

China cartoon promotes Chinese classical works to the world

《四大名著》：“新中国漫画”让经典走向世界

As the first original cartoons adopting assembly line mode, with the most international distribution, and total distribution volume, the Four Masterpieces in China cartoon series ranked the first in many aspects and wins the Production Award of "World Intellectual Property Organization Copyright Gold Medal (China)".

Four Masterpieces in China cartoon series, through new artistic expression, represent classic works of China, and inherit and carry forward the excellent traditional culture of the Chinese nation, said Chen Weidong, head of the creation team and founder of Tianjin Shenjie Cartoon Co., LTD. (hereinafter referred to as Tianjin Shenjie). The Four Masterpieces in China cartoon series stick to the original works and adopt Chinese traditional painting and coloring art, represent the stories of the original works with vivid picture, specific characters and background and atmosphere full of

tension. It absorbs the modern film presentation style, and makes a new interpretation of these masterpieces via new forms of cartoons and global language for readers all over the world.

Founded in 1995, Tianjin Shenjie has been committed to innovation and promotion of Chinese cartoon theory, industrial system and original cartoon works with distinct Chinese culture features. It has worked out a model of creation featuring large scale, standardized procedures and assembly line, to ensure the quality and the integrity of the work, attracting a lot of Chinese cartoon companies and cartoon aerators from France and Japan. Based on creation experience, Chen Weidong created a "New China" cartoon theoretical system, promoting the rise of the Chinese cartoon drawing language style and performance, and carving out a mature market channels and business model in more than 10 countries such as South Korea, Japan, France and the United States.

With the rapid development of Internet, Tianjin Shenjie followed the pace of times. The mobile phone animation products and digital audio moving products of Four Masterpieces in China cartoon series have been authorized to animation base and reading base of China Mobile and animation base of China Telecom and all were online in 2010. In April 2013, Tianjin Shenjie had cooperation with a South Korean telecom operator, breaking the situation that South Korean telecom market had no Chinese original mobile phone animation contents. Now, "Four Masterpieces in China" cartoon series have been published in nearly 20 countries such as Japan, South Korea, Britain, France, Vietnam, Thailand, Italy, and Spain, with the total published volume reaching 6 million copies.

(by Dou Xinying)

本报记者 窦新穎

作为首创漫画流水线创作模式，

中国大陆原创新漫画海外发行版本最多、发行总量最大的原创漫画作品，《四大名著》漫画系列创下了多个国内“第一”，并于日前获得第四届“世界知识产权组织版权金奖(中国)”作品奖。

“《四大名著》系列漫画通过全新的语言形式，来再现经典名著，传承并发扬中华民族优秀传统文化。”创作团队负责人、天津神界漫画有限公司(下称天津神界)创始人陈维东告诉记者，在创作上，《四大名著》坚持忠实于文学原著，运用中国传统绘画与着色手法，以形象的画面、具体的人物造型、极具张力的背景及气氛渲染再现原著的故事情节。在传承的同时，陈维东和他的创作团队还大胆地进行了创新，通过吸收现代电影镜头语言风格，以新漫画形式和世界性的表现语言，对中国辉煌灿烂的古典文学巨著进行全新诠释，让全世界的读者都能看得懂。

创建于1995年的天津神界，一直致力于创新、推广具有鲜明中国文化特色的中式漫画理论、产业体系及原创漫画作品。天津神界研究出了



一套规模化、流程化、流水线式的创作模式，确保作品整体的品质和作品的完整性，吸引了许多中国漫画企业和来自法国、日本的漫画人士前来研究这种规模化的创作模式。基于这些创作经验，陈维东创建了“新中国漫画”理论体系，推动了中式漫画绘制风格与表现语言的崛起，并在韩国、日本、法国、美国等十余个国家及地区开拓出成熟的市场渠道及商业模式。

面对互联网的快速发展，天津神

界也紧随时代步伐，《四大名著》系列手机动漫产品及数字化有声可动产品已授权中国移动动漫基地、中国移动阅读基地、中国电信动漫基地，并于2010年全部上线。2013年4月，天津神界与韩国一电信运营商达成合作，打破了韩国电信市场中从未有过中国原创手机动漫内容的局面。现在，《四大名著》已成功授权日、韩、英、法、越、泰、意、西班牙等近20个不同国家和地区语言版本，国际出版总册数累计达600万册。

