

China's IP
in foreign eyes

In terms of enforcing intellectual property rights and cracking down on pirated goods, China has been pushing in this direction for many years. I think there is some recognition, at least on the part of the central government, that China wants to develop strong industry with intellectual property rights, with software and pharmaceuticals, they need to have stronger protection domestically. (Alibaba Head Downplays Dispute With Chinese Regulator, by Voice of America)

中国多年来一直在加大知识产权保护力度和打击盗版力度。中国政府已经认识到,如果中国想要大力发展与软件和医药等与知识产权有关的产业,就必须在国内加强知识产权保护。“阿里巴巴化解执法争议”,美国之音

Comment

Chinese authorities have been keeping an eye on the protection of intellectual property. In recent years, China has been strengthening intellectual property enforcement, and fighting against patent and copyright infringement. Under its efforts, China now has a well-organized market and innovation environment.

点评

中国一直高度关注知识产权保护工作。近年来,中国加大知识产权执法力度,大力打击专利侵权和盗版等行为,营造了良好的市场和创新发展环境。



Once confined to the streets of Chinatowns and the homes of immigrants, Chinese New Year has made inroads into the American mainstream. China decides to tout Chinese New Year around the globe as a vehicle for bolstering the country's still-limited soft power. The audiences that Beijing is most keen to impress with its international cultural promotion drive are not international, but are rather domestic Chinese audiences. (Beijing uses Chinese New Year to push China's soft power, by Los Angeles Times)

曾经,春节等传统节日仅局限在唐人街和移民家庭小范围内,但现在这些中国传统节日已深入美国主流社会。中国希望通过推广传统节日,作为影响全球,提升中国的软实力的工具。中国民众也迫切希望能把这项中国传统文化打造一个国际文化符号。(“北京通过中国节日打造中国软实力”,洛杉矶时报)

Comment

China will be exporting more culture and reversing the tide with foreign culture pouring into China. As a civilized country with a rich history, ethnic unity and cultural diversity, China is going to place itself in the center on the world cultural stage.

点评

现在,越来越多的中国文化“走出去”,向西方国家传播着中国文化的潮流。作为具有悠久的历史 and 多元文化的文明古国,中国将推动其文化闪亮世界舞台。

(孙迪)

China strengthens efforts on crackdown patent infringement and counterfeiting

今年前6个月专利行政执法办案总量突破万件——

中国打击专利侵权假冒办案工作力度不断加大

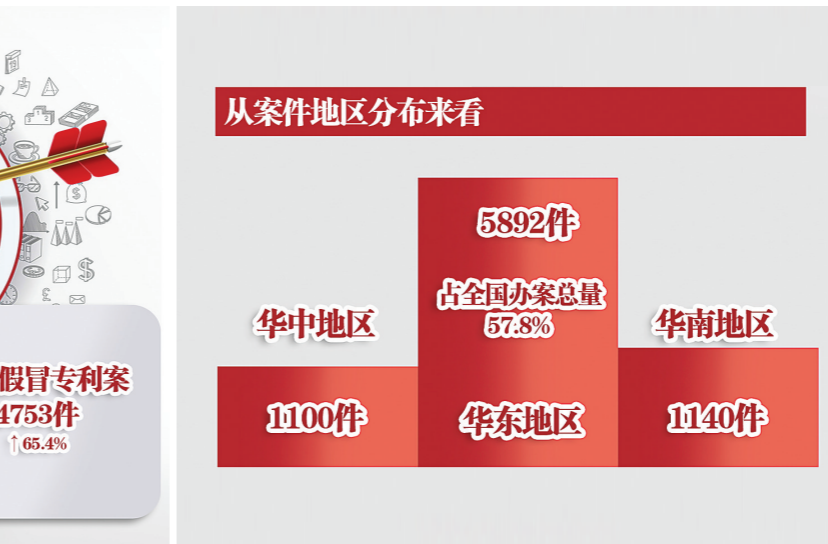
Recently, SIPO released a group of new data: in the first half of 2015, the total number of national patent administrative law enforcement cases reached to 10,190, with an increase of 107.7%. Among them, 5,437 were patent disputes (including 5,332 patent infringement cases), with an increase of 167.6%; 4,753 patent counterfeit cases were investigated, with an increase of 65.4%. It is worth mentioning that, compared with last year, the structure of the patent administrative law enforcement cases changed greatly. By the end of 2014, the proportion of patent disputes and counterfeiting patent cases was about 0.51:1, while in the first half of this year, this figure increased to 1.14:1, which means the amount of patent disputes exceeds that of counterfeit patent cases for the first time. In fact, this reflects that the national IP system strengthens the crackdown of patent infringement and counterfeiting investigators to further enhance the ability of IP case investigations.

