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TV show "A Bite of China" sparks food flurry

舌尖上的知识产权名扬四海

aving started filming without much-heralded, "A Bite of China," a 2012 Chinese documentary television series on the China Central Television quickly gained popularity and moved a good number of the Chinese population. The series present audiences with the stories behind the various kinds of delicious food and the homesickness, heritage and national spirit it contains. Along with the hot broadcast of the documentary television series and the remarkable book "A Bite of China" sold, the topic around its brand, trademark intangible cultural heritage draws high attention among the public.

Cultural products favored widely

The large population and high variety of climates make China have gifts of the nature of potential food material more than any other country. Chinese never tie their cooking to a bored food list. People here use their wisdom to innovate and explore new flavors in traditional Chinese delicacies. "After aired on the television station, the series remain a hot topic for discussions, forming a 'butterfly effect', have whipped up huge interest among the public." Hu Zhanfan, president of CCTV and the producers of "A Bite of China", pointed out. The documentary was not only widely viewed hit show in China with high ratings but also attracted quite a lot of attention of communications agencies overseas. In the early April of this year, China Inernational Television Corporation had signed letters of intent with Germany, South Korea, the United States, Taiwan and Hong Kong including more than 20 countries and regions during the Festival De Cannes.

The remarkable book "A Bite of China", published by Guangming Press, has caused many Publishing Houses' attention overseas. Now, Guangming Press has signed the copyright contracts for Korean, traditional Chinese and English versions with publishers from South Korea, French, Italian, and Spanish publishers have already made appointments to further negotiations copyrights.

Reignited the brand power

CCTV's smash hit documentary "A Bite of China" has not only reawakened the taste buds around the country but also reignited the power of its brand. Shanxi fish mutton steamed stuffed bun's sudden rise to fame overseas was directly brought about by the brief screen appearance in this documentary. Wang Tongyun, the founder of the food company just with 30,000 yuan registered capital, insisting on the principle of enhancing quality and brand image outside, has spent eight years building the bun into a famous regional snacks with cultural elements overseas.

The trademark dispute of "little sheep" in 2003 made Wang Tongyun aware that the importance of the brand protection. He started to build the brand in the two ways of improve its popularity and applying for intellectual property protection. Wang has obtained a number

of invention patents and trade mark registrations during the eight years.

With the hot broadcast of documentary television series and the remarkable book A Bite of China well sold, fish mutton steamed stuffed bun has continuously improved brand awareness. The company will step up operating the strategy of brand construction and developing more chain stores to expand the market throughout the country and go abroad.

Stepping up intangible cultural heritage protection

"A Bite of China" gives a 360-degree introduction from the beautiful and refined process of food-making techniques to various kinds of food preservation method like salting, sugaring, oiled, drying and freezing which including the intangible cultural heritage of making skills of Jinhua ham, fermented bean curd and pickles. In 2008, the making skills of Jinhua ham were enlisted in the national intangible cultural heritage. As the professional enterprise that manufacture and sell Jinhua ham, Jinhua ham company continued to step up inheriting culture and innovation and raise price to thousands of yuan. The enterprise made a successful IPO in 2010. By introducing those marvelous Chinese foods, "A Bite of China" has touched off a boom in the intangible cultural heritage of delicious food which also promoted the local government to strengthen the protection of the intangible cultural heritage.

This documentary offers insights into the unique etiquette and ethics

culture that lie behind the time-honored history of marvelous Chinese food. The strong sales of documentary overseas ignite an intense sense of national identity of Chinese. Law on Intangible Cultural Heritage of China took effect on June 1, 2011, in hopes to ensure the better preservation of the country's cultural legacies. (by Feng Fei)

本报实习记者 冯飞

《舌尖上的中国》,一部没有事先 张扬的纪录片,却真正感动了中国。 有人看到了美食;有人看到了乡愁; 有人看到了传承;有人看到了国魂。 伴随着纪录片的热播及同名图书的 畅销,其蕴含的品牌、商标、非物质文 化遗产等话题,也让舌尖上的知识产 权香飘四海。

文化精品受青睐

众多的人口需求及千变万化的 气候条件使中国比其他任何一个国家 都可能拥有更多潜在的食物原材料。 而中国人也从未把自己束缚在一张乏 味的食品清单上,人们怀着对食物的 不同理解,用自己的智慧不断创造新 的食物。"纪录片播出后,一时间成了 人们街谈巷议的公共话题, 由这部纪 录片引发的'蝴蝶效应'仍在扩散。' 《舌尖上的中国》出品人、中央电视台 台长胡占凡说。《舌尖上的中国》不仅 在中国热播,收视率高居不下,还引起 了多家海外传播机构的关注,据中国 国际电视总公司相关负责人透露,今 年 4 月初,在法国戛纳举办的电视节 中,中国国际电视总公司已分别与德 国、韩国、美国等20多个国家和地区 的传播机构达成销售协议或意向。

