# **CHB Management Plan and its 2022 Performance of IPs**

For the sustainable development and continuous upgrade of corporate governance of Chang Hwa Commercial Bank, Ltd. (hereinafter referred to as the "Bank"). The Bank has adopted related management measures for IP (such as trademark  $\$  patent  $\$  copyright and so on) protection and maintenance, and now, the Bank is systematizing its IP management system and making a management plan (hereinafter referred to as the "Plan") in accordance with its business strategies, with reference to the management norm of "Taiwan Intellectual Property Management System" formulated by IDB, MOEA. The Plan will be an important action plan with regard to promotion of IP management affairs of the Bank.



#### A. Organization Chart of CHB IP management

## **B. IP Management Policies (2023)**

- 1. The Bank shall precipitate its IP management to meet several requirements such as achievement of sustainable development goals combination with FinTech development promotion of R&D efficiency and support for social development.
- 2. The Bank shall ensure its IP management systems formed follow a "Plan-Do-Check-Act, PDCA" management cycle.
- 3. The Bank shall value and actively manage its own IPs, and respect IP of others.
- 4. The Bank shall obey relevant IP laws 
  internal rules and contract terms.
- 5. The Bank shall take relevant measures to protect its own rights when IP infringement occurred or someone claim IP infringement caused by the Bank.

## C. Goals of IP Management (2023)

- 1. Promoting related information of Patent and Trademark to employees of the Bank.
- 2. Monitoring Trademark infringement and Patent infringement to the Bank and those from the Bank as well.
- 3. Upgrading systems for Patent management and Trademark management to improve the efficiency.
- 4. Increasing media coverage and effective frequency of the new registered trademark of the Bank to enhance brand value.

## D. IP management mechanism

- 1. The Bank shall formulate an IP management plan which is connected with its business goals, and that plan shall be reported to the Board of directors at least once per annum, and disclosed on official website > annual report or other channels.
- The Bank shall provide appropriate manpower 
   resource and rewards with consideration of IP application 
   IP acquirement 
   IP operation 
   conclusion of internal audit report and implementation

of improvement measures.

3. The Bank shall conduct relevant education 
 training or promotion
 of IP and duty of confidentiality to new recruits when reporting
 for duty and all staff, in order to exalt IP concept of all staff and
 ensure the effectiveness of management system.

#### E. Performance of the Bank (2022)

Implementation of management for IPs of the Bank in 2022:

- 1. Optimized the formation of management system
  - (1) Revised related internal trademark management regulations, such as "Operating Rules for Trademark Management", "IP Management Book", "Internal IP Documents Management Procedures", "External IP Documents Management Procedures", and Internal Audit Procedures for IP Management, to enhance management system.
  - (2) Conducted annual internal audit for IP management of the Bank, and improve relevant audit flaws in accordance with Plan-Do-Check-Action (PDCA) management cycle.
  - (3) Applied for A-Class certification of 2022 "Taiwan Intellectual Property Management System" (TIPS), and passed the examination on Nov. 4, 2022.
  - (4) Updating relevant information, such as IP laws, TIPS documents, internal IP management regulations in "IP Management Area" on internal website of the Bank.
- 2. Building IP professionals capacity
  - Appointed 1 employee to attend "Trademark electronic search and analysis" training program (12hrs) held by Taiwan Intellectual Property Training Academy (TIPA).
  - (2) Appointed 5 employees to attend "2022 TIPS IP Management Training Program - A Class" authorized by Industrial

Development Bureau of MOEA.

- (3) 3 on-line IP training programs (exam included) were held in 2022 (1 for authorized personnel, and 2 for all employees on-line).
- 3. IP Management Review Meeting

4 meetings were held in 2022, meeting summary as below:

- (1)Feb 18, 2022: Implementation of IP management and improvement on related internal audit flaws (revision to internal IP management documents and other flaws included) in 2021.
- (2)Fri 20, 2022: Report improvement plan for related flaws of 2022 TIPS verification report on Apr 11, 2022 certificate by Institute of Information Industry.
- (3) Aug 30, 2022: Report implementation of IP management in 2022, such as improvement on related flaws, revision progress of IP management documents, completeness of IP management goals, and findings of internal audit.
- (4)Nov 22, 2022: Verified completeness of IP management goals of 2022, and set new goals for 2023.
- 4. IP portfolio

(1)Numbers of CHB's IPs :

(Oct. 2022)

Registered Trademarks		Patents Granted		
Domestic	Foreign	Invention	Utility Model	Design
37	16	30	205	3
(+7)		(+12)	(+29)	
Total: 53		Total: 238		

Note: Compare with the same period of 2021, 7 trademarks and 41 patents added.

- (2) Total issued R& D bonus amount to NTD. 102,000 for 14 new patent cases (6 inventions / 8 utility models) as of the end of Oct 2022.
- (3) Electronic search and analysis for all trademarks of the bank this year were made by our personnel in charge of trademark management and vendor trademark office, to protect the legal rights of the bank.
- F. Certificate Awarded

The Bank awarded A-Class certificate of TIPS on Nov 4, 2022, and expiration date of the certificate is Dec 31, 2024.

G.This Plan was reported to the 10<sup>th</sup> meeting of 2<sup>nd</sup> Sustainable Development Committee on Dec 23, 2022, and the 34<sup>th</sup> meeting of 26<sup>th</sup> Board of Directors on Dec 29, 2022 for reference.