

China's social satisfaction on IPR protection grows for 3 years

2014年中国知识产权保护社会满意度较2013年提高了4.47分,连续3年增长——

69.43分的背后是什么?

In 2012, China's first IPR protection social satisfaction survey was carried out, scoring 63.69; in 2013, the satisfaction improved 1.27 points, scoring 64.96; in 2014, the satisfaction improved 4.47 points, scoring 69.43. In recent annual report jointly carried out by China Patent Protection Association, China Trademark Association, China Copyright Association and Beijing Meilande Information Company on social satisfaction survey of intellectual property protection shows: protection of intellectual property community satisfaction has a 3 consecutive years' growth. So, behind the growing data, what played the great role in it?

In the report, 2014 Annual Social Protection of Intellectual Property satisfaction survey follows the framework of 4 first-level indicators: legal and policy protection, law enforcement, management and services, edu-

cation; the evaluation index system includes 12 second-level indicators and 40 third-level indicators. For the 4 first-level indicators, the scores of intellectual property management and services, publicity and education is relatively high, these two scores of indicators have greatly improved, while the score of law enforcement is still relatively low. It is worth noting that this year's enforcement satisfaction score of 65.81, the first time to break through the pass line, compared with two years ago has more substantial progress.

"Our country is not only strengthening legislation, but also continues to strengthen the administrative enforcement. While the nation further stressed that strengthening of intellectual property protection and utilization, including the establishment of specialized IP courts in Beijing, Shanghai, Guangzhou." The Director

of Department of Law and Intellectual Property Rights of the University of Chinese Academy of Sciences Li Shunde said.

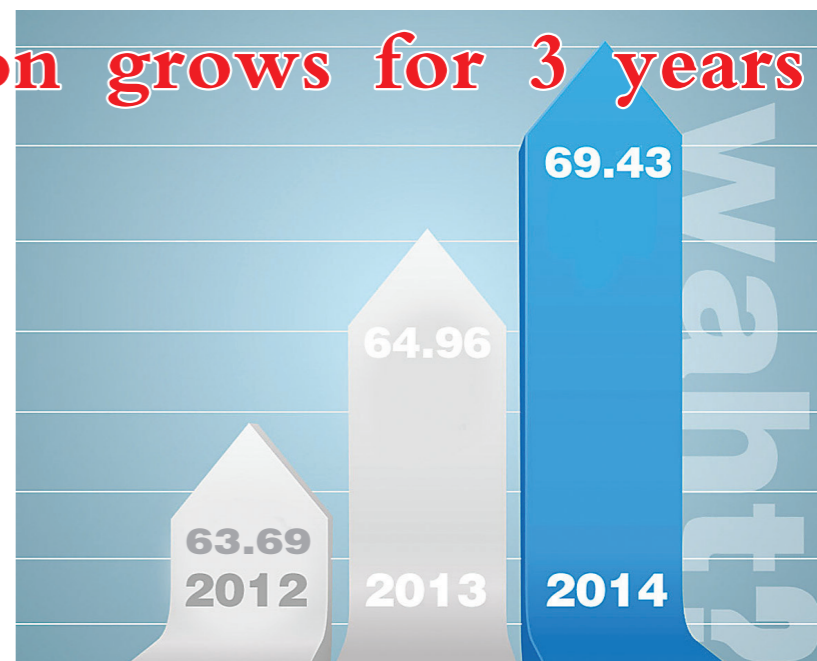
In recent years, the State Intellectual Property Office continued the strengthening of law enforcement system. In 2014, the total national intellectual property system has investigated 24,479 cases, an increase of 50.9%; mediated 8,220 patent disputes, an increase of 62.6%; "12330" hotline service further expanded the coverage, more IP protection and assistance centers were set up; the community satisfaction survey results have provided an important reference for the relevant departments to understand the situation and strengthen IPR protection.

In addition, the survey also analyzes the overall intellectual property protection of 27 provinces in line with the country requirements and the satis-

faction are all above the passing line.

In the ranking of provinces, regions and municipalities, Jiangxi, Shandong, Tianjin are top three; Guangdong, Zhejiang, Yunnan, ranking the last three. Compared with 2013, the ranking score of 7 provinces, Jiangxi, Shandong, Chongqing, Jiangsu, Hubei, Hunan, Beijing, improved 11 place. Survey shows satisfaction with local government implementation of IPR protection improved 6.23 points compared with last year, for local government's stress on intellectual property protection level (increase 6.34 points) and local government's implementation on IP policy (increase 6.12 points).

"In local area, the improvement on IPR protection can be considered as the result of efforts of all parties, which is inseparable from national and local government's stress on intellectual property. This indicated that



nation is paying more and more attention and taking more and more efforts to the protection of intellectual property rights. Promotion by national level enabled local governments a better understanding of the local economic development and intellectual property protection priorities, only the central and local government actively combine can help faster the development of local innovation." the Executive President of Intellectual Property Institute, Central South University, He Lianhong said. (by Wanglu)

本报记者 王璐

2012年,中国首次开展知识产权保护社会满意度调查,得分63.69;2013年满意度提高了1.27分,得分64.96;2014年满意度提高了4.47分,得分69.43。近日,由中国专利保护协会、中华商标协会、中国版权协会联合北京美兰德信息公司开展的2014年知识产权保护社会满意度调查给出了最新报告:中国知识产权保护社会满意度调查连续3年持续增长。那么,在不断增长的数据背后,什么起到了推动作用?

