

IP Brief



Beijing

2013 Beijing promoting conference on patent model and IP panel tour organized by Beijing IP Office was held in Beijing recently.

Beijing IP Office announced the 5th group of Beijing patent model enterprises. Forty entities including Institute of Microelectronics of Chinese Academy of Sciences and Beijing Qihoo Technology received the honor. Besides, over 37 IP managers from the patent pilot and model entities were selected as the first batch of IP panel members.

北京

日前,北京市知识产权局组织召开了2013年北京市专利示范暨知识产权专家团巡讲工作推进会。

会上,北京市知识产权局向中国科学院微电子所、北京奇虎科技等40家企事业单位授予第五批北京市专利示范企业称号。来自全国和北京市知识产权试点、示范单位的37位专职知识产权管理人员入选首批企业知识产权专家团成员。



Shaanxi

Shaanxi IP Office recently revised and issued The Measures on Patent Dispute and The Rules on Administrative Penalty Criterion on Counterfeiting Patents.

The revised measures include four sections: general rules, managing procedures, mediation and supplementary provisions. The revised rules explicitly stipulate conditions of heavier or aggravated punishment for counterfeiting patents.

陕西

日前,陕西省知识产权局修订并印发《陕西省专利纠纷处理办法》和《陕西省查处假冒专利行为办案规程》。

据悉,此次修订的《处理办法》分总则、专利侵权纠纷的处理、专利纠纷的调解和附则4个部分。修订后的《办案规程》对假冒专利行为、明知是假冒专利的行为且提供便利条件的两类违法行为的行政处理和

处罚措施作出规定。

Sichuan

China Chengdu International Festival of Intangible Cultural Heritage organized by Ministry of Culture and Sichuan Provincial People's Government was held in Chengdu recently, celebrating the 10th anniversary of the Convention for the Safeguarding of Intangible Cultural Heritage.

Apart from looking forward to this international festival, China will make effort to save traditions and play its bigger intentional role in preserving the varieties of human culture.

四川

近日,由文化部、四川省人民政府等共同主办的“中国成都国际非物质文化遗产大会暨庆祝《保护非物质文化遗产公约》通过10周年纪念大会”在成都举行。

据悉,大会形成《成都展望》,提出未来10年,要通过文化自觉、文化自适、文化自信,使非物质文化遗产的价值能够得到充分体现,为构建世界和谐、保护人类文化多样性发挥更大作用。

Guangdong

Recently, the 18th Guangzhou International Lighting Exhibition was held in Pazhou exhibition center in Guangzhou. Guangzhou IP inspection department together with Haizhu District IP Office entered the exhibition for IP protection.

During the exhibition, the two departments dispatched 14 officials who received 26 patent infringement complaints, 13 of which involve patents.

广东

日前,第十八届广州国际照明展在广交会琶洲展览中心举办,广州市知识产权局稽查队联合海珠区知识产权局驻会进行知识产权保护。

据悉,该届展会共出动市区两级专利执法人员14人次,现场处理专利侵权投诉案件26宗,其中,13件涉及专利权。

Guangxi

Guangxi IP Office launched 2013 Guangxi IP enforcement action on mechanical and electrical products recently.

Enforcement officials checked Cade hardware mechanical and electrical mall, registered the patented products and stepped up market watch to combat patent infringement.

广西

近日,广西知识产权局开展了“2013年广西五金机电产品知识产权执法维权‘护航’专项行动”。

执法人员对科德五金机电城进行执法检查,重点检查涉及民生的五金机电产品。检查中,执法人员对标注专利标记的商品进行逐一登记,对检查中发现的问题进行纠正,并指导商家把好产品进货关,避免销售假冒专利产品。

What can Kindle bring to China's e-book market Kindle 将给中国电子书市场带来什么

After numerous rumors and delays, Amazon.com Inc, the world's largest e-commerce company, had started selling its e-book readers in China since June 7. In the meantime, many domestic competitors including Dangdang, Hanvon, Tianyi quickly rolled out their e-book readers to grab the market share.

What impact will Kindle have on China's e-publishing industry? "Kindle e-readers and tablets would boost online retailers to develop digital books and invest more money and technology in e-books market in the future," a Jingdong principal told CIP News reporter recently.

However, in An Da's opinion, the chief of audiovisual electronic publishing department of Posts and Telecom Press, Amazon might face several obstacles, including regulatory challenges for limited content in e-books and Kindle's high prices. Amazon should step up cooperation with content providers to enrich e-book store in order to gain more market shares.

Promoting healthy competition

After a long time of delays, Amazon launched a Chinese Kindle app store in December of last year which meant it had leapt the final hurdle as it sought to sell its hardware in the country. On June 7, the front-lit Kindle Paperwhite e-reader was priced locally at 849 yuan.

