

China's IP
in foreign eyes

Chinese smartphone makers are increasing their presence in the global market. This year, we've already seen Lenovo and Huawei gain global market share, posing a threat to market leader Samsung. Now, other lesser-known Chinese players are also trying to expand overseas. CoolPAD, a smart phone maker based in Shenzhen, plans to spend millions of dollars this year to promote its brand in Southeast Asia, Europe and the U.S. (*Why Chinese Smartphone Makers Are Going Global?* by The Wall Street Journal)

中国智能手机制造商在全球市场的表现愈加优异。我们已经看到,今年联想和华为获得的全球市场份额,甚至对三星的市场领导者地位造成威胁。如今,其他一些不太知名的中国企业也在努力向海外扩张。例如总部设在深圳的智能手机制造商酷派,今年计划斥资数百万美元在东南亚、欧洲和美国进行品牌推广。“中国智能手机制造商为何走向全球”,华尔街日报

Comment:

China's smartphone market is getting saturated. For Chinese players, overseas expansion is a way to keep up their growth and, possibly, to make their business more profitable. If they want to keep growing, they have to look outside. Intellectual properties, especially patents, become key factors to compete globally.

点评:

中国智能手机市场正在逐渐饱和。对于中国企业而言,海外扩张成为保持利润持续增长的方式。如果他们想继续成长,就必须到外面的世界去。知识产权尤其是专利则成为其参与全球竞争的关键因素。



China is considering a plan to offer subsidies to encourage wider use of energy-saving home appliances, people familiar with the matter said. In a recent statement, the National Development and Reform Commission said it wanted to start a new program to encourage innovation and adoption of energy-efficient technology. (*China Said to Mull Subsidies for Energy-Saving Appliances*, by Bloomberg)

据消息人士称,中国正在考虑一项补贴计划,以鼓励更广泛地使用节能家电。中国国家发展和改革委员会在近期的一份声明中表示,希望启动一个新的计划,以鼓励创新和节能技术的运用。“中国表示将对节能家电实行补贴”,彭博新闻社

Comment:

China is hugely investing in energy-saving technology development, which has been adopting different measures to spur innovation and its application. To establish a more sustainable society, technology is allowing us to grow and save our global environment.

点评:

中国一直致力于投资节能技术,采取不同的措施来推动创新及其应用。在实现可持续发展的进程中,技术创新促使人类成长并将拯救我们的生存环境。

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

IP lightens up Nanjing Youth Olympic Games

南京青奥会:知识产权闪耀创新之光

At 8 o'clock in the evening, August 16th, the whole world focused on Nanjing, an old and historical city, where Chinese President Xi Jinping announced the opening of the 2014 Nanjing Youth Olympic Games (YOG). Many creative ideas and IP innovations appeared in the Games such as landscape painting designed by modern technology, colorful dreamland created by innovative method, the protection of nine IP departments and assistance of IP seminars.

Creative ideas fulfilled the glorious games

For example, the torch relay is impressive for the creative ideas. The designer created the software through which virtual torch could be passed on the internet, realized the global torch relay from one continent to another. Until August 10th, over 100 million people attended the virtual torch relay on the internet, and the Olympic Flame has been passed to all the member countries and regions of the International Olympic Committee (IOC) for the first time. Even Thomas Bach, the IOC President, downloaded the software on the cell phone to enjoy the torch relay.

At the same time, Nanjing YOG utilized the Chinese IP-owned Beidou Navigation Positioning System for the first time in the Games. According to the Nanjing City Public Security Bureau, this system could be set up in the buses to reduce the waiting time at the cross road.

Additionally, on the opening ceremony, the super size TV virtual technology expanded the performance to

the air and even outside of the stadium. Then, the large-area ground projection light transformed the Olympic Center into a colorful dreamland. Also, 4G broadband transmission technologies were used for the first time. All innovation lightened up the glorious games.

Coordination built the good atmosphere

In spite of the technology innovation, IP protection became an important part of the Games. "Good IP protection is indispensable for the Games." Said Wang Wanglin, Vice Dean of Legal Affairs and Supervision and Auditing Department of Nanjing YOG Organizing Committee.

According to Wang, the Organizing Committee of Nanjing YOG set up the IP protection center by nine departments, and they cooperated with each other to protect the IP during the Games. Besides, the committee also made the contingency plan to deal with the IP infringement, including the cases of net infringement.

