



24
Solar
term

WINTER
SOLSTICE

It is the day with the shortest daytime and the longest nighttime. It marks the beginning of a period called "Shujuhantian" in Chinese, which is known as the coldest 81 days. In traditional Chinese culture, Winter Solstice is as significant as the Spring Festival, so a feast is indispensable for this day, and dumplings and mutton soup are always the first choices.

Chapter VIII



IP Culture Building and Awareness Enhancement

- 1 Publicity and Media
- 2 Talent Training

01

Publicity and Media

1.1 Publicity of major IP-related events in 2022

Comprehensive and in-depth work was done to publicize and implement the spirit of the 20th National Congress of the Communist Party of China (CPC). In cooperation with 20 departments including the Publicity Department of CPC Central Committee, the 2022 National IP Publicity Week

was held with the theme of “Embarking on a New Journey to Build China into an IP Powerhouse”. The 2022 High-Level Forum on China IP Protection was held, with the theme of “Beef Up IP Protection in an All-Around Way to Optimize Innovation and Business Climate”.



Embarking on a New Journey to Build China into an IP Powerhouse – 2022 National IP Publicity Week



2021 Press Conference on China's IP Development



2022 High-Level Forum on China IP Protection

1.2 Publicity of key IP news

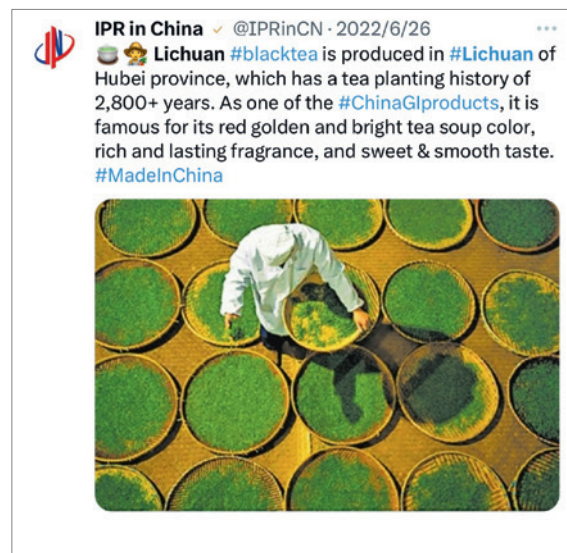
New achievements in news release

A total of 12 press conferences were held in 2022, which generated more than 35 thousand posts. Official accounts were established on Kuaishou, bilibili.com, and toutiao.com. There were 7 CNIPA accounts in operation on new media platforms, which in total attracted nearly one million followers.



Breakthroughs in the cooperation with media

The Twitter account of CNIPA posted nearly 400 tweets in 2022, with nearly 5 million views and 26.7 thousand followers. Key initiatives and the latest dynamics on IP in China were reported in series on the *People's Daily*, the *Guangming Daily*, and China Media Group. Major events and campaigns such as the opening ceremony of the Shanghai International Intellectual Property Forum were live-streamed at Douyin and Kuaishou accounts, with more than 400 thousand views cumulatively.



Official Twitter account of CNIPA (IPR in China @IPRinCN)

1.3 Improving IP education

An account was created at bilibili.com to promote IP education. Training programs were offered to nearly 10 thousand IP trainers. More than 100 videos were posted at the account with 10 thousand views and more than 10 thousand followers attracted. New courses of 13 lecture

hours were developed and launched on the distance education platform. A cartoon TV show, adapted from a book series titled "Little Inventor", was presented on CCTV and other media.

02

Talent Training

2.1 Nurturing IP talents nationwide

Master's degree in intellectual property added as a new category of disciplines

The master's degree in intellectual property was added as a new category to the 2022 catalog of majors and disciplines in postgraduate education. A national survey on IP talents cultivation was launched in more than 200 colleges and universities in China.

Further progress made in training urgently needed talents

The 2022 National Plan on IP Talent Capacity Building and Training was issued, and 81 special training sessions were held for 26 thousand participants in total to nurture young talents, internationalized talents, talents from the Guangdong-Hong Kong-Macao Greater Bay Area, and talents specializing in IC layout design. In addition, 45 premium online courses were produced.

2.2 Training programs

A total of 20 foreign-related training courses including the *Hague System for International Registration of Industrial Designs* were developed or revised. A plan on enhancing the ability of patent examination talents was implemented, an expert team was set up with examination experts from various departments of CNIPA, and a routine mechanism of training, tutorship, and exchange in respective fields took shape. The training system for examiners was optimized, and a new system for on-the-job training of examiners in respective fields was established. A total of 21 courses such as the *Examination Efficiency Improvement* were developed or revised.

The *Action Plan of CNIPA Implementing the 14th Five-Year Plan on Training Intellectual Property Talents* was issued. Professional and technical training sessions for patent examiners were held. 4 additional examiner practice bases were established in the Shenyang Area of China (Liaoning) Pilot Free Trade Zone, Hangzhou Future Sci-tech City, Guangzhou Development District, and Xi'an Hi-Tech Industries Development Zone, respectively. In 2022, 9 practice teams with 42 examiners in total were sent to examiner practice bases for professional and technical training.