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China's IP in foreign eyes

hina's ZTE is not as well-known as Apple or Samsung, but it is one of the world's largest telecom companies. And while Silicon Valley regards itself as the global home of innovation, the Chinese mobile maker has, in recent years, filed more patents than any other firm. (ZTE boss Shi Lirong: Innovation is the key to success, by BBC News)

中国的中兴通讯并不像苹果或 三星那样被全球人所知, 但它是世 界上最大的通信公司之一。虽然美 国硅谷仍以全球创新之家自居,中 兴通讯却已经在最近几年提交比硅 谷任何一家公司都多的专利申请。 ("中兴通讯掌门人称:创新乃成功 关键",BBC新闻)

According to a research, ZTE was the world's fastest-growing provider of 4G mobile phones in 2013. It reported operating revenue of RMB 39.60 billion from international operations, accounting for 52.6% of overall operating revenue. It has proved that the more actively engaged in the research and development, the faster a company can grow.

有调查表明, 中兴通讯在 2013 年成为全球增长最快的 4G 手 机供应商。据最新报告显示,去年其 国际业务实现营业收入达396亿元 人民币,占全部营业收入的52.6%。 事实证明,企业越是积极投入研发, 就越能实现销售的增长。



nother Chinese smartphone maker, Xiaomi is all set to enter the Indian market. Xiaomi, which will be the third known Chinese player, is working on forming relationships with telecom operators and partners in India. Xiaomi has a unique business model - it makes a limited number of smartphones that are sold only on the internet. (Chinese smartphone brand Xiaomi set to enter India, by The Times of India)

作为进驻印度的第3个知名中 国手机企业, 小米手机正致力于达 成与印度电信运营商及合作伙伴的 关系。小米有其独特的商业模式,即 只在互联网上销售数量有限的智能 手机。("中国智能手机品牌小米备 战印度",印度时报)

Comment:

Indian smartphone market is heavily dominated by big companies like Samsung, however, because of lacking of design innovation, people start losing the faith on them. Also, Indian market is already flooded with too many cheap phones. To stand up in the new market, Xiaomi will have to come up with new ideas and features to lure customers who want something new.

点评:

印度智能手机市场主要被三星 这样的跨国巨头公司占据。然而,由 于缺乏设计创新, 人们已经开始对 其失去兴趣。低价位手机在印度市 场有很大的份额,要占领这个新市 场, 小米必须想出独特的新思路和 新创意, 以满足消费者对创新的渴 望。(by Correspondent Wang Weiwei

from Canada) (本报通讯员汪玮玮发自加拿大)

Lenovo splashes \$100M to get mobile patents

from Unwired Planet

联想集团:1亿美元购买国外专利意欲何为?

n March 21, Lenovo announced that it has purchased a portfolio of 21 batches of patents from Unwired Planet Inc for 100 million U.S. dollars. This is the Lenovo's second overseas buyouts for mobile technology within two months.

"Lenovo is redoubling its efforts to acquisition to fuel growth, whose goal is to have IP advantage in mobile web," said Li Shunde, director of Law and IP faculty in the university of China Academy of Science. "As a competitive edge of tool, Lenovo attaches a great importance to IPR when it make overseas acquisition. In a bid to gain a head start, Lenovo has spent huge money on buying patents from overseas companies." said Li.

Among the 21 patent families are 2,500 U.S. patents for 3G and 4G mobile technologies, core technologies as well as application technologies. Currently, Lenovo has initiated several production lines of 4G mobiles, ranging from low-end products to high-end products. Besides the Russia and south-east Asia market, Lenovo has certain strength to crack the North America market

after it bought Motorola's smart phone business. Everything seemed

"After two big acquisitions, Lenovo has owned 4,500 mobility patents, taking a big step towards internationalization," added Li. The acquisition further enhanced Lenovo's competitiveness in telecommunication. The market share shows that Lenovo has become the third largest mobile producer after Apple and Sumsung.

"What companies valued most in overseas acquisition is IPR," Li reasoned that the acquisition of IPR from overseas company is a way for companies to realize overseas IPR layout, narrow the gap with international market and enhance competitiveness strength. "In a bid to suvive in the fierce competitive market, a successful going-out Chinese company should not only buy IPRs from overseas, but also improve its IPR strength." Added Li.

本报记者 赵建国

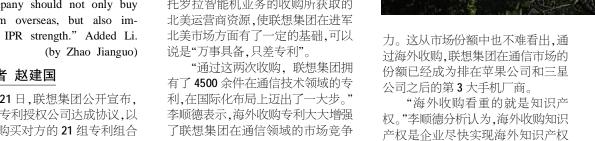
3月21日,联想集团公开宣布, 已与美国专利授权公司达成协议,以 1亿美元购买对方的21组专利组合

的使用权。这已经是近两个月内联想 集团针对移动通信领域发起的第二

"这样紧锣密鼓的海外收购,其 实目标十分明确,就是要在移动互联 网领域拥有知识产权优势。"中国科 学院大学法律与知识产权系主任李 顺德在接受中国知识产权报记者采 访时表示,知识产权是产业竞争的利 器,像联想集团这样"走出去"的中国 企业对此十分清楚,因此才会花费巨 资向海外收购专利,其意在市场竞争 中尽快占得先机

据介绍,联想集团此次出资1亿 美元收购的这些专利组合,至少包括 2500 余件美国专利, 涉及 3G 和 4G 移动通信方面的基本技术、核心技术 和应用层面技术等多个领域。目前, 联想集团已启动了多条 4G 手机生 产线,其中涉及 4G 千元机、中端机、 高端机等几款不同市场定位的 4G 机型。而除了联想智能机在俄罗斯以 及东南亚市场的拓展外,伴随着对摩 托罗拉智能机业务的收购所获取的