China's IP in foreign eyes



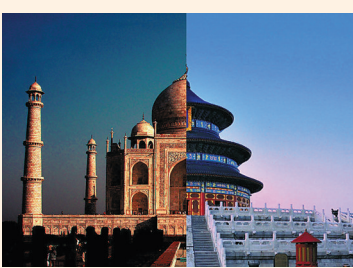
20多个古“丝绸之路”沿线国家通过经济纽带紧密联系起来。对于这些国家而言，中国的这项壮举将带来其乐见的经济利益。“一带一路”将对该地区包括区域贸易、投资和基础设施发展在内的经济格局产生重大影响，同时也将对中国、美国和其他大国的产生战略性的影响。(“中国‘一带一路’雄心面临障碍”，美国之音)

Comment:

As an important measure to promote regional economic development, "One Belt And One Road" shows China's international influence. To make a mutual benefit and win-win community along the ancient Silk Road, China will devote greater effort in technological innovation and intellectual property, participate and lead international industrial cooperation and competition.

点评:

作为区域发展的新引擎，“一带一路”的建设增强了中国的国际影响力。中国要加大科技创新力度，拥有更多更好的自主知识产权，形成参与和引领国际产业合作与竞争新优势，打造互利共赢的利益共同体。



素。(“中国拟将‘印度制造’与‘中国制造’结合”，印度教徒报)

Comment:

China has already made itself a great reputation for "made in China". To keep the pioneering advantages for longer, China should cooperate with other countries to further expand international market. Besides, "made in China" has been a model and target for developing countries to follow and cooperate with.

点评:

尽管“中国制造”已在全球市场上打出了响亮的名号，但要想将这种领先优势保持下去，中国的制造业亟待通过国际合作以更稳健地扎根海外。同时，“中国制造”也因其出色的表现，成为诸多发展中国家学习的典范和合作的目标。

(孙迪)

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Revised Patent Administrative Law Enforcement Measures implemented

中国新修改的《专利行政执法办法》已实施

On July 1st, Patent Administrative Law Enforcement Measures revised by China State Intellectual Property Office was implemented.

It is introduced that the revised Patent Administrative Law Enforcement Measures includes 7 chapters and 53 articles, namely, general provisions, the processing of patent infringement, patent dispute mediation, investigation of counterfeit patent behavior, investigation and evidence collection, legal responsibility, and supplementary provisions. The original Article 1 is revised to: to further promote administration according to law,

standardize patent administrative law enforcement behavior, protect the legitimate rights and interests of the patentee and the public, and maintain the order of the socialist market economy, the measures are formulated according to the Patent Law of the People's Republic of China, the Enforcement Regulation of the Patent Law of the People's Republic of China and other laws and regulations.

Article 8 is added: the administrative authority for patent affairs shall strengthen administrative law enforcement in the exhibition and e-commerce field, mediate and handle patent infringement on exhibition and e-commerce platform and timely investigate counterfeit behaviors. The original Article 41 is changed to Article 43, and the sixth item is added: the exhibitor engaged in infringing shall be ordered to retreat exhibits from the exhibition, destroy, or seal propaganda materials, change or cover display boards.

(by Zhao Jianguo)

本报讯 7月1日，由中国国家知识产权局修改后的《专利行政执法办法》开始施行。

据介绍，修改后的《专利行政执法办法》分为总则、专利侵权纠纷的处理、专利纠纷的调解、假冒专利行为的查处、调查取证、法律责任、附则等七章五十三条。其中，第一条改为：为深

入推进依法行政，规范专利行政执法行为，保护专利权人和社会公众的合法权益，维护社会主义市场经济秩序，根据《中华人民共和国专利法》《中华人民共和国专利法实施细则》以及其他有关法律、法规，制定本办法。

增加一条作为第八条，规定：管理专利工作的部门应当加强展会和电子商务领域的行政执法，快速调解、处理展会期间和电子商务平台上的专利侵权纠纷，及时查处假冒专利行为。第四十一条改为第四十三条，并增加一项作为第(六)项，规定：责令侵权的参展方采取从展会上撤出侵权展品、销毁或者封存相应的宣传材料、更换或者遮盖相应的展板等撤展措施。(赵建国)

Unilever prevails in package protection

联合利华包装装潢维权告捷

As one of the seasonings of Unilever (China), "Jiale" spicy seasoning gained population once entering the market. However, another product named "Gangdong" uses the similar package with "Jiale", raising the Unilever's discontent. The production and sales enterprise of "Jiale", Guangzhou Chuangwei Food Co., LTD. was accused by Unilever to Guangzhou Intermediate People's Court. Recently, the court made the final judgment, affirming the Guangzhou Chuangwei's unfair competition.

