

China's IP
in foreign eyes



Yet the country has birthed some of Asia's largest and most well-regarded technology corporations, from social media and gaming giant Tencent Holdings Ltd. to e-commerce leader Alibaba Group Holding Ltd, whose scope and scale outstrip those available in the U.S. "In the next five years, there will be more innovation, more invention, more entrepreneurship happening in China, happening in Beijing than in Silicon Valley," Kalanick said at the "Geekpark" conference in Beijing Friday. (Uber CEO Says China to Soon Surpass Silicon Valley in Innovation, by Bloomberg)

中国已经拥有了像腾讯和阿里巴巴这类企业规模大并备受尊敬的科技公司,它们的业务范围和规模超过了其美国同行。“未来5年间,中国将比美国产生更多的创新,更多的发明创造和更多的企业家。”优步首席执行官卡兰尼克在北京表示。(优步首席执行官表示中国未来在创新方面能超越美国,彭博社)

Comment:

By improving the research capacity and exploring the global market, China's high-tech firms found a place in global market. Benefiting from the massive domestic market and innovative circumstances, the innovation ability of China may surpass the Silicon Valley in the future.

点评:

通过不断提升自身的科研实力和勇于开拓全球市场,中国的高科技企业在世界占据了一席之地。受益于广阔的国内市场和鼓励创新的环境,中国在创新方面的潜力有目共睹。



Alibaba Group Holding Ltd. has hired a fakes-busting veteran to a new anticounterfeiting role. Matthew Bassiur will join Alibaba as vice president, head of global intellectual property enforcement. An Alibaba spokesman said Mr. Bassiur will help develop the processes for the company's global anticounterfeiting efforts. (Alibaba Names Head of Intellectual Property Enforcement, by Wall Street Journal)

阿里巴巴集团任命在打击假货方面颇具经验的美国人马修·巴西尔为集团知识产权保护主管兼副总裁。阿里巴巴的发言人表示,巴西尔将带领团队帮助公司处理全球打假事宜。(阿里巴巴任命知识产权保护主管,华尔街日报)

Comment:

Counterfeit goods are a problem for Alibaba. U.S. trade officials have warned Alibaba twice last year about fakes on its sales platforms Taobao and Tmall. Bassiur's appointment is the latest step in Alibaba Group's efforts to fight counterfeits.

点评:

假货问题一直困扰着阿里巴巴,去年美国贸易部门曾对于淘宝和天猫平台的售假问题两次警告阿里巴巴。此次任命巴西尔为知识产权保护主管可谓阿里巴巴打击假货的一次全新努力。(孙迪)

Beijing fourth board market: to build "star" high technology enterprises

未来将吸引数百家高新技术企业,北京四板市场——

着力打造“明星”科技型企业

Recently, the Beijing Equity Trading Center (Beijing fourth board market) introduced scientific and technological innovation board based on existing market boards. It is said that during the next three to five years, Beijing fourth board market will attract 300 to 600 high-tech enterprises in technological innovation on list. To ensure the quality of listed enterprises, experts will evaluate the patents value of enterprises to help them break the bottleneck of financing, and promote some high-quality enterprises to enter higher capital markets.

"Since most investors prefer to chase 'star' enterprises, the technological innovation board is to let small and medium-sized enterprises become 'star' enterprises. Our goal is to provide comprehensive financial services for the technology-based small and medium-sized enterprises that are in start-up or emerging stage and have not yet entered higher-level capital markets." Cheng Jiuyan, the deputy general manager of Beijing Equity Trading Center, told a reporter in an interview.

"There are many innovation-oriented scientific and technological enterprises which have strong demand for capital that located in Beijing," Cheng Jiuyan said. As a regional equity service platform in Beijing, scientific and technological innovation board provides customized service and financial services for small and medium-sized enterprises in Beijing.

"In recent years, in order to promote innovation and entrepreneurship, the central and local governments have introduced a number of favorable policies. To scientific and technological innovation board, an important function is to take advantage of these policies to satisfy enterprises' demand and maximize its value." Cheng Jiuyan said.

