

China's IP in foreign eyes

Not long ago, Chinese tech largely meant Alibaba's e-commerce business and Tencent's social media empire built around its WeChat app. That is no longer the case. In areas ranging from robotics and artificial intelligence to medical devices and fintech, China is making the transition from imitator to innovator. (Shifting Chinese tech sector gives reason for optimism, by Financial Times)

过去,提起中国的互联网科技,主要是指阿里巴巴的电子商务业务和腾讯的围绕微信平台建立起来的社交帝国。而现在,情况已不再如此。从机器人学、人工智能领域到医疗器械、金融科技,中国科创企业在很多领域正在从模仿者向创新者转变。(“中国科技产业的转型令人乐观”,金融时报)

Comment:

The transition from imitator to innovator, Chinese S&T enterprises have realized the significance of intellectual property rights and taken them as the top priority for their development in order to facilitate innovation.

点评

从模仿者到创新者的转变,离不开中国科创企业对知识产权的重视,将知识产权作为企业发展的命脉,促进企业创新发展。



As millions around the world settle into couches and tune into the Super Bowl on big-screen TVs on Sunday, fans in China will be watching the American football championship on mobile phones and tablets - on their way to work. For the first time, the Super Bowl will stream live on popular messaging platform Sina Weibo. (Super Bowl goes social as NFL seeks China touchdown, by Reuters)

随着美国职业橄榄球大联盟(NFL)一年一度的“超级碗”在休斯敦上演,中国的橄榄球迷也没有“缺席”,他们在上班路上通过手机或平板电脑观看了这场年度冠军赛。这是超级碗首次在拥有众多用户的新浪微博平台上直播。(“利用社交媒体,NFL寻求在中国‘达阵’,路透社”)

Comment:

Super Bowl is reckoned as the American version of Spring Festival Gala where top celebrities join in the Halftime Show to make it entertaining to the audience. China's TV stations and Video website swarm for its live show and explore actively the values of good copyrights.

点评

超级碗有“美国春晚”之称,众多一线明星参与的中场表演让这场体育盛事具有娱乐看点。今年,中国各大电视台、视频网站争相直播超级碗赛事,积极发掘优质版权的价值。(李倩)

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Chinese enterprises execute IP prowess in global market

注重研发投入,依靠知识产权开拓国际市场

中国企业“走出去”:凭专利赢实力

At the International Consumer Electronics Show in Las Vegas, smart phones like Mate 9, Honor 6X and other patented new products were on show for the first time, relying on its patent advantage. Huawei launched 5G mobile technology cooperation with British Telecom, and joined alliance with the United States International Data Group... At the beginning of the new year, Huawei Technologies Co., Ltd. (hereinafter referred to as Huawei) has caught wider attention from the industry.

“In recent years, what makes Huawei rise rapidly and become one of the leading companies in telecommunication industry is the using of intellectual property,” Song Liuping, vice president of Huawei said. Latest data shows that by the end of 2016, Huawei obtained domestic and overseas patents of more than 55,000, among which over 90% were invention patents; the number of granted invention patent in 2016 was up to 2,690, with a year-on-year increase of 11.5%. It continuously ranks among the top three on the ranking list of annual Chinese invention patent grants for mainland enterprises. Recently, the World Intellectual Property Organization released the latest report, which showed that among the enterprises of the world submitting the international application through the Patent Cooper-

ation Treaty (PCT), Huawei has been ranking the top for many years.

“Intellectual property is closely related to a company's market competition, development and the global layout. Owning a large number of high-quality patents is the inevitable choice to adapt to the 'jungle rule' of international competition.” Song Liuping said Huawei's "going out" strategy started from 20 years ago. Despite of the number of patent infringement of the affairs the company has ascending, Huawei hasn't been knocked down. On the contrary, it has been becoming more and more powerful and confident. Huawei has been proved to be a banner of the Chinese enterprises "going out".

Coincidentally, with patent advantages ZTE has won the "337 Investigation" for 8 times in 6 years, during the disputes filed by its foreign competitors, a new record of Chinese enterprises.

According to Cao Xinming, Executive deputy director of Intellectual Property Research Center, Zhongnan University of Economics and Law, a company will be in greater demand for intellectual property rights as it is getting involved in global and domestic market competition. And it is true that Chinese enterprises successfully "going out" are those with comparative advantages in intellectual property

rights. For Haier Group, as the leader of China's household electrical appliance enterprises, with the quality and quantity of intellectual property increased year by year, it opened the market in Europe and the United States, won a good profit.

