

NUMBERS

41

Recently, SIPO has issued the second group of national IPR model city, and Xiamen, Ningbo, Changchun and other 15 cities received this honor.

As of now, China has cumulatively 41 IPR model cities, including 14 sub-provincial cities, 25 prefecture-level cities and 2 county-level cities.

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日前, 中国国家知识产权局确定了第二批国家知识产权示范城市名单, 并向社会公布, 厦门、宁波、长春等 18 个城市获此殊荣。

据了解, 中国现有 41 个国家知识产权示范城市, 其中副省级城市 14 个, 地级市 25 个, 县级市 2 个。

12 million yuan

On September 24, as one of important measures in promoting licensed software, Beijing state-owned enterprises held contract signing ceremony on purchasing authorized software.

These enterprises have spent 12 million yuan in purchasing authorized software including Microsoft and Kingsoft through the online group-buying platform established by Beijing Software and Information Service Exchanges (which is 30% cheaper than that in the market) there is a 30% discount on it.

1200 多万元

近日, 北京市市属国有企业进行了首次软件团购签约仪式, 这是北京市创新模式促进正版化工作的重要举措之一。

据悉, 通过北京软件和信息服务交易所推出的在线团购平台, 市属国有企业用户已向微软、金山等企业采购了价值 1200 多万元的正版软件, 价格比市场价普遍优惠 30% 以上。

150 kilometer

China's first RX1E Ruixiang two-seat electric light aircraft was performed an air show in the Second 2013 Shenyang Faku international flight convention recently. RX1E's takeoff weight up to 480 Kg and designed to fly at 150 kilometer per hour, with 3000 meters service ceiling.

150 公里

日前, 中国首架自主知识产权电动飞机——RX1E 锐翔双座电动轻型飞机, 在第二届沈阳法库国际飞行大会上举行新品发布仪式。

据介绍, 该款飞机最大巡航速度可达每小时 150 公里(每小时), 升限 3000 米, 最大起飞重量为 480 公斤。

Alpha Animation buys the "Pleasant Sheep" by big money

奥飞动漫斥巨资收购“喜羊羊”

中国动漫企业大手笔运营知识产权

On 16 September 2013, Guangdong Alpha Animation and Culture Inc. (Alpha Animation) entered into an agreement with Imagi International Holdings Limited (Imagi), a listed company on the Hong Kong Stock Exchange, to acquire the entire share capital of Imagi's subsidiary company for an aggregate consideration of 634,200,000 HK\$ in cash; Alpha Animation also purchased 100% of the equity interest of Creative Power Entertainment Limited Liability Company (CPE) with 36,396,000 yuan to acquire the trademarks and copyrights related to cartoon images of the Pleasant Goat.

Alpha Animation made a big move in original cartoon industry by acquiring the Pleasant Goat which showed that Alpha Animation paid great attention to the IPR. As one of the most competitive company in animation industry of China, Alpha Animation obtained excellent capability in animation image operation and industry channels.

IPR management in Animation

The operation in the Pleasant Goat IPR drew widely attention among the public. CPE and Disney entered into an equity transfer agreement on trademark in 2010. The two sides reached a three-year distribution deal with The Walt Disney Studios Motion Picture to distribute popular movie Chinese animation series Pleasant Goat and Big Bad Wolf on October 18, 2010. Disney would also retain the rights of all brands and products original of the cartoon and the film was broadcast to 52 Asia-Pacific

countries and areas via Disney's broadcasting channels.

Board secretary of Alpha Animation Zheng Kedong said, "Alpha Animation and Pleasant Goat show the two different animation industry development models. Alpha Animation has obvious advantage in manufacturing and business operation and 'Pleasant Goat' is stressing at brand. We should capitalize on its popular brands and content production team to enhance our brand and culture creativity."

Alpha's path of innovation development

"It took ten year for Aodi to focus on innovation and development in toys industry from 1993 to 2003, then spending the next ten years on transformation and upgrading," Cai Xiaodong, Alpha Animation vice-president said.

Aodi toys, the Alpha Animation's predecessor body, was established in 1993 and earned the first bucket of gold by running toy car. Unlike most toymaker-entrepreneur, Aodi started gradually introducing Japanese animation copyright into China to drive sales in 2000. Culturalization makes Aodi stand out from the crowd. However, because of the lack of new product, Alpha Animation fell into the unprecedented low ebb in 2004. In the same year, Alpha Animation began to turn to focus on animation and comic product sales and constitute animation and comic chain which led Alpha Animation to the road of rapid and healthy development.

In ten years, Alpha Animation

market operation ability and profit model to build a platform to accomplish the industrialization of original works." Cai stressed.