To ensure the quality of listed companies, scientific and technological innovation board has invited a group of experts who are from the finance, audit, asset evaluation and other areas to check the listed companies. "Our



view on the enterprises include two programs, namely, technical experts' evaluation on the value of patents and institution investors' evaluation on the business value of the enterprises. Solid technology and intellectual property layout are important assessment indicators." Cheng Jiuyan stressed. They will select some potential enterprises and dig out the patented technologies with high commercial value, which will be presented to investors.

"Today, for scientific and technological innovation enterprises, financial support is not their only demand. Faced with the practical needs of enterprises, scientific and technological innovation board will rely on more than 200 service agencies to provide personalized financial services for the enterprises with fast growth and market potential." Cheng Jiuyan said. Since launched in December 2013, the fourth board market has offered services to over 2,200 enterprises, and dozens of companies have entered the new third board, GEM and other higher level of capital market from Beijing fourth board market.

"Scientific and technological innovation board is another new pattern on the capital markets, which needs more practice standard to entry, supervisory measures, elimination mechanism, and transferring of listing mecha-

nisms, etc.. On one hand, intellectual property is an important listing requirements factor of scientific and technological innovation board; on the other hand, listed companies in scientific and technological innovation board are likely to encounter the problem of intellectual property rights." Tao Xinliang, dean of Intellectual Property Institute of Shanghai University, pressed in the interview. Companies intended to raise funds on scientific and technological innovation board should further enhance the awareness of IPR protection, and build intellectual property systems within the enterprise in order to deal with intellectual property risks in advance. (by Chen Jie)

日前,北京股权交易中心(北京四板市场)在现有市场板块的基础上,推出了科技创新板。据了解,未来3年到5年,北京四板市场将吸引300家到600家高新技术企业在科技创新板挂牌。为保证挂牌企业质量,评审专家将对企业的专利价值进行评价,帮助企业突破融资瓶颈,并助推部分优质企业进一步转板至更高层次的资本市场。

"如果说大部分投资机构都看好并去追逐'明星'企业,那么科技创新板就是将中小微企业打造成'明星'企业。我们的目标是处于初创期、发展期,且尚未进入高层次资本市场的科技型中小微企业提供综合性金

融服务。"北京股权交易中心常务副总经理成九雁在接受采访时介绍。

"北京市拥有众多科技创新型企业,这些企业对资本的需求比较强烈。"成九雁介绍,作为北京市区域性的股权服务平台,科技创新板采用定制化服务模式,致力于为北京市的科技型中小微企业提供优质的金融服务。

"近年来,为了推动创新创业发展,国家和地方政府都出台了多项利好政策,如何根据企业需求,充分利用这些政策,发挥其最大价值,将成为科技创新板的重要职能。"成九雁表示。

为保证挂牌企业质量,科技创新板有一批来自金融、审计、资产评估

等领域的专家,针对挂牌企业进行审核。"我们对企业的审核包括两道程序,即技术专家评价企业的专利价值、投资机构评价企业的商业价值。其中,企业的技术是否扎实、知识产权布局状况如何等都是重要的考核指标。"成九雁强调,通过审核,他们会挑选一些拥有较大发展潜力的企业,并挖掘出具有较高商业价值的专利,将其展示给投资人。

"如今,对于科技型创新企业来说,其需要的已不仅是简单的资金支持。面对企业的实际需求,科技创新板将依托200多家中介服务机构,为企业提供个性化融资服务,扶持有市场潜力的企业快速成长。"成九雁介绍。自2013年12月启动以来,北京四板市场服务企业超过2200家,已有几十家企业从北京四板市场进入新三板、创业板等更高层次的资本市场。

"科技创新板是资本市场上的又一新生事物,其在准入门槛、监督措施、退出机制以及转板上市等诸多方面,还有待实践检验。一方面,在科技创新板挂牌要求中,知识产权属于比较重要的因素之一;另一方面,在科技创新板挂牌融资的企业在后续发展中很可能会遇到知识产权问题。"