Especially, the Organizing Committee of Nanjing YOG has hold over 20 IP seminars, attracting over 10,000 audiences, published over 13 thousand brochures to the society, and made videos of IP themes. All the effort has received good effect.

Wang said, the Organizing Committee has found 112 cases of IP infringement and 11 other kinds of IP cases, the IP protection worked good.

The IOC President Thomas Bach said, the YOG should be like this and this is what we want. Now, while Nanjing YOG is on the way, creative ideas spark out and IP lightens up the

Games. (by Li Qun)

本报记者 李 群

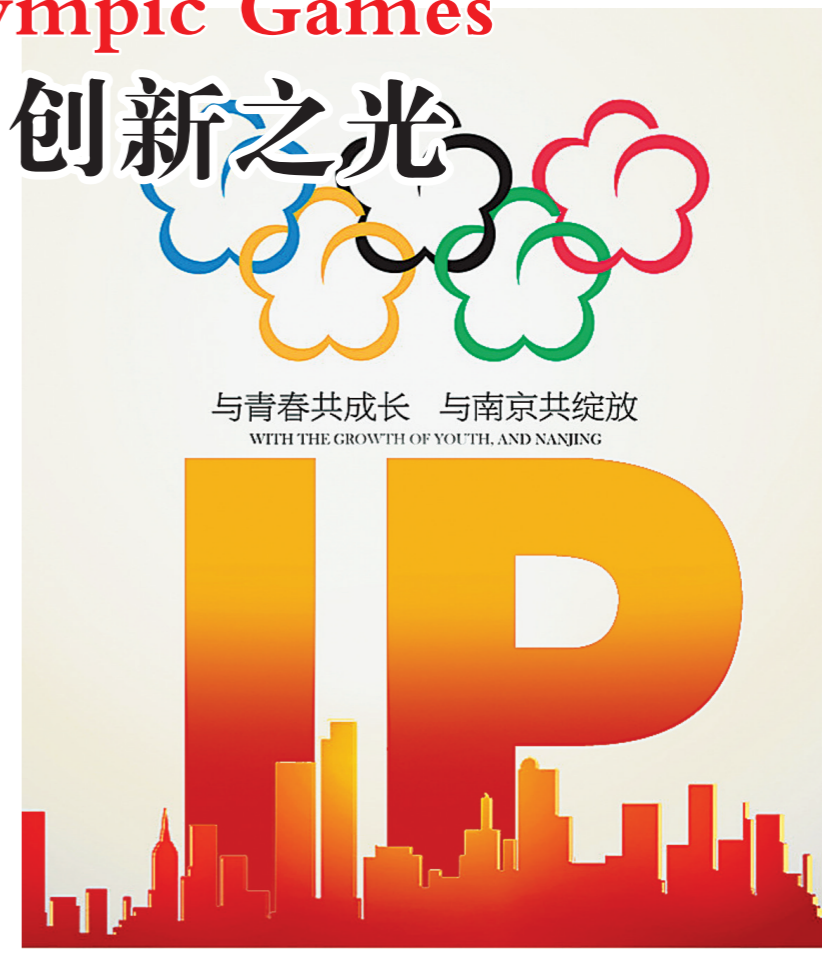
8月16日晚8时,世界的目光聚焦古都南京,中国国家主席习近平宣布2014年南京青年奥林匹克运动会开幕。在南京青奥会举办期间,既有结合现代技术的山水画面,也有用创新手段打造的绚丽梦境;既有9家单位组成的知识产权保护指挥中心为盛会保驾护航,也有形式多样的知识产权宣传讲座……这就是第二届南京青年奥林匹克运动会上的创新之风和知识产权亮点。

践行承诺 打造创新盛会

说起创新,必然要提到南京青奥会的火炬传递,通过网络虚拟火炬覆盖五大洲传递的方式,实现了更广泛的全球传递。据了解,这款网络火炬传递系统的软件著作权人是南京魔盒信息科技有限公司。截至8月10日,南京青奥会网络火炬全球传递人气指数突破1亿大关,并首次实现了奥运圣火传递到所有奥委会国家和地区。就连国际奥委会主席巴赫也下载了南京青奥会网络火炬的手机软件,亲自感受手机传递火炬的乐趣。

与此同时,南京青奥会还采用了中国拥有自主知识产权的北斗定位系统。这是该系统在大型赛事安保中首次使用。据南京市公安局有关负责人介绍,该系统通过安装在公交车上的北斗/GPS双模定位模块,对相关信息进行计算并传输至信号控制平台,减少车辆在路口的等待时间。

