

Together for a Shared Future:

Robust IP Protection Convoys 2022 Olympic and Paralympic Winter Games

Sound IP protection was crucial for creating a favorable atmosphere for and securing the success of the 2022 Olympic and Paralympic Winter Games held in Beijing and Zhangjiakou of Hebei Province, China.

CNIPA made announcements on the protection of the Olympic symbols, and issued the *Special Action Plan for IP Protection of Olympic Symbols of the Beijing 2022 Olympic and Paralympic Winter Games* jointly

with the State Administration for Market Regulation (SAMR). A special campaign on the protection of Olympic symbols was launched nationwide to intensify efforts in tackling related IP infringements. Public awareness on Olympic IP protection was enhanced via various media including digital billboards, newspapers, televisions, the Internet, and WeChat public accounts. With all the above efforts, a seamless and invisible "IP shield" was in place for the Winter Games.



By the end of 2021, announcements have been issued on the protection of 63 Olympic symbols, including the emblems, names, abbreviations, mascots, slogans, etc.

Measures adopted in the special campaign

- Strengthening protection of Olympic symbols
- Launching investigations against related illegal acts and establishing corresponding mechanisms
- Enhancing publicity of protection measures
- Focusing on critical channels for related infringing products, such as production hubs, sales and distribution centers, and headquarters of E-commerce platforms
- Imposing harsh punishment on related infringing acts

CNIPA launched special training programs on Olympic IP protection both online and offline in Chongli District of Zhangjiakou for two consecutive years in 2020 and 2021, participated by 1,100 trainees in total. These programs

effectively improved the capacity of local administrative enforcement officers, and raised the awareness on Olympic IP protection.