

NUMBERS

3.159 million

According to data from State Administration for Industry and Commerce of China (SAIC), in the first three quarters of 2015, there were 3.159 million enterprises registered in China, average 11,600 per day.

315.9万

据中国国家工商行政管理总局最新数据显示,今年前三季度,全国新登记企业315.9万户,日均新登记企业1.16万户。

10.04 million

According to data from SAIC, by October 7th, 2015, the amount of China's effective registered trademarks reached to 10.04 million, which was the first time breaking the line of 10 million. By then, the total quantity of trademark registrations was 11.7629 million, holding the largest quantity of trademark applications of all the countries in the world for 13 continuous years.

1004万

数据显示,截至2015年10月7日,中国有效注册商标量达1004万件,首次突破千万大关。累计商标注册量为1176.29万件,连续13年位居世界第一。

1,100

The 21st national invention exhibition themed "mass entrepreneurship and innovation" was held in Yongkang, Zhejiang. 1,100 projects were showed in the 7,800 square meters exhibition hall.

1100

近日,以“大众创业,万众创新”为主题的第二十一届全国发明展览会在浙江省永康市闭幕。此次展会共有参展项目1100个,展馆面积7800平方米,标准展位360个。

1,800

The 10th China Beijing International Cultural and Creative Industry Exposition closed in Beijing on November 1st. Nearly 1,800 enterprises of cultural and creative industry showed on the exposition. Accordingly, contracts valued 589.8 billion Yuan were signed in the past 9 expositions.

1800

11月1日,为期4天的第十届中国北京国际文化创意产业博览会在北京闭幕,有近1800家中外参展机构和企业参加本届文博会。据介绍,前9届北京文博会签约总额达589.8亿元。

27,000

The 4th China Innovation & Entrepreneurship Competition closed successfully in Tongxiang, Zhejiang recently. Over 27,000 start-up entrepreneurs took part in the competition.

2.7万

近日,2015年第四届中国创新创业大赛在浙江桐乡落下帷幕。该届大赛得到了全国各地创业者的踊跃参与,总报名人数超过2.7万。

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China filed 2.83 million copyright registrations in the first ten months of 2015 中国著作权登记量再创历史同期新高

Latest news from the National Copyright Social Service Conference which held by National Copyright Administration (NCAC), China's copyright social service has made great improvement during the 12th "five-year plan" period, the ability to create, utilize, protect and manage copyright nationally has been improved significantly, and copyright registrations have enjoyed sustainable growth. As of now, China has received 689,700 copyright registrations in the last ten months.

According to NCPC, in 2013, copyright registrations, including works registrations, software registrations, copyright pledge registrations, have reached one million milestone. After then, copyright registrations in China have grown steadily. During 2011 and 2014, 2.8301 million copyright registrations have been handled by NCPC, up 47.6% than the 11th "five-year plan" period. In the first ten months,

689,700 copyright registrations have been filed, among which, 191,900 are software, 328 are copyright pledges. Up to now, copyright registrations have reached 882,000 in total, keeping fast growth trend.

It is worth noting that after years of continuous hard work, national copyright service mechanism has been developed, copyright pilot projects have been set up, the copyright industry has developed integratedly. According to a research by Chinese Academy of Press and Publication, copyright industry is now contributing 6.87% of China's GDP.

(by Jiang Xu)

本报讯 近日,中国国家版权局在京召开全国版权社会服务工作会,记者在会上了解到,“十二五”期间,中国版权社会服务工作成效显著,在版权创造、运用、保护和管理能力等方面都取得了阶段性的成效,尤其是各类作品著作权登记量保持持续高速增长态势。其中,2015年1月至