纪录片在海外热销的同时,中国 光明日报出版社出版了同名图书《舌 尖上的中国》,其一出版便受到多家 海外出版社的关注。中国光明日报出



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商标品牌引关注

由《舌尖上的中国》引发的"舌尖热"不断升温的同时,"舌尖"的品牌力量也在不断发酵。晋中小吃鱼羊包是《舌尖上的中国》中介绍的一道美食,其在纪录片中的短暂亮相,却使"鱼羊包"一夜之间名扬海外。据悉,晋中鱼羊包餐饮文化有限公司成立之初,注册资金仅有3万元,其创始人王同云用8年时间"内提质量、外树品牌",将鱼羊包打造成了一个蜚声省内外、具有深厚历史文化底蕴的名小吃。

记者在采访中得知,2003年的"小肥羊"商标争夺战,让王同云意识到品牌保护的重要性,他当即决定从扩大知名度、申请知识产权两方面入手,进行"鱼羊包"品牌打造工程。在8年时间中,分别获多件中国发明专利和注册了多件商标。王同云表示,今后将继续品牌建设战略,力求用几

年时间把鱼羊包以连锁店的形式发展到全国各地,并实现跨国经营。

非遗保护应加强

《舌尖上的中国》不仅为观众介绍了多种美食的制作方法,更展现了盐渍、糖渍、油浸等不同食物的保存方法,这其中就包括金华火腿、腐乳酿造技艺、酱菜制作技艺等非遗项目。记者在采访中了解到,2008年,金华火腿的制作工艺被列入国家非物质文化遗产保护目录。作为专业生产金华火腿的企业,金华火腿公司将传统文化进行现代化改造和创新,每只火腿的售价由几百元提高到数千元,并且于2010年成功上市。随着《舌尖上的中国》掀起的"非遗美食"的热潮,各地政府也加强了对非遗的保护与核烟

《舌尖上的中国》之所以如此的为人津津乐道,是因为它展示了一个民族、一个地域长久传承下来的"味道"。而纪录片在海外市场的热销,更激发了国人对民族文化的强烈认同感。2011年6月,中国非物质文化遗产法正式实施,将非遗的"保存"和"保护"区分开来,让非遗保护从此变得有法可依。中国致力于对非遗的保护,也正是努力把那些相传以久的智慧结晶保护起来。

China's IP in foreign eyes



H uawei Technologies Co.
plans to spend a total of \$2
billion in the U.K. and double its workforce there over the next
five years, as the Chinese technology giant sees growth opportunities
despite uncertainties over Europe's

economic outlook. Last year, Huawei posted 203.93 billion yuan (\$32.2 billion) in revenue, with nearly 70% generated outside China. The company's revenue in Europe rose 29% to about \$3.75 billion, accounting for 13% of its overall revenue. (Huawei to Spend \$2 Billion in U.K. Despite Europe's Economic Woes, by The Wall Street Journal)

华为技术有限公司计划在未来 5年中在英投资 20 亿美元并增加 1倍的员工数量。这个中国科技巨擘 从欧洲经济前景的不确定性中仍然 看到了增长的机会。去年,华为宣称 其年收入为 2039.3 亿元人民币(约 322 亿美元),其中近 70%来自中国 境外。该公司在欧洲的收入增长了 29%,约为 37.5 亿美元,约占其总收 入的 13%。(《欧洲经济困境难阻华 为在英投资 20 亿美元》,华尔街日 报)

Comment:

The uncertain economic outlook doesn't necessarily mean that there is no opportunities. Huawei, China's largest and the world's second-largest maker of telecommunications equipment, knows there is growing demand for technology, and eventually tackled the obstacles to expansion in countries like the U.K. where government officials have raised concerns about potential cyber security threats.

