

China's IP
in foreign eyes

Local dining chains are expanding rapidly in China to capture a slice of the RMB560b fast-food and casual-dining market. Chinese chains could customize menus to appeal to increasingly health-conscious consumers more easily than large-scale foreign fast-food companies. (*Food Chains From China Hit At West, by The Wall Street Journal*)

中国本土连锁餐厅正在迅速抢占国内价值5600亿元的快餐和休闲餐饮市场。比起规模巨大的洋快餐,中餐连锁店可以更加轻易地对菜单进行个性化定制,迎合食客对健康饮食的要求。(中国本土连锁餐厅阻击西方竞争对手,《华尔街日报》)

Comment

Many fast-food giants consider China a core part of their international growth efforts. Personalized customization would be a next goal for fast-food companies to win brand wars. Chinese fast-food companies are re-energizing local market by their remarkable brand building strategies.

点评:

国际快餐业巨头都将中国市场视为其国际增长的核心地带。面对竞争激烈的快餐和休闲餐饮市场,个性化定制的品牌战略是大势所趋。中国快餐企业正凭借出色的品牌经营逐步占领本土市场。



Lenovo does not simply churn out cheap goods. It is spending heavily on branding, distribution, manufacturing and product development. It wants the Think brand to compete with Apple; it plans to open fancy showrooms like Apple's. If Lenovo is to become China's first world-class brand, it must come up with products that consumers are passionate about. (*From guard shack to global giant, by The Economist*)

联想并不仅仅满足于价格取胜,而是下大力气投入品牌建设、销售渠道、生产和研发。联想希望打造能与苹果抗衡的“思考本”品牌,并计划开设能与苹果比肩的体验店。如果联想要成为中国第一个世界级品牌,那么它必须打造使消费者为之狂热的产品。(从矮子到巨人,《经济学家》)

Comment

How to operate products is the eternal theme of high-tech enterprises development, while innovation is a magic card to play in the worldwide products competition. Chinese companies like Lenovo are not simply satisfied with their reputation of “cheap and fine”. They are attracting the whole world with products may not with low price but with innovation.

点评:

产品是科技企业永恒的主题,而创新正是产品在激烈竞争中脱颖而出的制胜法宝。以联想为代表的中国企业,不再止步于物美价廉,而是不断追求卓越,用产品吸引世界的目光。

(孙迪)

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China's patent applications account for 32.1% of the world

《2014世界知识产权指数》报告显示

中国年专利申请量已占全球总量的32.1%

On December 12th, WIPO issued 2014 World Intellectual Property Index (hereafter as Index) in Geneva. The Index shows that, the patent applications of the world in 2013 saw a rapid growth mainly due to China's double-digit growth in patent applications. Among 2.57 million patent applications, about one third are submitted by China, followed by the USA and Japan.

Francis Gurry, the Director General of WIPO, believes that the rapid growth of China's patent applications have a direct relationship with the transformation of China's economic structure. From the strategic perspective, China has started the transition from “made in China” to “created in China” as well as the transition from manufacturing to knowledge-intensive industries. In this process, intellectual property plays an important role.

From the amount of patent appli-

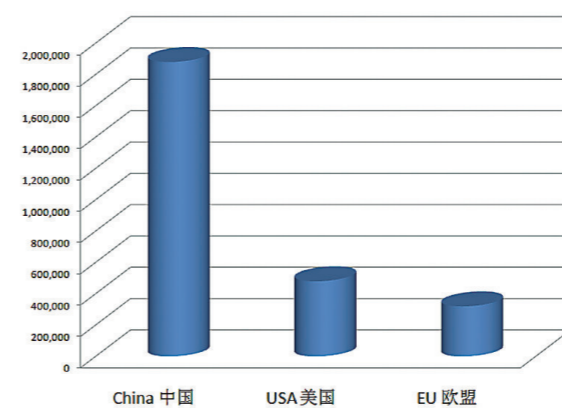
cations, in 2013, a total of approximately 2.57 million patent applications were submitted all over the world. More than 820,000 are from China, accounting for 32.1% of the global total amount; the United States submitted more than 570,000, accounting for 22.3%; Japan submitted 328,000, accounting for 12.8%.

In addition, as for applications of trademark registration, China submitted 1.88 million trademark registration applications, which was the most in the world; the United States submitted 480,000, and EU did 320,000. Judging from the category, over the past 10 years, the service-related categories, such as advertising, business operations and management, have been the largest category.

