

China's IP
in foreign eyes



Singles Day in China has become the world's biggest shopping day. With clear marketing and help from an online spending boom, the Alibaba Group, in less than a decade, turn Nov.11 into a symbol of the power of the Chinese Consumer. Single Day has become a symbol of the rise of those sources: Chinese consumption. (Alibaba, Amid Intense Hype, Confronts a Slowdown on Singles Day, by the Wall Street Journal)

中国的“双11”已成为世界最大的购物节。凭借巧妙的营销手段,在网上消费的一波繁荣的推动下,阿里巴巴集团在不到10年的时间里将11月11日变成了中国消费者力量的象征。“双11”象征一个新的增长点正在兴起:中国国内消费。“阿里巴巴‘双11’神话能否延续”《华尔街日报》

Comment

Alibaba can face challenge without failure only by protecting IPRs of brands, interests of every participant in the platform, and protecting consumers from infringing products.

点评

阿里巴巴只有大力保护品牌商的知识产权,让平台上的每个参与者的利益都得到保护,保护消费者免于假货的侵害,才能在电子商务领域立于不败之地。



Mr. Mi said that the venture should start making money within five years. In the meantime, he added, the company is serving China's flagship economic and foreign policy program—a multi-billion-dollar plan launched in 2013 by the leader, to develop sea and land transport corridors through which China can export its goods to the world, particularly Europe. (With City of Towers, China Puts its Economic Stamp on Caucasus, by the New York Times)

米恩华说,这项基础投资应该在5年内赚钱。他还说,该公司同时也服务于中国主要的经济和外交政策——中国领导人在2013年启动了一项规模达数十亿美元的计划,旨在修建数条海陆运输走廊,让中国可以把货物出口到世界,特别是欧洲。“新丝绸之路将中国经济带到格鲁吉亚”,《纽约时报》

Comment

The Belt and Road countries has accumulated expertise and advanced capabilities in the field of IP. The cooperation among those countries could promote common development and prosperity and build a road towards peace and friendship by enhancing mutual understanding and trust.

点评

“一带一路”沿线国家在知识产权方面积累了丰富的经验,通过交流与合作,提升相互信任和理解决,可以更好地促进共同发展和繁荣,建立一条和平发展共赢之路。(柳鹏)

China's applications of industry design patent evaluation report exceed 20,000 中国外观设计专利权评价报告请求量突破2万件

According to the recent data from the State Intellectual Property Office of PRC (SIPO), as of the day of October 28th, 2016, the totally amount of applications of China's industry design patent evaluation report exceeded the benchmark of 20,000.

It is reported that, the evaluation reports of industry design patent system was put into force on October 1st, 2009. Then the Patent Law of PRC amended in 2008 added this legal conception for the first time. In July 2010, SIPO received its first applica-

tion of industry design patent evaluation report. From then on, the yearly amount of applications of industry design patent evaluation report increased rapidly. Back to 2010, only 33 applications of industry design evaluation report were submitted to SIPO during

the whole year, while the number of it reached to 390 in 2011. And it rose to 6,032 in the year of 2015. As of October 28th, 7,004 applications of industry design patent evaluation report were submitted in 2016.

Since the evaluation reports of industry design patent system established, it took 5 years for China to increase the number to 10,000. And the number doubled in only 14 months later. The great-leap forward development reflects that China's industry design patent preliminary examination system has attached the public importance and acceptance, and the evaluation reports of industry design patent system has been an important part of China's industry design patent examination system.

(by Gao Xiaoyu)

本报讯 据中国国家知识产权局统计显示,截至2016年10月28日,

中国外观设计专利权评价报告请求量累计突破2万件。

外观设计专利权评价报告制度是中国专利法第三次修改后新增加的内容,自2009年10月1日开始实施。自2010年7月中国国家知识产权局收到外观设计专利权评价报告请求以来,评价报告请求量呈逐年快速增长态势。2010年评价报告请求量为33件,2011年为390件,到2015年这一数字已达到6032件。截至今年10月28日,2016年外观设计专利权评价报告请求量已达7004件。

自外观设计专利权评价报告制度实施以来,中国用了5年的时间使得外观设计专利权评价报告请求量达到1万件。此后,仅仅用了1年2个月的时间,请求量突破2万件,真正实现了跨越式发展。这也说明中国外观设计专利权评价报告制度作为外观设计专利初步审查制度的有益补充,越来越得到社会公众的认可 and 重视。(高小玉)



Photo News

Cross-stitch of the Yao nationality in Shaoyang, Hunan province is one of the oldest forms of embroidery. It was originated from Yao nationality people's daily life, and the design model are usually based on plants, animals and scenes of Shaoyang. As a famous intangible cultural heritage, Cross-stitch inherits Yao nationality's history, families, religion, economy and culture, and reflects Yao nationality's traditional custom.

(photo by Zhang Zihong)

湖南邵阳瑶族的传统挑花刺绣拥有悠久的历史,是世界上古老的刺绣形式之一。其植根于少数民族的日常生活,图案多取材于树木花草、飞禽走兽、云霞水文等。作为非物质文化遗产,挑花刺绣传承了瑶族的历史、家族、宗教、经济、文化等,反映了瑶族文化的乡土人情。本报记者 张子弘 摄

applications of industry design patent evaluation report



Zhou Wei and his shadow puppets 成都皮影的文化印记

Located in the east of Wuhou Memorial Temple in Chengdu, a southwest city, the over 350 meter-long Jinli Ancient Street is the concentration of Chengdu nightlife, snacks and folk culture. Here is the performance stage of Zhou Wei, a well-known folk artist, who is skilled in making and performing shadow puppet. Whenever it is day or night, Zhou Wei's booth is always crowded with numerous of curious tourists, who strive to be the first audience.

