

China's IP  
in foreign eyes



WeChat is the best riposte to the condescending, widely held belief that Chinese internet firms are merely imitators of Western ones, and cannot innovate themselves. But it is not the only example. Alibaba kick-started Chinese e-commerce with the clever trick of holding payments in escrow, helping buyers and sellers establish trust. (The Western caricature of Chinese internet firms needs a reboot, the Economist)

人们普遍认为,中国互联网公司仅仅是西方公司的模仿者,自己则无法创新。对于这种傲慢的观点,微信无疑是最好的回击。但它并不是唯一的案例。阿里巴巴通过托管付款这一聪明做法帮助买家和卖家建立信任,撬动了中国的电子商务。(西方对中国互联网公司的偏见需要改变了,经济学家)

Comment

With the popularization of mass entrepreneurship and innovation, China has become a global leader in innovation. Besides Chinese internet firms, other industries in China would also show their innovative strength in the future.

点评

随着大众创业、万众创新政策的实施,中国已大步踏入全球创新领导者的行列。未来,中国创新的血液还会源源不断注入其他行业之中,与互联网行业一道,展现自己的实力。



The purchase this week of Uber China by Didi Chuxing after a protracted competition shows that at least domestically, Chinese players can take on the most sophisticated and largest start-ups coming out of America. (China, Not Silicon Valley, Is Cutting Edge in Mobile Tech, The New York Times)

在旷日持久的竞争后,滴滴出行终于将优势中国收入麾下。这表明,至少是在中国,中国企业可以跟运作最成熟、规模最大的美国初创公司一较高下。(现在,轮到硅谷“山寨”中国企业了,纽约时报)

Comment

China's tech industry-particularly its mobile businesses-has in some ways pulled ahead of the United States. Some Western tech companies, even the behemoths, are turning to Chinese firms for ideas. Even so, there is still a long way for China to go in the creativity.

点评

种种迹象表明,中国的互联网行业,尤其是移动端业务,在某些方面可以与美国企业一较高下。一些西方科技公司,甚至包括某些大公司,正从中国企业那里寻求创意。尽管如此,中国企业的创新之路依然任重而道远。

(柳 鹏)

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# China registered 11.223 million valid trademarks by the end of June 截至6月底中国有效注册商标量达1122.3万件

Recently, the Trademark Office under China State Administration for Industry and Commerce (SAIC) published Chinese trademark registration data on the trademark registration facilitation reforms briefing. As of the end of June this year, 11.223 million valid trademarks have been registered in China, accounting for about one third of the total valid registered trademarks of the world.

At the briefing, an official in charge introduced that, during the first half of this year, over 1.74 million trademark applications have been filed in China and the total applications of the whole year is expected to reach 3.5 million. Since 2002, the Chinese trademark registration applica-

tion has ranked first in the world for 14 consecutive years.

According to the official, the opinions on the facilitation reforms of vigorously promote the trademark registration, published by SAIC recently concluding some measures to promote trademarks development, such as to add trademark registration application acceptance at the local office, to establish trademark examination collaborating centers outside Beijing, to fully implement the liberalization of the online application for trademark registrations; to gradually expand the online service of registration application, to shorten the issued time of trademark registration application acceptance notice from 6 months to

3 months so as to achieve the electronic registration of trademarks during the whole process step by step.

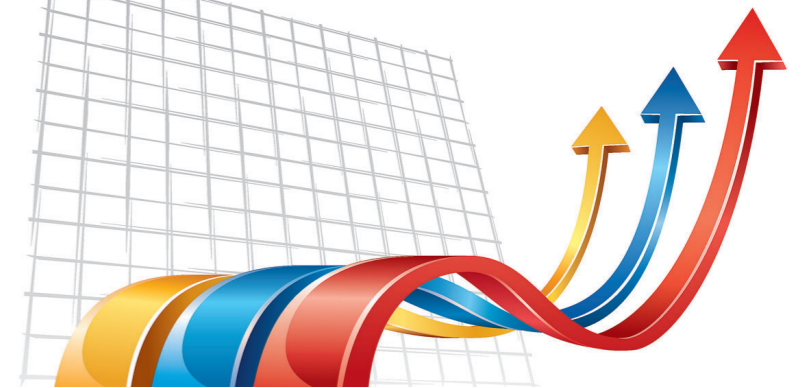
(by Mao Ligu)