Last year, Huawei has offered licenses on 769 patents to Apple, Huawei has received a substantial number of patent licensing fees, becoming the first of Chinese enterprises. In 2016, Huawei has achieved the sales revenue of 520 billion yuan with the annual increase rate up to 33%.

“With more and more Chinese enterprises succeeding in going out, more and more Chinese enterprises like Huawei, are stepping on the world stage with the advantage of intellectual property rights, and IP is playing an increasingly important role in the development of enterprises. We hope more and more Chinese enterprises will stand in the forefront of international industrial competition,” Cao Xinming said.

(by Zhao Jianguo)

本报记者 赵建国

在拉斯维加斯国际消费电子展上首次亮相Mate9、荣耀6X等专利新产品,依托专利优势与英国电信启动5G移动技术应用部署合作,与竞争对手美国国际数据公司结盟……新春伊始,华为技术有限公司(下称



华为公司)成为业界关注的焦点。

“近年来华为公司迅速崛起,成为国际通信产业界的领军企业之一,凭借的就是知识产权优势。”华为公司副总裁宋柳平说到。最新数据显示,截至2016年底,华为公司拥有国内外专利超过5.5万件,其中90%以上为发明专利;2016年中国发明专利授权量达2690件,同比增长11.5%。在内地企业年度中国发明专利授权量排行榜上继续稳居前三之列。近日世界知识产权组织发布的最新报告显示,在全球企业通过《专利合作条约》(PCT)途径提交的国际申请排行榜上,华为公司已经连续多年名列前茅。

“企业的知识产权与市场竞争、企业发展、全球布局息息相关。拥有众多高质量的专利,是适应国际竞争‘丛林法则’的必然选择。”宋柳平说,华为公司“走出去”起步于20多年前。这些年来虽然遭遇一次又一次竞争对手的专利狙击,但华为公司不但没有被击倒,反而越来越强大,越来越有自信,成为中国企业“走出去”的一面旗帜。

无独有偶,众多中国企业正在成长壮大。拥有专利数量与华为公司

不相上下的中兴通讯股份有限公司,借助专利优势在国外竞争对手挑起的纠纷中应对自如,曾经赢得了“337调查”6年8连胜的好成绩,创下了中国企业的历史新高。

在中南财经政法大学知识产权研究中心常务副主任曹新明看来,中国企业参与市场竞争、国际竞争程度越深,对知识产权的需求越强。事实的确如此,成功“走出去”的中国企业大多是知识产权优势企业。海尔集团作为中国家电企业的“领头羊”,知识产权数量质量逐年大幅提升,家电产品在欧美地区打开了市场,赢得了良好效益。

去年,华为公司向苹果公司许可专利769件,已经从苹果公司收取数目可观的专利许可费,开了中国企业的先河。2016年华为公司实现销售收入5200亿元人民币,年增幅达到33%。

“伴随着越来越多中国企业成功‘走出去’,像华为公司这样凭借知识产权优势走向世界舞台的中国企业也越来越多,知识产权助力企业发展作用日益凸显,相信会有更多的中国企业挺立在国际产业竞争的潮头。”曹新明表示。

Distributors of counterfeit Dove logged in China

中国公安部督办特大“假冒名牌巧克力案”

8名制售假冒“德芙”者被严惩

“8 defendants were not only punished by criminal penalties, but also fined 6.21 million yuan for the distributing of counterfeit brand-name chocolate.” On January 17, the large “fake brand-name chocolate case” supervised by Ministry of Public Security was heard in Xinwu People's Court, Wuxi City, Jiangsu Province (hereinafter referred to as the Court).

Previously, in Wujin District, Changzhou Jiangsu Province, a sweet shop owner found that the Dove chocolate he wholesaled from the distributor, surnamed Xu was repeatedly questioned by customers for counterfeit products. Then the shop operator sent the relevant products to the Chinese manufacturers of Dove Chocolate for

test. Test results showed that these so-called authentic chocolate actually were counterfeit goods. In March 2015, Mars Group in United States, the Dove chocolate brand right owner, commissioned an intellectual property agency reported the case to China's public security organs.

Subsequently, the police started to investigate and looked for the clues from the distributor surnamed Xu, and captured a total of 8 persons involved, seized 3 criminal dens producing and selling fake branded chocolate, and discovered over 300,000 pieces of counterfeit Dove, Ferrero Rocher in Anhui and Jiangsu Province.

After 3 trials in nine months, 8 defendants were finally sentenced between 1 and 5 years in prison (4 per-

sons suspended), and were fined ranging from 10,000 to 1.85 million yuan, totally 6.21 million yuan. During the appeal period, as the prosecutor and defendants did not protest, the judgment came into force.

