

China's IP in foreign eyes



China is pumping money into research and development so that Chinese brands can compete with foreign rivals in a burgeoning domestic market.

中国正在大规模地投资于研发,使得中国品牌能够在蓬勃发展的国内市场与国外对手竞争。

Comments:

More and more Chinese companies are running towards foreign markets, with the hope that global success will result.

点评:

越来越多的中国企业走向海外市场,希望赢得全球性的成功。



Today's Chinese market is glutted with alternatives from Samsung to bargain-priced local brands.

从韩国三星到价格低廉的本土手机品牌,如今的中国市场充满了苹果的“替代品”。

Comments:

Apple's share of China's smartphone market fell by nearly half, from 9.1% to 4.8% over the past year.

点评:

调查显示,在过去一年中,苹果公司在中国智能手机市场的份额下降了近一半。

(by Correspondent Wang Weiwei from Canada)

Long way ahead for Chinese digital publishing going abroad 中国数字出版“走出去”任重道远

Days ago, during 2013 BIBF, the Chinese publisher giant China National Publications Import & Export (Group) Corporation (CNPIEC) launched its eBooks acquisition platform CNPereading.

Efforts making digital publishing globalization

Chinese publishers are now taking on the recent digital boom with ease and eagerness. They are expending great energy to output the digital publishing.

Except for the customer-oriented productions, Chinese publishers should establish their own overseas distribution channels, according to Ke Chunxiao, a senior manager from China Knowledge Resource Integrated Database.

(by Jiang Xu/Yan Ru)

publishers, end-users from home and abroad." Says Mr. Ke.

Contracts should be treated with cautions

The pace of change to digital publishing is quickening, and the momentum seems unstoppable. However, digital publishing industry is facing several letdowns, such as lack of e-book quality evaluation standards.

Obtaining licensing is of crucial importance to the digital publishers. Generally speaking, the publishers generally get authorization from writers, publishers or the agencies. But there are legal risks in this procedure, according to Zhang Hongbo, secretary-general of China Written Works Copyright Society.

To solve problems mentioned above, Chen Jian suggests that the parties involved should be more cautious in detailed clauses in the contracts. Occasions in the following should be treated with special attentions.

(by Jiang Xu/Yan Ru)



Link 相关链接

As an important part of copyright industry, digital publishing covers e-books, e-newspapers, e-journals, network literature, digital music, network game and network animation etc.

China's digital publishing industry is booming. In 2006, the value of digital publications was ¥ 21.3 billion. Four six years later, in 2012, this number hit ¥ 193.549 billion, up 40.47%.

According to the five-year plan for digital publishing industry between 2011 and 2015, digital publishing is the strategic emerging industry, China will strive its efforts to step up development of digital publication industry.

本报记者 姜旭 实习记者 晏如

日前,由中国图书进出口(集团)总公司(下称中图公司)打造的国际数字资源交易与服务平台——“易网通”正式启动运营。

opment of digital publication industry.

数字出版产业的核心是版权内容,产品形态包括电子书、数字报纸、数字期刊、网络原创文学、数字音乐、网络动漫、网络游戏等。

近年来,我国的数字出版发展呈现出迅猛的发展势头。2006年我国数字出版产业产值仅为213亿元,2012年我国数字出版产业总收入达到1935.49亿元,同比增长40.47%。

数字出版“十二五”规划指出,数字出版已经成为新闻出版业的战略性新兴产业和出版业发展的主要方向,也是国民经济和社会信息化的重要组成部分,大力发展数字出版产业,已成为中国实现向新闻出版强国迈进的重要战略任务。

国内出版机构还可将自己的数字资源输出到国外4万多家图书馆等机构用户和100多万个人用户手中。

三方面下功夫促输出

“优质的内容无疑是数字出版‘走出去’的核心。”中国人民大学出版社数字出版中心主任陈健表示,目前输出到海外的数字出版资源大多

是期刊、论文、年鉴等学术型资源,大众类图书相对较少。要推动数字出版真正“走出去”,各家出版机构应在内容源头上下大力气,多输出不同类型的作品。

有了以用户需求为导向的产品,数字出版输出还需要有健全的海外销售渠道。“缺乏海外发行渠道是制约数字出版输出的重要因素。”

签订合同谨防版权风险

作为数字出版“引进和输出”的重要环节,签订数字出版合同的重要性不言而喻。尤其面对电子书质量评估标准缺乏、电子书出版业务主体复杂、版权权利主体不明确等问题时,如何在签订合同时,既兼顾合同各方利益,又防止侵权行为发生,正成为数字出版“走出去”过程中的重大考验。

目前,所有数字出版商都面临准确获得数字版权授权这一问题。据悉,他们获得数字版权的方式主要分为两种:一对一签约、同出版社一对多签约。

要解决上述问题,中国人民大学出版社数字出版中心主任陈健建议,在签订数字出版合同时,要明确授权人是否拥有信息网络传播权及转授权,同时与著作权人是否存在合法的授权关系。

作为被收购的一方,诺基亚显然也大有受益。自微软发布收购消息,截至北京时间9月3日21点50分,诺基亚股价涨幅为38.33%,报5.39美元,股价创52周新高。

Microsoft buys Nokia's device business in deal worth \$7.17 Billion 专利运营:没落公司的财富新发现

In a surprise move, Microsoft announced on September 3, that it has inked a deal with Nokia to buy the majority of Nokia's cellphone unit for 3.79 billion euros, and spending another 1.65 billion euros to license Nokia's patent portfolio.

The deal allows Microsoft make use of more than 8,500 Nokia patents. As part of the deal, Nokia will grant Microsoft a 10-year non-exclusive license to its patents.

(by Correspondent Wang Weiwei from Canada)

from a position of financial strength, it will reduce the patent-related cost.

The move is a clear sign that Microsoft believes it can succeed in the phone business. After the news released, share price of Nokia rose to \$5.39, up 38.33% by 21:50 on September 3 Beijing time.

Inside watchers analyzed that such deals can be lucrative in the long-term, giving technology compa-

nies not only protection, but an additional source of revenue from other companies that buy licenses. For Chinese companies, there's a lot to do.

(by Xiang Li/Ding Tao)

本报记者 向利 实习记者 丁涛

北京时间9月3日,微软宣布将以37.9亿欧元收购诺基亚的设备与服务业务,同时以16.5亿欧元获得诺基亚的专利许可。

值得一提的是,据相关媒体报道,收购后的微软可从诺基亚处获

得8500件专利的许可使用。而作为另一方的诺基亚,不仅可以继续拥有大量专利的所有权,还可以依靠知识产权运营来摆脱困境。

作为被收购的一方,诺基亚显然也大有受益。自微软发布收购消息,截至北京时间9月3日21点50分,诺基亚股价涨幅为38.33%,报5.39美元,股价创52周新高。

供了出售专利所有权之外的另一种专利运营模式。

有知识产权业内专家认为,在当下日益激烈的国际竞争中,诺基亚将知识产权的运营从幕后推到了台前。

在知识产权运营方面,诺基亚显然也大有受益。自微软发布收购消息,截至北京时间9月3日21点50分,诺基亚股价涨幅为38.33%,报5.39美元,股价创52周新高。

Table with 2 columns: Role and Name. Includes Translator Jiang Xu, Executive Editor Liu Peng.