调查报告显示,2014年中国知识产权保护社会满意度调查沿用了以法律与政策保护、执法、管理与服务、宣传教育4项一级指标为框架,包含12项二级指标和40项三级指标的评价指标体系。与此同时,在全国满意度指标体系基础上,针对地方实际构建了评价地方知识产权保护工作的28项三级指标。从四个一级指标来看,调查结果对知识产权管理与服务、宣传教育工作的评价相对较高,这两项一级指标得分有较大提升,对执法工作的评价仍然相对偏低。但值得注意的是,今年执法工作的满意度得分为65.81,第一次突破了及格线,较前两年有较大幅度的进步。

"中国在加强立法的同时,也不断加强行政执法工作。自全国开展打击侵犯知识产权和制售假冒伪劣商品工作以来,各知识产权行政、司法部门都加大了对侵权行为查处力度。同时,国家进一步强调加强知识产权保护,在北京、上海、广

州3地设立知识产权专门法院,政府一系列措施让社会各界对知识产权保护工作有了信心。"中国科学院大学法律与知识产权系主任李顺德表示。

近年来,在中国,知识产权系统不断加强执法队伍建设,全面开展专利行政执法协作,持续深化维权援助与举报投诉,做了大量富有成效的工作,取得了显著成绩。2014年,知识产权系统专利行政执法办案总量2.4479万件,同比增长50.9%;调处专利纠纷8220件,同比增长62.6%;"12330"覆盖面进一步扩大,维权援助中心建设进一步加强;持续开展社会满意度调查,调查结果已被纳入中国打击侵犯知识产权和制售假冒伪劣商品工作绩效评价考核体系,为相关部门了解知识产权保护状况,加强知识产权保护关键环节工作提供重要参考。

此外,调查报告还对中国符合分析要求的27个省区市知识产权保护总体情况进行了分析,满意度均在及格线以上。各省区市排名中,江西、山东、天津位居前三,广东、浙江、云南居后三位。与2013年相比,江西、山东、重庆、江苏、湖北、湖南、北京等7省市的得分排名提高了11位。调查显示,地方政府对知识产权保护工作的落实情况的满意度较去年提高了6.23分,具体体现在地方政府对知识产权保护工作的重视程度(提高6.34分)和地方对国家知识产权相关政策落实情况的落实(提高6.12分)。

"地方知识产权保护水平的提高可以说是各方努力的结果,这离不开国家层面和地方政府对知识产权的重视。近几年来,不论是从宏观上的知识产权政策指导、战略布局,还是具体到专利法、著作权法等知识产权法律的修改,以及实践中正在如火如荼开展的知识产权管理体制和审判体制的试点改革,都说明国家对知识产权的保护越来越重视,投入的力度也越来越大。国家层面的推进,使地方政府更加了解当地经济发展状况和知识产权保护工作重点,只有中央和地方双方积极结合起来,才能帮助地方创新更快发展。"中南大学知识产权研究院执行院长何炼红表示。

IP Brief

Beijing

Recently, IPBC-CHINA Forum was held in Beijing. Themed "IP Value Maximization", this forum discussed IP monetization and IP internationalization, and built a platform for the innovation connection between capital enterprises and global enterprises.

北京

近日,“中国知识产权商业论坛”在北京召开。此次论坛以“知识产权价值最大化”为主题,重点探讨了知识产权货币化和知识产权国际化议题。

Shanghai

Recently, WIPO Summer School in China started class in Shanghai, sharing and exchanging IP knowledge for global outstanding students and young practitioners. 64 students from several countries attended the class.

上海

近日,世界知识产权组织中国暑期学校在上海开班。该暑期学校旨在为全球优秀学生与青年专业人士提供一次集中学习、分享、交流知识产权专业知识的机会。来自多个国家的64名学员参加了学习课程。



4月29日,中国国家知识产权局局长申长雨(右)在京会见了匈牙利知识产权局局长米克洛斯·本德塞尔。申长雨表示,发展与匈牙利知识产权局的合作关系,有利于双方权利人和创新主体受益,有利于双方经济发展。希望双方共同努力,携手共进,开启两局合作的新篇章。米克洛斯·本德塞尔表示,知识产权对于两国经济发展非常重要,十分希望不断推进双方的合作进程。会谈后,中匈两局签署了合作谅解备忘录。本报记者 张子弘 赵建国 摄影报道

On April 29th, Shen Changyu, the Commissioner of SIPO, People's Republic of China, met with Dr. Miklos Bendzsel, the President of Intellectual Property Office, Republic of Hungary (HIPO), in Beijing. Shen Changyu said, the development of cooperation with HIPO is beneficial to patentees and inventors and helpful to economic development of both countries. He expected both sides to start new cooperation through joint efforts. Dr. Miklos Bendzsel said, intellectual property is important to both economy, and kept an urgent expectation on cooperation. After the meeting, both SIPO and HIPO signed The memorandum of understanding on cooperation. (By Zhang Zihong and Zhao Jian'guo)



To create a world famous brand 世界知名品牌之梦不再遥远

Standing in the spacious, bright and quiet workshop, Zhou Litong, the deputy general manager of Shengrui Chuandong Limited Company (hereafter as Shengrui Company) in Weifang City, Shandong Province, was telling a story of creating patent and pursuing dream.

