

# PATENT DEVELOPMENT OF ANHUI LIQUR BRANDS IN CHINA

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## ARTICLE HISTORY

Received: 31 July 2024

Revised: 14 August 2024

Published: 24 August 2024

## ABSTRACT

This research investigates the patent development and enterprise development of four listed wine companies in Anhui Province through the online investigation. Using secondary data and on-site visits for in-depth interviews were conducted to collect data on the patent development of Anhui liquor enterprises, on value of Anhui liquor enterprises, and challenges in the patent development of Anhui liquor. This research found that patent development of Anhui liquor enterprises has important value contribution to enterprises, such as helping product and market positioning, enhancing competitiveness, protecting existing patented technologies and promoting research and development of new science and technology, improving the patent layout, optimizing the enterprise management. The authors offers corresponding countermeasures and suggestions for these challenges, and provide suggestions for Chinese liquor brands to formulate relevant plans and policies, so as to obtain the research results.

**Keywords:** Chinese Liquor Brands, Anhui Province, Patents

**CITATION INFORMATION:** Peipei, T., Sujarittanonta, L., & Lertkornkitja, A. (2024). Patent Development of Anhui Liquor Brands in China. *Procedia of Multidisciplinary Research*, 2(8), 95.