

China's IP
in foreign eyes



One of Alibaba's priorities is making "Western goods accessible to Chinese consumers," says Wedbush Securities analyst Gil Luria. The company announced Macy's will launch an online flagship store in China through its Tmall shopping service. (Alibaba to buy back up to \$4B in shares, USA Today)

Wedbush 证券分析师吉尔·卢里亚说, 阿里巴巴目前的优势之一是使“中国消费者能够方便买到国外商品”。此前, 阿里巴巴宣布, 美国梅西百货公司将在中国通过淘宝网商城购物服务推出网上旗舰店。(阿里巴巴欲回购40亿美元股份, 今日美国)

Comment:

In the "Internet + " era, overseas shopping network is also blooming, battle among various e-commerce is surging. To cooperate with well-known Macy's together to create the overseas online shopping platform, Alibaba will meet the strong need of Chinese customers, which is a wise move to the trend of overseas online shopping as well as a wise choice to expand the brand to overseas.

点评:

“互联网+”时代的海外网络购物方兴未艾, 各路电商的争奇斗艳也是风起云涌。与美国知名的梅西百货公司携手打造网上海外购物的平台, 满足了国内客户强大需求, 是阿里巴巴顺应这一潮流的顺势而为之举, 更是阿里巴巴进军海外、拓展品牌之路的明智选择。



The U.S. market is the largest in the world for premium phones and while the P8 lite isn't, as the "lite" name suggests, Huawei's top notch flagship, it's thin and light and it boasts impressive specs for the price. Huawei Device USA president Zhiqiang Xu says his company wants to triple its global market share from about 5% to 15%. (Huawei P8 lite, Chinese maker's inexpensive new U.S. smartphone, USA Today)

美国是高端手机市场的天下, 但华为P8精简版却备受青睐, 其质量轻、机身薄、价格低的优势在美国市场上大放异彩。华为终端美国公司的总裁说, 公司希望其全球市场份额由5%增长到15%。(华为P8精简版: 在美国市场上的中国廉价智能手机, 今日美国)

Comment:

Huawei is a Chinese Hi-tech company with serious designs on the U.S. market. Huawei launched the mid-tier P8 lite smartphone not only for its aggressive price but also for its comprehensive function. Endless innovation leads to priceless brand, that is the value of Huawei.

点评:

作为中国的一家高科技公司, 华为的产品因其严谨的设计而享誉美国市场。而作为旗舰产品, 华为P8智能手机因低廉的价格、强大的功能而显得格外有竞争力。持续不断的创新造就了品牌的价值, 这就是华为品牌的力量。

(李铎)

Applications of design patent evaluation report reached to 10 thousand
中国外观设计专利权评价报告请求量突破1万件

According to data from the Patent Office under SIPO, by Aug. 15th, 2015, SIPO received over 10 thousand applications of design patent evaluation report. As a supplementary to design patent preliminary examination system, design patent evaluation report enhance the stability of patent rights.

The system of design patent evaluation report was added to the Patent Law of China in the third Amendment of Patent Law, and enforced from Oct. 1st, 2009. The number of design patent evaluation report increased from 33 in 2010 to 4,052 in 2014, and the number of which in 2015 reached to 3,311 by Aug. 15th, up 53% from a year earlier.

According to an official from SIPO, they made a standardized process to guarantee the authority and accuracy of the design patent evaluation reports. The official introduced that the applications of design patent evaluation report were mainly in commodities classes of furnitures, luminaires, transportation facilities, etc., which were closely related to people's living.

The SIPO official told CIP News reporter that, the researching and examining abilities of the examiners and their abilities of making report are improving a lot. He believed that it will promote the development of China's design patents. (by Wang Kang)

本报讯 日前, 记者从中国国家知识产权局专利局外观设计审查部获悉, 截至2015年8月15日, 中国外观设计专利权评价报告请求量(下称专利权评价报告)累计突破1万件, 请求量呈现快速增长态势。作为外观设计专利初步审查制度的有益补充, 专利权评价报告有效提升了专利权的稳定性, 正逐渐得到社会公众的认可和重视。