"Jiale" seasoning product came to the market in 2009. In July 2012, Guangzhou Chuangwei was suspected to counterfeit "Jiale" spicy seasoning in a site for business. After investigation, the Guangzhou Administration for Industry and Commerce affirmed that Guangzhou Chuangwei was involved in unfair competition by counterfeiting Unilever's package of "Jiale", and accordingly the company was fined 10,000 yuan and confiscated the illegal gains. Guangzhou Chuangwei paid the fines and did not mention review or litigation within the prescribed period of time. Subsequently, Unilever instituted litigation to Guang-

zhou Baiyun District People's Court, accusing Guangzhou Chuangwei's unfair competition behavior by counterfeiting the package of "Jiale" spicy seasoning.

It is revealed that the main design and red-green style of the bottom part of the bottle package of the two products are the same. Both of them have the same green interval in which there are four light white circles, and the graphics and text are the same. After investigation, the court affirmed that Guangzhou Chuangwei's behaviors are unfair competition, so it was ordered to stop the production and sales of infringing products, and pay 45,000 yuan of compensation for the economic losses and reasonable rights charges for Unilever.

Guangzhou Chuangwei refused to accept the judgment and instituted an appeal to Guangzhou Intermediate People's Court. After review, the court affirmed that Unilever's "Jiale" and Guangzhou Chuangwei's "Gangdong" belonging to the same kind of goods. The two products have the similar package, which may cause confusion among consumers. Accordingly, the court maintained the original judgment in final judgment.

(by Wang Guohao)

本报讯 作为联合利华食品(中国)有限公司旗下的调味品之一，“家康”辣鲜露一经上市便备受消费者欢迎，而市场上名为“港东”的辣鲜露与“家康”辣鲜露的产品包装装潢极为相近，引发联合利华公司的不满，遂将后者的生产与销售企业广州市创味食品有限公司诉至法院。日前，广州市中级人民法院作出终审判决，认定创味食品公司构成不正当竞争。

据了解，联合利华公司生产的“家康”辣鲜露产品于2009年上市。2012年7月，创味食品公司位于广州市白云区的一家经营场所涉嫌仿冒“家康”辣鲜露产品的包装装潢而被查处。广州市工商行政管理局认为，创味食品公司仿冒“家康”辣鲜露产品的包装装潢对联合利华公司构成不正当竞争，据此对创味食品公司处以1万元罚款并没收违法所得。创味食品公司按期缴纳了罚款，而且在规定的时间内并未提起复议或诉讼。随后，联合利华公司向广州市白云区人民法院提起诉讼，指控创味食品公司生产、销售“港东”辣鲜露产品的行为构成不正当竞争。

据悉，“港东”辣鲜露产品的下半部分瓶贴的红绿色调及其分布与“家康”辣鲜露产品的下半部分瓶贴

相同，主要图案亦相同，下部瓶贴同样有一条绿色的间隔，而间隔里亦有4个浅白色的圆圈，圆圈内与“家康”辣鲜露产品的下半部分瓶贴完全相同的图形和文字。经审理，法院认定创味食品公司构成不正当竞争行为，判决创味食品公司停止生产、销售侵权产品，赔偿经济损失及合理维权费用4.5万元。

创味食品公司不服判决，向广州市中级人民法院提起上诉。法院经审理认为，联合利华公司主张权利的商品与创味食品公司所生产的被诉商品属于同类商品，“港东”辣鲜露所使用的下半部分瓶贴与“家康”辣鲜露产品相应部分相似，足以使相关公众对商品的来源产生混淆。综上，法院终审维持了原判。(王国浩)