According to an official of Patent Management Department of SIPO, during the first half of this year, the national IP system thoroughly implement the new requirements of strengthening the IP protection by the central government, considering IP law enforcement as the important part of IP power construction and pro-



moting the working mechanisms such as network law enforcement, fast rights safeguarding, supervision, performance assessment, law enforcement cooperation and some special action to accelerate the pace of law enforcement capacity.

Data shows that, in the first half of this year, patent administrative case investigations generally strengthened, and the patent law enforcement cases grew in 21 provinces (autonomous regions or municipalities), and in 12 of which over 100% growth rate of patent administrative case investigations appeared, and the amount of patent administrative case investigations were over 100 in five provinces (mu-



nicipalities), respectively, Zhejiang, Guangdong, Jiangsu, Shandong, Chongqing. As regards the regional distribution of patent administrative law enforcement cases Eastern China has a total of 5,892, accounting for 57.8% of the whole nation, followed by South China and Central China, respectively 1,140 and 1,100. The amount of patent law enforcement cases keep a substantially positive correlation with the amount of patent applications and granted patents.

According to the official, SIPO will strengthen the guidance to law enforcement from all levels and further enhance the law enforcement in a regulatory, scientific and professional

way, in order to meet the needs of patentees and innovators as well as to meet the people's material and cultural needs, and promote long-term healthy development of China's economy. (by Wang Yu/An Yalei)

日前,中国国家知识产权局发布最新数据:今年前6个月,中国全国专利行政执法办案总量突破万件,达1.0190万件,同比增长107.7%。其中,办理专利纠纷案5437件(包括专利侵权纠纷案5332件),同比增长167.6%;查处假冒专利案4753件,同比增长65.4%。值得一提的是,与去年相比,中国专利行政执法办案结构已发生较大变化。2014年,中国专利纠纷办案量与假冒专利办案量的比例约为0.51:1,今年上半年,这一数字提升至

约1.14:1,办理难度较大的专利纠纷案件量首次超过假冒专利案件量。事实上,这正是全国知识产权系统打击专利侵权假冒办案工作力度不断加大、全系统办案能力进一步提升的缩影。

中国国家知识产权局专利管理司有关负责人介绍,今年上半年,全国知识产权系统深入贯彻落实党中央、国务院关于加强知识产权保护的一系列新部署、新要求,将执法工作作为知识产权强国建设的重要一环予以推进,网络执法、快速维权、督导督查、绩效考核、执法协作等机制不断深化,“护航”“闪电”专项行动有序推进,执法能力建设步伐持续加快。

数据显示,今年上半年,中国各地专利行政执法办案工作普遍加强,执法办案量同比增长的省(区、市)有21个,其中12个省(区、市)增长率超过100%,专利纠纷办案量超过100件的有5个省(市),分别为浙江、广东、江苏、山东、重庆。从专利行政执法案件地区分布来看,华东地区最多,共5892件,占全国办案总量的57.8%,华南、华中地区次之,分别为1140件和1100件。各地区专利行政执法办案量与其专利申请量、授权量基本成正相关关系。

有关负责人强调,中国国家知识产权局将强化对执法工作的分类指导,由点连线,以线成面,科学统筹、多级联动,谋划长远,发挥优势,进一步增强执法工作的规范性、科学性与专业性,以适应广大权利人和创新主体需求,满足人民群众物质文化生活需要,促进中国经济长远健康发展。(王宇 安亚磊)

IP professionals officially incorporated into China National Occupational Classification

知识产权专业人员正式纳入中国国家职业分类

On July 29th, China National Occupational Classification Code Revision Committee deliberated and issued the 2015 edition of "China Occupational Classification Code" (hereinafter as the Code), and IP professionals as a new career are officially incorporated into the Code, marking its professional identity for the first time confirmed by the nation.

It is known that, new edition of the Code is divided into 8 categories, 75 classes, 434 subclasses, 1,481 occupations. Under the "economic and financial professionals" class, "intellectual

property professionals" subclass is added, including four related occupations like "patent agent professional," "patent examination professionals," "patent management professionals," "patent information analyst Professionals".

Some industry experts said, with the further development of the IP power construction, intellectual property has become an important force in supporting the country's economic and social development, intellectual property industry has become one of the large industries with social impact

and relatively more employees. Incorporating IP professionals into the national occupational classification is of great significance to IP professional training and IP career development. It is the inevitable requirement of IP career development and IP power construction, and also the urgent need for the implementation of innovation-driven development strategy as well as promoting social and economic development.

