

China's IP  
in foreign eyes

The ARJ21-700 jet is one of a series of initiatives launched by the ruling Communist Party to transform China from the world's low-cost factory into a creator of profitable technology in aviation, clean energy and other fields. China is one of the biggest aviation markets but relies on foreign-made aircraft. Beijing wants to capture more of those sales. (*First made-in-China jetliner makes debut commercial flight, by The Times of India*)

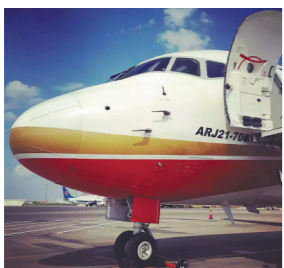
国产喷气式支线客机ARJ21-700是由中国政府启动的众多项目之一。该项目旨在将中国从世界工厂变成在航空、清洁能源以及其他领域拥有核心技术的创新者。中国是世界上最大的航空市场之一,但过去多年一直依赖进口。中国通过自主创新将获得更多的市场份额。(*中国第一架喷气式支线客机正式进入航线运营*, 印度时报)

Comment:

In recent years, the global aviation industry has grown by leaps and bounds. The ARJ21-700 jet not only reflects China's ability in innovation, but also boasts one of the sign projects of China building itself into innovative country. It brings new energy to international competition in the future.

点评:

近年来,全球航空产业正在经历突飞猛进的发展。ARJ21-700客机不仅展现了中国企业的创新实力,也是我国建设创新型国家的重要举措,为参与未来的国际市场竞争注入了新的力量。



In the world of Clash of Clans, Hou Dai has played-and paid-enough that he now leads his own clan of 50 online players. Mr. Hou's spending habits show why the Chinese internet giant Tencent just paid \$8.6 billion for a controlling stake in Supercell, the Finnish creator of Clash of Clans, from the SoftBank Group Corporation of Japan. (*Tencent Bids for Gaming Empire in Deal for Developer of Clash of Clans, by The New York Times*)

在网络游戏《部落冲突》的世界里,侯迪投入的时间和金钱足够多,所以,他能在能领导一个由50名在线玩家组成的部落。侯迪的消费习惯揭示了中国互联网巨头腾讯刚刚出资8.6亿美元,从日本软银集团手中购得该游戏控股股权的理由。(*腾讯收购芬兰游戏公司*, 纽约时报)

Comment:

The deal adds to Tencent's collection of video games so that it can become a truly global player. It gives Tencent a particularly strong presence in mobile games, adding a global angle to a mobile menu.

点评:

此次收购让腾讯旗下的视频游戏家族再添新成员,使腾讯能够成为一个真正全球化的竞争主体。此外,这笔交易让腾讯成为了品牌移动游戏领域一支强大的力量,为其移动业务增添了全球视角。(柳鹏)

英文翻译: 孙芳华  
Translator: Sun Fanghua  
责任编辑: 柳 鹏  
Executive Editor: Liu Peng

# A New promotion plan issued to speed up building an IP Powerhouse

《2016年深入实施国家知识产权战略加快建设知识产权强国推进计划》印发——

## 六大重点任务推进知识产权强国建设步伐

Recently, the Promotion Plan for the Implementation of the National Intellectual Property Strategy and acceleration of building an IP powerhouse in 2016 was issued. The promotion plan was reviewed by the first plenary session of the Inter-Ministerial Joint Meeting for implementation of National IP strategy and approved by the State Council. According to an official with the Office of the Inter-Ministerial Joint Meeting, the promotion plan identified 6 major tasks and 99 work measures with clear responsibilities in a bid to promote the implementation of national IP strategy and speed up building an IP powerhouse.

According to the Several Opinions on Accelerating the Building of IP Powerhouse under New Conditions promulgated by the State Council, the promotion plan of this year identified 6 major tasks, namely carrying out rigid IP protection, enhancing IP creation and utilization, deepening reform in IP field, enhancing international IP exchange and cooperation, consolidating the basis of IP development and strengthening organization and implementation.

With respect to rigid IP protection which attracted extensive attention from all walks of life, the promotion plan listed perfect IP laws and regulations in its key tasks, focused on promoting legislations in patent law, copyright law, anti-fair competition law and Regulations on Patent Commissioning. The tasks also include es-



establishment of IP protection mechanism concerning imports, formulation of guidance of strengthening patent enforcement, perfection of patent enforcement in the field of E-commerce and exhibition, research in IP protection and business model, software legalization and more special action on IP infringement such as "Sword Action", "Red Shield", "Lightening".