(by Xiang Li)

本报记者 向利

近日, 广东奥飞动漫文化股份有限公司(下称奥飞动漫)对外发布公告, 宣称奥飞动漫与其全资子公司奥飞香港于 2013 年 9 月 16 日与意马

国际控股有限公司(下称意马国际)签署了股份出售及购买协议。协议约定由奥飞香港以 6.342 亿港元收购意马国际之全资子公司资讯港管理有限公司 100% 股权; 同日, 奥飞动漫以 3639.6 万元人民币受让广东原创动力文化传播有限公司(下称“原创动力”)100% 股权。一旦收购顺利完成, 意味着“喜羊羊”的商标、版权以及相关知识产权由奥飞动漫所有。

相关人士表示, 奥飞动漫此次大手笔收购喜羊羊, 表明奥飞动漫对知识产权运营的重视。作为知名的动漫企业, 奥飞动漫具备优秀的动漫形象运营能力和产业渠道, 此次收购将有利于进一步提升并实现“喜羊羊”品牌的商业价值。

动漫的知识产权运营

一直以来, 围绕喜羊羊形象的知识运营也颇为引人关注。资料显示, 2010 年, 喜羊羊的版权方原创动力将商标使用权许可给迪士尼使用。2010 年 10 月 18 日, 原创动力与博伟国际签订为期 3 年的电视播映授权合约, 将《喜羊羊与灰太狼之羊羊快乐的一年》通过迪士尼拥有的播放频道, 在澳大利亚、新加坡、印度、韩国等亚太 52 个国家和地区播映。

对于此次收购, 奥飞动漫董秘郑克东向记者表示, “奥飞动漫和‘喜羊羊’代表着动漫产业两种不同发展模式, 奥飞动漫在产品制造以及商业运作等方面比较突出, ‘喜羊羊’的品牌优势更突出, 因此有必要借助‘喜羊羊’的品牌以及其内容制作团队来提升我们的品牌高度以及文化创意。”

奥飞的创新发展之路

奥飞动漫副董事长蔡晓东向中国知识产权报记者介绍, 从 1993 年到 2003 年, 是奥飞玩具创新发展的 10 年。而 2003 年到 2013 年, 则是奥飞动漫转型升级的 10 年。

1993 年, 奥飞动漫的前身奥飞玩具成立, 依靠四驱车玩具, 奥飞赢得了发展的第一桶金。与大多玩具制造企业不同的是, 在 2000 年左右, 奥飞玩具开始尝试将日本动画片版权引入中国, 并以此带动了奥飞玩具的销售。正是这条“产业文化化”的道路, 使奥飞玩具脱颖而出。2004 年, 由于没有新的产品推出等原因, 奥飞动漫的业绩陷入了前所未有的低谷。也是在这一年, 奥飞正式注册动漫公司, 开始创作拥有自主知识产权的动漫产品, 并通过动漫产品拉动玩具衍生品的销售。这种打通产业链前端的模式, 让奥飞动漫走上了文化产业化快速发展的道路。

通过 10 来年的积累, 奥飞动漫已经拥有丰富的知识产权储备。截至 2012 年底, 奥飞动漫已经提交中国专利申请 1889 件, 获权专利 1774 件; 国外专利申请 80 件, 获权专利 59 件; 中国商标申请 3404 件, 已注册 2517 件, 国外商标申请 442 件, 已注册 384 件; 著作权登记 2388 件。

“奥飞动漫一直重视原创, 目前与国内 10 多家动漫创作企业合作。奥飞动漫拥有成熟的市场运作能力和赢利模式, 通常有好的动漫作品诞生, 我们就会与之合作, 将之推向市场。我们希望打造一个平台, 实现原创作品的产业化。”蔡晓东表示。

China's IP in foreign eyes

Tianhe-2 is just one example of how China is becoming a more significant force in global science and innovation. This is partly a story of massive and sustained investment in 2012, China's total R&D expenditure exceeded ¥1 trillion RMB (\$163 billion USD). Since 2008, it has maintained 18 per cent year-on-year increases in research spending. (What the world's fastest computer tells us about China's absorptive state, by The Guardian)

“天河二号”只是中国如何成为

全球科学与创新重要力量的一个例子。这大多源自其大规模的持续研发投入: 2012 年, 中国研发总投入超过 1 万亿元人民币(合 1630 亿美元)。自 2008 年以来, 中国研发投入一直保持着 18% 的同期增长率。(从世界上最快的计算机看中国的“吸收状态”, 卫报)

Comments:

In the next decade, China is likely to change the way we think about science and innovation as much as science and innovation change China.

点评:

在未来的十年中, 正如科学和创新



对中国的改变一样, 中国也很可能会改变世界对科学和创新的思考方式。

In the past few years, research & development (R&D) investment in emerging markets has risen dramatically. This investment is delivering tangible results. The num-

ber of patent applications in China has soared in recent years and China has now overtaken the US. (Innovation remains the key to China's economic success, by FT Adviser)

在过去的几年中, 新兴市场的研发投入急剧上升。这项投资正在产生直观的结果: 中国申请专利的数量在近年来持续飙升并已超过美国。 (“创新仍是中国经济成功的关键”, FT 顾问)

Comments:

Businesses in emerging markets have recognised they cannot rely on low wages, cheap currencies or protectionist measures forever. By offering more sophisticated, innova-

tive products, Chinese companies have advanced opinions on innovation and the development of advanced technological products.

点评:

新兴市场的企业已经认识到企业管理者应减少对低工资的依赖, 要努力拥有创新成果, 才能抢占更多的市场份额。中国企业再次对创新和拥有自主知识产权产品有了更深的体会。

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Pharma IP 2013 医药知识产权论坛
2013年11月27-28日 中国·上海

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