

Shen Changyu leading Chinese government delegation attending the 54th WIPO Assemblies

申长雨率团出席WIPO成员国大会第54届系列会议

中国将为国际知识产权体系完善与发展贡献力量

The 54th series of meetings of the Assemblies of the Member States of WIPO were held in Geneva, Switzerland on September 22. Shen Changyu, the Commissioner of China's State Intellectual Property Office leading Chinese government delegation attended the meeting. Shen Changyu made a general speech on behalf of Chinese government delegation. He said China would keep supporting WIPO, deepening cooperation with WIPO member states, promoting worldwide innovation and intellectual property protection, and contributing to the improvement and development of the international intellectual property system.

Wu Hailong, the Ambassador of Chinese Permanent Mission of Geneva, Yan Xiaohong, the Deputy Director of China National Press and Publication Administration of Radio, Film and Television (the State Copyright Bureau), and responsible officers from China State Administration for Industry and Commerce also attended the meeting. Chinese government delegation consisted of Foreign Ministry, State Administration for Industry and Commerce, Press and Publication Administration of Radio, Film and Television, State Intellectual Property Office, the Permanent Mission in Geneva and Intellectual Property Department of Hongkong Special Administrative Region.

trative Region.

At the meeting, Shen Changyu introduced the latest development of Intellectual Property in China this year, disclosed information about the implementation of the national intellectual property strategy, intellectual property legal system, creation and application of intellectual property, and notified that China had officially approved the Beijing Treaty on Audiovisual Performance.

Shen Changyu highly valued WIPO's Director General, Francis Gurry's report. He pointed out that, as a specialized agency of intellectual property of UN, WIPO had always been committed to improve global intellectual property system and achieved outstanding results. This year, China and WIPO had been working together and made tremendous achievement in projects such as open-

ing WIPO Beijing Office, organizing the international seminar of Hague Agreement and the advanced roving seminar of the Patent Cooperation Treaty (PCT), as well as promoting intellectual property system in China.

Shen Changyu gave opinions



WIPO

about intellectual property affairs under the framework of WIPO. He believed that we should fully play and extend the role of PCT system as the existing international patent filing system in order to make it more efficient and of high quality; appropriately bal-

ance different development levels of different countries in different stages, and fully meet the needs of small and micro enterprises; give full attention to the concerns of developing countries in WIPO "Development Agenda" and continue to provide strong support for its implementation; insist to promote intellectual property and commission on genetic resources, traditional knowledge and folklore among governments as to conclude an international legal instrument.

Shen Changyu also invited Liang Jiali, the Director of Intellectual Property Department of Hongkong Special Administrative Region giving an additional speech about Hongkong Intellectual Property work.

Shen Changyu also had a meeting with Gurry and both signed a bilateral cooperation agreement; met with Wu Hailong, the Ambassador of Chinese Permanent Mission of Geneva; attended the 3rd Commissioner Meeting of Intellectual Property Office in BRIC; held bilateral talks with directors of Intellectual Property department from more than 10 countries and regional organizations, such as Russia, EU internal market coordination Bureau, Australia, Canada, Chile, Iran, Israel, Kazakhstan, Morocco, Sweden, Ethiopia and Poland, and reached a number of cooperation agreement.

Zhang Maoyu, the Deputy Director of the Patent Office of China's State Intellectual Property Office attended the above activities.

(by Zhong Yan)

本报讯 9月22日,世界知识产权组织(WIPO)成员国大会第54届系列会议在瑞士日内瓦开幕,中国国家知识产权局局长申长雨率中华人民共和国政府代表团出席会议。申长雨代表中国政府代表团做了一般性发言。他表示,中国将一如既往地支持WIPO的工作,希望进一步深化同WIPO及其成员国的合作,推进全球范围的创新和知识产权保护,为国际知识产权体系的完善与发展贡献力量。

同时出席会议的还有中国常驻日内瓦代表团大使吴海龙、中国国家新闻出版广电总局(国家版权局)副局长阎晓宏和中国国家工商行政管理总局相关负责人。中国政府代表团由外交部、工商总局、新闻出版广电总局、国家知识产权局、常驻日内瓦代表团和中国香港特别行政区知识产权署共同组成。