本报讯 近日,中国国家工商行政管理总局商标局在商标注册便利化改革情况发布会上公布中国商标注册相关数据。截至今年6月底,中国有效注册商标量1122.3万件,约占全球有效注册商标总量的1/3。

会上,相关负责人介绍,今年上半年,中国商标注册申请量超过174万件,预计全年申请量将达到350万件。2002年以来,中国商标注册申请量已连续14年居世界第一位。

据了解,在国家工商行政管理总局日前发布的《关于大力推进商标注册便利化改革的意见》中的主要亮点,如在地方增设商标注册申请受理

## Valid Trademarks in China



处,设立京外商标审查协作中心,全面推行放开商标注册网上申请并逐步扩大业务类型,将商标注册申请受

理通知书发放时间由6个月左右缩短至3个月内,逐步推进实现商标注册全程电子化等。(毛立国)



On the opening ceremony of the 31st Olympic Games on Aug. 5th local time, environmental friendly fireworks made in Liuyang, China, attracted the whole world's attention. Over 10,000 athletes from across the world would compete in the Games.

当地时间8月5日晚,中国浏阳制造的环保烟花点亮了马拉卡纳体育场的夜空,2016年里约奥运会拉开帷幕。在为期16天的比赛中,来自世界各地的万余名运动健儿将在里约热内卢一展奥运风采。新华社 供图

## Novartis patent invalid case was heard in China 诺华专利无效案开庭审理

“Gastrointestinal stromal tumors therapy” invention patent case, which was selected into the list of “2015 Annual Top Ten Invalid Cases” by SIPO Patent Reexamination Board (Hereafter referred to as PRB), was heard in Beijing Intellectual Property Court recently.

It is known that, Novartis was one of the patentees of “gastrointestinal stromal tumors therapy” invention patent. This patent application requirements belong to exception to the principle provisions of “the treatment of diseases is not patentable” by Chinese Patent Law.

In response to these patents owned by Novartis, the third party Jiangsu Stockhausen Pharmaceutical Group Co., Ltd. made a request for invalidation. On October 23, 2015, PRB declared the patent was invalid.

Novartis then sued to the Beijing Intellectual Property Court. The case is under hearing. (by Zhu Wenming)

产权局专利复审委员会(下称专利复审委员会)“2015年度十大无效案例”的“胃肠基质肿瘤的治疗”发明专利案,近日在北京知识产权法院开庭审理。

据悉,诺华公司曾是涉案“胃肠基质肿瘤的治疗”发明专利的共有专利权人之一。伊马替尼是一种通行处方药的组成部分,主要用于治疗白血病,而涉案专利的保护范围是这种药新发现的治疗用途,即可以用于治疗胃肠基质肿瘤的治疗用途。该专利申请权利要求,属于中国专利法“对疾病的治疗方法不授予专利权”原则的例外规定。

2014年9月5日,针对诺华公司所拥有的上述专利,第三人江苏豪森药业集团有限公司提出专利权无效宣告请求。2015年10月23日,专利复审委员会宣告涉案专利权全部无效。此后诺华公司不服决定,向北京知识产权法院提起行政诉讼。目前,该案正在进一步审理中。(祝文明)



## Chinese Enterprises: M&A on IP for brand value

### 中国企业:“海淘”知识产权 “乐享”品牌价值

During July, the Chinese enterprises once again set off a boom of mergers and acquisitions (M&A) in the global market: following the €3.3 billion acquisition of the German giant robot KUKA by Midea will be fully completed, on July 27, Leshi carried out a \$2 billion acquisition of the US leading LCD TV brand VIZIO. Liu Xique, who is responsible for the intellectual property of Midea, said that the current Midea in the world obtained 38,600 patents, nearly 10 times of KUKA, but Midea has only more than 100 robot-related patents. Acquisition on KUKA company will add new impetus to Midea's development. “During the acquisition of foreign brands, we pay more attention to their intellectual property.” According to a number of persons who were responsible for the foreign mergers and acquisitions, Chinese companies have now entered the era of the global market acquisitions and mergers on intellectual property.