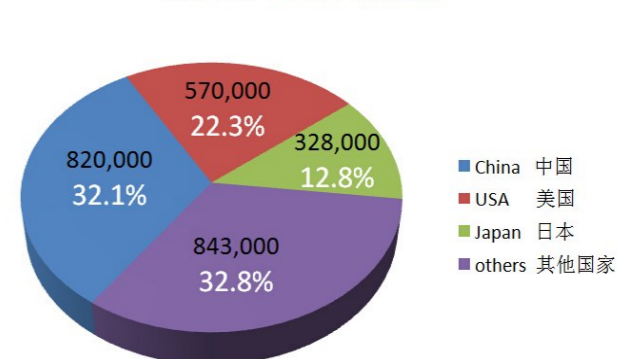
(by Liu Peng)

本报讯 12月16日,世界知识产权组织(WIPO)在日内瓦发布的《2014世界知识产权指数》报告显示,全球专利年申请量2013年继续强劲

Trademark applications filed in 2013
2013年全球商标注册申请量



The proportion of patent applications filed in 2013
2013年全球专利申请量占比



孙迪 制图

增长,这主要得益于中国两位数的增长势头。在全世界近260万件专利申请中,约有1/3是中国提交的,其次是美国和日本。

WIPO总干事弗朗西斯·高锐认为,中国专利申请量的快速增长与中国经济结构的转变有直接关系。从战略上讲,中国已经开始从“中国制造”向“中国创造”转型,从制造业向知识密集型产业过渡,在这一过程中,知识产权将发挥重要作用。

此外,从商标注册申请量看,中国以188万件商标注册申请量位居全球第一,美国为48万件,欧盟为32万件。从类别上看,过去10年,与广告、商业经营和管理等有关的服务类别一直是商标注册申请量最大的类别。

从专利申请量来看,2013年,全世界共提交了约257万件专利申请,其中中国82万多件,占全球总量的32.1%;美国57万多件,占22.3%;日本约32.8万件,占12.8%。

(柳鹏)

China's high-speed rail goes abroad
中国高铁企业走向世界

Recently, good news about China's high-speed rail going abroad attracted people all over the world. According to the data on Dec. 12th, 2014, China has exported its electric multiple units (EMU)-based locomotives and related technologies and equipments, all with proprietary intellectual property rights, to over 80 countries and areas. Wang Mengshu, an academician of Chinese Academy of Engineering, said: “With the proprietary intellectual property rights on the core technologies, China's high-speed rail has become a national name card.” In the past 10 years, China's high-speed rail industry not only mastered proprietary intellectual property rights, but also made many records of the word on safety, speed, mileage and carrier number, which cost nearly 50 years in other countries.

Recently, the CRH5A EMU, loaded with electric driving system and network controlling system made in China, passed the technical evaluation in China North Vehicle Group

Limited (CNR), which is another major innovation by CNR following the domestic CRH380B EMU on Shanghai-Beijing high-speed railway. According to Chang Zhenchen, deputy chief engineer of CNR Changchun Railway Vehicles, CRH5A EMU is a new product by independent research and development in accordance with higher standards than the international standards, for international competition in the overseas market. Starting four years ago, CNR began filing international patent applications, and created a basis of “going out” through cross-licensing.

“The meter gauge EMU, with proprietary intellectual property rights, is China's first contract of exported high-speed EMU on the meter gauge project.” Zhang Minyu, the sales manager of CSR Zhuzhou Locomotives Company, told reporters that only master the intellectual property rights could China win a place in overseas market. Over the past four years, according to sales revenue and profit data of CSR Zhuzhou Locomo-

tives Company, its 2013 revenue increased by 25% compared with 2010, with a 248% surge on profit. With overseas income expanding each year, so far, the company's overseas sales proportion has grown from 5% to more than 20%.

Xu Chunming, Deputy Dean of Intellectual Property School of Shanghai University, hold that, only continuing to accumulate high-quality and high level intellectual property rights could Chinese high-speed rail industry take up the forefront of the industry and speed up the “going out” pace.

