



On this day, the northern hemisphere has the longest daytime of the year. It marks the official arrival of the hot summer. A large amount of rainfall and thunderstorms will appear in China and other Asian countries. According to traditional Chinese customs, women usually send each other fans on this day to relieve the summer heat, and a bowl of noodles is recognized as a must for the Summer Solstice.

# Chapter IV



## IP Utilization Promotion to Maximize the Value of IP

- 1 Enhancing the Capacity of Innovative Entities to Underpin Innovative Development
- 2 Optimizing the Service System for IP Operations
- 3 Expanding IP-Backed Financial Services
- 4 Growing the IP Service Sector

# 01

## Enhancing the Capacity of Innovative Entities to Underpin Innovative Development

**The policy guidance was strengthened.** CNIPA, jointly with the Ministry of Industry and Information Technology, issued the *Several Measures for Intellectual Property to Assist in the Innovative Development of Small and Medium-Sized Enterprises Applying Special, Sophisticated Techniques to Produce Unique and Novel Products*. Together with the Ministry of Education and other authorities, CNIPA launched the campaign called “Partnership Between Thousands of Universities and Enterprises on Constructive Innovation” and high-value patent development and commercialization activities called “Thousands of Invention-Creations in Hundreds of Universities”. The *Requirement for the Management System on Intellectual Property Compliance in Enterprises*, a national standard, was revised and finalized. The *Innovation Management – A Guide to Intellectual Property Management*, an international standard, was put into pilot implementation. New lists of 482 National IP demonstration enterprises and 2,512 enterprises with IP advantages nationwide were recognized.

**Measures were taken to boost the development of the innovative economy.** Supportive work was done to build a pilot national patent-intensive product recordation and recognition platform, to start four industrial IP operation centers in the field including “carbon neutrality” and silicon-based new materials, and to set up 104 national patent navigation service bases and 26 supportive service institutions. Winners of the 23<sup>rd</sup> WIPO-China Award for Chinese Outstanding Patented Inventions and Industrial Designs were unveiled, where 40 gold award-winning

projects were set forth, involving an average amount of sales reaching 6.3 billion RMB and an average additional profit reaching 980 million RMB.

**Measures were taken to boost the development of the brand economy.** Facilitation work was done to build 3,400 stations offering guidance on trademarks and branding, and 411 thousand cases of services were provided to enterprises in 2022. In collaboration with the National Development and Reform Commission and other 7 authorities, CNIPA issued the *Guiding Opinions on Advancing Brand Building in the New Era*. For three consecutive years, the *China Trademark and Brand Development Index* was compiled under the guidance of CNIPA.

**Measures were taken to boost the development of the characteristic economy.** Further progress was made in assisting rural revitalization with geographical indications, and the key liaison and guidance mechanism for facilitated utilization of geographical indications was improved. A campaign of “Stimulating Agriculture by Digital Commerce” was launched under the guidance of CNIPA and the Ministry of Commerce to better connect production and sale links of GI products online and promote branding.

# 02

## Optimizing the Service System for IP Operations

**The patent open licensing was accelerated for effectuation.** The *Pilot Work Plan for Patent Open Licensing* was released, and 18 provinces issued their pilot work plans under the guidance of CNIPA. More than 21 thousand patents were selected and disclosed by 1,110 universities, research institutes and large enterprises for open licensing, which were offered to 61 thousand small and medium-sized enterprises, catering to their needs precisely, leading to more than 4 thousand patent licenses. The *Guidelines for the Estimation of Patent Licensing Fees (for Trial Implementation)* were released as a complement.

**The IP operation service system was upgraded.** The *Notice on Matters Concerning Improving the Intellectual Property Operation Platform System* was issued. Performance evaluations were conducted for the 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> batches of key cities regarding the construction of IP operation service systems. Assistance was provided for the Shenzhen Stock Exchange to set up a property rights trading institution for intellectual property rights and scientific and technological achievements.

**The special plan for patent commercialization was further promoted.** In collaboration with the Ministry of Finance, CNIPA issued the *Notice on Handling Properly the Work for the 2022 Special Plan for Patent Commercialization* was issued. Additional 8 provinces for preferential support were identified, and then a total of 16 provinces in China were on the list. In 2022, there were nearly 30 thousand transfers and licenses of patents of universities and research institutes in these 16 provinces, accounting for nearly 90% of the total in China, which proved remarkable effects as a pilot.

# 03

## Expanding IP-Backed Financial Services

**The IP evaluation system was constantly improved.** In cooperation with the People's Bank of China and the China Banking and Insurance Regulatory Commission, CNIPA formulated the *Guidelines for Patent Evaluation*, a national standard, upon research. Moreover, a mechanism was set up to update statistics of patent license fees of patent licensing recordation contracts.

**Efforts were made to promote the quality and expansion of pledge financing.** In 2022, the patent and trademark pledge financing reached 486.88 billion RMB, a year-on-year increase of 57.1%, benefiting 26 thousand enterprises, a year-on-year increase of 65.5%. Among these, inclusive loan projects involving less than 10 million RMB benefited 18 thousand enterprises, a year-on-year increase of 63.1%.

**Novel IP-backed financial services were continuously delivered.** In collaboration with the China Banking and Insurance Regulatory Commission and the China Council for the Promotion of International Trade, CNIPA endorsed the overseas IP infringement liability insurance. Zhejiang province was guided to carry out the pilot program of IP insurance reform and innovation. Assistance was provided in building an IP service station in the Pudong District of Shanghai for companies to be listed on the Science and Technology Innovation Board.

# 04

## Growing the IP Service Sector

**The administrative regime in the IP industry was improved.** CNIPA facilitated the promulgation of the *Provisions on Supervision and Administration of Trademark Agency* to improve the recordation of trademark agencies. The *Administrative Measures for the Formation of Resident Representative Offices in China by Foreign Patent Agencies* were issued, and for the first time, 5 foreign patent agencies were approved to institute permanent representative offices in China. In addition, administrative measures for the credit evaluation of patent agencies were formulated.

**Administrative review and approval procedures were optimized.** The notification and commitment system functioned in licensing 316 patent agencies to practice. The 2022 patent attorney qualification examination was arranged and held. The national public service platform for patent and trademark commissioning, in the form of a WeChat mini-program, was launched, making more than 130 thousand pieces of patent and trademark commissioning information available through the mini-program.

**Stricter governance was imposed on the IP agency industry.** Campaigns for cleaning up the trademark commissioning industry were launched in joint efforts with the State Administration for Market Regulation. Endeavors were made to regulate patent commissioning acts and combat illegal commissioning activities such as squatting Winter Olympics trademarks and falsification of evidence for GI trademark applications.

**High-Quality development of the IP industry was facilitated.** In collaboration with 17 authorities, CNIPA formulated and issued the *Opinions on Accelerating the High-Quality Development of the Intellectual Property Service Sector*. A report on the development of the national IP service was published, and so were a statistical survey report on the national IP service industry and a report on the status quo of the national patent commissioning industry. There were 9 IP service export bases selected by CNIPA and the Ministry of Commerce. The “Intellectual Property Service Tour” campaign was carried on, benefiting more than 300 thousand enterprises.