

China celebrates the fifth anniversary of IPR strategy implementation

5年 中国实施知识产权战略带来显著变化

This June 5 marked the fifth anniversary of the implementation of the Outline of National Intellectual Property Strategy. In accordance with the overall requirements of the outline, the IPR works have achieved remarkable progress in creation, utilization, protection and management. WIPO Director General Francis Gurry highly appreciated Chinese government's efforts in advancing IPR development, and said that China's experience in implementing the strategy and conducting it as the national strategy should be popularized and learned by other nations.

Ability to create IPR improved rapidly

The year 2012 witnessed new breakthroughs in the IPR registration and grants in China. Applications and grants of invention patents, utility model patents and design patents mounted up to 2.051 million and 1.255 million respectively. Moreover, invention applications have topped the world. The valid patents for invention owned by domestic right holders exceeded the numbers of foreign owners for the first time. Invention patents owned by each 10,000 citizens reached 3.23. By the end of 2012, SIPO accepted a total of 19,926 international applications under PCT, ranking the 4th in the world, with applications by ZTE, a leading company in providing telecommunications equipment and network solutions, ranking first in the world for two consecutive years. China also made great breakthroughs in trademark applications, with 1.648 million applications for trademark registration accepted in 2012, maintaining the first in the world. In 2012, a total of more than 688,000 work copyrights and 139,000 software copyrights were registered, which both creat record. Ministry of Agriculture accepted more than 1,000 applications for plant variety throughout 2012 and State Forestry Administration accepted 148 applications for forestry variety rights.

Utilization of IPR advanced obviously

Patent licensing contracts for the record amounted to 88,505 in total between 2008 and 2012, and this number was estimated to reach

100,000 in 2013. In the past five years, the proportion of patent utilization by the enterprises increased year by year, IPR pledge financing developed rapidly, with the number of the registration of patent pledge contracts increased for five consecutive years and 40 billion yuan of pledge loan has been credited by the banks, an annual increase of 70%. In 2012, 21.46 billion yuan and 2.751 billion yuan of pledge loan of trademark and copyright have been credited respectively.

New breakthroughs have been made in key technologies and some technical standards have been made by Chinese innovators. The increasing IPRs have extended social economic benefits. Enterprises as main innovators continuously contribute more

to the social and economic development, more and more Chinese companies such as ZTE and Huawei have explored overseas market with IPRs.

Capability to protect IPR greatly enhanced

In the past five years, the Chinese government has strengthened IPR protection and the IPR environment has been continuously improved. In 2012, local courts around China accepted 87,419 new IPR civil cases of first instance, triple than those in 2007. The procuratorial organs nationwide accepted the request for approval of arresting suspects involving 5,256 IPR criminal cases, doubled than those in 2007. In 2012, national public security organs cracked 44,000 cases of IPR infringement and counterfeiting with a total value of 11.31 billion yuan. The national customs departments seized 15,000 batches of infringing goods and a total of 91 million products, and the General Administration of Customs accepted 4,379 applications for IPR customs protection recordation. The national industry and commerce system investigated 120,400 infringement and counterfeiting cases and confiscated 851 million yuan. The national IPR system accepted 2,510 patent disputes cases, investigated and punished 6,512 patent counterfeiting cases. A total of 282 online piracy cases were investigated and 129 websites were shut down by the copyright authority nationwide. It's worth noting that since the State Council launched the special campaign on cracking down IPR infringement and counterfeiting and shoddy goods, a favorable market environment has been continuously improved. The treaty to protect the intellectual property rights of film and television performers worldwide was finalized in Beijing last year with 185 member states of the World Intellectual Property Organization, including China and the U.S., signing the document. The new treaty for the first time brought audiovisual performers into the fold of the international copyright framework in a comprehensive way.

