

China's IP
in foreign eyes



With over 700 million active smartphone users, China's mobile market is insane in scale. But sheer numbers aside, what makes it really impressive? One former Silicon Valley insider says China is no longer a factory hub lacking imagination. It has become a hotbed of crazy innovation. (No longer just a factory, China is a mobile leader, by CNN)

拥有超过7亿活跃智能手机用户, 中国移动手机市场规模令人咋舌。但在数字背后, 是什么让其拥有惊人成绩? 一位曾在美国硅谷工作过的内部人士称, 中国已不再是一个缺乏想象力的工厂, 而是已经发展成为一个创新的温床。(“中国: 昨天的世界工厂, 今天的移动领袖”, 美国有线电视新闻网)

Comment:

People tend to think that China has long been a mere manufacturer. Products, usually designed elsewhere, get assembled here. But things have changed. At least China's mobile stars are gaining admiration from their Silicon Valley rivals.

点评:

人们往往认为, 中国长期以来只是一个单纯的世界制造工厂, 只是一个组装产品的集散地。但如今一切都已经改变。执着地创新, 中国的移动新星们正越来越受到其硅谷竞争对手的钦佩。

(by Correspondent Wang Weiwei from Canada)

(本报通讯员汪玮发自加拿大)

Shen: wish a new era of IPR cooperation between SIPO and SPTO

申长雨在京会见西班牙专利商标局局长一行时表示

努力谱写两局合作新篇章

SIPO Commissioner Shen Changyu, on April 22, met Mrs. Patricia Garcia-Escudero Marquez, commissioner of Spanish Patent and Trademark Office (SPTO) in Beijing to share comments on latest IPR cooperation between the two sides. Mr. Shen said that China and Spanish have established diplomatic ties for many years, senior leaders of the two countries have paid visits to each other frequently. All these have contributed to close ties on fields of trade-economic, technology, culture, which then brought new vigor and vitality into IPR cooperation between the two sides. "Marquez's visit will start a new chapter for further fruitful office-office cooperative relationship," said Mr. Shen.

Shen said that SIPO and SPTO are two important and vibrant offices which have made their joint efforts on promoting innovation development globally, establishing a more inclusive and balanced IPR system. According to him, due to the high-level reciprocal visits, information exchanges and projects cooperation and such similar activities for these years, the two sides have maintained good cooperation and exchanges

under bilateral frameworks and multilateral frameworks.

Marquez shared the same views with Mr. Shen. She also hoped that the two sides will work further together to push for steady development of friendly a bilateral cooperation, and yield substantial results.

During the meeting, Mr. Shen and Mrs. Marquez also shared comments on some leading edge topics, such as building cloud patent examination system, telecommuting construction, development of system of patent for utility model in China.

Without question, companies are direct beneficiaries. Latest numbers show that as of the end of February 2014, Spanish companies have filed an accumulated of 3,640 patent applications in China, 1,211 of which have been authorized, and they now own 809 living inventions.

(By Liu Peng/Photo by Zhang Zihong)

本报讯 4月22日, 中国国家知识产权局局长申长雨在京会见了来访的西班牙专利商标局局长帕特里夏·加西亚·埃斯库德罗·马尔克斯一行。申长雨表示, 中国与西班牙建交多年来, 双方高层往来频繁, 两国关系稳步向前发展, 在经贸、科



技、人文等领域的紧密合作也为双方在知识产权领域的合作不断注入了新的动力。他相信此次马尔克斯率团来访将为两局未来的合作关系谱写新的篇章。

在会谈中, 申长雨表示, 中国国家知识产权局与西班牙专利商标局是国际知识产权舞台上两支活跃的重要力量, 两局在推动全球创新发展、促进建立更加包容与平衡的国际知识产权制度方面发挥了重要作用。多年来, 两

局通过高层互访、信息交流、项目合作等多种形式, 在双边和多边框架下保持了密切的交流和合作。

马尔克斯表示, 中西两局自建立友好合作关系以来, 双方一直保持着良好的沟通与密切的合作, 并且两局交往日益密切, 她希望双方进一步推动友好合作深入持续发展, 并在合作项目上取得更多丰硕的成果。

双方还就云专利审查系统、中国实用新型专利制度、远程办公等

议题进行了友好沟通与交流。

据了解, 截至2014年2月底, 西班牙企业在华累计提交了3640件专利申请, 专利授权总量累计达1211件, 有效发明专利量为809件。(柳鹏)

图为申长雨(右三)在京会见帕特里夏·加西亚·埃斯库德罗·马尔克斯(左二)一行

本报记者 张子弘 摄

(Page 4 take up version)

V. Promoting IP International Exchange

Goals:

Perfecting the exchange and dealing mechanism of foreign IP information, participating in the establishment of international IP system, improving the foreign IP working capabilities. Promoting the exchanges and cooperation with international organizations and major countries, enhancing the capabilities and initiative of dealing with global IP affairs, enhancing the IP influence globally. Expanding the overseas development space for Chinese enterprises, improving the guidance and service for protecting overseas rights of Chinese enterprises.

Measures:

55. Through multilateral and bilateral exchanges, improve the mutual trust and explanation on the IPR protections issues concerned by foreign side, undertake the follow-up work of the establishment of WIPO China Office, negotiate relevant conventions and review relevant treaties, participate in the construction of international IP orders.

56. Improve the foreign IP information exchange and cooperation, undertake foreign IP exchange through existing bilateral dialogs and working group mechanisms. Implement the SINO-US Intellectual Property Rights (IPR) Cooperation Framework Agreement and the new IP cooperation projects between China and EU, complete the China-EU negotiations on geographical indication as soon as possible, organize the negotiation on the IP sections in the China - Korea free trade agreement and China - Japan - Korea free trade agreement.

