

China's IP in foreign eyes



At last month's IFA 2012 electronics show in Berlin, one of the biggest head-turning products was from China-based TCL Multimedia. Ice Screen, the upcoming 26-inch Android-based smart display from China's TCL, looks like the kind of TV a younger generation would appreciate. It will debut in China as part of a partnership with Chinese Internet provider Tencent as the world's first large screen mobile intelligent cloud product. "The Chinese set makers are doing their job catching up in technical development that typically took the Chinese brands a years to roll out," says Paul Gagnon, director of North America TV Research at DisplaySearch. (TV's next generation may come from China, by Fortune)

在近期举行的德国柏林国际消费电子展(IFA 2012)上,最引人

注目的产品来自中国 TCL 集团。冰屏, TCL 即将推出的基于安卓系统的 26 英寸智能显示器,看来必将得到年轻人的赏识。它将以世界上第一个大屏幕移动智能云产品的身份,成为中国互联网服务提供商腾讯合作伙伴关系的组成部分。"中国的电子产品制造商们正在抓紧进行技术赶超,通常只需一年,中国品牌就能脱颖而出。"一专业显示器市场调查机构的北美电视研究总监保罗表示。(《下一代电视机或来自中国》,财富杂志)

Comment:

Until a few years ago TCL's sets were sold in the United States under the RCA brand, but the company changed its strategy in 2010 to focus on promoting its own TCL brand instead. TCL is not the lone China-based brand making a name in the global stage. Along with the development of technology, instead of selling their no-name products on cheap, more and more Chinese companies are headed overseas with their own brand names.

点评:

几年前, TCL 公司只是依靠 RCA 品牌开始在美国出售,但该公司在 2010 年改变了策略,开始打造自主品牌。在全球舞台上, TCL 并不是唯一的中国品牌名称。随着科技的发展,中国企业不再是依靠出售廉价的产品,而是通过不断打造自主品牌来开拓国际市场。



Lenovo Group Ltd. continued its buying streak Tuesday as it announced plans to acquire U.S.-based software company Stoneware Inc. for an undisclosed sum in a bid to expand services allowing customers to link devices directly over the Internet. The acquisition won't add significantly to earnings, but it will help the company add new technologies, Lenovo said in a statement. Lenovo-the world's second-largest PC maker by shipments after Hewlett-Packard Co. wants to grow its cloud-computing offerings that allow users to access data remotely or control different devices via a single computer. (Lenovo Acquires U.S. Software Firm, The Wall Street Journal)

联想集团在收购方面接连传来捷报,近日它又宣布计划收购美国的一家软件公司,以扩展服务,使消费者能够直接将其设备连接到互联网。

联想在一份声明中说,此次收购事项将不会带来显著的收入增长,但它会帮助公司获得新的技术。作为仅次于惠普公司的全球第二大 PC 厂商,联想公司希望能发展其云计算业务,使用户能够远程访问数据或通过一台计算机控制多项设备。(《联想收购美国软件公司》,华尔街日报)

Comment:

Lenovo has been expanding its global business. It has been boosted by aggressively entering lower-margin emerging markets like India, Russia and Brazil. But the company is still in the early stages of developing the new product categories. That's why it made itself connected to companies in Germany and Japan. Now it turns to American company acquisition, looking forward to expanding their technologies in a new area.

点评:

联想一直在扩大其在全球的业务市场。通过大举进入印度、俄罗斯和巴西等低利润率的新兴市场,联想的业务取得了大幅的增长。但联想目前仍处于开发新产品的早期阶段,因此它不断推动自己加强与德国和日本公司的合作。希望通过此次收购美国公司,联想能充实其新兴领域的技术实力。

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

Indonesia IP boss: China does an outstanding job in IP 阿哈默德·穆贾希德·雷利: 中国的知识产权工作成就瞩目



"The achievements China has made in the field of intellectual property (IPR) are significant and impressive, especially in the area of encouraging people to protect IPR." September 10, president of Indonesia Intellectual Property Office (IIPO) Ahmed Mujahid Ramli said excitedly with a big smile on the face after attending the opening ceremony of the China - ASEAN seminar on the protection of IPR and traditional knowledge and genetic resources held in Beijing.