(by Zeng Fanfu/ Wang Bin)
本报讯 7月29日,中国国家职业分类大典修订工作委员会审议并

颁布了2015版《中华人民共和国职业分类大典》(下称《大典》),知识产权专业人员作为新职业正式纳入《大典》,标志着其职业身份在“国家确定职业分类”上首次得以确认。

据了解,新版《大典》共分为8个大类、75个中类、434个小类、1481个职业。其中在“经济和金融专业人员”中类下增加了“知识产权专业人员”小类,下设“专利代理专业人员”“专利审查专业人员”“专利管理专业人员”“专利信息分析专业人员”等4个相关职业。

有关人士表示,随着知识产权强国建设进一步发展,知识产权成为支撑国家经济社会发展的重要力量,知



识产权行业已成为社会影响力较大、从业人员较多的行业之一,将知识产权专业人员纳入国家职业分类,对知识产权队伍建设、事业发展有重要意义,是知识产权事业发展和知识产权强国建设的必然要求,同时也是实施创新驱动发展战略,促进经济社会又快又好发展的迫切需要。

(曾凡夫 王斌)



Diaoyutai State Guesthouse sued Philips
钓鱼台国宾馆状告飞利浦

Recently, the Diaoyutai State Guesthouse Management Bureau under China's Ministry of Foreign Affairs (hereafter as Diaoyutai State Guesthouse) sued Philips (China) Investment Co., Ltd. (hereafter as Philips) because the latter's using "used by Diaoyutai State Guesthouse" words in publicity on its products, and the former considered the latter's action as false advertising. Recently, Beijing Haidian District People's Court accepted the case.

According to the introduction, Philips advertised that its product air purifier is Diaoyutai State Guesthouse dedicated air purification equipment, and is used to offer services for heads of nations by Diaoyutai State Guesthouse. But Diaoyutai State Guesthouse said they had never purchased or used any air purifiers propagated by Philips, and did not know how



Philips get the picture used in its propaganda.

Diaoyutai State Guesthouse considered Philips' action as false advertising for the purpose of enhancing product image. For this, lawyer of Diaoyutai State Guesthouse sent legal letters repeatedly to Philips asking them to explain the matter, but was rejected. So Diaoyutai State Guesthouse sued Philips to Haidian District People's Court and asked for Philips to stop false advertising which involved the name of the Diaoyutai State Guest-

house, and then apologize and pay compensation of 100 thousand Yuan for its economic loss.

Days before, Philips' Greater China Official microblog issued a statement saying, about the issue that Diaoyutai State Guesthouse Management Bureau sued Philips, they attached great attention on it. And after the investigation, they had taken some measures to stop it. Recently, they made an apology to Diaoyutai State Guesthouse Management Bureau and they are actively communicating with them for the hope of resolving the problems. And the reporter searched and found that, there were no such propaganda image and words in the product introduction of Philips' air purifier in Jingdong, T-mall and Suning. CIP News will follow the case. (by Zhao Meng/ An Yichen/ Han Xin)

日前,因飞利浦(中国)投资有限公司(下称飞利浦)使用“钓鱼台国宾馆专用”字样对其产品进行宣传,外交部钓鱼台宾馆管理局(下称钓鱼台国宾馆)认为其构成虚假宣传,于是将其告上法庭。日前,北京市海淀区人民法院受理了此案。

据介绍,飞利浦旗下空气净化器产品上市后,称该产品是“钓鱼台国宾馆专用空气净化设备”“被用在钓鱼台国宾馆服务各国首脑”等。但钓鱼台国宾馆表示从未购买、使用过飞利浦宣传中所称的空气净化器产品,更不知其宣传中所使用图片是如何方式取得的。钓鱼台国宾馆认为飞利浦在上述产品宣传中借钓鱼台国宾馆提升产品形象,此行为已构成虚假宣传。对此,钓鱼台国宾馆多次委托律师向飞利浦发送律师函,要求其解释此事,但均被拒收,于是将飞利浦诉至北京市海淀区人民法院,要求飞利浦停止涉及钓鱼台国宾馆名称的虚假宣传,赔礼道歉,赔偿经济损失10万元。

日前,飞利浦大中华区官方微博发布声明称:“关于钓鱼台宾馆管理局起诉飞利浦一事,我们高度重视。经过内部调查后,我们已经采取了相应措施。目前,我们就此事向钓鱼台宾馆管理局表达了诚恳的歉意,并正在与他们积极沟通和协商,以期达成此事的全面妥善解决。”记者通过网络搜索发现,在京东商城、天猫、苏宁等网上商城的相关飞利浦空气净化器商品介绍中,都已没有上述钓鱼台国宾馆所称的宣传图片和用语。本报将继续关注案件的进展情况。

(赵世猛 安一晨 韩心)

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