Social IPR awareness remarkably enhanced

In the past five years, IPR-related departments created a new atmosphere for IPR protection by means of social publicity, special training, media report, and thematic lectures. Meanwhile, China launched the IPR Publicity Week nationwide, social awareness has been obviously enhanced. According to a social survey, the level of IPR acknowledgement, including patent, copyright, and trademark, has been over than 90% among the public, and a majority of the respondents oppose the piracy and support genuine. The survey shows that the piracy rate has dropped to 11.8% in 2012 from 15% in 2008.

(by Wu Hui)

本报记者 吴辉

2013年6月5日是中国颁布实施《国家知识产权战略纲要》5周年的纪念日。5年来,中国知识产权事业进入新的高速发展期。与战略实施前相比,全社会创造、运用、保护和管理知识产权的水平取得可喜进步。世

界知识产权组织总干事弗朗西斯·高锐指出,“中国颁布实施《国家知识产权战略纲要》,将知识产权战略发展上升为国家战略的做法值得推广,取得的经验也值得其他国家学习”。

据了解,战略实施5年来给中国带来明显的变化:

知识产权创造能力快速提高。

2012年,中国受理的3种专利申请量和授权量分别达到205.1万件和125.5万件;发明专利申请量已居世界首位;国内有效发明专利拥有量首次超过国外;中国每万人口发明专利拥有量已达到3.23件。中国受理通过《专利合作条约》(PCT)提交的国际申请数量达到1.9926万件,升至世界第4位,中兴通讯的PCT国际专利申请量连续两年在全球企业中位居第一。中国受理商标注册申请164.8万件,商标累计有效注册量继续保持世界第一。作品著作权登记量68.8万件,软件著作权登记量13.9万件,双双达到历史新高。农业植物新品种权申请量突破1000件,林业植物新品种申请量148件。

知识产权运用水平明显提升。

2008年至2012年,中国专利实施许可合同备案申请登记数量累计已达8.8050万件,今年预计将突破10万件。企业专利实施比例逐年提高,知识产权质押融资工作广泛开展,专利质押合同登记连续5年保持高速增长,质押金额平均增长率近70%,累计超过400亿元人民币;商标、版权质押金额2012年分别达到214.6亿元和27.51亿元。一些关键技术领域取得突破,形成一批核心自主知识产权和技术标准,经济社会效益日益显著。企业作为知识产权运用主体的地位不断提升,涌现出一批以华为、中兴通讯等为代表的依靠知识产权实现国际发展的典型。

知识产权保护力度大幅增强。

与2007年相比,2012年,全国地方法院共新收知识产权民事一审案件8.7419万件,增加近3倍;全国检察机关受理提请批准逮捕侵犯知识产权犯罪案件5256件,增加超过2倍。2012年,全国公安机关组织开展“破案会战”,全年共破获假冒伪劣犯罪案件4.4万起,涉案总价值达113.1亿元,总体战果成倍增长。全国海关共扣留侵权货物1.5万批次,涉及商品9100余万件。海关总署核准知识产权备案申请4379件。全国工商系统立案查处侵权假冒案件12.04万件,涉案金额8.51亿元。全国知识产权系统受理专利纠纷案件2510件,查处假冒专利案件6512件。全国版权系统在打击网络侵权盗版专项治理行动中查处案件282件,关闭网站129家。特别是在国务院开展打击侵犯知识产权和制售伪劣商品犯罪专项行动期间,知识产权保护重拳出击,成效明显。去年,世界知识产权组织185个成员国及组织在北京缔结了《视听表演北京条约》,体现了国际社会对中国近年知识产权保护工作进步的认可。