除此之外,在南京青奥会开幕式上,运用超尺寸电视虚拟技术,使得表演空间延伸到体育场上空,甚至体育场外;国内第一次大面积使用高科技地面投影灯光,使得南京奥体中心变成一个绚丽的梦境;第一次运用了最先进的4G宽带传输技术,避免了3G技术传输图像时画面时断时续的



问题……这些技术的运用让南京青奥会变成了一场创新盛宴。

注重协调 营造良好氛围

除了技术创新,知识产权保护也是南京青奥会的重要组成部分。“良好的知识产权保护环境是确保南京青奥会顺利、圆满举办的不可或缺的方面。”南京青奥会组委会法律事务与监察审计部副部长王旺林表示。

据王旺林介绍,组委会成立了南京青奥会知识产权保护指挥中心,9家成员单位在指挥中心的统一领导下,各司其职,紧密配合,负责南京青奥会赛时期间知识产权保护工作。此外,组委会还做好应急预案,加强配合演练,第一时间发现并查处各类侵犯青奥知识产权的案件;严把广告审查关,加大对网络侵权的打击力度,决不使侵权者有机可乘、有利可图。

值得一提的是,自2011年以来,南京青奥会组委会已举办青奥知识产权宣传讲座20余场次,受众万余人;先后印发了1.3万余册宣传册向社会发放;拍摄了保护青奥知识产权的《法治快车之青奥知识产权保护》专题片在电视台、地铁公交移动电视上播放,起到了良好的宣传效果。

“截至目前,组委会通过巡查、接受举报以及工商机关咨询等途径,共发现涉嫌侵权行为112起,隐性市场行为11起,其中移送工商等行政执法查处79起,直接处置44起,无重大案件发生,南京青奥会知识产权保护工作总体平稳。”王旺林告诉记者。

南京青奥会的大幕已然拉开,创新活力不断迸发,知识产权工作屡有亮点。正如奥委会主席巴赫所说:“青奥会就应该是这样,这就是我们想要的氛围。”

NUMBERS

2.1

Data shows that, in 2013, the agricultural IP creation index of China reached 128.29%. The Chinese Academy of Science ranked the first position with 99%, 2.1 times than that of the Chinese Academy of Agricultural Sciences.

2.1倍

据相关统计数据显示,2013年,中国农业知识产权创造指数为128.29%。其中,中国科学院以99%的创造指数遥遥领先,是居第二位的

中国农科院的2.1倍。

1.2354 billion

The National Development and Reform Commission of China recently made foreign companies a total of 1.2354 billion RMB Yuan fine over price monopoly. It is the biggest fine that China has imposed on companies under the anti-monopoly law.

12.354 亿元

中国国家发展和改革委员会近日对12家外国企业价格垄断行为依法处罚共计12.354亿元人民币。这是中国反垄断调查以来开出的最高金额罚单。

144,200

Data shows that, in 2013, the Trademark Review and Adjudication Board under the State Administration for Industry and Commerce of China made 144,200 case adjudications, up 174.61%.

14.42 万

据相关统计数据显示,2013年,中国国家工商总局商标评审委员会裁决商标评审案件14.42万件,比2012年增长174.61%。

97.83%

Data shows that, among the new

plant varieties granted by China in 2013, 97.83% were from domestic and the rest 2.17% were from abroad. The domestic companies contributed 71.74% of the total, and scientific research and educational institutions contributed 18.84%.

97.83%

据相关统计数据显示,2013年中国授权的植物新品种权中,97.83%来自国内,2.17%来自国外。在国内授权量中,企业占总量的71.74%,教学科研单位占18.84%。

16,600

The Customs across the Chinese

nation seized cumulatively 16,600 patches of 1.21 million IPR infringement goods in 2013, up 124%.

1.66 万

2013年中国海关共查获知识产权侵权商品1.66万批,涉及商品数量121万件,同比增长124%。

英文翻译	柳 鹏
Translator	Liu Peng
责任编辑	柳 鹏
Executive Editor	Liu Peng
实习编辑	孙 迪
Practice Editor	Sun Di

国家知识产权局专利局专利审查协作河南中心
LOGO 征集

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投稿邮箱: fxx@cysj.org
邮寄地址:北京市海淀区花园路7号
新时代大厦408室
邮 编:100088
联系电话:010-82034019

主办单位:国家知识产权局专利局专利审查协作河南中心
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