



卓立庭 博士/資深總監

世博科技顧問股份有限公司

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Senior Director

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卓立庭現任世博科技顧問高級總監，專注於專利質化及量化分析，並提供科技及製造業智慧財產相關專業顧問服務，包括專利調查分析、專利風險排查、智慧財產生命週期管理、投資併購專利評估與盡職調查等。

現階段亦投入學術研究，現為台灣科技大學資訊管理研究所博士候選人，其研究領域為專利大數據及網絡分析。卓立庭畢業於台灣科技大學電子工程研究所，並取得政治大學智慧財產研究所碩士學位。

Rico Cho is currently the senior director at WISPRO, providing IP consulting services to manufacturing and technology companies worldwide through information analysis and investigation. His areas of specialization include patent landscaping, patent risk analysis, IP lifecycle management, and IP due diligence for investment. Currently, Mr. Cho is also a Ph.D. candidate at National Taiwan University of Science and Technology, where his research is focused on the quantitative analysis of patent data. Mr. Cho received a master's degree in electronic engineering from National Taiwan University of Science and Technology and an MBA from National Chengchi University in Taiwan.

Education

國立台灣科技大學

資訊管理博士候選人

National Taiwan University of Science and Technology Ph.D. Candidate in Information Management	2012-Present
國立政治大學 智慧財產管理企業管理碩士	
National Chengchi University 2008-2009 MBA in Intellectual Property Management	
國立台灣科技大學 電機工程 碩士	
National Taiwan University of Science and Technology Master's Degree in Electronic Engineering	2004-2005
元智大學 電機工程 學士	
Yuan Ze University 2000-2004 B.A. Electrical Engineering	
Professional Background	
世博國際商務法律事務所—資深總監 Wispro Technology Consulting Corporation	Senior Director
賽恩倍吉遠東科技顧問股份有限公司—資深總監 ScienBiziP Consulting Corporation	Senior Director
故事文創國際—產品經理 Culspace Ltd.	Product Manager
世博國際商務法律事務所—顧問 Wispro Technology Consulting Corporation	Consultant

Primary Practice

- 專利分析—專利檢索、專利分類、專利申請、侵權對照表和專利侵權分析
Patent Analysis—patent search, patent categorization, patent prosecution, claim chart, and patent infringement analysis
- 產業分析—市場預測、產品開發趨勢、戰略分析、業務計劃設計
Industry Analysis—market prediction, product development trends, strategy analysis, business-plan design
- 智慧財產管理—商標、版權及專利綜合管理包含專利訴訟管理和併購專利管理
Intellectual Property Management—trademark, copyright, and patent integrated management, including IP lawsuit management and M&A IP management
- 光學系統設計 - 光學模型構建 · 光學模擬 · 光通信模塊設計 · LCD 背光模塊設計
Optical System Design—optical model building, optical simulation, optical communication module design, LCD backlight module design

Research Papers:

- Rico L.T. Cho, John S. Liu, Mei H.C. Ho (2017, May). Identifying Potential Valuable Patents Based on Standard Essential Patent (SEP): The Case of HEVC. The 26th International Association for Management of Technology Conference (IAMOT 2017), Vienna.
- Rico L.T. Cho, John S. Liu, Mei H.C. Ho (2016, Jan). What are the concerns? Looking back on 15 years of research in cultural and creative industries. International Journal of

Cultural Policy.

- Shien-Kuei Liaw, Guo-Sing Jhong, Lee-Ting Cho, Chu-Lin Chang (2008, Apr).
Implementation of tunable erbium doped fiber laser using a broadband fiber mirror.
Microwave and Optical Technology Letters, Volume 50, Issue 7 July 2008 Pages
1722–1724.

Publications:

- 從自駕車發展談 Google 如何布局關鍵技術及專利, DigiTimes, 2016/4/14.
- 布局穿戴式機器人 需活用感測技術、掌握標準認證, DigiTimes, 2015/12/17.
- 從清掃機器人談智慧服務機器人發展, DigiTimes, 2015/7/16.
- 人機協作正起步 研發關鍵技術及佈局優質專利須加速, DigiTimes, 2015/5/7.
- 服務機器人時代降臨：從投資購併、產品技術與專利布局談起, DigiTimes, 2015/4/9.
- 大數據時代 巨量專利資料價值不斐, DigiTimes, 2014/11/13.
- Tesla 開放專利 究竟多開放? DigiTimes, 2014/10/16.
- ETS 訴北京新東方 TOEFL 試題侵權案, 兩岸智慧財產案例評析, 2011/02/23.
- 微軟與 i4i 之爭訟-美國聯邦巡迴上訴法院駁回微軟上訴, 智財新知, 2011
- 增亮膜專利演進技術, 知識天地, 2006