(by Zhao Jian'guo)

本报记者 赵建国

近来,中国高铁产业“走出去”的利好消息接连不断,引人瞩目。截至12月12日,拥有中国自主知识产权的高速动车组为主的机车以及相关技术设备已出口到世界80多个国家和地区,创造了喜人的业绩。“中国已掌握核心技术自主知识产权的高铁产业面向海外进行布局,已成为一张中国企业开拓海外市场的‘国家名片’。”正如中国工程院院士王梦恕所



言,中国高铁用不到10年的时间走过了国外近50年的高铁技术发展道路,不但掌握了核心技术的自主知识产权,并且在安全运行、运营速度、通车里程、运输人数等方面取得了多项技术成果,彰显了中国企业知识产权创造与运用的新成就。

近日,装载“中国创造”专利牵引电传动系统和网络控制系统的CRH5A型动车组在中国北车集团有限公司(下称北车集团)通过了技术鉴定,这是北车集团继国内京沪高铁CRH380B型动车组之后的又一重大创新成果。北车集团长春轨道客车公司副总工程师常振臣向记者介绍,CRH5A型动车组是按照高于国际标准自主研发的新产品,将面向海外市场参与国际竞争。从4年前开始,北车集团就开始在国外提交专

利申请,并通过专利许可、交叉许可等方式,打造了产品“走出去”的基础。

“拥有自主知识产权的米轨动车组,是我国在米轨项目上的高速动车组出口第一单。”南车集团株机公司销售经理张曼宇向记者表示,只有拥有知识产权的产品,才能在国外的市场竞争中赢得一席之地。事实证明,南车集团株机公司过去4年的海外收入在逐年扩大,至今,该公司的海外销售收入占比从5%攀升至20%以上。

“高铁企业‘走出去’,知识产权是重要的砝码。”上海大学知识产权学院常务副院长许春明向本报记者表示,只有不断积累高质量、高水平的知识产权,实现高效率的运用,中国高铁产业才能跻身世界前列,加快“走出去”的步伐。

South Korean company won trademark lawsuit in China
韩国食品商“元奶奶”在华维权成功

A Chinese nature person Li Jihe's trademark “Yuan Grandmother” registered on hotels, restaurants and other services suffered from controversy by a South Korean nature person surnamed Park. Recently, Beijing No.1 Intermediate People's Court made a decision to revoke Li's trademark application.

The disputed No. 7554400 trademark “Yuan Grandmother and image” was applied by Li in July 2009, and then approved for restaurants, cafes and other services on the 43rd class commodities. The cited No. 4847686 trademark was applied by Park in August 2005, and then approved for restaurants, tourist restaurants and other services on the 43rd class commodities.

Within the statutory period, Park claimed that the disputed trademark was same trademark in same or similar services for it was the same as the cited trademark in text, graphics and composition. And the graphic character of disputed trademark was similar with the cited trademark, which was violation of the prior copyrights by Park. Thus, Park filed an application to Trademark Review and Adjudication Board (TRAB) under State Administration for Industry and Commerce of China. After TRAB revoked the disputed trademark, Li filed an administrative lawsuit.

Li held that, the cited trademark “Yuan Grandmother” was composed by Korean character; since Chinese consumers had low recognition about

Korean character, the two trademarks could be significantly distinguished from each other.

After hearing, the court held that, the two trademarks had the same meaning texts in different languages and similar images, so the two trademarks constitute similar trademarks. Accordingly, the court made the decision above.

(by Mao Ligu)

本报讯 中国人李基和在饭店、餐厅等服务上核准注册的“元奶奶”商标,遭遇韩国人朴任喜的争议,日前,北京市第一中级人民法院作出一审判决,认定二者构成近似商标。

此次争议商标为第7554400号“元奶奶及图”商标,由李基和于2009年7月提出注册申请,后被核定使用在第43类饭店、咖啡馆等服务上。引证商标为第4847686号图形商标,



由朴任喜于2005年8月提出注册申请,后被核定使用在第43类餐厅、旅游餐馆等服务上。

法定期限内,朴任喜以争议商标与其在先注册的引证商标在文字含义、图形构成方面基本相同,构成使用在相同或类似服务上的近似商标,以及争议商标的人物图形与引证商标图形实质性相似,侵犯了朴任喜的在先著作权为由,向中国国家工商行政管理总局商标评审委员会(下称商评委)提出争议申请。在商评委裁定争议商标予以撤销后,李基和向法院提起行政诉讼。

李基和诉称,引证商标由韩文组成,争议商标的显著识别部分为“元奶奶”,中国的相关公众对韩文的识别能力较低,因此争议商标与引证商标区别明显,不构成近似标识。

法院经审理认为,争议商标中文文字与印证商标中韩文文字意义相同,并且两商标的图形部分基本相同,因此两商标构成近似商标。据此,法院作出上述判决。