“The protection of trademark rights is not only the respect to wisdom of the enterprise and the branding process, but also the maintaining of fair competition in the market order,” Jiang Shaowen, vice chief judge of the Court said.

(by Feng Fei/Shi Qian)

本报记者 冯飞

通讯员 石倩

“8名被告人因生产、销售假冒名牌巧克力,不仅遭到刑事处罚,还被处以621万元罚金。”1月17日,这



起由公安部督办的特大“假冒名牌巧克力案”在江苏省无锡市新吴区人民法院(下称新吴法院)落槌。

据了解,此前,江苏省常州市武进区一家喜糖铺经营者发现其从中间商徐某处批发的“德芙”巧克力多次被顾客质疑为假冒产品,便将相关产品交予德芙巧克力中国厂商检测。检测结果显示,这些所谓的正品巧克力居然都是冒牌货。2015年3月,德芙巧克力权利人美国玛斯集团委托知识产权代理公司向公安机关报案。

随后,警方从中间商徐某入手,顺藤摸瓜,抓获涉案人员共8人,在安徽和江苏两地查获3个生产、销售假冒品牌巧克力的犯罪据点,查获假

冒德芙、费列罗巧克力30万余粒。

据悉,该案历经9个月3次开庭审理,最终8名被告人一审被判处1年至5年不等的有期徒刑(4人缓刑),并处罚金1万元至185万元不等的罚金,共计621万元。上诉期内,公诉人和被告人未提出抗诉或上诉,此判决为生效判决。

“商标权的保护不仅是对企业智慧结晶以及品牌塑造过程的尊重,也是维护公平竞争的市场秩序。”新吴法院副院长蒋少文在接受本报记者采访时表示。



Chinese IP story

A business startup story of a returnee 卖掉别墅回国创业

He was graduated from Technische Universität Kaiserslautern and his major was computer vision artificial intelligence and VR technology. The projects he participated included the digital museum of China's Palace Museum, digital rebuilding of cave 1, Mogao grottoes. He sold his house with an area of 500 square meters and two cars, and sent his lovely dogs back home. In June 2014, he took his wife and 3-year-old child with 10 million yuan to Zhuhai, Guangdong Province to start his business there. His name is Cui Yan, the general manager of Zhuhai 4D Times Network Technology Company.

“We returned to motherland to answer our government's call of mass entrepreneurship and innovation,” said Cui Yan. The 3D printing was described as the third industrial revolution in the world. “The 3D printing has close relationship with the upstream digital modeling technology, while China's modeling technology is weak,” Cui adds.

Cui Yan's entrepreneurship program is named the industrialization of 3D visual exhibition based on cloud computing and VR technology. With this technology, everyone could provide 3D data. You can snap a photo of real-world objects and upload, the da-

ta is then processed by software and 3D model is built afterward. Finally, the object is printed by the 3D printer, which the whole process merely lasts for five minutes. Such technology was widely used in heritage, e-commerce, press and publication.

Cui Yan's company has obtained six patents, and recently started turning a profit after two years' operation. The most profound difficulty, however, is lacking of talent. “I hope Chinese government could organize companies to recruit talents in Beijing and Shanghai,” said Cui. (by Liu Peng)

毕业于德国凯泽斯劳滕工业大学,主要从事计算机视觉技术人工智

能与虚拟现实技术的研发,他参与的研发项目包括故宫博物院数字化博物馆、敦煌莫高窟一号窟数字化三维重建等。他卖掉了位于德国西部凯泽斯劳滕500多平米的别墅和两辆爱车,将陪伴了多年的爱犬送回老家。2014年6月,他和爱人带着1000万资金和年仅3岁的孩子来到珠海创业,他就是珠海市四维时代网络科技有限公司总经理崔岩。

“我们回国,真的是响应国家大众创新、万众创业的号召。”崔岩说,3D打印被描述为当今全球范围内工业领域正在经历的第三次工业革命,“没有上游的三维数字化建模,3D打印将无从谈起,而国内三维数字化建模环节十分薄弱。”

崔岩的创业项目名为“基于云计算及虚拟现实技术的三维数字化虚拟展示及其产业化应用”,崔岩介绍,有了这种技术以后,人人都可以成为3D数据的提供者:通过手机拍照然后上传,软件将全自动采集和处理数据,通过3D自动建模,精确“恢复”物体,然后打印出与原物一模一样的产品,处理时间不过5分钟。而且这个技术能够广泛运用于文博、电子商务、出版发行等行业。

截至目前,崔岩的公司拥有6件核心专利,运营两年的时间就开始盈利,但是目前发展的最大困难依然是人才。崔岩称,希望政府部门未来能多组织企业前往北京、上海等高校招聘人才。(柳鹏)