THROUGHOUT PRODUCT LIFE CYCLE .....	80
4.1 The Product Life Cycle (PLC).....	81
4.2 Product Life Cycle & Intellectual Property Strategy .....	83
5. EXCLUSIVE SUMMARY.....	85
<b>Chapter 4 Case Study - Google, Inc. ....</b>	<b>87</b>
1. COMPANY OVERVIEW .....	87
1.1 Profit .....	88
2. THE AUDIT OF GOOGLE’S INTELLECTUAL PROPERTY.....	89
2.1 Search in Delphion: Google’s Patents .....	89
2.2 Search in IPDL: Google’s Trademark (International Marks) & Designs .....	94
3. THE CORRELATION BETWEEN GOOGLE’S TECHNOLOGY AND PRODUCTS .....	95
3.1 Products and Services.....	95
3.2 The Correlation between Google’s Technology and Products.....	97
4. A GOOGLE PRODUCT, PLC, & THE 4C STRUCTURE.....	106
4.1 The Development of Google Video.....	106
<b>Chapter 5 Conclusion.....</b>	<b>119</b>
1. CONCLUSIONS.....	120
2. LIMITATION OF THE RESEARCH .....	122
<b>References .....</b>	<b>123</b>
<b>Appendix .....</b>	<b>135</b>
APPENDIX — A- DELPHION COLLECTION COVERAGE .....	135
APPENDIX — B- IPDL DATA COLLECTIONS .....	138
APPENDIX — C- SEARCH IN DELPHION: GOOGLE’S PATENTS (SEARCH RESULT: PATENTS) .....	141