

China's IP
in foreign eyes



In China, social commerce has taken up a life of its own and become the backbone of e-commerce. According to Vincent Digonet, executive chairman of Razorfish, a digital consultancy, China is already ten years ahead of Western countries in social commerce. We are seeing many exciting innovations in China's social commerce sphere. Moving forward, China will also lead innovation in mobile commerce. (Why China Will Lead Innovation in Social and Mobile Commerce? by Forbes)

在中国, 社交电子商务正逐渐成为电子商务的中坚力量。数字咨询公司睿域营销执行主席文森特·迪戈内认为, 在社交电子商务领域, 已经看到了许多令人振奋的来自中国的创新成果。展望未来, 中国也必将会引领移动商务的创新。(“中国为何将引领社交及移动商务创新”, 福布斯)

Comment:

In the past, many innovations originated in the West and spread to the rest of the world. But this is about to change. We expect to see more innovations in social and mobile commerce coming from China. And we believe those upcoming innovations will reshape the global business landscape.

点评:

在过去的几十年间, 许多发明来自于西方, 然后扩散至世界各国。但这种情况即将改变, 我们希望看到在社交和移动商务领域出现更多的来自中国的创新产品。我们相信, 这些即将诞生的创新将重塑全球的商业格局。

China, with sales of about 37,000 industrial robots last year, has surpassed Japan to become the world's biggest buyer for the first time. It is also the fastest-growing market worldwide, with total supply of industrial robots increasing by an average of 36 per cent annually for the past five years. In the next 10 years, China's annual growth in robots is forecast to be about 40 per cent per year, industry officials say. (Robots getting serious in China, by Inquirer)

中国在去年的工业机器人交易方面, 数量达到约3.7万件, 首次超过日本成为世界上最大的机器人购买方。中国也是全世界增长最快的市场, 其工业机器人总供应量在过去5年来实现了36%的年均增长。业内专家称, 在接下来的10年里, 中国机器人产业的年增长率预计将达到约40%。(“机器人在中国备受重视”, 询问者网站)

Comment:

As China is moving up in terms of sophistication in manufacturing, some industries for the first time are being involved, just like robots. Being very keen on technological innovation, much keener than Europeans, and willing to try new things becomes the biggest advantage of China.

点评:

随着中国向制造业高端的移动, 一些新兴行业的发展首次被真正触及, 工业机器人就是其中之一。比欧洲拥有更多的对于创新的热情, 以及对于尝试新事物的渴望, 成为目前中国发展的最大优势。

(by Correspondent Wang Weiwei from Canada)
(本报通讯员汪玮发自加拿大)

SIPO established 19 PPH pilot programs with IP offices globally

PPH 对外合作网络助力中国企业“走出去”

According to a representative from Patent Examination Administration Department of Patent Office under SIPO, SIPO and Japan Patent Office (JPO) launched the PPH pilot program on November 1st, 2011. Since then, SIPO has established PPH pilot programs with 18 countries in total. "It's worth mentioning that SIPO, European Patent Office (EPO), JPO, Korean Intellectual Property Office (KIPO), and U.S. Patent and Trademark Office (USPTO) launched the three-year-long IP5 PPH pilot program on January 2014. If this IP5 PPH program was counted, SIPO has established 19 PPH pilot programs with overseas IP offices, which are beneficial to enterprises filing PPH applications." according to this representative. Latest numbers from SIPO showed that as of the end of 2013, Chinese applicants have filed 825 PPH applications via PPH pilot programs, of which 197 are regular PPH applications, 628 are PCT-PPH applications.

On November 1st, SIPO and JPO launched the PPH pilot program. Since then, SIPO has started PPH pi-

lot programs with IP offices from USA, Germany, Russia, Denmark, Finland, Mexico, Austria, Poland, Singapore, Canada, Spain and Portugal etc. In 2014, SIPO launched PPH pilot programs with patent administrations from UK, Iceland, Sweden and Israel. On January 2014, IP5 PPH pilot program was started.

PPH can improve the patent examination efficiency and the applicants can get examination opinions faster than ever before, as the cost of examination will be reduced and delivery of the notifications of examination opinions will be decreased. Besides, the application would see increasing possibilities of approval for patents.