上海大学知识产权学院院长陶鑫良在接受本报记者采访时强调,意在科技创新板挂牌融资的企业,应进一步增强知识产权保护意识,在企业内部建立知识产权制度,以对可能遇到的知识产权问题提前预警。

(陈婕)

Link 相关链接

The scientific and technological innovation board

The scientific and technological innovation board, also known as the fourth board market, is a new kind of board market in China. Compared with other kinds of board market, the fourth board market has fewer barriers for companies' listing. Companies planned to be listed would have chance to get finance help, including pledge of stock rights and private equity without financial standards or any charge. Companies listed in the fourth board market might go public in other board market when reaching to certain standards.

科技创新板

科技创新板,俗称为“四板市场”。与“新三板”及其他上市平台相比,企业在科技创新板进行挂牌交易的门槛更低,既没有财务指标的要求,也没有手续费,但股权交易中心却可以帮助企业进行包括股权质押和私募股权等多种方式的融资。企业发展达到相应的标准条件后,也可以实现转板上市。



The colorful tie-dye village
扎染之乡重“染”风采

In the tie-dye art village, Weishan, a county in Dali, Yunnan Province, an array of tie-dye products reveal the charm of traditional art. In 2008, Weishan tie-dye was listed in the National Intangible Cultural Heritage. Today, it is still beautiful scenery of Weishan.

On the production line of Weishan Sanyi Tie-Dye Industry & Trade Limited Company, tie-dye products combining traditional culture and creative arts were produced through new technologies with intellectual property rights. Li Min, the general manager of the company told the reporter that through the improvement and utilization of traditional methods of tie-dye in tying, dyeing and bleaching, the company developed a number of innovative technologies, and invention patents like "a plant companion staining" were granted. Innovative technology allows intangible cultural heritage to enter into everyday life, and help Yi folk handicrafts step into the modern life from the past.

According to the introduction, dur-

ing the past 30 years since founded, Weishan Sanyi Tie-Dye Industry & Trade Limited Company has been holding the concept of inheritance and innovation, and renewing the traditional folk art. Currently, the "Sanyi" trademark has been identified as "Yunnan Famous Trademark" for three consecutive years, and its products have been sold to the entire world.

"Our patented dyeing technology not only enhances the color performance and reduces operating procedures, but also reduces the production costs and increases the diversity of colors." Li Min proudly told reporters while pointing to the dyeing vessel on the production line. The tie-dye products of today have more diverse flower mouth, more colors, and maintain local characteristics and ethnic characteristics of traditional cloth. Through the power of intellectual property, the traditional technologies of the intangible cultural heritage renewed its life.

(by Liang Dandan)

在扎染艺术之乡——云南省大



理州巍山县,琳琅满目的扎染制品彰显着传统艺术的魅力。2008年,巍山扎染被列入国家级非物质文化遗产名录。如今,它依然是巍山一道亮丽的风景。

在巍山县三彝扎染工贸有限公司的生产线上,一件件集传统文化与

创新艺术于一体的扎染制品,正在通过拥有知识产权的新技术华丽诞生。三彝扎染总经理李敏告诉记者,公司通过对传统扎染方法的扎花、染色、褪色进行改进和利用,研发出多项创新技术并获得“一种植物伴染色法”等多件发明专利权,用创新的

技术让非遗走进生活,让彝族民间手工艺品从历史走入现代。

据介绍,三彝扎染创立30年来,始终秉持传承与创新融合发展的理念,将民间传统技艺推陈出新。目前,“三彝”商标已连续三届被认定为“云南省著名商标”,三彝扎染制品也实现了漂洋过海走向世界。

"用我们的专利进行染色,不仅增强了上色性能,减少了操作程序,还降低了生产成本,增加了色彩的多样性。"李敏自豪地指着生产线上的染色容器对记者说。如今的扎染,花口更加丰富多样,花色更加五彩缤纷,并且保持了传统扎花布的地方特色和民族特色。通过知识产权的力量,千年非遗技艺由此再焕生机。

(梁丹丹)

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