“Intellectual property has become the core assets of enterprises to participate in international competition, for enterprises, obtaining intellectual property through the acquisition of international brands, is not only the needs of ‘going out’ but also the

needs of development.” Cao Xinming, standing deputy director of Intellectual Property Research Center in Zhongnan University, said in an interview by CIP News reporter.

The examples of Midea is not accidental. According to incomplete statistics, in the first half of this year, Chinese enterprises made 401 overseas mergers and acquisitions cases, with a total of \$135.3 billion, exceeding that of last year and setting a historical record. In January, Wanda Group announced to acquire 100% stake of the US company Legendary Pictures with no more than \$3.5 billion, and get its brand and market; in February this year, China Chemical Industry Group spent \$42.8 billion to acquire Swiss seed and pesticide giant Syngenta, accessing a number of patents and brand rights; East Ocean company spent \$65.016 million to acquire 100% stake of the Avioq company, a US vitro diagnostic company, and obtained the relevant patents and brand rights. “One of the common characteristics of these overseas acquisition is that they pay a very high value of intellectual property, which has become the focus of Chinese enterprises overseas M&A.” Cao Xinming said, overseas mergers and acquisitions not only



bring new starting point of innovation, but also quickly enable the Chinese enterprises to own a mature brand and sales channels, which is very favorable for them to participate in international competition. “New trends in overseas mergers and acquisitions show that companies are aiming to intellectual property rights acquisitions, which is the practical way to create Chinese brand.” Cao Xinming stressed. (by Zhao Jianguo)

本报记者 赵建国

进入7月以来,中国企业在全球

市场上再次掀起了一波收购和并购热潮:继美的公司33亿欧元收购德国机器人巨头库卡公司即将全面完成,7月27日,乐视公司又以20亿美元收购美国液晶电视领军品牌VIZIO。“收购外资品牌企业,我们更看重其知识产权。”套用多家进行外资产并购的中国企业负责人的话,中国企业如今已进入了在全球市场上“海淘”知识产权的时代。

“知识产权已经成为企业参与国际市场竞争的核心资产,通过并购国际品牌获得知识产权,是企业‘走出去’的需要,也是企业做大做强的需要。”中南财经政法大学知识产权研

究中心常务副主任曹新明在接受本报记者采访时表示。

美的公司知识产权负责人刘喜鹊表示,目前美的公司在全球已拥有专利3.86万件,虽然总量是库卡的近10倍,但与机器人相关的专利仅为100余件。收购库卡公司获得的专利,将给美的公司的发展增添新的动力。

据不完全统计,今年上半年,中国企业海外并购交易案达401例,总额为1353亿美元,超过去年全年,刷新了历史纪录。今年1月,万达集团宣布以不超过35亿美元收购美国传奇影业公司100%股权,并获得了其品牌和市场;今年2月,中国化工集团又斥资428亿美元收购瑞士种子和农药巨头先正达,获得一批专利和品牌使用权;东方海洋公司以6501.6万美元收购了美国体外诊断Avioq公司100%的股权,获得了相关专利和品牌使用权。“这些海外并购案的一大共同特点是非常看重知识产权,这已经成为中国企业海外并购的关注点。”曹新明认为,海外并购不仅可以带来创新的新起点,还可以迅速拥有成熟的品牌和销售渠道,对于企业参与国际市场竞争十分有利。“海外并购的新趋势说明,企业并购已经从原先的买设备、买市场转向更加注重知识产权,这是打造中国品牌的必由之路。”曹新明强调。