As Kindle officially gets into China on June 7, the domestic market silence was suddenly broken. On the coming day, Dangdang released its pre-order of "watching the second generation" for e-readers which priced at 699 yuan. In the same June, both Hanvon and Tianyi launched its e-books officially which priced at 849 yuan. Kindle triggered price war in China's e-publishing market.

"The Kindle's arrival will promote the development of e-book market in China. However, e-book reader has become a high standardized and homogenized product with no technical barrier in hardware, and this will be a big challenge for some brands lacking of content and e-reading experience," said Yu Meng, a marketing manager of Dangdang. "Kindle's arrival is definitely a good thing for China's e-reading market. With its joining, the domestic digital publishing market will gain a positive stimulus for healthy development," the Hanvon principal You Wenjing told the

journalist recently.

Content is key to competition

The introduction of Kindle raised lots of industry concerns and spurred domestic retailers' competitions. "Kindle's content providers in China are weaker than its matured business model, good user experience and reputation." An pointed out. Compared with Dangdang, Jingdong and Tianyi which offer content more than hundreds of thousands of digitizing books, Kindle store only contains about 40,000 digitizing books. China's largest online book-seller Dangdang is simply attempting to create a foothold in content sector. Now Dangdang has 200,000 digitizing books. "We will consider content providers and user experience as the core competence in the future," Yu Meng stressed, "it could be tough for Amazon to face severe competition with limited content."

China Telecom Tianyi relies on the appeal of its digital book museum to attract and keep customers which owns a total of 300,000 digitizing books and has made cooperation with more than 300 publishing houses. As of now, Tianyi has 120 million users and is currently being downloaded 120,000 times a day. There is a large book network resource for readers to download. In contrast, although Amazon is a trusted name in the west, it has lower popularity in the e-publishing business in China.

Amazon should boost revenues for developers as soon as possible in order to attract more cooperation with content providers. In addition, Amazon ought to help publishing companies get publishing rights and improve conversion for seamless synchronous read to store more content.

Sun Peilin, a senior analyst at the consultancy, said he believed the biggest obstacle Kindle faced was Kindle now could not provide enough contents for consumers to purchase or download. Amazon should cooperate with more content providers to draw customers into buying Kindle's e-book products in the fierce competition.

(by Feng Fei)

本报记者 冯飞

"Kindle来了。"数次“爽约”后,6月7日,Kindle电子书阅读器在亚马逊中国的Kindle商店正式开售。与此同时,当当网、汉王、天翼阅读也纷纷推出电子书阅读器,意欲在电子



书市场竞争中占得先机。

Kindle入华将会给中国电子书市场带来哪些影响?京东商城相关负责人在接受中国知识产权报记者采访时表示,亚马逊在中国电子书市场布局终端阅读器将会推动电商企业在数字图书领域的发展力度,并投入更多的资金及技术培育电子书市场。

此观点也得到了业界大多数人的认同,但在人民邮电出版社音像电子与网络出版部主任安达成看来,Kindle在中国还将面临诸多困难,比如优质内容过少及电子书阅读器价格偏高,只有加强与内容提供商的合作,尽快丰富电子书商店的内容,亚马逊中国才能在中国电子书市场分得一杯羹。

Kindle入华促良性竞争

有关Kindle进入中国市场的传言由来已久。去年12月,亚马逊中国的Kindle电子书店正式上线,这也被业界人士视为亚马逊硬件产品进入中国市场的前奏。6月7日,亚马逊中国的Kindle商店正式开售Kindle电子书阅读器Kindle Paperwhite,售价为849元。

Kindle入华像是在平静的湖面投入一颗石头,让沉寂多时的电子书市场泛起阵阵涟漪。就在Kindle上线当天,当当网便在官网发布了电子书阅读器“都看2代”的预售,预售价格为699元。随后,汉王科技电子书和天翼阅读也分别推出了电子书阅读器黄金笔电电子书和天翼电子书,售价都为849元。Kindle刚进入中国市场即遭到国内电商的“围剿”。

当当网市场部高级经理于萌在接受本报记者采访时表示,Kindle进入国内市场将推动电子书市场的发展。但事实上,电子书阅读器在硬件上已经没有技术壁垒,已经成为标准化和同质化程度很高的产品,这对于国内一些单纯依靠硬件,缺乏内容及用户体验不理想的厂商来说是很大的挑战。而在汉王科技电子书市场部经理游文静看来,Kindle的正式入华,将为沉寂多时的中国电子书市场注入新的活力,并可推动国内数字出版产业的健康良性发