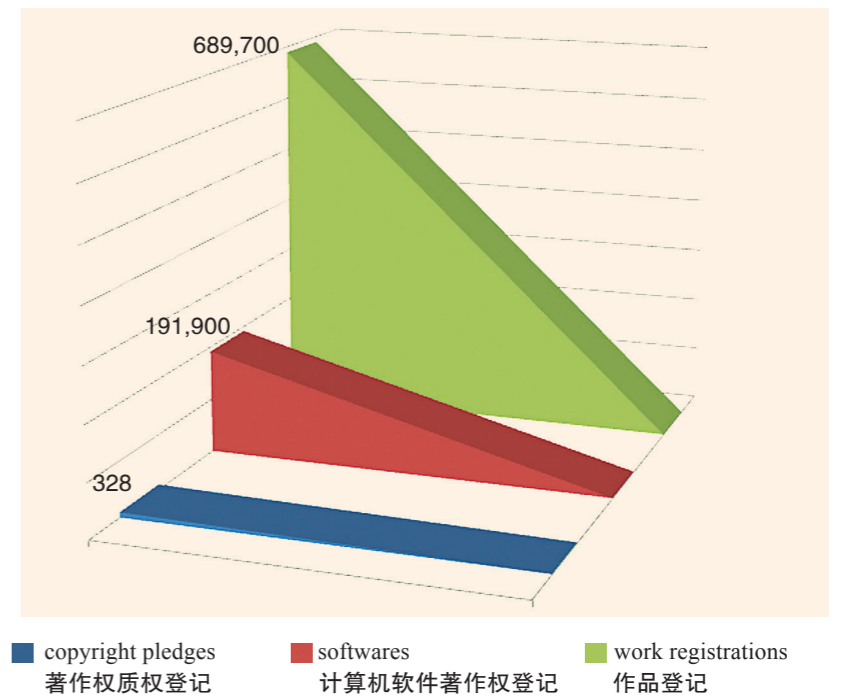
10月,全国作品登记共计68.97万余件,登记量再创历史同期新高。

统计数据显示,继2013年包括作品登记、计算机软件著作权登记、著作权质权登记在内的著作权登记总量首次突破百万件以来,中国著作权登记继续保持平稳增长态势。2011年至2014年全国作品著作权登记量共计283.01万余件,比“十一五”时期增长了47.6%。2015年截至目前,全国作品登记共计68.97万余件,计算机软件著作权登记19.19万余件,著作权质权登记328件,总量已达88.2万余件,延续了近年来持续高速增长的发展态势。

值得一提的是,在版权社会服务体系基本形成并进一步完善、版权示范工作全面推进的大背景下,中国版权产业进一步融合发展。根据国家版权局委托中国新闻出版研究院连续5年开展的“版权产业对国民经济贡献率”的调研结果显示,中国版权产业对国民经济贡献的比重保持增长,已占全国GDP的6.87%。

(姜旭)

the latest data of China's copyright registrations in 2015
2015年1月至10月中国著作权登记总量



China's IP in foreign eyes



Scottish bus manufacturer has signed a deal potentially worth £2bn to build vehicles for the world's biggest producer of electric buses. The agreement between Alexander Dennis Limited (ADL) and Chinese firm BYD came during the UK state visit by Chinese president Xi Jinping. The initial deal is for the manufacture of 200 single deck buses a year. The initial contract represents

turnover of about £660m over the next 10 years. (Falkirk-based Alexander Dennis signs bus deal with China's BYD, BBC news)

在习近平主席访英期间,苏格兰巴士制造商亚历山大·丹尼斯有限公司(ADL)与世界最大的电动巴士生产厂商——中国公司比亚迪签署了一项潜在价值达20亿英镑的协议。最初的协议是一年建造200辆单层巴士,未来10年销售额有望超过6.6亿英镑。(亚历山大·丹尼斯与中国厂商比亚迪签署协议,英国广播公司新闻网)

Comment:

The agreement between BYD and ADL opens a new chapter on Sino-British new energy vehicle industry. ADL is the UK's biggest bus manufacturer, employing 2,500 globally. The deal expresses the recognition of BYD's technological innovation capabilities,

which shows the emerging influence of Chinese enterprises in overseas market.

点评:

比亚迪与ADL公司的合作,开启了中英新能源汽车领域合作的新篇章。ADL公司是英国最大的巴士制造商,在全球有超过2500名雇员,这次合作表现了ADL公司对于比亚迪技术创新能力的认可,显示出中国企业在海外市场越来越具有影响力。



When we look ahead, though, we see broad swaths of opportunity. Our analysis suggests that by 2025, such new innovation opportunities could contribute \$1.0 trillion to \$2.2 trillion a year to the Chinese economy—or equivalent to up to 24 percent of total GDP growth. To achieve this goal, China must continue to transform the manufacturing sector, particularly through digitization, and the service sector, through rising connectivity and Internet enablement. (Gauging the strength of Chinese innovation, mckinsey)

当我们向前看时,将看到中国在创新上的一系列机会。我们的分析显示,到2025年,新的创新机会将为中国经济每年贡献1万亿至2.2万亿美元,至少相当于国内生产总值总体增长的24%。为达到这一目标,中国必须在制造业持续转型,特别是通过数字化的方式来实现;并通过不断增长的网路支持提升服务业水平。(“评估中国的创新能力”,麦肯锡)

Comment:

The recent development of economy have shown that China is passing through a transition: the labor-force expansion and surging investment that propelled three decades of growth are now weakening. Nevertheless, China will have evolved from absorbing and adapting existing technology and knowledge from around the world, enhancing the capability of self-innovation, into a global innovation leader.

点评:

近来的经济状况显示中国正在经历转型,过去三十年来高速增长所依赖的劳动力和投资优势已不断减弱。未来中国经济将转型升级,通过引进和吸收世界各国的技术和知识,提高自主创新能力,未来中国可能成为世界创新的领导者。(孙易恒)

Patent boosting Chinese mobile enterprises exploring overseas markets 手机企业走出去:加强专利储备与布局是王道

HTC, a then mobile phone manufacturer giant, once creating sales miracles and sold more mobile phones than Apple and Samsung, is now experiencing continuous sales-recessions. According to an inside watcher, the main reason is HTC's inexperienced patent layout strategy and Chinese companies should focus on active patent layout strategy to avoid similar mistakes.