Establish an effective mechanism

Indonesia, the beautiful country of thousand islands, is located in the southeastern area of Asia, and is also one of the five founders of ASEAN. As early as end 19 century, Indonesia has provide IPR law services to the public, and gradually established a comprehensive IPR law and regulation and unified IP administration organs. "In terms of IPR protection, Indonesia has formulated some measures and regulations, and developed a more perfect IPR infringement investigation system. As of now, we have received 55 infringement reports," said Ramli. "On the road to IPR protection, we have made a large number of policies, laws and regulations, and established a more comprehensive investigation system targeting IPR infringement. In 2011, IIPO adjusted IPR infringement investigation procedures. We did utmost to bring both sides to reach compensation agreements and transferred the cases to judicial authorities when the parties can not reach an agreement." Ahmed Mujahid Ramli continued, "As to IPR protection in Indonesia,

we still have a long way to go, especially in the aspect of raising public awareness of IPR. Now we are trying our best to publicize IPR knowledge to enhance public awareness. For example, the infringement of small-sized enterprises in Indonesia is particularly serious. To obtain additional benefit, some traders are even at the cost of making IPR infringement. However, they do not realize such behaviors are break the law. China has made a lot of progress in encouraging people to make innovation as well as enhancing people's IPR awareness, and the achievements it has made are significant. That is what IIPPO is glad to learn from State Intellectual Property Office this time."

Step up international cooperation

"I'm very glad to have a chance to come to China and have deep-going exchanges with leaders of SIPO. Indonesia can learn a lot from China and has a long way to go in IP field." This is the word Ahmad Mujahid Ramli said most frequently to his colleagues. "The slow growth of patent applications remains a big problem for Indonesia. But China received 1.633 million patent applications in 2011 alone, which deeply astonished and very envy letting me," said Ramli. In recent years, in a bid to draw on the experiences and improve international influence, Indonesia carries out international cooperation in IP field, including having signed bilateral treaty with EPO, JPO, actively participating in IPR forums held by WIPO, ASEAN and APEC.

"Some Indonesian companies imported products from China and sold in Indonesian market with their own brands affixed. Some even filed patent applications for such products. We would not grant patent right to them, but we occasionally make an error as the number of such applications is overwhelming. So it is necessary to step up international cooperation in IP filed," Ramli told CIP News reporter.

As the interview was drawing to a close, Ramli expressed his wishes, "I hope Indonesia would



further draw experiences from China, and both sides would have experiences and information shared and promote common development of IPR of two sides." (by Wang Lu) (Photo by Jiang Wenjie)

本报记者 王璐

"中国在知识产权方面取得了瞩目成就,让人印象深刻!尤其是在鼓励人们创新,加强知识产权保护方面取得了突出的成绩。"9月10日,刚刚出席在北京举行的中国-东盟知识产权与传统知识及遗传资源保护研讨会开幕式之后在接受中国知识产权报记者专访时,这位个头不高,面部始终带着笑容的印度尼西亚知识产权局局长阿哈默德·穆贾希德·雷利激动地表示。

建立有效机制

素有“千岛国”之称的印度尼西亚位于亚洲东南部,为东南亚国家联盟的5个创始国之一。早在19世纪末,印度尼西亚便开始向公众提供知识产权方面的法律服务,并逐步建立起完整的知识产权法律法规体系和统一的知识产权行政管理机构。"在保护知识产权方面,我们制定了许多政策和法律法规,并建立了更完善的侵犯知识产权调查制度。到目前为止,我们共收到了55件侵权报告。"雷利表示,“印度尼西亚知识产权局在2011年调整了打击侵犯知识产权调查程序。在对这些报告经过调查分析后,促使当事人双方达成赔偿协议,如双方不能达成协议就转移司法程序。”在谈及印度尼西亚的知识产权保护意识上,我们尽力向社会公众宣传知识产权知识以提升社会公众的意识。比如,在印度尼西亚,小型企业间的侵权行为尤为严重,一些商贩为了获得额外利益不惜侵犯知识

产权,但他们并没有意识到这样的行为是违法的,中国在鼓励人们创新以及提高人们知识产权意识上作了大量工作,取得的成绩大家有目共睹,这也是印度尼西亚知识产权局此次想向中国国家知识产权局重点学习的地方。”

