

China's IP in foreign eyes

Increasingly, China's own technology companies are challenging market leaders and setting trends in telecommunications, mobile devices and online services. "Traditionally Chinese companies were fast followers, but we are starting to see true innovation," said Colin Light, partner at PricewaterhouseCoopers. (The Rise of China's Innovation Machine, by The Wall Street Journal) 越来越多的中国科技型企业正在挑战发达国家市场领导地位,并在电信、移动设备及在线服务等领域引领发展趋势。普华永道会计师事务所合伙人柯林莱特表示,“中国企业过去是快速的跟随者,但现在我们正在开始看到中国企业真正的创新。”(“中国创新机器的崛起”,华尔街日报)

Even though Chinese companies still face a perception problem among consumers in many parts of the world that their products aren't as high-quality or reliable as others, many executives contend that China's technology sector is reaching a critical mass of expertise, talent and financial firepower that could realign the power structure of the global technology industry.



The smartphone market passed a key milestone in 2013, with 1bn devices sold during the year, according to the research company IDC - and other research companies gave almost identical figures. Chinese vendors made significant inroads. Huawei, Lenovo and ZTE were key players, taking nearly 15% of smartphone sales collectively. (Smartphone sales pass 1bn in 2013 as China booms, by The Guardian)

根据研究公司 IDC 以及其他市场调查公司的数据,2013 年,智能手机市场以全年 10 亿部的销售量树立了其发展史上的里程碑。其中,中国供应商取得显著进展。华为、联想和中兴通讯是主要的竞争者,共占据了近 15% 的智能手机市场份额。(“中国拉动智能手机销量翻番”,英国卫报)

Thanks to the implementation of IPR and patent commercialization, the Chinese vendors like ZTE and Huawei are taking nearly 15% of smartphones sales. Besides, these companies pumped vast amount of money into R&D, which played an active role in the sales.

像中兴和华为这样的智能手机供应商在 2013 年能占据全球 15% 的市场份额与其实施知识产权战略,注重专利运营是分不开的。此外,中国手机供应商在创新上也下足了功夫,从每年投入的巨额研发经费就可以看出来,这也对智能手机销量翻番产生了积极作用。(by Correspondent Wang Weiwei omCanada) (本报通讯员汪玮发自加拿大)

Copyright registration pop to 1 million in 2013 去年中国著作权登记突破 100 万件

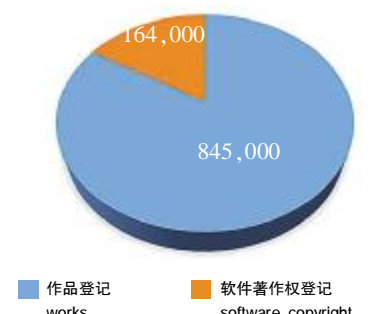
According to the National Copyright Administration of China (NCAC), China's copyright registration continued to maintain rapid growth in 2013. The total number of copyright registration reached 1 million. Of which, 845,000 are registration for copyright of works, up 22.89%. Software copyright registration amounted to 164,000, up 18%.

pledge. 76 copyright transfer contracts were registered, up 153.3%. 244 registrations to copyright pledge have been accomplished, 1,041 pieces of works involved. 198 of which is software copyright pledge, 686 pieces of software involved. In the New Year, NCAC will strive their efforts to provide copyright services, raise standards for the level of informatization and standardization, improve system construction for copyright registration statistics, delivery and publication, increase registration numbers and coverage, software registrations in particular, promote construction for copyright pledge system, regulate the market order for copyright trading and transfer, further transfer the potential value of copyright into actual value. (by Liu Ren)

22.89%; 软件著作权登记达 16.4 万件,同比增长 18%,延续了近年来高速增长的趋势。据中国国家版权局版权管理司有关负责人介绍,2013 年全国作品登记排名中,北京、中国版权保护中心、上海、重庆、江苏和山东排名前六位,占全国登记总量的八成以上,其中北京市作品登记量占半壁江山。从登记作品类型看,摄影、美术、文字、音乐作品居多。2013 年全国软件著作权登记量持续增长的同时,软件著作权转让合同登记达 76 件,同比增长 153.3%。2013 年,全国共完成著作权质押登记 244 件,涉及作品 1041 件,其中软件著作权质押登记 198 件,涉及软件 686 件。该负责人表示,2014 年,中国国家版权局将进一步加强版权公共服务能力建设,提高信息化、标准化水平;完善作品登记数据统计、报送和公布制度;扩大作品登记的数量和覆盖面,继续扩大软件登记数量;积极推动版权质押登记,规范作品的交易和流转行为,促进版权价值的有效实现。(刘仁)



