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VI. Publicity, Training and Academic Research



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01 | Publicity

In 2019, closely in line with the overall situation, IP publicity was carried out in accordance with the requirements of *the Main Focuses of Intellectual Property Publicity Nationwide in 2019*, and new breakthroughs were achieved in many aspects.

The influence of flagship event continued to increase. In April, together with the Publicity Department of the CPC Central Committee and other 18 authorities, CNIPA successfully held the 2019 National IP Publicity Week. State Councilor Wang Yong was present at the relevant activities for the third consecutive year, and WIPO Director General Francis Gurry was also present at the activity for the first time. During the activities, the relevant media coverage nationwide achieved a year-on-year increase of 65%, and the discussion on the topic of “World Intellectual Property Day” on Sina Weibo soared by 258% compared with the previous year, further accumulating the brand effect of the publicity week.

The publicity of the key work was further stepped up. CNIPA made an active contribution to the Grand Exhibition of Achievements in Commemoration of the 70th Anniversary of the Founding of the People's Republic of China, in which the developments and achievements of the IP work in China over the past 70 years were fully displayed. Following the release of *the Opinions on Strengthening the Protection of Intellectual Property Rights* (hereinafter referred to as “*the Opinions*”), CNIPA's top management made timely and authoritative interpretation at the press conferences held after the release. At the invitation of CNIPA, mainstream media carried out continuous and in-depth policy interpretation, interviews and reports with regards to *the Opinions*, which received constant attention from all walks of life at home and abroad. The number of news reports of all kinds reached nearly 10,000 pieces. Mainstream media were invited to conduct interviews on the theme of “Intellectual Property, Competitiveness for the Future” in Qingdao, Guangzhou, Xiamen, and Fuzhou, and report representative cases and advanced experience on IP pledge financing in various regions. The media were also invited to



IP related display in the Grand Exhibition of Achievements in Commemoration of the 70th Anniversary of the Founding of the People's Republic of China

make special reports on the “Trademark Registration Facilitation Reform” to further stimulate the innovation and entrepreneurship in the society and enhance public IP awareness. CNIPA carried on the policy interpretation and illustration in time, such as its efforts in the “Blue Sky” action.

CNIPA continued to improve the comprehensive publicity on IP. In 2019, CNIPA implemented the “4·2·1+N” news release system, and held or participated in 12 news release events. 40 media from home and abroad were invited to participate in each press conference, in which authoritative information related to the issues of

public focus such as the issuing of *the Opinions*, major statistical IP data, etc. was released timely. The official WeChat account of CNIPA pushed 993 messages in 253 issues throughout the year, with the number of subscribers exceeding 200,000, a year-on-year increase of 62%. The subscribers of the CNIPA official Weibo account reached 229,000 in 4 months after its first public appearance. The cooperation with mainstream media such as the People’s Daily, the China Daily, the China Science and Technology Network, and the China Science Daily was consolidated continuously. The special columns, special editions and special channels on IP



The State Council Information Office held the press conference on China’s IP development status in 2018. Commissioner Shen Changyu and Deputy Commissioner Zhao Gang attended the press conference



Media from home and abroad visiting CNIPA



IP classes for primary and middle school students in CNIPA

operated well under the joint and intensive efforts. The platform for IP promotion was expanding and enriching continually.

Unremitting efforts were made in enhancing international publicity. The latest developments in China's IP work were introduced in occasions such as the "ministers passage" during the "two sessions", press conferences, and international cooperation activities, facilitating the international community to gain better understanding about the updates

in China's strict IP protection. Principal officials, in charge of the relevant departments actively participated in foreign-related activities and took the initiative to respond to IP related questions that attracted attention of the international community. In September, CNIPA organized the activity of "Media from Home and Abroad Visiting CNIPA". 12 overseas media from 6 countries and 5 domestic media were invited to CNIPA for the visit, achieving sound publicity effect. CNIPA assisted the China Global Television Network (CGTN) in filming the first IP related English documentary "A Remarkable Journey—The Story of Patents in China", which made its debut in 170 countries (regions) on December 21, with positive and widespread influence in the world.