点评:

不明朗的经济前景并不一定意味着机会不存在。华为,作为中国最大、世界第二大的电信设备制造商,充分了解市场对技术日益增长的需求,一举扫清了进入英国等网络安全威胁论盛行的国家的障碍。



he past 10 years is a decade of the rise of Chinese brands. China has created numerous brands over the past 10 years, and made itself the largest brand. While Chinese goods remain popular around the world, China's manufacturing sector is undergoing active transformation and upgrading, and is moving away from providing only "cheap" and "low-end" products. As the quality of domestic construction equipment has improved

greatly, the market share ratio of Chinese to foreign brands has increased from previous 1:9 to 9:1. (Chinese brands on the rise, www. livetradingnews.com)

过去的 10 年是中国品牌崛起的 10 年。在过去的 10 年里,中国创造了无数品牌,包括"中国"这个最大的品牌。当中国制造的产品在世界各地流行之时,中国的制造业也处于积极的转型和升级中,而不再仅仅是提供"便宜"和"低端"的产品。随着中国国内品牌质量的大幅提高,中国品牌和外国品牌所占中国市场份额的比例从以前的 1:9 上升到 9:1。(《崛起的中国品牌》,现场交易新闻网)

Comment:

Obviously, Chinese companies become more and more famous in the globe and have shown great vitality. Many of them are even leading the world in their respective fields. Behind these bright brands, there is independent innovation guided by intellectual property strategy. As Forbes Magazine commented, China has entered the high-tech focusing ring.

点评:

显而易见地,中国企业在全球范围内变得越来越出色,并已显示出强大的生命力。它们中的许多甚至在各自领域处于世界领先地位。在这些光鲜品牌的背后,是以知识产权战略为导向的自主创新。正如《福布斯》杂志评论所言,中国已经进入了高科技时代。

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

() EXPRESS

Prada blocks "MIU MIU" wedding dress

普拉达阻击"MIU MIU"婚纱

ell-known Italian luxury brand Prada Limited Company (Prada) recently won a trademark lawsuit at the first instance by citing the relevant rights of its sub-brand "MIU MIU" in China. The court held that the trademark "Miu Miu" the natural person Chen filed on wedding dress constitutes similarity with the three trademarks referenced by Prada.

The trademark in question to be registered in wedding dress and masquerade clothing etc. was filed by Chen in August 2003. Then Prada filed an opposition to the application. By citing three "MIU MIU"

trademarks registered through the Madrid international trademark registration system. Prada held that the products Chen tried to register in constituted similarity with its own products

The Trademark Office and the Trademark Review and Adjudication Board (TRAB) both under the State Administration for Industry and Commerce rejected Prada's request and approved the trademark in question was registered. TRAB ruled that the commodities from both sides did not constitute similarity and did not lead consumers to confusion, so there was no simi-

larity between the trademarks.

Beijing No.1 Intermediate People's Court approved Prada's appeal. The court held that the brand awareness of Prada's "MIU MIU" cannot be ignored and there is no significant difference between the two kinds of commodities. Therefore, it is easy to lead consumers to confusion. So similarity is constituted. Accordingly, the above ruling of TRAB was quashed.

(by Yang Qiang) 本报讯 意大利知名奢侈品牌商普拉达有限公司(下称普拉达公司)日前通过引证其子品牌"MIUMIU"在中国的相关商标权益,在一起商标异议复审行政诉讼案件一审 中胜诉,自然人陈某申请的婚纱等商品"Miu Miu"商标(下称被异议商标)被认定与普拉达公司的3件引证商标构成相同或类似商品上的近似商标

据了解,陈某于 2003 年 8 月申请被异议商标时,其指定使用的商品为婚纱、化妆舞会用服装等。该商标异议期内,普拉达公司提出异议申请,并引证了 3 件通过国际注册的"MIU MIU"商标。普拉达公司主要认为,被异议商标申请使用的婚纱等商品与其引证商标核定使用的商品构成相同或类似。

对普拉达公司的上述主张,中国 国家工商行政管理总局商标局、商标 评审委员会(下称商评委)均在其裁



定中认为不能成立,并裁定核准被异议商标注册。其中,据商评委裁定称,双方商标指定使用商品不属于类似商品,同时也不易导致消费者的混淆误认,因此不属于近似商标。

北京市第一中级人民法院一审 判决认为,基于涉案证据,普拉达公 司的"MIU MIU"服装品牌已经被相关公众所熟知,具有一定知名度。而且双方商标指定使用商品均属于《类似商品与服务区分表》中的服装类商品,其用途均为特殊场合的穿戴类服装,因此二者功能、用途、消费群体等方面均无明显差异,应判定为类似商品。如被异议商标被核准注册,容易引起消费者对商品来源的误认。据此,法院一审判决撤销商评委上述裁定

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