2013 年我国著作权登记超过 100 万件 china registered 1M copyrights in 2013



2013 年全国完成著作权质押登记量 china accomplished 244 registrations to copyright pledge in 2013



ITC launches Section 337 Investigation against ZTE 中兴通讯遇新年第一起“337 调查”

On January 17, The US International Trade Commission (USITC) launched Section 337 Investigation against ZTE Corp, a Chinese telecom equipment supplier and three other multinational companies, which sell products of cell phone and tablet PC in US-A.

gation initiated by International Data Group. A principal for law affairs from ZTE believes that USITC will make a fair decision. According to Guo Xiaoming, ZTE's Chief Legal Officer, ZTE is responding actively to the investigation. ZTE attaches great importance to patent layout and houses patent rights in many countries and regions, and is now ranking the top on the list of international patent applications under the Patent Coop-

eration Treaty (PCT). "We have filed 50,000 patents applications worldwide, and 14,000 have been granted. All these patents have played positive role in such cases. ZTE has prevailed in three 337 investigations in last year." Guo says to CIP News. (by Zhao Jianguo) 新年伊始,“走出去”的中国企业再次遭遇美国“337 调查”。日前,美国国际贸易委员会(ITC)宣布,对中兴通讯股份有限公司(下称中兴通

讯)以及其他 3 家跨国企业在美销售的手机和平板电脑发起“337 调查”。我们希望依据法律公正调查和裁决。”中兴通讯有关负责人表示,这已经不是中兴通讯第一次遭遇“337 调查”。就在此前,中兴通讯在美国国际数据公司提请发起的“337 调查”中获得终裁的胜利。“良好的专利实力与布局是化解市场风险,开拓市场的基础。”中兴通讯首席法务官郭小明向记者表示,中兴通讯勇于面对各种知识产权纠纷。目前,中兴通讯已在国内外提

交专利申请 5 万余件,拥有 1.4 万件专利,近两年通过《国际合作协议》(PCT) 途径提交的国际专利申请数量蝉联全球第一。这些高质量的知识产权资产,帮助中兴通讯在应对美国“337 调查”等知识产权纠纷中发挥了重要作用。近一年来,中兴通讯已在美国“337 调查”中连续 3 次获得胜利。(赵建国)



Boonie Bears' Hollywood dream 《熊出没》迎战好莱坞

To the producer of Boonie Bears, a domestic 3D animation film, the spring festival this year is unforgettable season. Box office on the first day reached 32 million yuan, this number of the first three days exceeded 110 million yuan, a new record of box office of China-made animation film. Copyright of this movie has been big sales in oversea markets. To the producers, the way to their Hollywood dream is shortened.

nulus screen 4D cinema system have been exported to 40 countries and regions, including USA, Canada, Italia and Kuwait etc. "We have developed by ourselves more than ten special cinema's systems, the strong technology has played a crucial rule in advancing development of Chinese animation film." Says Chen Yingjie, a senior manager from Huaqiang.

Levp expanded their marketing channels to the cinemas. In 1,700 cinemas nationwide, audiences will purchase the derivatives. Boonie Bears arouses attentions among the public. Sun Lijun, director from Beijing Film Academy expects a 400 million yuan box office. He also tells CIP News that to fulfill the Hollywood dream, the Chinese animation has a lot of work to do ahead. "Compared to other types of movies, animation has developed an integrated industry chain from film creation to theme parks and derivatives. But fund shortage has been a weakness to be addressed, which leads to script shortage and laggard technique. Meanwhile, this market also has some problems to solve, such as unreasonable screening schedule for domestic films, the market needs to be further cultivated." says Sun Lijun. (by Dou Xinying)



拉小手”“大手拉大手”三种分类,并通过不同渠道做了很多的营销和触达的工作。据朱维介绍,针对第一类儿童观众,乐视在央视少儿、卡酷等动漫频道投放大量广告,其中在卡酷频道上的广告每半小时播放一次。针对第二类父母观众,乐视侧重于点映和赢得口碑上,分别在 1 月 5 日和 1 月 16 日举行点映,点映的观众则是通过包括乐视自己的产品乐影客在内的众多网络终端、手机移动端等网络渠道召集到的。针对第三类白领观众,乐视继续在线上做营销,同时也将电影的宣传资料和产品投放到了线下。乐视在全国 1700 家电影院线投放了促销品,促销品的品类数量远远超过之前所有的动画片的投放。

From creation to production and technology, Boonie Bears mirrors the rapid development of Chinese animation industry in recent years. To the inside watchers, to fully fulfill their Hollywood dream, Chinese animation have a lot more to work.