Right now, Chinese mobile phone manufacturers have attached great importance to intellectual property utilization and protection, however, they still lag behind in patent layout. According to a researcher from CIPRUN Group, a preeminent cloud service platform in China, Apple Company has filed 30,827 patents applications in Europe Patent Office (EPO) and filed 2,801 patents applications in China, these technologies mainly cover graphite thermal conductivity, solar cell integration module, slide unlock module, laser keyboard etc. Huawei, a leading communication equipment manufacturer in China, has filed 95,222 patents applications in EPO and filed 45,971 patents applications in China, the technologies mainly include LCD touch-sensitive screen, chipsets, camera, lithium battery and touch sensor etc.

Then how Chinese companies strengthen patent layout? "Firstly, they should focus on basic technology R&D and patent layout. Secondly, investigating and making survey on international market, then making comprehensive intellectual property strategy." Zeng Jianqiu, professor at Beijing University of Post and Telecommunications, suggested.

According to Zeng, it is worth noting that some Chinese companies are leading the patent filings globally, but still lag behind in overseas patent layout, sales strategy making and the ability to deal with litigation risks. For Chinese companies determining to explore overseas markets, they should make thorough study about international markets, analyze competitor's patent layout, and then make their own patent layout strategy. "I deeply convince that by doing these mentioned above, Chinese mobile companies will have brighter future." Says Zeng.

(by Wang Kang/ Li Junlin)

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实习记者 李俊霖

由于在专利储备与基础专利方面的缺失,加之对海外市场缺乏相应的专利布局,以及缺少对核心产品进行有效的专利保护,HTC正在

遭遇有始以来最大的危机和挑战。近日,有消息称,因业绩出现持续下滑,市场份额不断下降,曾与苹果试比高的HTC正在考虑大幅度裁员,甚至变卖厂房以度过难关。业内专家指出,HTC的遭遇使我们认识到,国内手机企业要想寻求更大的发展空间,不断向海外拓展业务,避免专利侵权,就必须及时开展专利布局,了解海外手机市场的发展前景,加强专利保护和运用,遵守国际知识产权秩序,防止HTC的专利之殇再次上演。

HTC在海外专利布局失败的案例也暴露出国内手机企业存在的一些问题。记者在采访中了解到,如今国内手机企业在海外专利布局中的弱点主要表现在知识产权的运用和保护方面。过去,国内手机企业只注重知识产权保护,忽略了知识产权运用。近几年,随着海外专利诉讼的增多,越来越多的企业开始重视将知识产权保护和运用相结合。

中细软集团一位检索人员通过全球专利文献检索后发现,从专利申请分布看,苹果在欧洲专利局提交的专利申请量为3.0827万件,三星在欧洲专利局提交的专利申请量约10万件。苹果在中国提交的专利申请量约2801件,三星在中国提交的专利申请量约4.5505万件。以苹果为例,它的核心技术主要集中在石墨导热层、太阳能电池集成组件、滑动解锁



装置、激光键盘等部分。与苹果、三星等手机企业相比,中国手机企业的技术研发起步相对较晚,但在专利保护和运用方面发展迅猛。以华为为例,上述检索人员进一步检索发现,华为在欧洲专利局提交的专利申请量约9.5222万件,在中国提交的专利申请量约4.5971万件。此外,从专利申请的技术内容来看,华为提交的专利申请主要集中在手机液晶触摸屏、芯片组、摄像头、锂电池、触控传感器等部件,这些技术可以提高手机清晰度、图片质量等。

中国手机企业应如何加强专利布局?北京邮电大学信息经济与竞争力研究中心主任曾剑秋在接受本报记者采访时建议:“首先,国内手机企业应加强基础技术的研发和专利布局。近年来,国内手机企业发展迅速,比如华为技术有限公司、中兴通

讯股份有限公司等企业的技术研发水平较高,产品也颇受国际市场认可,但在基础专利技术方面还应加强积累;其次,国内手机企业还应结合企业自身发展情况,对当今国际市场进行全面的考察和分析,从而制定知识产权发展战略。”

“中国虽有部分手机企业的专利申请量虽然排在世界前列,但海外专利布局、制定营销策略、应对专利侵权诉讼的能力还有待提升。”曾剑秋告诉本报记者,近年来,国内手机企业不断发展壮大,许多企业要想“走出去”,就要对国外市场状况进行深入分析和研究,对竞争对手专利布局和总体实力做出准确判断,及早进行海外专利布局。相信随着专利运用和保护意识的不断提高,海外专利布局的不断深入,国内手机企业不会重蹈HTC的覆辙。