IP creation and utilization are vital to industry transformation and upgrading. The promotion plan placed emphasis on fostering IP-intensive enterprises, invigorating IP operation market and developing IP service apart from improving the quality of IP creation.

Deepening reform in the field of IP is a necessary requirement of the development of IP undertaking. Under

the promotion plan, integrated reform pilot will be carried out in eligible places, the general program of reform will be formulated, products related to IP will be incorporated into the system of national economic accounting and index of IP will be included into national economic and social in development program. It also requires formulating policies on IP assessment, establishing an IP reviewing mechanism of key economic activities, studying IP management of national science and technology program, setting out policies of patent commissioning, strengthening supervision and management of copyright collective management organization and trademark agency.

Moreover, the promotion plan covered key contents such as formulating

the 13th Five-Year special plan on IP protection and utilization, setting up an information sharing platform featuring IP for "belt and road" initiative, accelerating building an IP enforcement mechanism, promoting basic patent information resources to be further opened, speeding up fostering IP professionals and carrying out IP education pilot programs among middle and primary schools across the nation. (by Wang Yu)

本报讯 日前,经国务院知识产权战略实施工作部际联席会议(下称联席会议)第一次全体会议审议通过,并经国务院领导同志批准,《2016年深入实施国家知识产权战略加快建设知识产权强国推进计划》(下称《推进计划》)印发实施。据联席会议办公室有关负责人介绍,今年的《推进计划》共确定了六方面重点任务、99项工作措施,并为每一项工作措施细化分工、明确责任,全面推进2016年国家知识产权战略实施工作,力促新形势下知识产权强国建设从"设计图"转化为"施工图"。

据介绍,按照《国务院关于新形势下加快知识产权强国建设的若干意见》等文件部署要求,今年的《推进计划》明确了六大重点任务,分别为严格保护知识产权、加强知识产权创造运用、深化知识产权领域改革、加大知识产权对外合作交流、夯实知识产权发展基础、加强组织实施和保障。

在备受社会各界关注的严格保护知识产权方面,《推进计划》将完善知识产权法律法规列入重点任务,积极推进专利法、著作权法、反不正当竞争法和《专利代理条例》修订等知识产权领域立法工作。今年的工作

措施还包括研究建立针对进口贸易的知识产权境内保护制度,制定加强专利执法维权工作的指导意见,健全电子商务、展会等领域专利执法维权机制,探索建立区域协作知识产权保护机制,开展商业模式知识产权保护办法研究,推进软件正版化工作,开展"剑网行动""红盾剑网""清风""闪电"等知识产权侵权治理专项行动等。

加强知识产权创造运用是推动产业转型升级的关键所在。为此,今年的《推进计划》在提升知识产权创造质量同时,还将在培育知识产权密集型产业、搞活知识产权运营市场、培育发展知识产权服务业等方面重点推进,如推动出台知识产权密集型产业认定标准,研究制定产业目录和发展规划;建设全国知识产权运营公共服务平台;推广实施一批产业规划和企业运营类专利导航项目;推进知识产权服务业集聚区建设;深化和拓展知识产权质押融资工作等。

深化知识产权领域改革是增强知识产权事业发展内在动力的必然要求。《推进计划》明确,今年将在有条件的地方开展知识产权综合改革试点,制定改革试点总体方案;推动将知识产权产品逐步纳入国民经济核算,将知识产权指标纳入国民经济和社会发展规划。

此外,今年的《推进计划》还涵盖制定发布知识产权保护和运用"十三五"专项规划,搭建"一带一路"知识产权信息共享平台,加强海外知识产权维权援助机制建设,推进专利基础信息资源进一步开放共享,加强知识产权领域专业人才培养,开展全国中小学知识产权教育试点示范工作等重点内容。(王宇)

# The Sino-Sweden, Sino-Iceland and Sino-UK PPH projects extended from July 1st

2016年7月1日起

## 中瑞、中冰、中英专利审查高速路(PPH)试点时限延长

The pilot programs for the Patent Prosecution Highway(PPH) between Sino-Sweden, Sino-Iceland and Sino-UK have been extended from July 1, 2016.

According to the Memorandum of Understanding(MOU) on PPH pilot program between State Intellectual Property Office of China (SIPO) and Swedish Patent and Registration Office(SPRO), and The MOU between SIPO and Iceberg Patent Office(IPO),

and joint declaration of intent on PPH pilot program between SIPO and UK Intellectual Property Office(UKPO), SIPO launched the PPH pilot programs with SPRO, IPO and UKPO in July 1, 2014. The program will last two years to the end of June in 2016.