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日起开始

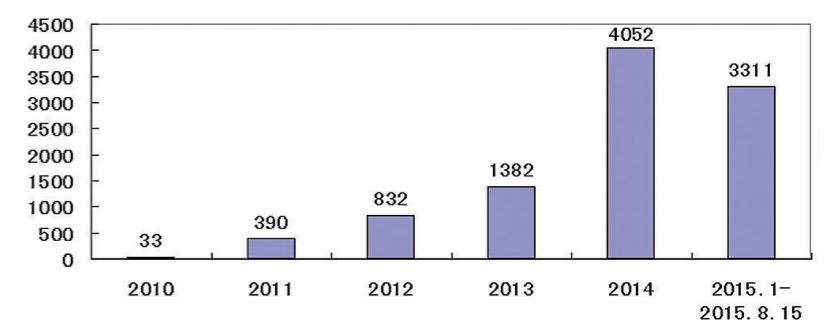
实施。据统计, 自2010年7月中国国家知识产权局受理专利权评价报告请求以来, 请求数量呈逐年快速增长态势。2010年专利权评价报告请求量仅为33件, 2011年为390件, 2012年为832件, 2013年为1382件。到2014年这一数字已达到4052件。从2015年1月到8月15日, 专利权评价报告请求量已达3311件, 比2014年同期增长53%。

中国国家知识产权局有关负责人介绍, 目前专利权评价报告请求量较大的产品类型主要集中在家具和家居用品、灯具、包装、通信、交通设备等领域, 都是与公众接触较多的生活类产品, 也与中国国家知识产权局成立的快速维权中心的业务息息相关。从社会公众反映来看, 专利权评价报告在法院诉讼、电商平台维权、海关备案等方面发挥了越来越重要的作用。他表示, 中国审查员的外观设计专利检索能力和实质审查能力都得到了进一步提升, 为中国外观设计专利的进一步发展奠定了基础。

(王康)



China Design Patent Evaluation Report Applications
中国外观设计专利评价报告请求量统计表



制表: 陈 健

China (Fujian) Pilot Free Trade Zone established "3 in 1" IP office
中国(福建)自贸区设立“三合一”知识产权局

Recently, China (Fujian) Pilot Free Trade Zone established "3 in 1" intellectual property office, to protect the patents, trademarks and copyrights in Fujian FTZ all in one department, optimizing the management system of intellectual property.

Accordingly, Fujian FTZ established an intellectual property office in Xiamen Area, and added an intellectual property office to Comprehensive Supervision and Law Enforcing Department in Fuzhou Area and Pingtan Area. The three offices would take charge of the comprehensive supervision and law enforcement of patents, trademarks and copyrights in their own area. Fuzhou Area and Pingtan Area respectively set up intellectual property service stations, convening patent agencies, legal aid center and

patent operation corporations into the areas, helping companies in the areas to apply for patents and patent operation. Xiamen Area set up intellectual property quick review and legal aid center, to improving Xiamen's intellectual property economic development pilot work.

Besides, Fujian Intellectual Property Office published an official advice of intellectual property administrative and custom law enforcing in Fujian FTZ with Industry and Commerce Bureau, Copyright Office and Custom. In their advice, the offices reached agreements in setting up joint conference system, sharing law enforcement information and consideration of cases, etc.

On Dec. 12th, 2014, China State Council made a decision to establish China (Fujian) Pilot Free Trade Zone,

including three areas of Fuzhou, Xiamen and Pingtan. On Apr. 21st, Fujian FTZ was officially established. Lin Xiuqin, Dean of the Intellectual Property Institute of Xiamen University spoke highly of the "3 in 1" intellectual property office in Fujian FTZ. According to Lin, the action of setting "3 in 1" intellectual property office was an innovation of mechanism in intellectual property field. Lin believed that it would save administration resources, increase law enforcement efficiency, safeguard lawful rights and interests of intellectual property owners, and make a fair and orderly environment for market. Lin called it a great example to the other part of China. (by Wu Ke)

本报讯 记者近日从中国福建省知识产权局获悉, 中国(福建)自由贸易试验区设立“三合一”知识产权

局, 对自贸区的专利、商标、版权进行统一行政管理及执法, 实现知识产权管理体制机制优化。

据介绍, 此次福建自贸区厦门片区在管委会内设知识产权局, 福州片区在综合监管和执法局加挂知识产权局, 平潭片区在市场监督管理局加挂知识产权局, 负责专利、商标、版权的综合行政管理和执法工作。福建自贸区福州、平潭片区设立了知识产权服务站, 组织专利代理机构、维权援助中心以及专利运营单位进驻工作, 为片区内企业开展专利申请、专利运营以及维权援助等知识产权相关服务; 在厦门片区设立了知识产权快速确权、维权中心, 助力厦门市开展两岸知识产权经济发展试点工作。

