

CHINA REPORT INTELLECTUAL PROPERTY

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China's IP in foreign eyes

hile the 2008 Games were in Beijing, it was the London Olympics that provided a mature opportunity for athletic wear names - both international and domestic - to brand-build in the China market. During the Olympics, it was impossible to turn anywhere in China without spotting the Anta logo, thanks to its partnership with the Olympic team and other retailers. While Anta and Li-Ning were the most high profile Chinese brands in London, they were not the only ones. Other China names like 361°, Peak, Erke and Xtep all did what they could to leverage the event. (Olympic Gold For Chinese Sportswear Brand, by Brand Channel)

与 2008 年北京奥运会一样,今年的伦敦奥运会为国内外运动服装品牌提供了在中国市场进行品牌营销的成熟时机。奥运会期间,得益于与国奥队及其他零售商的合作伙伴关系,"安踏"标识在中国几乎无处不在。尽管"安踏"和"李宁"是伦敦最引人注目的中国品牌,但他们不是唯

一的。其他的中国品牌,如 361°、匹克、鸿星尔克、特步等,都在竭尽所能的借奥运拓展其品牌知名度。(《中国体育用品品牌勇夺奥运金牌》,品牌频道。)

Comment:

The 2012 Olympics offered a huge opportunity for Chinese sportswear brands. In terms of exposure, it definitely helped with the brand development. But how much those brand needs to sell to make it worthwhile is still unknown. While being proud of their efforts, those local brands need to consider how to use their money more effectively and build up an enduring brand by keeping improving the quality.

点评:

2012 年伦敦奥运会是中国体育用品牌的一次绝佳机会。就增加曝光频率而言,它肯定有助于品牌建设。但这些品牌到底需要增加多少销售量才能有所回报,目前仍是是个未知数。这些中国品牌在为自己在奥运会上一展拳脚感到自豪的同时,更需要思考如何把钱用得物超所值,并通过不断提升产品质量来打造一个具有持久生命力的品牌。



eijing-based China CNR B Corp. said it had secured a small but important compoorder from Germany's nents Siemens AG that represents a rare Chinese foothold in the Western market for high-speed trains, a year after a deadly accident cast doubt on industry integrity. The 91 million yuan (\$14 million) order includes lengths of aluminum alloy to be fashioned as the roofing, floors and walls of high-speed passenger rail cars. "It's the first time China CNR will export key components for high-speed trains to Europe," said a CNR executive. "I think this is the future trend," said Paul Gong, a Citigroup analyst in Hong Kong who tracks the railway equipment sector. (China Makes High-Speed-Rail Sale to Siemens,

by The Wall Street Journal)
中国北方机车车辆工业集团公司近日宣布,该公司已获得为德国西门子公司制造高速列车部件的订单。这表明在受到去年发生的高铁事故影响一年来,中国公司在西方高速列车市场重新站稳了脚跟。这项价值9100万元(合1400万美元)的订单涉及高速列车铝合金车体部件,如屋顶、地板及墙壁。"这是中国北车公司第一次向欧洲出口高速列车的关键

部件。"该公司负责人表示。"这将是未来的趋势所在。"香港花旗集团的铁路设备行业分析师认为。(《中国向西门子出售高铁设备》,华尔街日报)

Comment:

China's domestic market is the fastest-growing and largest in the world for high-speed rail systems, which represents a growing competitive advantage for its railway equipment industry. Local Chinese companies like CNR began with imported technology a decade ago. But now they have made the first high-speed rail sales to Europe. It's definitely a good sign of the improvement of the industry.

点评:

中国国内高铁设备市场是全球最大且增长最快的,这为中国本土高铁设备制造商创造了得天独厚的竞争优势。中国北车公司等中国企业于十年前起步之时,得利于引进消化吸收国外高铁技术。如今,他们也实现了首次向欧洲出口本国技术的高铁部件。这对中国高铁行业发展而言,无疑是一个良好的开端。

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

知识产权护航企业良健发展——访日本尼康公司知识产权部部长井上类也
Nikon wishes to stay tuned to Chi-

s a well-known brand,

Nikon is deeply loved by

avid photographers through-

out the world. Recently, CIP News

reporter came to Nikon Imaging

(China) Sales Company Beijing Branch to see how they manage

and protect their IPRs. "IP is close-

ly related to Nikon's business idea

of Trust and Creative. Nikon has

been advocating brand-boosted in-

novations to earn trust from our

global customers with creatively

high-quality products and services,"

Hideya Inoue told CIP News re-

Nikon highlights Chinese market

nial market for Nikon with a huge

number of followers," said Hideya

Inoue, Director of Nikon IP De-

partment. "In December 1984,

Nikon participated in an exhibition

at the Capital Gymnasium, gave an

overview of our products, and held

seminars accordingly as well, that

means Nikon's entry into Chinese

market. Moreover, Nikon registered

some related trademarks in China

as early as June 1978."said Hideya

his IPR career at Nikon Company.

competitors are also taking China

very seriously and thus we are not

completely immune from IPR dis-

putes. Run-ins might occur with

both Chinese companies and our

global competitors having presence

here. So the tomorrow's IPR de-

partment in China will have direct

responsibility for collecting, sorting

information and coordinating local

lawyers and IP investigation firms,"

Hideya Inoue told CIP News re-

porter, currently, NIkon is develop-

ing a close cooperation mechanism

with China's local IP firms, IP in-

vestigation firms, and strengthening

information exchange as well.

In 1978, Hideya Inoue started

"Nikon knows exactly that our

Inoue.