New progress was achieved in IP education in primary and middle schools. CNIPA further promoted the pilot and demonstrative projects on IP education in primary and middle schools. Together with the Ministry of Education, CNIPA assessed the first batch of 25 schools as the national IP education demonstration schools and the 4th batch of 53 as pilot schools, increasing the total number of pilot schools to 165. In addition, CNIPA actively pushed forward the international exchanges and cooperation on IP education in primary and middle schools. At the International Symposium on Intellectual Property Awareness for Belt and Road Countries co-organized by CNIPA and WIPO, IP education in primary and middle schools was listed as one of the important topics, receiving wide attention from representatives of participating countries. Capacity building for IP teachers in primary and middle schools was further intensified. CNIPA organized 4 IP training sessions for nearly 800 IP teachers throughout the year, and supported Tianjin, Jilin, Inner Mongolia, Anhui and other provinces (autonomous regions and municipalities) to carry out training for IP teachers in primary and middle schools at provincial level. Support was also given to relevant units to publish a series of excellent IP publications such as the *Intellectual Property Universal Education Series for the Youth* and the *Demonstration Book on National*

Intellectual Property Education for Primary and Middle Schools (Trial Version), providing abundant choices for young people to learn IP-related knowledge. CNIPA co-hosted the 34th China Adolescents Science & Technology Innovation Contest, published an open letter to announce that support would be provided for the award-winning works in their patent application, and helped the teachers and students who participated in the contest to make good use of IPR to protect their innovation achievements.

Law popularization was widely carried out in various forms. A law column was set up in the “China IP News” where analysis of typical cases, introduction to and interpretation of new regulations and other matters were weekly published. CNIPA attached great importance to enabling the widespread understanding of the amendments to

IP related laws. 26 training sessions on the special amendments to *the Trademark Law* were conducted in Beijing, Shanghai, Hunan and other places with the online and live audience totaling around 6,000.

02 | Human Resources Development

(1) IP Human Resources Development Nationwid

CNIPA issued *the Circular on Organizing the Training for Local Administrative Officials in the IP field in Rotation with the Theme of “New Era Focusing on New Responsibilities, New Training Facilitating the New Integration,”* carried out the training in rotation for all the local administrative staff related to IP after



Deputy Commissioner Liao Tao attended the Conference on CNIPA IP Human Resources Work

the institutional reform, and formulated the guiding outline for the rotation training. In 2019, CNIPA carried out over 10 research activities on IP human resources work, organized 10 sessions of training in rotation for nearly 900 local administrative personnel, and made and launched 10 quality distance learning courses on IP. By doing so, CNIPA strove to fully improve the capacity of the local administrative personnel.

CNIPA strengthened the top-level design for fostering IP human resources and made the overall planning for the IP human resources work in CNIPA. *The 2019 Working Plan for the Implementation of the IP Human Resources Development Plan under the 13th Five-Year Plan* was formulated. CNIPA drafted the working plan for formulating *the IP Human Resources Development Plan under the 14th Five-Year Plan*, established the special working group for the formulation, and carried out planning and research on IP human resources. The Conference on the National IP Human Resources Work was held to fully discuss the work in relation to IP human resources nationwide after the institutional reform.

CNIPA put more emphasis on the overall planning of the training work program and on the training evaluation. CNIPA drafted and issued *the Annual Plan for Professional Competence Training for National IP Human Resources 2019*, and held 194 training sessions for more than 15,000 persons. According to *the Measures for Effectiveness Evaluation of National IP Training*, CNIPA organized all related units to conduct a comprehensive evaluation of the training, including the training faculty, teaching, services, management, training effects and others.

The development of national IP training bases was reinforced. CNIPA gave full play to the role of the 26 national IP training bases, held the Seminar for National IP Training Bases, and organized a series of

training activities for IP operation professionals and IP information professionals.