加强国际合作

“很高兴有这次机会能来到中国,与中国国家知识产权局的高层,展开交流与沟通。相比之下,印度尼西亚要向中国学习的还有很多。”这是阿哈默德·穆贾希德·雷利在场的印度尼西亚知识产权局工作人员说的最多的一句话。“印度尼西亚每年新增的知识产权申请的数量非常缓慢。而在中国,仅2011年,中国受理的专利申请量就达到了163.3万件,这个数字让人感到震惊的同时也非常让人羡慕。”近年来,印度尼西亚积极与各国展开知识产权领域的合作,希望借鉴各个国家的经验,提升印度尼西亚在国际上的影响力;如先后与欧洲专利局、日本特许厅等机构签订双边条约;并积极参加世界知识产权组织、东盟、上海经济合作组织等举办的知识产权论坛等。

阿哈默德·穆贾希德·雷利告诉记者,在印度尼西亚的一些企业从中国进口无品牌的产品,在自己国家销售时贴上自己的品牌,一些企业甚至还把来自中国的产品提交了专利申请,此种情况时有发生。虽然印尼知识产权局不会给申请人专利权,但是,在面对数目庞大的专利申请,我们偶尔也会有遗漏或疏忽,所以加强双方的国际知识产权合作是非常有必要且重要的。

在采访接近尾声时,阿哈默德·穆贾希德·雷利表达了心中的期许:“希望进一步了解和向中国所取得的相关经验,双方能够充分交流经验和信息,相互借鉴,促进双方在知识产权领域共同发展。”

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NUMBERS

600

On September 19, the Ministry of Science and Technology issued a 12-Five year plan for broadband network development. The plan requires developing a series of 200 innovative network standards and filing 600 applications for invention.

600件

9月18日,中国科技部公布了国家宽带网络科技发展“十二五”专项规划。规划指出,要形成一系列200项具有自主创新的网络标准和规范;提交600件发明专利申请等。

1,986

In the first half of 2012,

Guangxi filed more 49.1% patent applications, 1,986 of which were for invention, up 96.4%.

1986件

2012年上半年,广西壮族自治区提交专利申请同比增长49.1%,其中,提交发明专利申请1986件,同比增长96.4%。

5,000

Recently, the 2012 China International Patent Fair with the theme "Innovation & Creation" drew 1,000 international standard booths, showcasing 5,000 patents.

5000余件

近日,主题为“创新·创造”的2012年中国国际专利技术与产品交易会在大连举办,共设有1000个国际标准展位,5000余件专利参展。

7,256

At an innovation promotion conference in Shanghai, Highli Group and the other 499 companies are awarded "Shanghai innovative enterprises". In 2011, these enterprises filed 5,156 invention applications and obtained 1,733 patents.

7256件

近日,上海市创新型建设推进大会召开,海立集团等500家企业被评为“上海市创新型企业”。据统计,这些企业2011年发明专利申请量达5156件,发明专利授权量达1733件。

350 million

On September 15, Dalian Intellectual Property Office held a project-signing ceremony for the

creative industry at the Dalian World Expo Plaza. Some 10 domestic and foreign companies locked hands through five agreements with the total value of 350 million yuan.

3.5亿元

9月15日,大连市知识产权局在大连世博广场举行创造力产业项目签约仪式。10家国内外企业签署了5项创造力产业项目对接和合作协议,项目额达3.5亿元。

1,761

As of end of July, Yantai filed 1,761 invention applications, ranking the third position in Shandong province, up 20.70%. The city obtained 377 invention patents rights, up 61.11%, ranking the second position in the province.

1761件

截至7月底,山东省烟台市内共提交发明专利申请1761件,位居全省第三;同比增长20.70%。发明专利授权377件,同比增长61.11%,居全省第二。

9,834

From January 2006 to July 2012, the colleges in Hunan provinces filed 9,834 patent applications, accounting for 8.44% of the total in the province. The colleges cumulatively obtained 4,302 patents, accounting for 7.14%.

9834件

2006年1月至2012年7月,湖南省高等院校累计专利申请量为9834件,占全省同期专利申请总量的8.44%,累计专利授权量为4302件,占全省同期专利授权总量

的7.14%。

50,600

As of June 30, 2012, Chinese provincial governments have purchased 50,600 sets of office software, 2/3 of which were WPS produced by Kingsoft. It benefit most from the legitimate software campaign.

5.06万余套

截至2012年6月30日,中国各地方政府共采购办公软件5.06万余套,其中金山WPS的采购量占据总采购套数的近2/3,成为软件正版化中受益最大的国产办公软件厂商。

Table with 2 columns: Role and Name. Roles include 责任编辑, Executive Editor, 英文翻译, Translator. Names include 柳鹏, Liu Peng.