

## 探討以專利或營業秘密保護智慧財產因素之研究

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### 摘要

本研究旨在探討企業在執行智慧財產保護時，影響使用專利權或營業秘密的決策因素。從企業策略的觀點來看，智慧財產的所有者可以選擇申請專利或營業秘密的方法來保護他們的權益。然而影響決策者制定智財決策的因素有很多，本研究即在利用內容分析，探討出這些因素如何影響企業智財決策並提出結論與建議，以利我國企業在選擇智慧財產策略時，提供一個有利的參考。

關鍵字: 專利法; 營業秘密法; 智慧財產保護

# **The Study of Influential Factors on Choosing Patent or Trade Secret to Protect Intellectual Property**

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## **Abstract**

The propose of this study is to confirm the factors of influencing decision making when enterprises protecting the intellectual property. From the viewpoint of the enterprise's strategies, the right owners of those strategies could choice either filing patent or keeping trade secret to protect their rights. But there are many factors could influence decision-maker's choice on protecting intellectual property. Based on the research results, we conclude our opinions and suggestions for enterprises.

Key words: Patent;Trade secret;Intellectual property protection