

## **KKCOMPANY 智慧財產管理計劃**

### **KKCOMPANY Intellectual Property Management Plan**

#### **智慧財產管理 Intellectual Property Management**

本公司旗下 KKBOX 為全球首創音樂串流平台，已累積多年獲授權著作之管理經驗，另就本公司及子公司對智慧財產的取得、維護與運用，符合智慧財產相關法規之要求，另訂定智慧財產管理制度，以達保護公司權益，並避免侵害他人權利之目的。

The company, with its subsidiary KKBOX, is the world's first music streaming platform and has accumulated years of experience in managing works. The company has established a comprehensive intellectual property management policy to ensure compliance with relevant regulations regarding the acquisition, maintenance, and utilization of intellectual property by the company and its subsidiaries. This policy aims to protect the company's rights and prevent infringement on others' rights.

#### **智慧財產管理制度 Intellectual Property Management Policy**

本公司的智慧財產管理包括對專利、商標、營業秘密和著作權的系統化管理。我們的智慧財產管理目標是確保公司在全球市場上的競爭力，同時保護我們的創新成果和品牌資產，以建立品牌知名度和保護品牌形象，並確保音樂版權之合法性。我們將透過分階段導入台灣智慧財產管理系統(TIPS)之管理措施，以全面管理公司所有的智慧財產資產。

The company's intellectual property management encompasses systematic oversight of patents, trademarks, trade secrets, and copyrights. The company's management goals are to ensure the company's competitiveness in the global market, protect the company's innovative achievements and brand assets, build brand recognition, safeguard brand image, and ensure the legitimacy of music copyrights. The company will gradually implement the Taiwan Intellectual Property Management System (TIPS) to comprehensively manage all of the company's intellectual property assets.

#### **營運策略與管理措施 Operation Strategies and Management Measures**

##### **1. 提昇品牌價值 Enhancing Brand Value**

本公司將由權責單位定期盤點商標，並建立及更新智財清單，於每年年中舉行之管理審查會議中進行智慧財產權之維護評估。

The company will periodically inventory trademarks and establish and update an

intellectual property list, evaluating the maintenance of intellectual property rights during the management review meeting in each year.

2. 提升公司評價 Improving Company Valuation

本公司致力強化智財管理制度，由權責單位推動分階段導入台灣智慧財產管理系統，且將不定期與相關部門或外部顧問開會評估導入情形。

The company is committed to strengthening its intellectual property management system. The company will promote the introduction of the Taiwan Intellectual Property Management System in phases and will periodically meet with relevant departments or external consultants to evaluate the implementation.

3. 提昇員工智財專業能力 Enhancing Employee Intellectual Property Knowledge

本公司為提升整體員工智慧財產權專業能力，將由權責單位舉辦新進人員及權責人員教育訓練，並與外部顧問合作，每年至少舉辦一場新進員工及智財權責人員的智財教育訓練，由權責單位每季評估執行情形。

To improve the overall intellectual property awareness of employees, the company will conduct training for new hires and responsible personnel. In collaboration with external consultants, at least one training session per year will be held for new employees and responsible personnel, with quarterly evaluations of the implementation by the company.

### **專利管理 Patent Management**

1. 由權責單位製作智慧財產清冊，定期盤點並與進行專利維護評估。

The company will compile an intellectual property inventory, and regularly audit and evaluate the maintenance of patents.

2. 本公司之專利係委請專業智慧財產事務所協助所有國內外專利申請程序，事務所將定期提供本公司所有專利最新狀態資訊，以供權責單位維護。

The company's patents are managed with the assistance of professional intellectual property firms, which handle all domestic and international patent application procedures and provide regular updates on the status of all patents for maintenance by the company.

### **商標管理 Trademark Management**

1. 由權責單位製作智慧財產清冊，定期盤點商標並與進行商標維護評估。

The company will compile an intellectual property inventory and regularly audit and evaluate the maintenance of trademarks.

2. 法務單位協助辨認各海外地區智慧財產權法規，制定登記及保護規範，並因應業務佈局聘任海內外專業之商標事務所提前進行商標檢索及申請。

The legal department will assist in identifying intellectual property regulations in

various overseas regions, formulating registration and protection standards, and hiring professional trademark firms domestically and internationally to conduct trademark searches and applications in advance according to business deployment.

3. 各利用單位依照內部政策及流程，以使用獲核准之商標進行使用並保存使用證據。

The company will use approved trademarks according to internal policies and procedures and preserve usage evidence.

4. 透過法務部門進行商標之申請、維護及淘汰流程。

The legal department will manage the application, maintenance, and retirement processes of trademarks.