布局,缩小与国际市场的差距,使企 业实力迅速增强的途径。李顺德进一 步指出,成功实现"走出去"的中国企 业,在掌握知识产权方面不但要会 "拿来",更要不断提高自身知识产权 能力,才能在激烈的市场竞争中立于





雪佛龙 trademark used in automobile approved

"雪佛龙"汽车商标终审获维持

hongqing man named Ji Jinchun filed a trademark registration of 雪佛龙 on automobile and motorbike, which was challenged by the U.S. Chevron IP Company, a subsidiary of Chevron Group. After the Trademark Review and Adjudication Board (TRAB) under the State Administration for Industry and Commerce (SAIC) approved the registration of the trademark in dispute, Chevron then filed an administrative proceeding against Ji. Recently, Beijing Higher People's Court rendered its final decision and approved the registration of 雪佛龙.

Chevron held that the trademark in question constituted a

similar trademark with its 雪佛龙 trademark, which was registered on petroleum and industrial oil. As a trademark, 雪 佛 龙 has gained popularity among the consumers, in addition automobile and motorbike have been closely related to gasoline. The trademark in question would not only harm the priority interests of Chevron Company, but also caused confusion among

TRAB held that there were differences between automobile and gasoline in function, use, distribution channel and consumer. So the trademark would not confuse the customers. TRAB also held that although 雪佛龙 has



popularity among customers, Chevron could not proved that the trademark gained popularity on automobiles. So ordered. (by Zhang qianyu)

本报讯 重庆人季金春在汽车、 摩托车等商品上提交"雪佛龙"商标 注册申请时,不想遭遇到了美国雪佛 龙集团旗下的雪佛龙知识产权有限 责任公司(下称雪佛龙公司)的异议。 在国家工商行政管理总局商标评审 委员会(下称商评委)裁定被异议商 标准予注册后,雪佛龙公司向法院提 起行政诉讼。日前,北京市高级人民 法院作出二审判决,维持了对被异议 商标予以核准注册的相关裁定。

雪佛龙公司认为,被异议商标与 该公司注册在石油(原油或精炼油)、 工业用油等商品上的"雪佛龙"商标 (下称引证商标)构成近似商标。"雪 佛龙"作为雪佛龙集团的商号经过长 期使用已经具有一定知名度, 日汽 车、摩托车等商品与石油具有密切联 系,被异议商标的使用不但会损害雪 佛龙公司的在先权益,还会造成消费 者的混淆与误认。

商评委则认为,汽车、摩托车等 商品与石油等商品在功能、用途、销 售渠道、消费对象等方面存在明显差 异,两类商品上使用同样文字的"雪 佛龙"商标不会造成消费者的混淆、 误认。商评委还指出,雪佛龙公司虽 声称其企业字号"雪佛龙"已经具有 一定知名度,但该知名度形成于汽 车、摩托车等商品的证据不足。

一审法院和二审法院均支持商 评委的观点,判决维持商评委所作裁 (张茜妤)

Shanghai

A district-level IP conference was held by Shanghai IP Office recently, which discussed and arranged 13 tasks of improving patent quality and facilitating patent commercialization and so on.

上海

近日,上海市知识产权局组织召 开 2014 年区县知识产权工作会议, 分析了当前上海知识产权工作形势, 部署了2014年区县知识产权工作重 点,即具体做好提升专利创造质量、 促进专利转化运用等 13 项工作。

Tianjin

Recently, Tianjin industry and commerce administration joined hands with community staffs to popularize the new consumer law and relative knowledge to consumers in the local supermarket. Meanwhile, the enforcement personnel also explained how to prevent illegal pyramid selling activi-



日前,天津市工商行政管理局东 丽分局程林工商所监管干部联合社 区工作人员在辖区内超市向现场消 费者普及了新版消费者权益保护法 及消费维权知识。同时,执法人员还 向现场消费者讲解了如何防范违法 传销活动的手段,提高了消费者的法 律意识。

Hebei

A matchmaking symposium of

IPR-advanced companies and banks cooperation was held by Shijiazhuang IP Office recently, attended by China Everbright Bank, China Construction Bank, CITIC Bank and other two banks and some IPR-advanced S&T companies. Some companies reached a primary intent of cooperation with banks on IPR pledging.

河北

近日,河北省石家庄市知识产权 局组织召开了全市专利权质押融资

银企对接会。光大银行、建设银行、中 信银行等5家金融机构代表、部分专 利代理机构及资产评估机构代表以 及具有知识产权优势的中小型科技 企业代表共同参加了会议。对接会 上,与会企业代表与金融机构负责人 进行了交流,部分企业与银行达成了 专利权质押贷款的初步意向。

Sichuan

Currently, Sichuan IP lead group has formulated a promotion plan on implementation of Sichuan IP Strategy. The plan involves 102 major tasks including a stage summary of five years of implementation of the strategy and IP evaluation pilot project on vital economy activities.

日前,四川省知识产权工作领导 小组出台了《2014年四川省知识产权 战略纲要实施推进计划》, 共有 102 项重点任务。其中,做好四川省知 识产权战略纲要实施 5 周年阶段性 总结评价工作和重大经济科技活动 知识产权评议试点工作引入关注。

Guangdong

The 12th Guangzhou International Light and Audio Exhibition was held at Guangzhou Pazhou International Exhibition Center recently. During the exhibition, Guangdong IP Assistance Center provided comprehensive patent services by giving advices on patent application for the public.

广东

近日,第十二届广州国际灯光、 音响展览会在广东省广州琶洲国际 会展中心举行。驻会期间,广东省知 识产权维权援助中心工作人员认真 解答公众对提交专利申请及专利维 权方面的问题,为展会提供了全面的 专利维权服务。

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