

2014年3月19日March 19, 2014

星期三出版 Published on Wednesday

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China's IP in foreign eyes

he United States and China drove international patent filings to a record level last year with applications for the first time surpassing the 200,000 mark, the WIPO reported. The US accounted for 27.9% of patent filings, with Chinese applicants filing 10.5% of the 205,300 applications for intellectual property under the Patent Cooperation Treaty (PCT) System. (Intellectual property applications broke records in 2013, UN agency reports, by UN News Centre)

世界知识产权组织的报告显 示, 在美国和中国的推动下, 通过 《专利合作条约》途径提交的国际专 利申请在去年再创新高,首次超过 20 万件, 达 20.5 万件。来自美国的 专利申请占总量的27.9%,中国申请 人通过专利合作条约(PCT)途径提 交专利申请则占全球总量的 10.5%。 ("2013年知识产权申请打破记录", 联合国新闻中心)

As it's said, intellectual property systems are an indispensable part of the global innovation ecosystem. The new records attest to the importance of intellectual property in the global innovation ecosystem. It's more obviously seen in high speed developing China.

众所周知,知识产权制度是全球 创新生态系统中不可或缺的一部分。 这些新的记录证明了知识产权在全 球创新生态系统中的重要性。在高速 发展的中国,这种效益则更加明显。



new 20 million three-year programme that will support research to develop new low carbon manufacturing processes and technologies, low carbon cities and offshore renewables in the UK and China was agreed recently. Under the agreement, the UK and China will each commit 10 million of matched resources over the next three years and there will be approximately 6.6 million available each year. (UK and China agree 20 million low carbon innovation programme, by ECNmag)

中英两国最近达成一项新的为 期3年的2000万英镑项目,将用于研 究开发新的低碳生产工艺和技术,并 在两国发展低碳城市和离岸可再生能 源。根据协议, 英国和中国将在未来 3年中分别提供1000万英镑的匹配 资金,平均每年大约有660万英镑可 用资金。("中英达成两千万英镑低碳 创新合作",ECN 网站)

Comments:

Protecting the environment is the similar challenge for all the countries in the world. Investing in innovation and science is essential for both to address energy supply issues and meet emissions targets, as well as drive long-term economic growth. International intellectual collaborations like these bring the best academic talents together to find the solutions that can benefit all.

点评:

保护环境是世界各国共同面对 的挑战。对于解决能源供应问题、实现 减排目标以及推动长期经济增长,科 学创新方面的投资必不可少。国际智 力合作集中了全球最好的技术人才, 共同寻找能够惠及各方的解决方案。

(by Correspondent Wang Weiwei

from Canada) (本报通讯员汪玮玮发自加拿大)

How Korean wave trends the world?

来自韩国的"星星"为何如此夺目?

ecause of the You Who Came From The Star, a Korean TV series, Kim Soo Hyun make his own name as a teen idol. Meanwhile, this TV show make its success in China with the 1 billion website clicks and popularity. In the past 20 years, numbers of Korean TV series, such as The Jealousy, The Great Jang-Geum, The Bathhouse People, The heirs, have been exported to China.

All these numbers mark a great success for Korea cultural industry in recent years. Statistics show that the copyright sales of Korean TV series have grown from 8 million US dollars in 2001 to 158 million US dollars in 2011. Korean pop culture once became quite trendy in Asia.

Establishing IPR network

A sound copyright protection environment can facilitate cultural development, no matter in works creation or operaton. To do so, the Korean government has carried out several measures to establish and perfect the system to administrate, license and register copyrights. In July 2011, the Korean government carried out the fundamental law for IPR and set up the National IPR Committee for copyright administration. A system for copyright data collection, analysis has been developed. Meanwhile, the systems for copyright certification, license and registration via Internet have also

Except for law system construction, copyright protection and exbutions to the growth of oversea sales of Korean cultural products. The Korean government has set up several copyright centers in the destination markets to fight against infringement and privacy, and strengthen copyright exchanges. In China, for instance, together with China's National Copyright Administration, the Korean government has developed a counter-privacy mechanism. As an effort to introduce Korean copyright system and information about Korean cultural products to the oversea customers, and provide legal counsel services to their companies, an oversea copyright information database has been developed. With this database, users can get introductions about copyright information in China, America, and Southeast Asian nations. Also, to promote cultural and copyright exchanges, the Korean government has held numerous theme forums.