SIPO has conducted campaigns of PPH promotion. Before the PPH businesses were started, SIPO has released to the public relative guidelines and the latest development of the PPH agreements signed by SIPO and other patent administrations. Meanwhile, SIPO has held scheduled promotion fairs for PPH or other activities to export-oriented enterprises and the applicants. Now, applicants

can easily get PPH information on the official website of SIPO at the PPH column, which covers introductions of PPH, latest news, guidelines, Q&A, etc. (by Wu Yan)

本报记者 吴艳

“自2011年11月1日与日本特许厅率先启动中日 PPH 试点至今, 中国国家知识产权局已先后与 18 个国家启动了双边 PPH 试点业务, 加上通过五局合作机制, 由中、美、欧、日、韩五局共同达成的 IP5 PPH 试点, 中国国家知识产权局通过双边和五局合作机制与国外专利行政机构启动的 PPH 项目总数已达 19 个, PPH 对外合作网络已初具规模, 为中国一大批外向型优势企业‘走出去’助力, 受到了申请人的欢迎。”中国国家知识产权局专利局审查业务管理部(下称审查业务管理部)相关负责人在接受中国知识产权报记者采访时表示。最新数据显示, 截至 2013 年底, 中国专利申请人利用该机制, 已就 825 件专利申请向国外专利行政机构提出了 PPH 请求, 其中常规 PPH 请求 197 件, PCT-PPH 请求 628 件。

据审查业务管理部相关负责人介绍, 2011 年 11 月 1 日, 中国与日本



特许厅率先启动中日 PPH 试点, 之后, 又先后与美国、德国、韩国、俄罗斯、丹麦、芬兰、墨西哥、奥地利、波兰、新加坡、加拿大、西班牙、葡萄牙等国家启动了双边 PPH 试点业务。进入 2014 年, 基于与英国、冰岛、瑞典、以色列等国家专利行政机构友好互利的合作伙伴关系, 以高层互访活动为契机, 中国国家知识产权局启动了中英、中冰、中瑞、中以 4 个新 PPH 试点。此外, 于 2014 年 1 月启动的中、美、欧、日、韩五局共同达成了 IP5 PPH 试点。

“利用 PPH, 提交的专利申请可以被加快审查, 申请人有望更迅速地获知审查意见; 专利申请的成本会降低, 答复审查意见通知书的次数会减少; 另外, 专利申请被授予专利权的可能性也会增加。”审查业务管理部

相关负责人向本报记者介绍。

为了让更多申请人了解 PPH, 并利用 PPH, 中国国家知识产权局开展了大量工作。记者在采访中了解到, 在 PPH 新业务启动前, 中国国家知识产权局将与国外专利行政机构签署 PPH 项目协议的最新情况和项目指南等相关业务信息及时对外公布, 以供广大专利申请人和代理人了解 PPH 业务的具体规则和申请要求。同时, 国家知识产权局还通过举行 PPH 业务推广会以及其他 PPH 业务推介活动, 向中国外向型企业和广大专利申请人推介 PPH 业务。而在中国国家知识产权局网站首页, 也设立了“专利审查高速路”专栏, 内容涵盖了 PPH 介绍、最新动态、使用指南、常见问题解答等, 以方便专利申请人了解和使用 PPH。



Honda files a trademark lawsuit

本田对“HondaJet 及图”商标争议提起诉讼

Recently, Honda Motor Company filed an administrative proceeding against a natural person surnamed Fu, alleging that his trademark application of HondaJet and its figure has infringed Honda's trademark right.

The trademark in question was No.6956181 HondaJet and its figure, which was filed for registration by Fu in September 2008. Then the trademark was registered in November 2010, which was certified to be used on Class 35 goods.

Within the legal time limit, Honda Motor filed an application to re-

voke the trademark in dispute. Honda held that the HONDA trademark, which was registered on Class 12 goods like automobile and motorcar, has gained a reputation among the public. In parallel, the similarity between HondaJet and HONDA would cause confusion among the consumers, and it also harmed the interests of Honda Motor. So the disputed trademark shall be revoked.

The Trademark Review and Adjudication Board (TRAB) under SAIC held that HONDA trademark was mainly used on automobile and motorcar product, while the disputed

trademark was certified to be used on advertisement and business enquiries. The two trademarks were used on different areas. So TRAB maintained the registration of the disputed trademark.