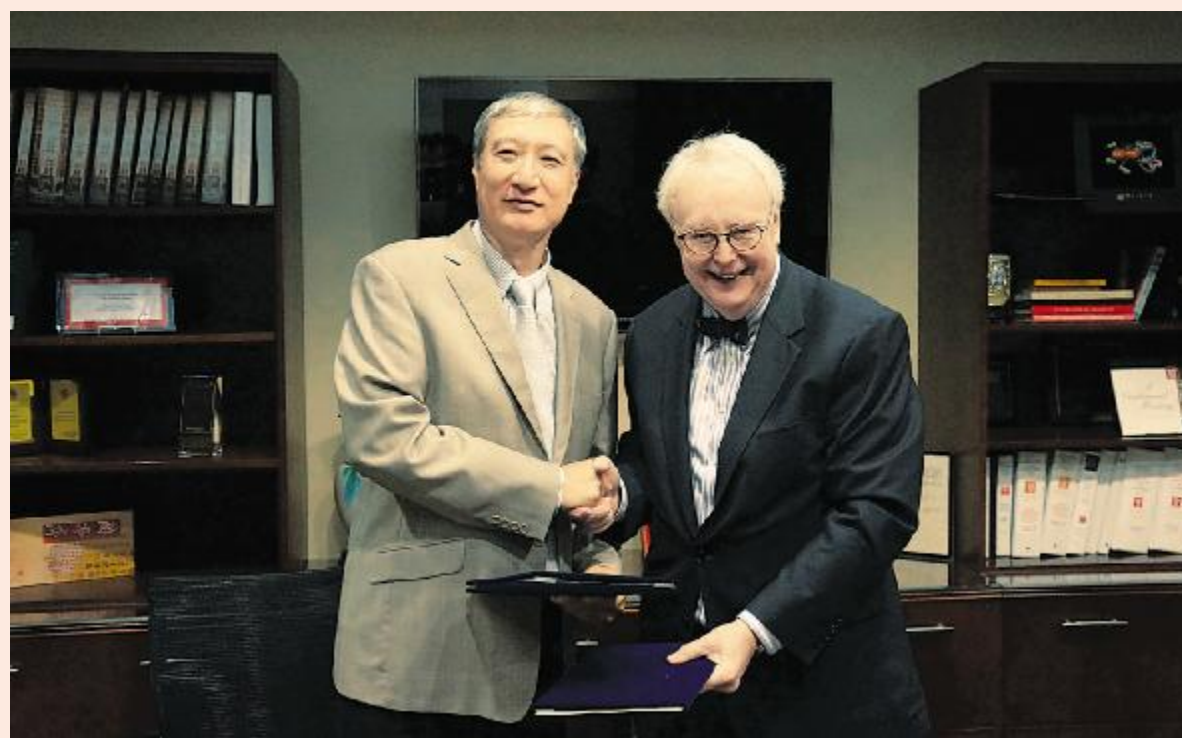
全社会知识产权意识显著增强。

战略实施以来,各部门综合运用社会宣传、媒体报道、专题培训、学校教育等多种形式,充分利用全国知识产权宣传周等重大活动,推广和普及知识产权知识,使尊重和知识产权保护意识深入人心。调查显示,目前中国公众对专利权、著作权等知识产权的认知程度已超过90%,较2008年有大幅提升;大部分受访者对盗版持反对态度,软件盗版率已经由2008年的15%下降至2012年的11.8%,显示出社会公众的知识产权意识和素养日益提高。

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Tian Lipu heads a delegation to JMLS

田力普率团访问马歇尔法学院



Tian Lipu (L) is exchanging cooperation agreement with John Corkery. 图为田力普(左)与约翰·考克利交换合作协议。

On May 30, SIPO Commissioner Tian Lipu led a delegation to John Marshall Law School (JMLS), located in Chicago, the U.S. Tian was warmly welcomed by the Dean John Corkery, President of JMLS Board of Trustees Leonard Amari, the Senior Consultant of JMLS's Asian Alliances Program Dorothy Li.

During the visit, Tian Lipu conducted a friendly talk with the leaders of JMLS. Tian thanked JMLS's long term contribution to SIPO's talent training, and hoped that both sides expand cooperation on the basis of exist success.

Corkery agreed with Tian, and also appreciated the support and trust from SIPO over the years.