会上,申长雨向大会通报了今年以来中国知识产权事业的最新发展情况,介绍了中国国家知识产权战略实施、知识产权法律体系建设、知识产权创造、运用等方面的情况,并向大会通报了已正式批准《视听表演北京条约》。

申长雨高度评价WIPO总干事弗朗西斯·高锐所做的报告。他指出,WIPO作为联合国知识产权专门机构,始终致力于全球知识产权体系

的完善与发展,取得了有目共睹的成绩。今年以来,中国与WIPO在WIPO中国办事处启用、举办海牙协定国际研讨会和《专利合作条约》(PCT)高级巡回研讨班、推广和宣传知识产权体系在中国的应用等方面取得了可喜的合作成果。

申长雨就WIPO框架下的有关知识产权事务发表了看法。他指出,应充分发挥和拓展PCT制度作为现有国际专利申请制度的重要作用,使其更高质量,在改革过程中应当适当兼顾不同发展阶段国家的需求,要充分满足中小微企业需求;要高度重视发展中国家对WIPO“发展议程”的关切,继续为“发展议程”各项建议的实施提供有力支持;各方应继续积极推动知识产权与遗传资源、传统知识和民间文艺政府间委员会的工作,争取早日缔结具有约束力的国际法律文书。

申长雨还就香港特别行政区知识产权署署长梁家丽做了有关香港知识产权工作的补充发言。

会议期间,申长雨还与高锐举行了会谈并签署了双边合作协议;会见了中国常驻日内瓦代表团大使吴海龙;出席了第三届金砖国家知识产权局局长会议;与俄罗斯、欧盟内部市场协调局、澳大利亚、加拿大、智利、伊朗、以色列、哈萨克斯坦、摩洛哥、瑞典、埃塞俄比亚、波兰等10多个国家和地区组织的知识产权部门负责人举行了双边会谈,达成了多项合作共识。

中国国家知识产权局专利局副局长张茂于等参加上述活动。(钟彦)

NUMBERS

3.38 billion

According to the statistics, more than 800 projects made deals in 2014 China International Patent Technology and Product Fair. The transaction amount reached 3.38 billion yuan.

33.8亿元

据统计,2014年中国国际专利技术与产品交易会最终有800多个项目成功交易,实现交易金额33.8亿元人民币。

2,011

In the past 7 years, China's new energy automotive industry filed 2,011 PCT applications, ranking the 3rd in the world, same as Germany and South Korea, just behind Japan and the U.S..

2011件

据了解,在过去7年里中国新能源汽车领域通过《专利合作条约》(PCT)途径提交的国际专利申请量为2011件,与德国、韩国并列全球第3位,仅次于日本和美国。



14.257 million

As of the end of June 2014, the number of Chinese trademark application reached 14.257 million; registration reached 9.075 million; valid registration amounted to 7.611 million; remained the top in the world for 12 consecutive years.

1425.7万件

截至2014年6月底,中国商标累计申请量达到1425.7万件,累计注册量达907.5万件,有效注册量达761.1万

件,已连续12年位居世界第一。

28

According to the 2014—2015 Global Competitiveness Report released by the World Economic Forum, among the 144 participating economies, China moved up one step, ranking No. 28.

28位

据世界经济论坛发布了2014年至2015年度《全球竞争力报告》。报告显示,在全球144个参评经济体中,中国排名上升了一位,位列第28位。

34

As of the end of June 2014, patent enforcement insurance has landed business in 34 cities in the country, cumulatively providing 95.05 million yuan of the patent enforcement insurance and providing risk protection and insurance services for 2,496 patents of 744 companies.

34个

截至2014年6月底,专利执行保险已在中国34个地市实现业务落地,累计提供专利执行保险保障9505万元,为744家企业的2496件专利提供风险保障和保险服务。

27,000

In the first half of 2014, the nationwide quality inspection system seized 27,000 IP infringement cases with a value of 2.6 billion yuan in a campaign against IP infringement and counterfeiting goods. The value of counterfeiting goods seized in import and export reached 373.696 billion yuan.