In a bid to provide applicants with efficient and convenient PPH service, SIPO reached agreement with the above-mentioned three offices on extension of the pilot programs. Among

which, the Sino-UK and Sino-Swedish PPH projects will be extended indefinitely, and the Sino-Icelandic PPH project will be extended for three years to the end of June in 2019, and relevant requirement and process remain unchanged. (by Hu Zhijiang)

本报讯 近日,从中国国家知识产权局获悉,自2016年7月1日起,中瑞、中冰、中英专利审查高速路试点时限将延长。

据了解,根据《中国国家知识产

权局与瑞典专利注册局关于专利审查高速路试点的谅解备忘录》(《中国国家知识产权局与冰岛专利局关于专利审查高速路试点的谅解备忘录》和《中国国家知识产权局与英国知识产权局关于专利审查高速路试点的联合意向性声明》,中国国家知识产权局分别于瑞典专利注册局、冰岛专利局、英国知识产权局于2014年7月1日启动了专利审查高速路(PPH)试点,试点期限为两年,至2016年6月30日止。

为继续给申请人提供高效便捷的PPH服务,中国国家知识产权局分别与上述三局就PPH试点延长达成一致,其中:中瑞PPH试点将自2016年7月1日起无期限延长,有关要求和流程不变;中冰PPH试点将自2016年7月1日起延长3年,至2019年6月30日止,有关要求和流程不变;中英PPH试点将自2016年7月1日起无期限延长,有关要求和流程不变。(危智静)

# North Trust Bank triumphs in a trademark dispute "北美信托银行"商标纠纷案尘埃落定

Northern Trust Group(hereafter as NTG) intended to register its enterprise name as a trademark on service like computer programming and was rejected by both Trademark Office of the State Administration for Industry and Commerce of China(SAIC) and Trademark Review and Adjudication Board (TRAB) under SAIC. The NTG filed administrative lawsuits to Beijing IP Court. Recently, the Beijing Higher People's Court maintained the verdict of first instance by revoking the ruling of TRAB.

In the view of Beijing IP court, the certification of authority submitted by Beijing branch of North Trust Group (hereafter as to Beijing Branch)

showed that it authorized NTG to use and register the trademark" and "Northern Trust Bank" in China and became the owner of the trademark. NTG was the parent company of North Trust Bank and has no conflicts of rights and interests with Beijing Branch. Since North Trust Bank had a virtual association with Beijing Branch, there was no actual difference between its enterprise name "North Trust Bank" and North Trust Bank. So, the first instance court revoked the ruling of TRAB and required it to review the decision.

The disgruntled TRAB appealed the first-instance verdict to Beijing Higher People's Court. It argued that the trademark was plainly a word

mark and totally different with NTG which easily caused confusion among consumers on its origin of service. However, the second-instance court did not uphold assertion of the TRAB and sustained the original judgment. (by Mao Liguo)

本报讯 北美信托集团欲将其企业字号作为商标注册在计算机编程等服务上,先后被中国国家工商行政管理总局商标局(下称商标局)及商标评审委员会(下称商评委)予以驳回。北美信托集团随后向北京知识产权法院提起行政诉讼。日前,北京市高级人民法院二审结案,维持了一审原判,即撤销商评委所作的申请商标予以驳回的应诉决定。

北京知识产权法院经审理认为,

由美国北美信托银行有限公司北京分行(下称北美信托银行北京分行)出具的授权证明可知,其作为北美信托银行在我国分支机构,授权北美信托集团在我国使用和申请注册商标和"Northern Trust Bank"商标,并成为前述商标的所有人;北美信托集团作为北美信托银行的银行控股母公司,其与北美信托银行北京分行之间不存在任何权利和利益冲突。北美信托银行与北美信托银行北京分行之间存在事实上的关联关系,申请商标所包含的企业名称"北美信托银行"与北美信托银行并不存在实质性差异。据此,一审判决撤销了商评委应诉决定,并要求其重新作出决定。

商评委不服一审判决,以申请商标为纯文字商标,其与北美信托集



团名义不符,易使消费者对其指定使用的服务来源产生误认为由,向北京市高级人民法院提起上诉,但二审法院并未支持商评委的上诉主张,维持了一审判决。(毛立国)