In 2019, the China Intellectual Property Training Center trained about 172,000 people. It organized 52 face-to-face training sessions for more than 3,000 trainees, provided distance learning for about 167,300 trainees, expanded the number of the distance learning sub-sites to 181 and made available a total of 287 online courses. Moreover, it held 21 international workshops and seminars for more than 1,400 persons, received around 200 foreign trainees or counterparts from over 30 countries, regions and international organizations, and invited 20 foreign experts to lecture in China. 9 WIPO distance learning courses in Chinese were launched and learned by 27,887 persons throughout the year, up by 37.3% compared with the previous year.

The China Intellectual Property Society actively carried out targeted practical training, including 10 training workshops targeted at 1,500 persons from its member units, and 4 training sessions on overseas IP warnings and risk responses for more than 500 trainees.

(2) IP Human Resources Development in CNIPA

CNIPA organized and convened the Conference on IP Human Resources Fostering. Deputy Commissioner Liao Tao attended the conference and delivered an important speech. In the conference, the achievements of the CNIPA IP human resources work as of the beginning of the 13th Five-Year Plan were summed up, and the overall guidelines and work arrangements for the CNIPA IP human resources work in the new era were made clear, which laid the foundation for the formulation of *the IP Human Resources Development Plan under the 14th Five-Year Plan*, and the high-quality implementation of the human resources work in the next stage.

Great attention was paid to enhancing the overall planning of work related to IP human resources in CNIPA. With the guidance of *the Action Plan for Implementing the IP Human Resources Development Plan under the 13th Five-Year Plan* (hereinafter referred to as “*the Action Plan*”), CNIPA formulated *the 2019 Implementation Plan for the Major Work of the Action Plan* and *the Working Plan on the Education and Training for IP Human Resources of CNIPA* at the beginning of the year, supervised the implementation progress in the middle of the year, and reported the completion status at the end of the year, which effectively ensured the efficient implementation of *the Action Plan* by all departments in CNIPA. CNIPA organized the assessment of intermediate and high level professionals, and selected a total of 1,301 intermediate and high level IP human resources, including 70 leading professionals of the 3rd batch, 120 high-level professionals of the 7th batch, and 1,111 key professionals of the 6th batch.

CNIPA cooperated with the National IP Training Bases in Chongqing and Guangdong to organize 9 sessions of special training for intermediate and high level IP professionals, providing more than 9,000 hours of training for over 700 people. In addition, CNIPA continued to hold “Cloud Classroom” online training. More than 20 online training classes were organized throughout the year, with nearly 1,000 participants attending nearly 20,000 hours of training accumulatively.

Efforts were made to strengthen the overall planning for the examination training. CNIPA standardized the training for new examiners by means of unifying training courses, trainers, forms of exams and certificates. CNIPA issued *the Adjustment Plan of the Patent Office, CNIPA on Induction Training for New Examiners (2019)* and appropriately reduced the duration of induction training. The training for 3,055 new examiners was successfully completed.

Experts were organized to revise the courseware of 15 teaching and research courses, share the outcomes of teaching and research in a timely manner, and compile *the Examiner Training Series Textbooks – The Computer Retrieval Course*. CNIPA actively expanded the online courses on the SIPOLeMS platform, relying on which, 188 tests/exams were organized for a total of more than 10,000 persons. Pursuant to *the Standards of On-the-Job Training for New Examiners*, the follow-up improvement training for 159 new examiners who joined CNIPA in 2017 and 2018 was carried out stage by stage. Moreover, 1,195 training sessions of various types were held by different departments of CNIPA.

CNIPA continued to develop the pool of examination trainers, and hold training sessions to improve the competence and expertise of the trainers. CNIPA improved the related rules such as *the Administrative Measures of the Patent Office, CNIPA for Certificating Office-Level Examination Trainers (Trial)* and streamlined the working procedures. In 2019, two batches of office-level trainers were certificated throughout the year, including 32 new trainers, and 6 reserve trainers.