With silver-gray appearance, not much bigger than a backpack, the 8-speed automatic transmission (8AT) for cars has won the gold medal of China's Patent Prize two years ago. "This is the world's first front drive 8-speed automatic transmission, and also our own research and product with self-owned patents." Zhou told to reporters, with a minimum of components, the product achieved more gear control with higher transmission efficiency, which enabled the vehicle to

make full use of the engine efficiency, and could significantly reduce fuel consumption and exhaust emissions.

Zhou said, with the patents on 8AT automatic transmission, we built a strong technology platform, which enabled us the production capability from 5-speed to 9-speed automatic transmission, as well as achieve a hybrid automatic transmission production.

Currently, compared with similar foreign products, the patented products on 8AT automatic transmission not only have excellent performance, but have the price less than one-third of foreign products in the domestic market, taking a greater competitive advantage. At present, there are many domestic brand car companies signed cooperation agreements with Shengrui Company on patents applications of

8AT automatic transmission technology. So far, Shengrui Company 8AT automatic transmission has an annual output capacity of 100,000 units, and the annual sales income will reach 1.5 billion yuan, and achieve revenue of 6 billion yuan on the development of related industrial chain. During the past three years, Shengrui has owned more than 110 effective patents and 4 software copyright registrations.

"Our patents are essential to build the core competitiveness." Zhou stressed that, with the production of the 8AT automatic transmission, the dream of creating the world famous brand is no longer far away.

(by Zhao Jian'guo)

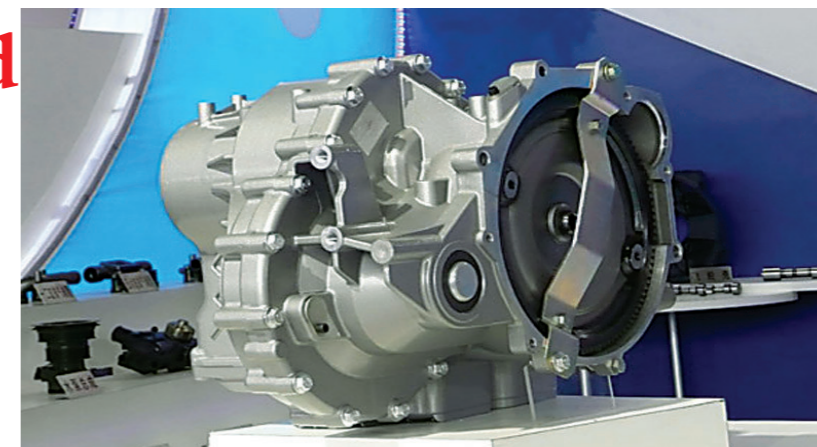
本报记者 赵建国

走进山东省潍坊市盛瑞传动股

份有限公司(下称盛瑞公司)宽敞、明亮而又安静的生产车间,副总经理周立亭向记者讲述了企业立足专利,追求梦想的故事。

银灰色的外表,体积比一个双肩背包大不了多少,这就是两年前曾经获得中国专利金奖的轿车用8挡自动变速器(8AT)。“这是世界首款前置前驱8挡自动变速器,也是我们自主研发的专利产品。”周立亭向记者谈到,该产品用最少的零部件,实现了更多挡位的控制,传动效率更高,可使车辆充分利用发动机高效工作区,能明显降低油耗,减少有害气体排放。

周立亭表示,利用8AT自动变速器发明专利,不仅可以实现高端8挡自动变速器的生产,还可以构筑一个强大的技术平台,形成从5挡到9挡自动变速器的系列产品生产能力,还可以实现混合动力自动变速器的生产,达到“一石三鸟”的效果,后续发



展潜力巨大。

目前,8AT自动变速器专利产品与国外同类产品相比,不仅性能优良,而且价格不到国外产品的1/3,在国内外市场具有较大竞争优势。目前,中国已有多家自主品牌汽车企业与盛瑞公司签署了合作协议,就8AT自动变速器技术专利的应用开展合作。至今,盛瑞公司的8AT自动变速器已形成了年产10万台的生产能力,预计年销售收入可达15亿元,利税3亿元,并带动相关产业链实现60亿元的创收。近3年来,盛瑞公司已拥有有效

专利110余件,软件著作权登记4件。

"专利是我们打造核心竞争力的根本。"周立亭强调,随着8AT自动变速器的投产,以专利产品为核心的产业链正在形成,打造世界知名品牌的梦想不再遥远。

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