Shadow puppetry is a kind of traditional Chinese performing art which uses flat articulated figures (shadow puppets) to create the impression of moving humans and other three-dimensional objects. This traditional Chinese folk art could date back to 2,000 years ago. In 2011, Chinese shadow puppetry was listed on Masterpieces of the Oral and Intangible Heritage of Humanity. Zhou Wei's shadow puppetry is the Sichuan Xilu branch, which was popular in later Qing Dynasty. "Compared with other branches, Sichuan Xilu shadow puppets feature bigger size and exquisiteness. That is because the Sichuan opera drama costumes were used as the blueprint for the early Chengdu shadow puppetry," says Mr. Zhou.

Although popular in ancient times, this kind of traditional art has witnessed decline in recent years, especially during the early years for China's opening-up and reform. Back

then, although Zhou Wei could earn his living by his painting and drawing skills, he was reluctant to give up on shadow puppetry. This embarrassing situation has been improved since the 1990s. The shadow puppetry was used as film material by some famous directors, which then inspired the curiosity of the young generations. Zhou Wei seized this opportunity and opened his own shop to make and sell shadow puppets. And also, he started to perform the shadow puppetry nationwide and introduced the Sichuan Xilu branch to more audiences. Years later, he gained his reputations nationwide. He was even invited to perform in Netherlands and France as a representative of Chinese folk art. In 2004, when the Jinli Ancient Street opened, he was invited to be settled.

"Times is changing, while keeping the traditional values of shadow puppetry, new elements could be added. For example, we should make innovations on program arrangement to attract younger audiences," says Zhou Wei. To do this, he handed over the performing job to his families and devoted himself to shadow puppetry innovations. Everything comes to him who waits. His newly designed shadow puppets with the image of popular figures such as Mr. Psy and Michael Jackson etc. made him a great success. The newly designed child play were met with great favor.

Zhou Wei has been working as a

shadow puppet performer for decades and hopes to transmit the culture heritage to the next generation.

(by Wu Ke)

本报记者 吴珂

蜿蜒曲折、古色古香,漫步在成都的锦里古街,能随时感受到由三国文化与成都民俗组成的特有文化气息。在古街一侧的一个小摊位中,宫廷仕女、历史人物……一个个做工细腻又生动形象的皮影戏制品及工艺品在这里展现风采。作为成都皮影艺术人的周伟并未被锦里古街的喧嚣所打扰,在自己的摊位上仔细雕刻着新的皮影作品。到了傍晚,小摊位热闹起来,周伟搭建的皮影表演展台在观众的叫好中不断上演着新的节目。各个皮影人物纷纷跳起了流行舞步,转身翻跟头等高难度动作丝毫不落下。在光与影的“无间合作”下,小小的展位显得流光溢彩。

众所周知,皮影戏是我国民间古老的传统艺术,历史悠久。2011年,中国皮影戏更是入选人类非物质文化遗产代表作名录。成都皮影作为其中的一个流派,属于四川西路皮影,在清朝末年较为盛行。“成都皮影在我们这又叫大皮影,比北方皮影的影人要大一些。由于早期的成都皮影影人服饰多以川剧舞台戏装为蓝本,相对于其他皮影流派,它的影人做工最为精美。”成都皮影的特点在周伟口中被娓娓道来。

然而,在改革开放初期,皮影戏制作与表演的市场并不景气。尽管当时的周伟只能凭借良好的书画功底以开字画铺谋生,他依然坚持制作



几幅皮影人放在店里,不愿放下手中的技艺。直到上世纪90年代,随着一些热门影视剧对皮影的涉及,激起了一些年轻人对了解皮影知识的兴趣,周伟随即开设了自己的民间皮影店,制作销售皮影,并在各地公开表演皮影戏。随着产品的热销与表演场次的增多,周伟的名声也在当地被逐渐打响。2004年锦里开后,周伟受邀携成都皮影进入锦里古街,成为当地的文化印记。周伟的皮影小剧团还踏出国门,远赴荷兰、法国等国家进行交流表演。

“我们在传统文化传承中需要考虑到年轻人的接受程度,与当下的时代背景及流行元素进行适当的结合。这就要求我们在皮影制作及节目设置上进行创新。”周伟告诉记者,如今,他已把大部分的皮影表演工作交给了家里人负责,自己则投入更大精力到皮影的创新制作上。在周伟

的刻刀下,北京奥运会吉祥物、鸟叔、迈克尔·杰克逊等人物的皮影形象频频亮相,周伟及其家族的皮影剧团也在表演传统戏的同时,为观众带来了贴近生活的现代剧,他还设计了《小猴下山》《猪八戒吃西瓜》等儿童剧,向更多观众展示皮影艺术的魅力。

如今已是四川省民间艺术优秀传承人的周伟对记者感慨:“希望让更多的人认识皮影、喜爱皮影,为皮影戏的传承发展创造更好的环境和氛围。”

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