CNIPA optimized the structure of foreign language training and promoted the development of the foreign language training system. In addition, CNIPA organized 12 foreign language proficiency classes covering English, Japanese, German and French for departments under the Patent Office, training 190 people. CNIPA also held off-the-job training for 30 senior professionals with excellent foreign language abilities. Advanced online English training classes were organized mainly for high-level professionals, with a total of 172 participants; the first online intermediate level English training class was held for key professionals, covering 250 participants in total; the first advanced online English improving class

was held for leading professionals, with participating number totalling 61. Moreover, CNIPA held advanced French and German language training seminars for professionals capable of other foreign languages and 44 people participated in the training. All the above training helped the patent examiners to improve their ability to read foreign language documents and to examine international patent applications.

CNIPA further strengthened the management of examiner practice bases, and newly set up 5 examiner practice bases including the Dalian Hi-tech Base, increasing the number of bases to 18, which further expanded the technical coverage of the bases. The process of docking with enterprises was also improved, so as to guide the bases to provide better platforms and services for examiners to practice their professional skills. A total of 378 people in 80 groups were sent to participate in the professional practice training throughout the year. 133 people in 45 groups were sent to attend the professional research and training. 38 people in 12 groups were sent to join in the professional internship training program. A team of 26 teachers for patenting practice in enterprises was set up to complete the revision of 10 existing enterprise patenting practice courses, including "Conditions for Patent Granting".

(3) Foreign-Related Training

A total of 10 medium-and-long-term and short-term overseas training programs were implemented throughout the year. CNIPA formulated and issued *the Administrative Measures for the Overseas Training Projects of CNIPA (Interim)*. The 2019 intelligence introduction policy and management training class was held. Foreign experts were invited

by CNIPA to deliver two training sessions for more than 130 trainees. 19 people were selected to participate in the 2019 Scholarship Program of the China Scholarship Council.

CNIPA formulated and issued *the Administrative Measures for CNIPA Trainers of the Foreign-Related Training*. 18 trainers for foreign related training were newly selected. More than 30 trainers delivered classes for foreign trainees. 17 trainers were selected to lecture in IP offices in Ecuador and Zimbabwe, ARIPO, and others. CNIPA also held training classes for the above mentioned trainers, with more than 70 participants attending the training.

03

Academic Activities

CNIPA organized 26 research projects covering 46 topics including "International Hot Issues on Intellectual Property", "Promoting Targeted Poverty Alleviation with Geographical Indications", "Evaluation of the Construction of the Intellectual Property Operation Service System" and "Construction of Intellectual Property Credit System".

The revision and publication of the textbook for the patent agent qualification exam, *the Patent Agent Practice (Fourth Edition)*, were completed. CNIPA completed the edition of the Chinese-Korean Intellectual Property Dictionary in cooperation with the Korea International Intellectual Property Training Institute, developed teaching materials together with the Japan Industrial Property Information Institute,



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co-organized 4 English courses on “American IP Laws” with the Cardozo Law School, jointly held lectures on American IP Laws with the University of Richmond, and worked together with relevant American associations and law firms to conduct the 9th China-US IP Moot Court Series.

CNIPA organized the Seminar on E-Commerce IP Development, issued *the Evaluation Report on the IP Development Status 2018* and compiled the domestic evaluation index system and the international comparative index system for the development of IP. According to the indicators, China’s comprehensive IP development index in 2018 reached 257.4 (regarding 2010 as 100), an increase of 17.9% over the previous year, which was a remarkable improvement.

A press conference was held to publish the bilingual *Report on the E-Commerce Intellectual Property Development in China (2019)*. For the first time, the China Intellectual Property Society, the China Trademark Association and the China Copyright Association jointly held the “China IP 30 Forum (Bird Nest Summit)”. In addition, CNIPA co-organized the annual “China-Japan-Korea Intellectual Property International Symposium” with the Intellectual Property Society of Japan and the Korean Intellectual Property Association in Wuhan.

Academic resources were further integrated. CNIPA newly set up the Specialty Committee of IP in Colleges and Universities and the Specialty Committee of IP Appraisal, gave full play to the advantages of subordinate branches in their respective professional fields, and promoted the in-depth academic exchanges on IP.



Group discussion of examiners from Patent Examination Cooperation (Beijing) Center