

TV show "A Bite of China" sparks food flurry 舌尖上的知识产权名扬四海

Having 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.

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.

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.

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.

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，却真正感动了中国人。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。

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，人们并不对食物的不同理解，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。

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。

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。

《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。



economic outlook. Last year, Huawei posted 203.93 billion yuan (\$32.2 billion) in revenue, with nearly 70% generated outside China.

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。

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。



The 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.

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。

Obviously, Chinese companies become more and more famous in the globe and have shown great vi-

ty. 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.

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领域处于世界领先地位。

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



Prada blocks "MIU MIU" wedding dress 普拉达阻击“MIU MIU”婚纱

Well-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.

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.

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“MIU MIU”在中国的相关商标权益，在一起商标异议复审行政案件一审

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。

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。

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