2.7万件

今年上半年,中国质检系统在打击侵犯知识产权和制售假冒伪劣商品行动中,共查处侵权假冒违法案件2.7万件,涉案产品货值26亿元,其中进出口环节假冒货物价值373.696万元。



Putting on the most beautiful wedding dress for Chinese brides 为中国新娘披上最美嫁衣

“I hope that every bride can wear the most beautiful Chinese wedding dress.” Says Guo Pei, known as “the No.1 China's haute couture”, the general manager and chief designer of Beijing Rose Square haute couture company (hereinafter referred to Rose Square).

“Some people don't find Chinese wedding dress pretty. That's not because they are completely indifferent about the traditional beauty, but they haven't yet experienced the real charm of Chinese wedding dress.” As much as beautiful, smart, dignified and elegant, Guo Pei's Chinese wedding dress not only draws lessons from fashion trends overseas but also absorbs Chinese traditional elements without blindly copying. In her opinion, the customized wedding dress containing unique design is the perfect carrier of national culture radiate vitality.

“The traditional Chinese wedding dress is Chinese heritage treasure, a perfect combination of the cultural sense and marriage happiness. The language of Chinese design is like the neckline of traditional clothes, focusing on the And Manner. Instead of imitating foreign works, it is better to learn to use our own design language and be creative.” Guo Pei's Chinese wedding dress is the

crystallization of wisdom and sweat. The intellectual property formed from her creative design gives her more and more freedom to create and rapidly elevates the company's brand value. According to reports, Rose Square currently has a designer team of more than 80 people, and has submitted more than 160 design patent applications. More than 50 of them have been already granted.

“China's haute couture just starts, but we have our own unique characters because we do not imitate anyone else.” As Guo Pei says, haute couture is a “single product” industry without any repetition. Presently, Rose Square produces more than 2,000 sets of haute couture annually, including the famous Beijing Olympics awards dress and costumes for CCTV Spring Festival Evening Show. Well-know in the industry for a while, Guo Pei has a more ambitious dreams. “Not only putting on Chinese wedding dress for Chinese brides, but also teaching more people to be able to make it. Forward the beautiful folk tradition to the next generations while promote the industrial development.” Crossing through the ancient history and a brand new future, intellectual property evokes the unique glory of Chinese wedding dress.

(by Wang Yu/Sun Di)

本报记者 王宇 孙迪

一针针,一线线,素有“中国高级定制第一人”美誉的北京玫瑰坊时装定制有限责任公司(下称玫瑰坊)总经理、总设计师郭培,裁剪缝制着她的梦想,“我希望,每一位新娘都能穿上最美的中国嫁衣。”

“有些人说中式礼服不好看,他们并非对传统之美无动于衷,只是没能感受到中国嫁衣的真正魅力。”秀灵动,端庄高雅,郭培的中国嫁衣,借鉴国外时尚潮流却不抄袭外观设计,吸纳中国传统元素却不照搬传统风格。在她看来,这种蕴含独创设计的定制嫁衣正是让民族文化焕发新机器的良好载体。

“中国传统的婚嫁礼服可谓华夏珍宝,是文化厚重感与婚嫁幸福感的完美结合。中式设计的语言就像传统服装的领口,讲究的就是精气神。一味模仿外国的作品,不如学会用自己的语言设计,用心去创造。”郭培的中国嫁衣是智慧和汗水的结晶,而创意设计形成的知识产权积累,则让她越来越收放自如,公司的品牌价值也迅速攀升。据介绍,玫瑰坊现有80余人的设计师团队,提交了160余件外观设计专利申请,其中50多件已授权。

“中国的高级定制才刚开始,但我们有自己的特色,因为我们没有模仿任何人。”如郭培所言,高级定制时装是个只出“单品”、没有重复的行业。目前,玫瑰坊年产2000多

套高级定制服装,人们熟悉的北京奥运会颁奖礼服、央视春晚的演出服装数出自于此。早已在业界名声大噪的郭培有着更远的梦想。“不仅要让中国新娘穿上中国嫁衣,还要让更多的人学会做嫁衣,这种美丽才会在民间传承下去,才能产业化发展。”穿越古老的未来,知识产权让美丽的中国嫁衣焕发出别样的光彩。



英文翻译	汪玮玮
Translator	Wang Weiwei
责任编辑	王璐
Executive Editor	Wang Lu