57. Improve the coping mechanism of overseas IP issues, explore the construction of IP working system for the globalization of enterprises and industries, refine the overseas IP information platform, establish the overseas IP service agency community, set up more IP service stations for Chinese enterprises in large foreign exhibitions, mobilize and integrate foreign-based institutions, domestic local and social resources to provide services to enterprises.

58. Fulfill the International Convention on the Protection of New Varieties of Plants (UPOV), optimize the implementation plan, endeavor to conduct the compiling of the UPOV testing guideline, improve the cross-strait exchanges and cooperation on new varieties of plants protection.

59. Evaluate the issues relating to the Protocol to Convention on Biological Diversity on Access and Benefit-sharing of Genetic Resources, study the follow-up negotiation topics, prepare for the inter-governmental conference and the conference of the signing parties.

60. Deliberate the accession to The International Treaty on Plant Genetic Resources for Food and Agriculture.

61. Actively participate in the discussion and negotiation of international regulations, accelerate the preparation for China's accession to the Hague Agreement concerning the International Deposit of Industrial Designs, expand the cooperation network of Patent Prosecution Highway, expand the overseas application channels for enterprises, improve the exchanging and coping mechanism for foreign IP information.

62. Promote China's accession to the Beijing Treaty on Audiovisu-

al Performances, carry out relevant works regarding China's accession to the Marrakesh Treaty to Facilitate Access to Published Works for Persons Who Are Blind, Visually Impaired or Otherwise Print Disabled.

63. Publicize the policies and measures for implementing China's IP strategy in good time to answer for the international opinions and concerns, highlight China's resolution and achievements in IP protection and combating infringement and counterfeiting.

VI. Promoting Fundamental IP Capabilities

Goals:

Accelerating the development of IP service industry, guiding the service agencies to specialized, branded and globalized development. Enhancing IP talents cultivations, refining the evaluation standards of IP specialists, promoting the collection of high-end talents toward IP areas. Innovating the IP publicity and education mode, promoting IP cultural construction, enhancing the overall IP capabilities of the public.

Measures:

64. Develop the Guiding Opinions on National Intellectual Property Service Standardization System, undertake national IP service survey, promote the construction of national experimental zone of IP service agglomeration development and the cultivation of national IP service brand.

65. Promote the revision of the Regulations on Patent Commissioning, study and formulate the middle and long-term development plan for the patent agency industry, promulgate promotion policies for the patent agency industry, establish the

service standards of patent agencies, refine the qualification examination system for patent agents.

66. Improve incentive policies for the returned high-end overseas talents, draw IP-related high-end overseas talents through various talent introducing plans; enhance the guidance to the pioneer parks for overseas talents, support the high-tech enterprises started by overseas talents with self-relied IP rights.

67. Establish national cultivation bases for IP talents, promote the collaborated innovations in IP researches, guide the high-end IP specialist cultivation by the professional cultivation bases for law talents, improve the IP course system of universities and vocational schools, offer IP related minor courses, enhance IP publicity and education in middle schools and primary schools.

68. Implement Opinions on Strengthening the Construction of Intellectual Property Talent System, integrate the IP related occupations into the National Occupation Classification, establish and refine the evaluation mechanism of IP specialists, integrate IP talents into the scope of the professional title evaluation, improve talents evaluation, promote the development and rational flow of talents.

69. Establish the IP specialist system for national defense technology research projects, gradually build up the national defense IP specialist team, explore the establishment of specialist qualification and training assessment mechanism; promulgate the IP specialist management measures by Chinese Academy of Science, specify the responsibilities and career development plans for IP specialists.

70. Organize news agencies to undertake IP-themed publicities, with focus on key moments and relevant activities; enhance online publicities, organize the central media agencies, central news websites and major business portals to enhance the effect of dissemination and guidance via new media forms.

71. Combine the IP legal publicity with the "six targets" (government, counties, communities, schools, enterprises and institutions) of legal publicity, widely popularize the knowledge of IP protection, undertake IP-themed legal publicities on the official Weibo site of China Legal Publicity, organize local legal publicity websites to carry out various IP-themed legal publicities.

VII. Achieving Better Organization and Implementation of IP Strategy

Goals:

Strengthening the overall planning and top-level designing for deepening the implementation of IP strategy. Refining the IP strategic planning and implementation in various fields and regions, promoting the effective integration of the IP strategy implementation into the economic development of various fields and regions. Improving the inter-ministerial joint meeting system of the IP strategy implementation, strengthening the organization and implementation of the strategy.

Measures:

72. Formulate and promulgate the Action Plan for Deepening the Implementation of the National Intellectual Property Strategy (2014-2020).

73. Improve the construction of the working system and platform for the implementation of the IP

strategy, promote the integration of IP strategy implementation index into the local performance evaluation system, undertake the supervision and inspection on the implementation of the IP strategy in proper time.

74. Launch the formulation and research of the IP working plan for the 13rd Five-year Plan.

75. Promote the implementation of regional IP strategy in accordance with the classified guidance requirements, improve the links between programming of key areas like Capital Economic Circle and Circum-Bohai Sea Economic Zone, major policies and IP policies, establish and optimize the regional IP cooperation mechanism, promote the development of some eligible provinces into IP-driven ones.

76. Launch the formulation of the national defense IP strategy for the thirteenth five year plan, optimize the organizing and working mechanism of the strategy implementation.

77. Study and formulate guiding documents on IP strategy in cultural system.

78. Publish the Guidance on Strengthening the IP work in Medicine, Health and Family Planning.

79. Complete the periodic evaluation summary on the implementation of the local IP strategy, generate the development report on the implementation of the local IP strategy.

(Finish)

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