Government playing support role

In 1998, the Korean government established their National Cultural Korea strategy, increasing the budgets for cultural industry development, instead of cutting down the financial expenses and receipts. The budgets for cultural industry went up from 3.5% of total to 17.9%. The following years witnessed fast development of Korean cultural industry and the Korean Wave has swept over the Asian countries. Now, the second wave has landed in the Americas and European countries. In 2012, Psy's Gangnam Style has attracted worldwide attention, and it has been listed as the

top 2 music on the Billboard Compared

development of Korean cultural industry, there is some way to go for Chinese companies. However, undoubtedly, copyright industry in China is enjoying steady growth and development. Observers suggest that Chinese cultural companies should seize the opportunity and make their own prosperity.

(By Dou Xinying/Yan Ru)

本报记者 窦新颖 实习记者 晏 如

当下国内最具人气的电视剧非 《来自星星的你》莫属。这一来自韩国 的"星星"散发出耀眼的光芒,在爱奇 艺、PPS 双平台播放总量已经突破 10亿,刷新了韩剧播放纪录。从 1993年中国首次引入韩剧《嫉妒》到 《澡堂老板家的男人们》《大长今》,再 到《继承者们》《来自星星的你》,韩剧 在中国持续热播 20年。2001年韩剧 出口额仅800万美元,2011年达到 1.58 亿美元。以韩剧为代表,韩国文化 产品形成一股强劲的"韩流"席卷亚 洲,同时创造出巨大的经济效益。

版权保护 兼顾国内外

对于文化产业发展而言,不论是 激励创造,还是有序运营,都需要良 好的版权保护环境为其保驾护航。 2011年7月,韩国施行了知识产权 基本法,成立了国家知识产权委员 会,建立并完善了一系列版权管理系 统,如建立著作权统计数据的收集、 分析系统;建立著作权许可管理系 统;建立著作权认证系统;完善网络

不仅在韩国国内完善立法,为了 确保"韩流"在海外市场的效益,海外 版权保护的重要性被韩国提到了前 所未有的高度。韩国放送通讯审议委



员会委员具宗祥表示,韩国政府在输 入"韩流"的地区设立海外版权中心, 确保"韩流"在当地合法应用的版权 环境,并加强版权政策方面的国际合 作业务。在中国,韩国政府应用中国 版权保护中心的监测系统,实时应对 版权侵权问题,从而有助于韩国内容 产业输入到中国市场。此外,韩国政 府还构建了"海外版权信息库",主要 通过提供美国、中国、东南亚国家的 版权相关信息以及海外版权法律咨 询,以支援海外的版权保护和交易, 同时建立了中文和英文网站,向海外 的用户介绍韩国的版权制度以及主 要的文化产品信息。"'韩流'的中心 仍是亚洲, 为了构建友好的交流环 境,需要通过与多样化的活动项目, 扩大交流合作, 如开设中韩版权论 坛、日韩版权论坛等活动,巩固中韩、

政府推动 文化是根本

1998年,韩国确立"文化立国" 战略, 在亚太金融危机的背景下,韩 国政府压缩了其他方面的财政开支, 但文化产业预算不降反增,占文化事 业总预算的比重由 3.5%上升到约 17.9%,表明了发展文化产业的决心。 短短几年,韩国文化汇聚而成的"韩 流"席卷了亚洲。如今,第二波"韩流" 已掀起,正从亚洲扩散到欧美及南美 地区。2012年, 鸟叔的"江南 style"登 上了 Billboard 排行榜第 2 位。"韩流" 已向全世界展示了它的独特魅力。

目前,中国版权相关产业保持平 稳增长态势,但与韩国相比还有一定 的距离。因此,"韩流"袭来,我们不能 只看"热闹",更要看到其版权产业发 展的"门道"

INUMBERS

12.947 million

On March 10, the 3rd Session of the 12th National People's Congress heard and examined the work reports of Supreme People's Court and the Supreme People's Procuratorate. According to the reports, in 2013, people's courts at different levels have concluded 12.947 million lawsuits, among which, 8.155912 million are civil cases, business cases and IPR cas-

1294.7 万件

3月10日,十二届全国人大二 次会议举行第三次全体会议,分别听 取和审议了最高人民法院和最高人 民检察院的工作报告。报告分别显 示,2013年,地方各级人民法院审 结、执结各类案件 1294.7 万件,其中 审结民事、商事、知识产权案件 815.5912 万件,占 63%。

As of the end of 2013, Tianjin small and medium sized technology businesses have owned a total of 41,000 patents. 45 companies own more than 100 patents, 137 companies own more than 50 patents.

4.1 万件

截至2013年底,天津全市科技 型中小企业专利拥有量 4.1 万件。全 市专利拥有量超过 100 件的企业 45 家,超过 50 件的企业 137 家。

As of the end of 2013, 1,002 patents agencies have been approved and set up in China and 8,950 patent agents have been recognized, hitting an all-time high.

