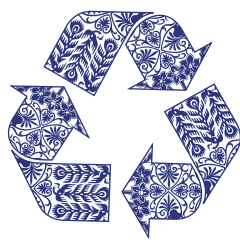




# IV IP Utilization Promotion to Maximize the Value of IP



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In 2021, CNIPA focused on promoting high-quality development of the industries and oriented itself to maximizing the value of IP. Progress was made in improving the market operation mechanism that encourages innovation and implementing the IP operation system building project, so as to boost the IP competitiveness at local levels and promote IP utilization among innovative entities. Every link in the entire chain of IP was motivated by IP utilization, so as to unleash the potential of real economy, drive the self-reliant development of sci-tech industry, and promote the construction of a new development paradigm in China.

## 01 Enhancing the capacity of innovative entities to underpin innovative development

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### Policy support and guidance

In consistence with the quality-oriented policy, CNIPA issued the *Guiding Opinions on Promoting High-Quality Development of Intellectual Property in Scientific Research Organizations* jointly with the Chinese Academy of Sciences (CAS), Chinese Academy of Engineering (CAE), and China Association for Science and Technology (CAST). The promotion program on IP strategy among SMEs was advanced in cooperation with the Ministry of Industry and Information Technology (MIIT) for five consecutive years.

### Demonstrative and exemplary practices

A training session for presidents of national IP pilot and demonstration universities and colleges was held in a concerted effort with the Ministry of Education. CNIPA selected 40 typical cases of national IP demonstration enterprises to enhance the effect of role model enterprises with IP advantages.

### Management mechanism

A pilot project was carried out to standardize the integration of international innovation management system and IP. The re-election of National Technical Committee on Knowledge Management Standardization was completed.

### Award program

The 22<sup>nd</sup> WIPO-CNIPA Award for Chinese Outstanding Patented Inventions & Industrial Designs was organized in a joint effort with WIPO. The award-winning patents covered high-tech equipment manufacturing, artificial intelligence, biomedicine, and other technological fields.



Opening Ceremony of the 17<sup>th</sup> China (Wuxi) International Design Expo and Ceremony for the 22<sup>nd</sup> WIPO-CNIPA Award for Chinese Outstanding Industrial Designs

## 02 Constructing the mechanisms for IP commercialization and utilization to realize the value of IP

**The orientation of IP commercialization and utilization was set.** In a concerted effort with the Ministry of Finance, CNIPA launched a special plan on patent technology transfer and commercialization, which was carried out in 30 provinces. In 2021, a total of over 23,000 patent transfer and licensing transactions were conducted by universities, colleges and scientific research institutes nationwide, a year-on-year increase of more than 30%, nearly twice the domestic growth rate of such transactions; over 10,000 patent transfer and licensing transactions were conducted by 110 national IP demonstration universities and colleges altogether, accounting for over 40% of the total. The efforts of benefiting SMEs with innovations started to pay off.

**The market-oriented IP operation mechanism was improved.** The *Notice on Promoting and Regulating Intellectual Property Operation* was issued with a full set of indicators to evaluate the performance of the IP operation projects funded by public finance. 3 regional IP operation centers and 9 industrial IP operation centers were established upon approval. The *Guidelines for Formulating IP-Related Terms and Conditions in Cooperation Agreements Among Enterprises, Universities and Research Institutions (For Trial Implementation)* was issued in a joint effort with the Ministry of Education and the Ministry of Science and Technology.

## 03 Regulating the IP service sector and optimizing supply of IP services

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**Supervision of the IP service industry was strengthened.** The special campaign "Blue Sky" against prominent illegal acts achieved remarkable results, especially in combating agency for abnormal patent applications, agency without qualifications, agency for bad-faith trademark applications, as well as forging and unauthorized altering of official documents. Meetings with large-scale platform IP service providers were convened to regulate the development of new business formats in the IP service industry.

**The development of IP service industry was facilitated.** CNIPA launched the "Intellectual Property Service Tour", a campaign that benefited more than 150,000 enterprises nationwide. The *Notice on Application for Establishing Export Bases of Professional and Featured Services* was issued jointly with the Ministry of Commerce and other related departments, which promoted the development of export bases for IP services. The *Statistical Report on the Intellectual Property Service Industry Nationwide 2021* was published, according to which, as of the end of 2020, there were about 73,000 IP service providers nationwide with approximately 865,000 employees.

## 04 Boosting development of the industries to support real economy

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**Patent navigation supported the innovation-driven development.** The *Notice on Strengthening Patent Navigation* was issued to improve the related mechanisms and promote the quality and efficiency of patent navigation at local levels. The *Guidelines for Patent Navigation (GB/T 39551-2020)* serial national standards were published and implemented, which provided methodologies for various entities to conduct patent navigation and portfolio planning of high-value patents. Guidance was offered to local governments in establishing patent navigation service bases in consideration of the development status of local industries. As of the end of 2021, more than 170 service bases were recorded and established nationwide.

**Trademarks served the brand economy.** The China Brand Day 2021 was held successfully in a concerted effort with the National Development and Reform

Commission (NDRC) and other related departments. The *Notice on Further Promoting the Establishment of Trademark and Brand Guidance Centers* was issued. As of the end of 2021, there were more than 1,300 guidance centers nationwide, providing timely and effective business guidance and services for market entities. The *China Trademark and Brand Development Index 2021* was released.

**GIs boosted rural revitalization.** According to the central government's instructions on consolidating achievements of poverty alleviation to rural revitalization, CNIPA launched a campaign on boosting rural revitalization with GIs based on its GI utilization and promotion project. 160 GIs were selected as the first batch of GIs nationwide for focused guidance on utilization promotion. The *Collection of Typical Cases of Rural Revitalization with Geographical Indications* was compiled.

## 05 Providing guidance at local levels to strengthen the basis of national competitiveness

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### **Guidance on regional IP-related work was enhanced.**

Evident progress was made in fulfilling the task of accelerating IP-related reforms and innovations listed in major regional strategies of China. The *Guidelines for Promoting High-Quality Development of Intellectual Property (2021)* was issued to coordinate and guide IP-related work nationwide.

### **IP competitiveness was boosted at provincial levels.**

Pursuant to major regional development strategies and arrangements of the central government, CNIPA established mechanisms of cooperation and consultation featured "one theme for one region"

to promote local IP competitiveness and enhance the related governance in 7 provincial-level regions, including Zhejiang, Shandong, the Inner Mongolia, Hubei, Jiangsu, Shanghai and Beijing.

### **Pilot and demonstration projects were launched.**

According to the arrangements of the outline to boost China's competitiveness in the area of intellectual property (2021-2035) and the national plan for protection and utilization of intellectual property during the 14<sup>th</sup> Five-Year Plan period, CNIPA initiated pilot and demonstration projects in relevant cities, counties and industrial parks.