

China's IP in foreign eyes

While India had a seemingly huge head start in IT, China has leaptfrogged India and even the US in many ways.

正当印度在IT领域迈出关键性步伐之时,中国在一些方面已经超越印度,甚至超越了美国。

Comment:

With money from local or international investors, technology centred Chinese home grown companies are exporting their tech models elsewhere.

点评:

在来自本地和国际投资的激励下,积极投入技术创新的中国国内企业正在设法将其高科技发展模式推广到世界各地。



"Lenovo is the best company in the world at balancing innovation and efficiency." So declares Yang Yuanqing, the chairman of the Chinese computer-maker.

"联想是世界上平衡创新和效率最好的公司。"这家中国电脑制造商的董事长杨元庆曾如此评价。

Comment:

Over the past couple of months, Lenovo has scooped up thousands of smartphone patents from NEC, a Japanese electronics firm, and Unwired Planet.

点评:

在过去的几个月中,联想已经通过收购积累了上千件来自日本电子公司NEC和无线星球的智能专利。

(by Correspondent Wang Weiwei from Canada)

Chinese original TV show enjoys popularity in overseas 中国原创电视节目扬帆出海

At the recent Spring TV Fair in Cannes, France, the international distribution rights and the broadcasting rights in UK of the Chinese original music reality show "The Song of China" was bought by the British International Media Group (ITV).

As soon as "The Song of China" was launched in the Arts Channel of China Central Television earlier this year, its ratings in China has soared, covering a total of 480 million viewers, accounting for 37% of the audience share.

In fact, in recent years, the domestic TV variety show has gone through the process from copy to imitation, creation and finally successfully exporting overseas.

Among a variety of musical talent shows, the highlight of "The Song of China" is its effort to respect and promote original songs.



Jin Lei, the General Manager of Star Production and the director of the show says, his original intention of this show is to promote the prosperity of original songs.

Jin Xuedong, the Assistant Dean of Tianjin Conservatory of Music and music theorist comments: "the original songs in the show displayed a wide variety of forms, including jazz, blues, rock and hip-hop, but didn't forget to com-

bine with original Chinese musical elements. Many of those not only followed the rules of pop creation, but also complied with the audience's aesthetic habits accumulated for many years.

"When we make the world-wide exchange and cooperation in the cultural and creative industries, we focus that our program model has unique Chinese cultural characteristics, but also in line with the marketing rules of the world TV

market. I believe that in the very future, there would be more and more Chinese original TV program going abroad, on behalf of Chinese culture," said Tian Ming, the President of Star Production.

Recently, there are reports saying that another original TV drama "Soldiers Sortie 3" describing army life, produced by Yunan Tianze Media, might enter ITV's vision and become the second exported Chinese original TV program after "The Song of China".

本报记者 于朗涛

在前不久举行的法国戛纳春季电视片交易会上,中国原创音乐真人秀节目《中国好歌曲》的国际发行权和英国播出权被英国国际传媒集团(ITV)订购,成为中国第一个向海外市场输出的原创综艺节目。

据了解,《中国好歌曲》于今年年初登录中国中央电视台综艺频道,一经开播其在中国国内的收视率便一路飙升,共覆盖4.8亿观众,占收视份额的37%,一度成为了收视率领跑者。

事实上,近年来,国内电视综艺节目模式经历了从抄袭到模仿,再到

精心打造原创节目并成功出口的历史。业内人士表示,近两年节目模式交易市场在中国很繁荣,但大多数交易仍然是引入国外节目模式。

在众多的选秀类节目中,《中国好歌曲》最突出的亮点在于它对原创歌曲的推崇。现任灿星制作总经理、《中国好歌曲》总监的金磊表示,做这档节目的初衷是"推动歌曲的创作,推动原创歌曲的繁荣"。

天津音乐学院副院长、音乐理论家靳学东说:"这次参赛的原创歌曲,表现形式多样,爵士、布鲁斯、摇滚、嘻哈,应有尽有,并注重与中国音乐元素的有机结合。其中不少作品,既遵循了流行歌曲的创作规律,也遵从了观众多年积淀下来的审美习惯,极大丰富和拓展了我们对'好歌曲'内涵与外延的理解。"

"当我们跟世界各国进行文化创意产业交流合作的时候,我们特别强调一点,我们的节目模式是有中国特色的,是有中国文化特征的,但同时也是符合世界电视市场传播规律的。我觉得在未来的很长一段时间,会有越来越多的由我们中国人制作、代表中国文化的电视模式走出中国,走向世界。"

近日,又有消息称由云南卫视天择传媒打造的展示军营生活的原创节目《士兵突击3》,也可能进入英国国际传媒集团的视野,成为继《中国好歌曲》后第二批出海的中国原创电视节目。在国际文化交流日益频繁的今天,以中国特色为基石,以国际传播方式为手段,以自主研发创作为灵魂,相信世界文化市场上会涌现出越来越多的"中国好歌曲"。

"DSQUARED" trademark registration is blocked in China "D 二次方"商标在华注册遇阻

Recently, Beijing No.1 Medium People's Court made the first instance judgment that the decision of rejecting "DSQUARED" trademark registration made by China's State Administration for Industry and Trademark Review and Adjudication Board (TRAB) is maintained.