此外, 为推动福建自贸区在知识产权管理、保护和服务体系构建的发展进程, 福建省知识产权局与工商、版权及海关等部门联合制定了《关于建立福建自贸试验区知识产权行政

执法与海关保护协作机制的意见》, 就部门间建立联席会议制度、共享执法信息、建立案件会商制度及执法协作等达成协议。

据了解, 2014年12月12日, 中国国务院决定设立中国(福建)自由贸易试验区, 包括福州、厦门和平潭3个片区。4月21日, 福建自贸区正式挂牌成立。福建自贸区自成立以来, 一直积极探索自贸试验区知识产权工作新路径。对此, 厦门大学知识产权研究院院长林秀芹表示, 继上海自贸区率先设立“三合一”知识产权局后, 福建自贸区也因地制宜设立“三合一”知识产权局, 这是知识产权领域体制机制的改革与创新。此举节约了行政资源, 提高了执法效率, 有效保护了权利人的合法权益, 维护了有序的市场环境, 对于自贸区知识产权工作的长期开展将大有裨益, 也对中国其他地区有借鉴意义。

(吴珂)

Chinese dream of living in environmentally-friendly house
环保房: 让梦想“住进”现实

In Tiandong County of Guangxi Zhuang Autonomous Region, a cast-concrete and brick house on the Longxu River has been attracting people's attention.

You cannot see mortar between bricks in the house, thus the wall is seemed smoother than other houses. "Did you see the differences in the brick?" Chen Shengzhong, General Manager of Guangxi Chenyu Construction Materials Tec. Co., Ltd., showed the brick to the writer of the article. There were two tenons on two sides of the brick and two grooves on two other sides, which made the bricks locked to each other. Chen told the writer that, with this kind of brick, the wall would be cheaper and stronger. Besides, the brick produce little waste.

A few years ago, Chen started to study in bricks without mortar to build houses. In 2013, Chen set up Chenyu Co., Ltd. with his research team. Today, his company has three

experimental bases and 300 employees, and obtained 5 invention patents and 6 utility model patents.

Chen told the reporter that, there were over 30 brick factories in Baise City coming to him to negotiate about patent permissions cooperation, and some other cities were setting up experimental bases of the special bricks. Some foreign factories in Thai and Myanmar were negotiating now.

"I have a dream that people will live in environmental friendly houses. I will do my best to study in the brick, save money for our country, and save energy sources for the earth." Said Chen with confidence.

(by Huang Hualu)

这是广西壮族自治区田东县龙须河畔的大石山一隅, 当朝阳划过右江河大桥照进乡村的时候, 一座混凝土砖房吸引了往来者的目光。

这座砖房相邻的砖头之间并没有灰浆凝固, 墙面却显得平整和严密。看到笔者的疑惑, 广西辰宇建材



科技有限公司(下称辰宇建材)总经理陈盛中拎着一块免浆锁砖走过来, 笑着说:“你瞧, 这块砖头的形状有什么特别之处?”仔细打量后发现, 原来, 陈盛手中这块砖头上下左右四面留有榫或槽, 这些构造在砌墙时让比邻的两块砖牢牢地相互套扣。在砖头的上下两面, 还预留有线槽和钢筋槽。“呐, 这就是我们公司免浆锁砖的研发基地, 房子是用免浆锁砖筑成的。”陈盛中指着房屋告诉记者, “用普通的砖头砌墙, 少不了挖沙、烧石灰、运输等成本, 每平方米造价约120元, 而用免浆锁砖只需30元。此外, 砖头互扣的方法既可以减少建筑垃圾的产生, 又可以避免墙面因缩水而开裂, 由于工序没那么繁琐, 砌墙速度更快。简言之, 就是省料、省力、省时。”

几年前, 有感于国内建筑行业灰浆需求量大, 而河砂等建材资源不可再生, 陈盛中萌生了研发免浆锁砖的念头。2013年, 陈盛中和10多人的研发团队成立了辰宇建材, 如今公司已拥有3个实验基地和300名员工。截至目前, 该公司已拥有5件发明专利和6件实用新型专利。

谈及专利的运用, 陈盛中坦言, 因为公司成立不久, 各方面条件有限, 主要想通过专利许可来实现盈利。目前, 整个百色市已有30多家砖厂前来商谈合作事宜, 广西区内一些地级市也相继建有免浆锁砖研发基地, 泰国、缅甸等东盟国家的合作项目也在洽谈中。

“我希望能够让人们住进更环保的房屋, 因此想到用免浆锁砖建

房能为国家节约资金与能源, 对生态环境有益, 前路就算再不平坦我也要充满信心走下去。”陈盛中说着, 猛踩了一脚越野车的油门冲上了回程的坡路。

(黄华禄)



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