The two sides also renewed the agreement on jointly running post-degree program. The agreement adjusted some terms including recruit, schedule and the lifetime of the agreement, which lays a solid foundation for further developing close relationship between the two sides.

Moreover, Tian visited the new teaching building of JMLS. Tian appreciated the achievements made by the school in recent years, and wished them a good mark in the future. (by Zhao Yan)

本报讯 5月30日,中国国家知识产权局局长田力普率团访问了位于美国芝加哥的约翰·马歇尔法学院,并受到了马歇尔法学院院长约翰·考克利、马歇尔法学院基金董事会主席奥纳德·阿玛利、马歇尔法学院亚洲联盟高级顾问李

汪引兰女士的热烈欢迎。

访问期间,田力普与马歇尔法学院领导层进行了友好真挚的会谈。田力普表示,感谢马歇尔法学院长期以来对中国国家知识产权局人才培养作出的贡献,并希望双方在目前合作基础上继续扩大合作。

考克利对此表示赞同,并感谢中国国家知识产权局多年来对马歇尔法学院的信赖和支持。

双方还交换了中国知识产权培训中心与马歇尔法学院联合培养硕士项目的续签协议。续签协议就招生对象、课程安排、协议期限等部分条款进行了调整,为巩固和发展双方的密切合作关系进一步奠定基础。

此外,田力普还参观了马歇尔法学院扩建后的教学楼。田力普对马歇尔法学院近年来的成就表示赞赏,并祝愿马歇尔法学院今后取得更大的成就。(赵妍)

China's IP in foreign eyes

The combination of a strong, rising China and economic stagnation in Europe and America is making the west increasingly uncomfortable. China seems to be steadily taking over the world commercially. Since 2008, the west's economic downturn has allowed them to gain broad access to western markets to hunt for technology, know-how and deals that weren't previously available to them. (China's Economic Empire, by The New York Times)

一面是强大、正在崛起的中国,一面是经济停滞的欧洲和美国,这种局面让西方社会感到越来越紧张。中国似乎在商业上更占上风。2008年以来,西方国家的经济衰退使得中国企业获得广泛进入西方市场的机会,

并取得技术、商业秘密以及一些过去从来无法实现的交易。(《中国经济帝国》,纽约时报)

Comment:

As the fast growth of the economy, Chinese companies are hugely investing around the world and some western assets like brands, trademarks and patents, which weren't sold in the past, are now available. By acquiring IPR and advanced management from overseas, China further promotes world development.

点评:

随着经济的高速增长,中国企业不断扩大海外投资。过去西方一些无法获取的重要资产,如品牌、商标和专利,如今也可以对外出售。通过掌握来自海外的知识产权和先进的管理理念,中国进一步推动了世界经济的发展。



Lenovo CEO Yang Yuanqing said his China-based company is aiming to bring its smartphones to the US market within a year. Although the Lenovo brand is well-known in China, it has relatively little recognition in the U.S. Yang, however, remains confident that his company will adjust its strategy accordingly. "We know the importance of marketing, and we will strengthen that," he said. (Lenovo wants to sell phones in the US within a year, by The Verge)

联想集团 CEO 杨元庆表示,作为一家立足于中国的公司,联想集团的目标是在一年之内将其智能手机卖

到美国。不过,虽然联想品牌在中国广为人知,但其在美国的知名度相对较低。尽管如此,杨元庆仍然坚信联想能够相应地调整其战略。他表示,“我们意识到营销的重要性,我们会在这一方面不断加强。”(《联想欲在一年内将手机卖到美国》,前沿网站)

Comment:

Since last year, Lenovo has expanded its smartphone business outside China, starting from India, Russia, etc. However, to target new markets in the US and Europe, Lenovo still has a long way to go.

点评:

去年以来,联想集团扩大了其在中国市场以外的智能手机业务,如印度、俄罗斯等。然而,把产品销往美国和欧洲市场,联想要走的路还很长。

(by Correspondent Wang Weiwei from Canada)
(本报通讯员汪玮发自加拿大)