The dismissed trademark registration is DSQUARED, certified on Class 18 of commodities, such as leather strap, cane, harness belts, backpacks, etc. It has been approved for using on four types of commodities, including leather strap, cane, harness belts and sausage casings. But for using on backpack and other commodities, it was dismissed by Trademark Office, on the grounds that it with prior registered trademark constitute similar trademarks.

It is reported that, according to the Trademark Office, the cited trademarks is the No. 845391 "VSQUARED" trademark, applied in August, 2010, and was approved in November, 2011 on Class 18 of commodities including backpacks, handbags, rucksacks and so on.

In respect of the trademark application dismissed, DSQUARED Company requested the TRAB for the review. The TRAB believed that the dismissed trademark was applied to use in the commodities such as backpacks, which was similar to the commodities that was approved to use in the prior registered trademark "VSQUARED". The two trademarks have the same Chinese characters (meaning SQUARED) and the only difference between the two trademarks is the

letter "D" and "V" so that they constitute similar trademarks.

After hearing, the Court of First Instance believes that "DSQUARED" and "VSQUARED" constitute similar trademarks and "DSQUARED" that was applied later shouldn't be approved. Meanwhile, the court held that the proof of the use of "DSQUARED" submitted by DSQUARED Company was not sufficient to prove that the trademark had influence through the use. So the court maintained the decision of TRAB.

本报讯 日前,北京市第一中级人民法院作出一审判决,中国国家工商行政管理总局商标评审委员会(下称商评委)关于"D 二次方"商标不予注册的裁定得以维持。此次D 平方公司被驳回注册申请的商标是"D 二次方",指定使用在



皮质系带、手杖、马具皮带、背包等第18类商品上,其中皮质系带、手杖、马具皮带、香肠肠衣4项商品上的注册申请已被核准,但背包等商品上的注册申请被国家工商行政管理总局商标局(下称商标局)决定驳回,理由是该商标与他在先注册的商标构成近似商标。

据悉,商标局据以引证的商标是第845391号"V 二次方"商标,注册申请时间是2010年8月,2011年11月被核准注册在背包、手提包、帆布背包等商品上,同样属于第18类商品。

该商标申请被驳回后,D 平方公司向商评委申请复审。商评委认为,D 平方公司申请复审的背包等商品和"V

二次方"商标核定使用的商品类似,两商标的中文均是"二次方",文字差异只是字母"V"和"D",两商标构成使用在相同或类似商品上的近似商标。

法院经审理认为,"D 二次方"和"V 二次方"构成近似商标,在后申请的"V 二次方"商标不予核准注册。同时,法院认为D 平方公司针对"D 二次方"商标使用情况提交的证据不能充分证明该商标在中国经过使用形成一定的影响,故判决维持商评委的裁定。(张茜妍)



Beijing

June 5th, China Patent Protection Association held the 2014 China Entrepreneur Intellectual Property Strategy Forum in Beijing, attracting over 200 people from more than one hundred enterprises in China.

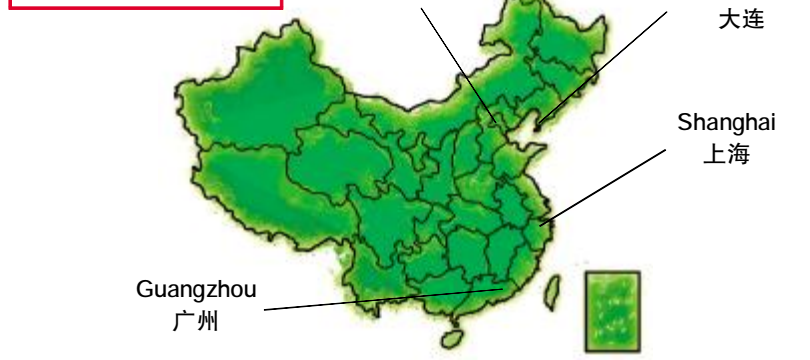
北京

近日,中国专利保护协会在北京举办了2014中国企业知识产权战略论坛,来自全国百家企业的200余人参加了此次论坛。

Shanghai

Recently, the Shanghai Pudong IP Office and other units jointly held the "Converging IP services;

IP Brief



Leading innovation and development" Forum. The experts and scholars discussed topics on the development and prospect of China's IP services.

上海

日前,上海市浦东新区知识产权局等单位举办了"汇聚IP服务,引领创新发展"专家论坛,与会专家、学者

就中国知识产权服务业发展现状与展望等议题作了讨论。

Guangzhou

Recently, Guangzhou issued the Opinions on Strengthening Patent Creation, clearing that the city would maintain more than 22% average annual growth of patent application and 25% for invention patent application during the 12th Five Year Plan.

广州

近日,广州市出台《关于加强专利创造工作的意见》,明确了广州市在"十二五"期间全市专利申请量年均增长22%以上、发明专利申请量年均增长25%以上的目标。

Dalian

The Dalian IP office launched its independent official website. The website will focus on the real needs of the IP work and strengthen IP service in all aspects.

大连

近日,大连市知识产权局开通市知识产权局独立官方网站。该网站将围绕大连市知识产权工作实际需要,全方位加大知识产权工作的服务力度。

Table with 2 columns: Role and Name. Roles include English Translation, Translator, Editor, and Editor.