8950 人

截至 2013 年底,中国已通过审 批的专利代理机构数量突破 1000 家,达到 1002 家,创历史新高。

同时,国内专利代理执业人数也达到 前所未有的8950人。

95,000

In 2013, Guangdong province has filed 11,500 patents over PCT, remaining the top among all the provinces for the 12th consecutive year. As the end of 2013, Guangdong owns 95,000 valid in-

ventions. 9.5 万件

2013年,广东省通过《专利合作 条约》(PCT)途径提交的国际专利申 请量 1.15 万件,连续 12 年在国内各 省市区中保持首位。至2013年底,广 东省有效发明专利 9.5 万件。

In 2013, it took the members of the Cultural Creativity China Tour 7 months to visit and launch researches for 23 Sciences and Technology Parks and enterprises in 6 cities nationwide. This activity aims to build an exchange platform to promote cooperation between enterprises and related associations.

2013年,"文化创意中国行"活 动利用7个月的时间在全国6个城 市、23个园区和企业进行走访调研, 为各省市文化创意产业协会和相关 企业搭建起交流平台。



Brook Brothers encounters a trademark dispute 美国"布克"不容他人之"羊"

he Supreme People's Court recently handled the near eight-year trademark dispute filed by Brook Brothers, an American garment brand, after they failed in the trademark case against the defendant, a British-based garment company, in second instance judgment made by Beijing Higher People's Court.

The case dates back to the year 2002. A natural person surnamed Yuan filed the No. 3158776 sheep image as trademark to be used on Class 25 products of clothing, shoes, socks etc. Later, the filings has been approved and then transferred to the above-mentioned

British company. Four years later, in November 2006, Retail Brand Alliance Inc., the then parent company of Brook Brothers, challenged the trademark

Brook Brothers claimed that the sheep image, which is constituted with a ribbon hanging a goat, has been used as a trademark since 1850. The defendant's mark is the same as theirs and infringement has been constituted. Meanwhile, the defendant company has been canceled in November 2004, as a result, the trademark in dispute should be canceled either. The Trademark Review and Adjudication Board (TRAB) supported Brook Brothers' request.

The defendant challenged TRAB's rulings and brought the case to Beijing No. 1 Intermediate People's Court and has won the court's support, and TRAB revoked the trademark in question.

Disgruntled Retail Brand Al-

liance then brought the case to the Beijing Higher People's Court. However the court denied it. Retail Brand Alliance then seeks reversal from the Supreme People's Court. The court finally decided to take over this case.

We will keep close recent development of the case.

(By Mao Liguo) 本报讯 日前,因不满他人在第 25 类服装等商品上申请注册"羊图形" 商标(下称争议商标),引发了美国布克 兄弟集团公司 (BROOKS BROTH-ERS GROUP.INC.,下称布克公司)的 争议。在中国国家工商行政管理总局 商标评审委员会(下称商评委)裁定争 议商标予以撤销后,该案进入行政诉 讼阶段。二审法院判决撤销商评委作 出的裁定后, 布克公司又向中国最高 人民法院申请再审。日前,中国最高人 民法院裁定提审该案。

据了解,该案争议商标为第 3158776号"羊图形"商标,由一丝带 吊着一只羊组成,浙江省自然人袁蒯 寅于 2002 年 4 月提出该商标的注册 申请,后被核定使用在第25类服装、 鞋、袜等商品上,后经核准争议商标 转让至英国无赛本社时尚控股(下称 无赛本社公司)。

2006年11月美国零售品牌联 盟公司(下称零售品牌公司,布克公 司属于零售品牌公司,后独立经营) 针对争议商标向商评委提出争议裁 定申请。

据零售品牌公司介绍,其"黄金 之羊"图形商标由一丝带吊着一只羊 组成,自 1850年即开始使用,无赛本 社公司所持有的争议商标与其"黄金 之羊"图形商标相同,侵犯其在先权 利,而且无赛本社公司已于 2004 年 11 月被注销,争议商标不应核准注 册。随后,商评委裁定争议商标的注 册应予撤销。



无赛本社公司不服该裁定, 向北 京市第一中级人民法院提起行政诉 讼。经审理,法院一审判决撤销商评委 裁定,并要求商评委重新作出裁定。

零售品牌公司及商评委不服-审判决,向北京市高级人民法院提起 上诉,在二审法院维持一审判决后, 布克公司向最高人民法院申请再审。 最高人民法院经慎重审理后作出一 纸行政裁定书,决定将提审该案。

关于该案后续进展,本报将持续

了以大仕。	(七五四)
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