展。

内容资源成比拼重点

在沉寂多时的电子书市场,Kindle的出现犹如国内数字出版市场的一条鲑鱼,刺激了一些电商企业积极投入到市场竞争中。但在安达成看来,亚马逊虽然已有成熟的商业模式、良好的用户体验及口碑,但优质内容的缺失是其在华发展的瓶颈。“目前,亚马逊中国的电子书只有4万多种,而作为其竞争对手的当当网、京东商城及天翼阅读拥有数十万电子书库存量。”

一直以来,当当网不断丰富其电子书内容,并积累了诸多资源。据于萌介绍,当当在售数字化商品有20万种。“硬件不再是比拼重点,我们将把内容和用户体验作为未来竞争的核心。”于萌表示,Kindle虽然在华有一定的品牌基础,但其内容不够丰富,无法满足用户的阅读需求将是亚马逊面临的难题。

已经开始预售天翼电子书的天翼阅读也是靠丰富的内容资源吸引用户。“天翼阅读拥有30万册电子书,并和300多家出版社就电子书达成合作。截至目前天翼阅读已有用户12亿,电子书每天的下载量大约有12万余次。”天翼阅读文化传播有限公司市场部副总监姜蕊钰介绍,天翼阅读之所以拥有庞大的读者群及电子书的下载量,正是依靠海量的电子书内容。亚马逊虽然在全球数字阅读占有不可撼动的地位,但是在中国市场,它的中文电子书资源却不尽如人意。

对此,安达成建议,亚马逊应尽快让内容提供商电子书获得相应收入,这才能吸引内容提供商与其达成合作。亚马逊还应协助出版社尽快获得更多优质图书的数字版权,并帮助其转换成电子书阅读器适配的格式,这有助于Kindle尽快丰富其电子书内容。

在独立行业观察家孙培麟看来,Kindle获取电子书内容的最大障碍是中国电子书市场的内容资源集中度低,获取内容资源的成本高。亚马逊只有尽快和多家内容提供商达成合作,才能在中国电子书市场的竞争中获取一席之地。

China's IP in foreign eyes



Chinese spacecraft blasted off to begin the country's fifth manned space mission, taking three astronauts to an orbiting space lab from where

they gave science lessons to youngsters. China is hoping to join the United States and Russia as the only countries to send independently maintained space stations into orbit. It is already one of just three nations to have launched manned spacecraft on its own. (Chinese Craft Blasts into Space on Docking Mission, by Associated Press)

中国飞船顺利升空,拉开了中国第5次载人航天飞行任务的序幕。飞船将3名宇航员送上太空轨道实验室。在那里,他们给青少年上了一堂生动的科学课。中国希望与美国和俄罗斯一起,成为世界少数几个能将独立运行的空间站送入太空轨道的国家。中国已成为独立发射载人航天器的仅有的3个国家之一。(《中国飞船升空执行太空对接任务》,美联社)

Comment:

From initial manned spacecraft flights to space lab docking, China's manned space undertaking has achieved huge progresses in the past decade. The launch of Shenzhou 10 spacecraft is another important step and it's a source of enormous pride for China, reflecting its rapid economic and technological progress and ambition to rank among the world's leading nations.

点评:

从最初的载人飞船到太空实验室对接,在过去10年中,中国的载人航天事业取得巨大进步。神舟10号的升空是中国在航天领域的又一重要举措,它是中国的骄傲,反映出中国在经济和科技领域的快速进步,以及跻身世界先进国家的雄心。



The primary epic story of the 21st Century will be struggle for dominance between the United States and China, according to University of Maryland economist Peter Morici. In the longer term, Morici estimated that the U.S. economy could grow 4 to 5 percent per year, while China could achieve

5 to 7 percent annual growth. European and Japanese growth will be closer to 3 percent and emerging economies will grow by about 4 or 5 percent, he predicted. (US, China will dominate global economy: Morici, by American Metal Market)

在美国马里兰大学经济学家彼得·莫里奇看来,21世纪一个重要的事情,将是美国和中国争夺世界经济主导权。莫里奇预计,从长远角度来看,美国经济可能实现4%至5%的年均增长率,而中国可以达到5%至7%。欧洲和日本的年均增长率将接近3%,新兴经济体将达4%至5%。(《莫里奇:中美将成为全球经济主宰》,美国金属市场网站)

Comment:

Thanks to the commercial interests that are always coming up with new products and methods of

production, innovation continues at a strong pace in the world. Innovation and the ongoing technological revolution will continue to help emerging market countries like China compete in the global marketplace.

点评:

得益于商业利益的驱动,以及新产品和新生产方法的不断涌现,创新和持续的技术革命将帮助像中国这样的新兴国家在全球市场竞争中昂首前行。

(by Correspondent Wang Weimei from Canada)

(本报通讯员汪玮发自加拿大)

Table with 2 columns: Role and Name. Includes English Translator (Ru Guo), Editor (Meng Yijun).