### **營業秘密管理 Trade Secret Management**

1. 由法務單位協助業務單位製作權利文件清冊與管理。

The legal department will assist business departments in compiling and managing the inventory of rights documents.

2. 由資安專責部門負責導入及執行 ISO27001 資訊安全管理制度，落實電子及紙本文件之控管。

The information security department will be responsible for implementing and executing the ISO27001 information security management system, ensuring the control of electronic and paper documents.

3. 於公司內外合作契約中明訂保密條款，不得任意洩漏公司機密資訊。

Confidentiality clauses will be clearly stipulated in internal and external cooperation contracts, prohibiting the unauthorized disclosure of the company's confidential information.

4. 本公司除將實施智慧財產管理規範之管理措施，更將逐步建置內部智慧財產權稽核程序，以提升同仁客戶資料及營業秘密保護及遵循法令意識與行為。

In addition to implementing management measures for intellectual property regulations, the company will gradually establish internal intellectual property audits to enhance awareness and compliance regarding the protection of customer data and trade secrets among employees.

### **著作權管理 Copyright Management**

1. 由專責部門進行著作權之授權談判與簽約，建立完善後台系統並制定上下架管理辦法，確認授權著作物均依照授權時間與地區合法利用。

The company will handle copyright licensing negotiations and contracts,

establish a comprehensive back-end system, and formulate upload and removal management measures to ensure authorized works are used legally according to the licensing terms and regions.

2. 導入 ISO5230 及 ISO27001 制度，有效管理軟體程式碼及資訊安全。  
The company will implement ISO5230 and ISO27001 systems to effectively manage software code and information security.
3. 定期檢視自有及獲授權著作權，並設立檢舉制度以完善著作權的合法利用。  
Regular reviews of owned and licensed copyrights will be conducted, and a reporting system will be established to ensure the lawful use of copyrights.
4. 透過政策規定及合約約定，有效控管內部同仁與外部廠商之存取權限。  
Through policy regulations and contractual agreements, the company will effectively control access permissions for internal employees and external partners.

## 2024 年執行情形 2024 Implementation Status

1. 本公司已將智慧財產相關事項提報第2屆第9次董事會進行報告（2024 年 8 月 22 日）  
The company has reported intellectual property-related matters to the 9th session of the 2th board meeting (August 22, 2024).
2. 目前取得智慧財產權清單與成果如下(截至2024年5月底) As of the end of May 2024, the company has achieved the following in intellectual property acquisition :
  - 專利 Patents**：本公司主要技術來源係透過研發團隊運用相關專業學歷背景、自主創新能力、長期累積之研發經驗，積極建立產品開發能力，以落實技術自主，目前已申請件數為 11 件。The company has actively established product development capabilities through the expertise and innovative abilities of the R&D team. Currently, 11 patent applications have been filed.
  - 商標 Trademarks**：本公司相當重視表彰公司音樂品牌之商標保護，對於本公司及子公司、孫公司品牌名稱均申請商標保護，並於台灣、中國大陸、加拿大、香港、印尼、日本、馬來西亞、新加坡、泰國、美國、越南等國家取得商標權。本公司、子公司及孫公司共計取得與公司品牌名稱、品牌 LOGO 相關之註冊商標已超過 200 件，可見本公司致力推廣及提升品牌價值。The company places great importance on protecting its music brand trademarks. Trademarks have been registered for the company and its subsidiaries in Taiwan, China, Canada, Hong Kong, Indonesia, Japan, Malaysia, Singapore, Thailand, the United States, and Vietnam, totaling over 200

- registered trademarks related to the company's brand name and logo.
3. ISO5230及ISO27001完成續審。ISO5230 and ISO27001 re-certification have been completed.
  4. 本公司將階段性導入台灣智慧財產管理系統（TIPS）之管理措施，規劃分階段之執行及達成智財保護，並辦理智慧財產權教育訓練。The company will implement the Taiwan Intellectual Property Management System (TIPS) in phases, planning for staged execution and achieving intellectual property protection, and conducting intellectual property education training.
  5. 管理破億首歌曲之錄音著作及音樂著作，並與各大集體管理團體簽訂契約以取得公開傳輸之權利。The company manages over 100 million songs, including both recorded works and musical compositions, and has signed contracts with major collective management organizations to obtain public transmission rights.

The English version is a translation of the Chinese version for ease of reference. In the event of any conflict between the two versions, the Chinese version shall prevail.

本文件為便於參考對照，提供中文版本之英文翻譯。如果二語言版本間有任何衝突，以中文版為準。