

「AI+SDGs= $\infty$ 」 Becomes A Tamkang Registered Trademark

Campus focus

Starting from August 1, 2023, "AI+SDGs= $\infty$ " has officially been certified by the Intellectual Property Office of the Ministry of Economic Affairs as an registered trademark of Tamkang University. President Huan-Chao Keh stated that in 2021, our university formally adopted "AI+SDGs= $\infty$ " as our vision for school development. Over the past two years, with the dedicated efforts of our colleagues, it has gradually integrated into various aspects of teaching and administration, yielding many outstanding results. We hope that everyone will continue to work hard to help Tamkang University

'Transcend the Present and Co-create the Future.'

President Keh revealed the slogan "AI+SDGs= $\infty$ " during the Teaching and Administrative Innovation Seminar in 2021 academic year. He emphasized that the university's future will revolve around the core concept of "SDGs" while integrating elements such as local and international perspectives, Intelligence, and the future. Simultaneously, the university will utilize "AI technology and cloud services" as innovative strategic tools to achieve the vision of "Collaboratively Creating a Great Tamsui, Embracing a Smart and Magnificent Future." In November 2021, the university submitted a trademark registration application to the Ministry of Economic Affairs Intellectual Property Office and began actively promoting related initiatives. Firstly, an MOU was signed with Far EastOne Telecommunications for the "5G Metaverse Zero-Carbon Campus," building on the foundation of the "All-Cloud Smart Campus" partnership with Microsoft Taiwan, continuing to drive digital transformation. The university established the Center for Sustainable Development and Social Innovation to actively promote the United Nations Sustainable Development Goals (SDGs) in pursuit of the vision of "Collaboratively Creating a Great Tamsui, Embracing a Smart and Magnificent Future." Special courses on "AI and Programming Language" and "Exploring Sustainability" were introduced to cultivate students' interdisciplinary skills in "AI and Sustainability."

Our university actively promotes " $AI+SDGs=\infty$ " and has received significant recognition and encouragement. In addition to a significant leap in THE World University Impact Rankings to the global ranking of 201–300, we also rank among the top universities in various individual SDGs such as SDG4, SDG6, SDG7 within the country. Our efforts have been acknowledged through various initiatives, including the "Reducing Carbon Emissions, Revitalizing Environmental Sustainability" and 10 other programs, which have received the Asia–Pacific Sustainable Action Award. The General Affairs Office's AI energy–saving system and other measures have successfully achieved their objectives and were awarded the Ministry of Economic Affairs Energy Efficiency Benchmark Gold Award for the 2022 year.

Our university will take a more proactive approach towards the goal of " $ESG+AI=\infty$ " in the future. Through the establishment of a robust Sustainability Center organization, we will continue to promote various related initiatives such as "e–Sustainability Education," "E–Reducing Carbon Emissions," "S–Social Engagement," and "G–Resilient Governance." The Office of Information Services will also continue to drive digital transformation, promoting the use of Microsoft MS 3AP (MS365, Azure, Power Platform) among all faculty and staff. With the assistance of our university's unique digital assistant, "Tamkang Tiger Cub," we aim to enhance individual productivity, strengthen team collaboration, improve analytical capabilities, and significantly reduce campus carbon emissions. The Office of Human Resources will continue to plan and implement flexible and employee–friendly personnel systems. In a prudent and steady manner, we will adapt to the varying business characteristics of different units and address the challenges of a declining birthrate to sustain the university's development.



# 中華民國商標註冊證

註冊號數：02311701  
商標權人：淡江大學學校財團法人淡江大學

名稱：AI+SDGs=∞

圖樣：

AI + SDGs = ∞

依商標法第29條第2項規定核准。

權利期間：自2023年8月1日起至2033年7月31日止  
類別：商標法施行細則第19條第041類  
商品或服務名稱：〔見後頁〕

經濟部智慧財產局 局長

廖承威

中華民國 112 年 8 月 1 日



淡江時報社