

CHINA REPORT INTELLECTUAL PROPERTY

2014年6月18日June 18, **20**14

星期三出版 Published on Wednesday 编:吴 辉 Editor-in-Chief: Wu Hui

副主编:柳 鹏Deputy Editor-in-chief: Liu Peng

英文审校:崔卫国 English Reviser: Cui Weiguo

China's IP in foreign eyes

hile India had a seemingly huge head start in IT, China has leapfrogged India and even the US in many ways. Both the scale of the market and the speed with which that scale was built is especially breathtaking in China. It is on its way to surpass the US and become the largest e-commerce market in the world. (Bet on tech pays off in China, by Financial Times)

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。无论是市场规模,还是建立这一规模的速度,中国都令人叹为观止。中国正在超越美国并成为全球最大的电子商务市场的道路上加速前行。("中国高科技付出有了回报",金融时报)

Commen

With money from local or international investors, technology centred Chinese home grown companies are exporting their tech models elsewhere. The Forbes or any other billionaires list includes many property magnates and tech tycoons. Looking into the future, there will undoubtedly be fewer of the former and more of the latter.

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。在福布斯等排行榜上,地产巨头和高科技巨子位列其中。但展望未来,无疑后者将会越来越多,前者将会越来越



Lenovo is the best company in the world at balancing innovation and efficiency." So declares Yang Yuanqing, the chairman of the Chinese computer-maker. The boast is at least half right. The firm has certainly displayed its ruthless efficiency of late, by keeping costs down and grabbing market share from its big Western rivals. (The rise of the frugal innovator, by The Economist)

"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。事实上,这种夸张的说法不是没有根据。通过降低成本并与其强大的竞争对手抢夺市场份额,该公司的确已经明确显示了其高效的创新实力。("节俭创新的兴起",经济学人)

Comment:

Over the past couple of months, Lenovo has scooped up thousands of smartphone patents from NEC, a Japanese electronics firm, and Unwired Planet. That pragmatic approach offers a clue as to how Lenovo really innovates. There's always new and big industry, and with innovation there will be further growth.

点评:

在过去的几个月中,联想已经 通过收购积聚了上千件来自日本本已 子公司 NEC 和无线星球的智能手 机专利。通过大规模收购专利来提 升知识产权运营与管理能力,正是 联想高效创新的一种体现。时代的 发展总会催生更大更新的产业,只 要坚持高效创新,就有机会在激烈 的国际竞争中抢占先机。

(by Correspondent Wang Weiwei from Canada)

(本报通讯员汪玮玮发自加拿大)

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

t 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). The show became China's first original variety show exported overseas.

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, topping the ratings for a long time. Assistant Dean of School of Journalism and Communication in Tsinghua, Professor Shi Anbin believes, "The Song of China is the symbol of the shift from "Chinese Imitation" to "Created in China", which reflects the taste and responsibility of CCTV as the national television station.

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. According to industrial professionals, in the past two years, the program mode trading market is very prosperous in China, but most of the transactions are still introducing foreign program mode. Now, thanks to the experience of "The Song of China", there would be more and more Chinese TV shows going abroad in the future.

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. It greatly enriched and expanded our understanding of the connotation of 'good songs'".

"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 saving 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". Nowadays as the international cultural communication is becoming more and more frequent, based on Chinese characteristics, international communication methods and original creation, it's believed that there are more and more Chinese show in the world (by Yu Langtian)

本报记者 于朗添

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。清华大学新闻与传播学院副院长史安斌教授认为:"《中国好歌曲》是从'中国模仿'到'中国创造'的标志性事件,这体现了央视作为中国国家电视台的品位和责任。"

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程。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。有了《中国好歌曲》成功扬帆出海的经验,相信将来会有越来越多的中国电视节目走出去,为中国创意文化产业的繁荣增光添彩。

在众多音乐选秀类节目中,《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、音乐理论家斯学东说:"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。"

個与外延的理解。 "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。"灿星制作董事长田明表示。

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》后第二档输出海外的中国原 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. (by Zhang Xiyu)

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,理由是该商标与他人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,在后申请注册的"D二次方"商标应不予核准注册。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。 (张茜妤)



EXPRESS

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,来自全国百余家企业的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;



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。

Daliar

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

之。	
英文翻译	汪玮玮
Translator	Wang Weiwei
编辑	丁涛
Editor	Ding Tao

社址:北京市海淀区蓟门桥西土城路 6 号 邮编:100088 电邮:cipnews@vip.sina.com 编辑中心:82803936 采访中心:82803956 办公室:82803009 发行部:82034385 广告部:82034358 印刷:解放军报印刷厂