Except for the technology, Boonie Bears' achievement requires marketing operation. LeVP, a Chinese film production company and a well-known production company, is one of the producers. LeVP classified their marketing models into the following: children to grown-ups, grown-ups to children, grown-ups to grown-ups. Zhu Wei presents a further explanation, children to grown-ups model aims mainly the children audiences, to attract their attention, LeVP launched ad campaign and spent a record sum on advertising. The grown-ups to children model mainly cover parent audiences. To do so, LeVP first promote the film via its brother company Letv's website and held experimental showing to their fans. The grown-ups to grown-ups model mainly aim at white-collar audiences. As of now,

Accurate marketing covering multiple channels. Except for the technology, Boonie Bears' achievement requires marketing operation. LeVP, a Chinese film production company and a well-known production company, is one of the producers. LeVP classified their marketing models into the following: children to grown-ups, grown-ups to children, grown-ups to grown-ups. Zhu Wei presents a further explanation, children to grown-ups model aims mainly the children audiences, to attract their attention, LeVP launched ad campaign and spent a record sum on advertising. The grown-ups to children model mainly cover parent audiences. To do so, LeVP first promote the film via its brother company Letv's website and held experimental showing to their fans. The grown-ups to grown-ups model mainly aim at white-collar audiences. As of now,

心。不过,艺恩咨询分析师朱维也坦言,《夺宝熊兵》在国内仍属个案,国产动画电影与好莱坞之间还存在较大差距,需要在内容创作与技术创新上多下功夫。《夺宝熊兵》将影片定位为首部国产 3D 卡通大电影,在 3D 视觉效果上做到与众不同。森林、大海、蓝天等背景画面唯美逼真,人物表情丰富,甚至细致到一滴水珠、衣服的材料,都有细致的显现。在电影院里,记者注意到,烟花大战、“嘟嘟”捉蝴蝶画面出现时,观众感觉烟花、蝴蝶迎面而来,许多孩子纷纷站起来伸手去抓,现场一片惊叹声。陈英杰介绍,深圳华强旗下有 5 家公司参与 3D 技术与特效制作,电影制作中使用的软件、插件都是公司自主研发的。朱维也证实了这一点,他介绍,深圳华强迄今已有 70 多套自主研发的“环幕 4D 影院”系统出口到美国、加拿大、意大利、科威特等 40 多个国家,自主研发了十余种特种电影形式,居于国际一流水准。多年的技术积累给动画电影的开发带来了强大的技术支持,保障了所有创作要素能够完美地体现在大银幕上。

“希望《夺宝熊兵》票房能够过 4 亿元。中国动画电影需要大制作,但目前国产电影投资严重不足,仅为好莱坞的 1/50,甚至是 1/100,这严重影响到了电影质量水准。”北京电影学院动画学院院长孙立军表示,目前中国动画电影的模式比其他电影类型成熟,已形成衍生品打造、主题公园等全产业链,但资金不足导致很难获得好的剧本与技术支持。另外,动画电影市场还存在很不规范合理之处,如许多国产电影很难获得较多的排片,市场还需要进一步培育。

Technology playing the support role

It's worth mentioning that the 3D visual effects are fabulous and amazing and no wonder that their own eyes deceived the audiences. Shenzhen Huaqiang Holdings Limited and its five subsidiaries provide the technology, all related software and technology were developed by Huaqiang themselves. Zhuwei, a senior analyst from Ent consultancy, who has long been following the development of China-made animation, tells CIP News that more than 70 sets of Huaqiang-developed an-

本报记者 龚新颜 首日票房 3200 万元;3 天票房达 1.1 亿元,版权输出到法国、韩国、美国等多个国家和地区,刷新国产动画破亿纪录,与美国动画电影《神偷奶爸 2》同台 PK。1 月 17 日上映的国产动画电影《熊出没之夺宝熊兵》(下称《夺宝熊兵》)当仁不让地成为今年贺岁档的一匹黑马。近年来,中国动画作品正在从数量增长走向质量提升,在创意、制作和技术上均有提升,给业界带来信

精准营销覆盖多个渠道 乐视影业在电影营销上具有丰富经验与渠道。基于合家欢模式,乐视将观众进行了“小手拉大手”“大手

Table with 2 columns: Role and Name. Includes: 英文翻译 姜旭, Translator Jiang Xu, 责任编辑 柳鹏, Executive Editor Liu Peng.