The disgruntled Honda Motor then filed an administrative lawsuit to Beijing No.1 Intermediate People's Court. The Court heard the case recently. The case was not adjudged on the court. (by Lin Hongjiao)

本报讯 云南省自然人付某申请注册了“HondaJet 及图”商标, 本田技研工业株式会社(下称本田株式会社)近日针对其提起了商标撤销

申请, 在撤销申请未果情况下, 本田株式会社向法院提起了行政诉讼。

据了解, 争议商标为第 6956181 号“HondaJet 及图”商标, 由自然人付某于 2008 年 9 月提出注册申请, 2010 年 11 月获得注册商标专用权, 核定使用在第 35 类广告、商业询价等服务上。

法定期限内, 本田株式会社对该争议商标提出撤销申请。本田株式会社认为, 其注册在第 12 类汽车、摩托车等商品上的“HONDA”商标具有较高知名度, 已被认定为驰名商标。争议商标完整包含了该在先驰名商标, 极易被相关公众误认为是“HONDA”商标的系列商标, 损害

了本田株式会社的利益。因此, 争议商标应予以撤销。

国家工商行政管理总局商标评审委员会(下称商评委)认为, 虽然本田株式会社使用在汽车、摩托车等商品上的“HONDA”商标具有较高的知名度, 但其知名度主要体现在汽车、摩托车等商品上, 争议商标指定使用的广告、商业询价等服务与上述商品分属于不同的领域, 在性质上区别较大。据此, 商评委裁定维持争议商标的注册。

本田株式会社不服, 向法院提起行政诉讼。日前, 北京市第一中级人民法院对该案进行了开庭审理, 但并未当庭宣判。(林鸿蛟)



SIASUN: vows to be the leader of Robot industry

做机器人产业的领跑者

SIASUN Robot & Automation Co., Ltd has won its reputations among consumers from home and abroad due to its precise, elegant product of clean room robot in a documentary film the Pillars of a Great Power produced by CCTV.

SIASUN is a high-tech enterprise that holds the advanced manufacturing technologies as its core. Its deputy chief engineer Zheng Chunhui tells CIP News that the key of their achievements today is their efforts and hard working to develop independent IPR and core technology in the robot industry, so that they can realize their dream of China-made and break the monopoly of international power.

In 2009, SIASUN started to develop technology & equipment of Clean Room Coating Arm, which is mainly used to handle the silicon wa-

fer, an important material for integrated circuit, in the vacuum environment. For a long time, this technology has been the crown of the international power' monopoly. Chinese companies have to pay large sum of money to buy this technology and equipments.

One small step for robot, that's one giant leap for technology. After years of repeated experiments and failures, they finally made important progress in the field of core technology such as vacuum seal, crash tests etc. Up to now, they have filed more than 140 patent applications. China's Clean Room Automation technology & equipment industry has broken the monopoly of international power.

According to Zheng, SIASUN is planning to intelligentize the industrial robot, develop highly integrated

cleaning arm and sets of equipment, nationalize the core parts of robot, and batch manufacture service robot. "We wish that 90% of the robot parts are made and designed by ourselves. And we do hope that the whole set of clean room automation and technology and service robots will be widely applied." Says Zheng. But to this deputy chief engineer, nationalized robot is not their ultimate dream; they have a bigger one, that is to make the robot more intelligent. In that case, human-kind and robots will collaborate harmoniously. (by Song Ci)

本报记者 宋词

在前不久央视热播纪录片《大国重器》中, 一大批装备制造企业展现了“国之重器”的雄浑气魄。其中, 一部名为洁净(真空)机器人的设备以

它的精密、精巧让很多人印象深刻, 而生产这部机器人的企业就是沈阳新松机器人自动化股份有限公司(下称新松公司)。

“通过不断探索和努力, 突破关键技术的国外垄断, 让我们的机器人实现真正的国产化, 这种信念支撑着我们不断前进。”在新松公司研究院, 副总工程师郑春晖向中国知识产权报记者谈起了自己的“中国梦”。

2009 年, 新松公司在国内首先进行了洁净(真空)机械手的研制工作。在此之前, 这项技术一直由国外掌握, 中国生产企业要想使用, 要花费高价购买, 还要面临核心设备不对外销售的窘境。

新松公司年轻的研发团队通过不断地尝试和探索, 他们相继攻克了真空密封、碰撞测试等一系列重大关键技术, 进行了大量创新性设计, 并衍生出很多专利, 目前已提交 140 多

件专利申请。由此形成的洁净自动化装备产业更是成功地打破了国外的封锁, 在机器人技术上向前迈进了一大步。

“下一步我们准备在工业机器人智能化、洁净机械手及成套装备高度集成化、机器人关键核心部件国产化、服务机器人关键技术及批量化方面进行突破, 让整个工业机器人国产化率超过 90%, 实现洁净自动化成套装备和服务机器人的批量应用。”郑春晖说, “让机器人实现国产化, 只是圆了我们一半的梦。我们还有个更大的梦想, 就是让机器人更加智能化, 让它们更加接近人类, 实现人与机器人的和谐共存。”

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