"China, has been a vital peren-

step up crack down IP infrigment

na's legal updates in a timely man-

ner through these efforts.

Hideya Inoue: IPR facilitates

a sound development of company

When asked about Nikon's IPR work in China, Hideya Inoue provided some data, which reveals that Nikon now has a total of 186 registered trademarks and 712 trademark applications in China. "The most important work in China is to register 尼康, Nikon, COOLPIX and NIKKOR throughout the categories. In these years, the number of Nikon's trademark applications has increased sharply in China".

Hideya Inoue also admits: "Though the number of Nikon's IPR applications keeps growing in recent years, it is slightly less than other industry top dogs." As to the relation between IPR quality and quantity, Hideya Inoue have his own opinion: "I have always believed that IPR quality is more important than quantity. However, they are not mutually exclusive. If it is a high-quality IPR application—a core IPR application—is authorized, right-holder can file more applications based on it.

In addition, Nikon launches joint campaign against fake goods with Chinese authorities of commerce and industry, the Customs, and public security. "From April 2011 to March 2012, Nikon ported 34 cases to administrative law-enforcement agencies, and the Customs handled 9 cases. The staff of these authorities are very dedicated and the work they did is excellent, so we are quite grateful to them. In the future, we will strength the campaign as well as the work of publicity and publish relevant announcements on official websites in order to help consumers distinguish the false from the genuine. Furthermore, we will continue to work with China's relevant departments and participate in some meetings so as to crack down on fake and shoddy prod-

The development of Nikon in China in these years enables Hideya Inoue to notice China's progress in IPR. "I sense that Chinese government attaches great importance to IPR, especially to innovation. Chinese government has realized that IPR can promote economic development and therefore had made many strong policies. It

supports enterprises in bringing advanced technology fast to market to benefit consumers under the premise of fair competition, which is a very good tendency to foreign enterprises investing in China.

With China being one of Nikon's most important markets, Hideya Inoue expresses his hope on Nikon's future trademark work in China, "we will intensify our work in this area. In addition, we will endeavor to make the trademark 'COOLPIX' identified as a well-known trademark, and contribute our efforts to the development of the camera and lens industries". (by Xiao Feng)

本报记者 肖 峰

尼康(Nikon)作为知名日本相机品牌,也深受中国摄影发烧友的喜爱。近日,在尼康映像仪器销售(中国)有限公司北京分公司,该公司知识产权部部长井上英也在接受中国知识产权报记者采访时表示:"知识产权工作与尼康公司'信赖'、'创造'的经营理念有很有密切的关系。尼康一直崇尚将最大精力投入增进品牌价值的创新活动,最终以富有创造力的高品质产品以及服务不断赢得全球客户的信赖。"

重视中国市场

"长期以来,中国对尼康来说,都是非常重要的市场,这里拥有庞大的客户群体。"面对记者的专访,井上英也谈到,尼康公司对中国市场十分重视。"1984年12月,在首都体育馆的展览会上,我们对尼康产品的介绍及相关研讨会活动,意味着尼康正式进入中国市场。而早在1978年6月,尼康公司就在中国申请注册相关商标。"

据了解,并上英也于 1978 年进入尼康公司,一直从事知识产权工作。"我们清楚地知道,企业的竞争对手同尼康公司一样重视中国市场,之间也可能会产生知识产权纷争。这不止关系到中国的企业,全球的同业竞争者对手在中国都可能产生这样的问题。因此,尼康公司未来在华的知识产权部门将主要负责中国地区的信息搜集整理,协调联系当地律师与知识产权调查公司等工作。"井上英也表示,"目前,尼康公司正在建立企业与中国当地知识产权代理公司、调查公司紧密合作的机制,同时加强此

类信息交流。希望通过此项工作,能够及时了解中国的法律法规与修改情况,实时地把握方向。"

加大打假力度

那么,尼康公司在华知识产权工作开展情况如何呢?面对这个问题,并上英也提供了一份数据——目前,尼康公司在中国核准注册的商标有186件,等待授权的商标有712件。"我们在中国最主要是对尼康、Nikon、COOLPIX和尼康(NIKKOR)这几件商标进行全类注册。这些年,尼康公司在华申请注册的商标数量急剧增加。"

井上英也坦言:"近年来,尼康申请的知识产权数量虽然越来越多,但相比同行业的企业,尼康公司在华的知识产权申请量略少。"对于知识产权的质量与数量之间的关系,井上英也有着自己的见解:"我始终认为知识产权质量比数量更重要。不过,两者之间并不矛盾,如果是很高质量的知识产权被授权后,权利人可以围绕其继续提出更多的知识产权申请。

此外,尼康公司更联合中国工商、海关、公安等部门共同打假,"从2011年4月到2012年3月,尼康公司向中国行政执法机关举报案件有34件,海关拦截的案件有9件。中国海关、工商等部门的工作人员非常敬业,其工作也做得十分优秀,我们很感谢他们的辛勤工作。"井上英也同时表示,"今后,尼康会加大打假和宣传力度,在官方网站上公布相关公告,帮助消费者辨别真伪。更要和中国相关的部门通力配合,进一步打击假冒伪劣商品,假冒伪劣的产品遏止住。"

尼康公司在华多年的发展,使井上英也对中国知识产权界的变化有所了解:"我感到中国政府非常重视知识产权工作,特别注重创新。中国政府深刻意识到知识产权能够带动经济,因此制定了很多有力的政策,支持在公平竞争的前提下,将先进技术快速推向市场,造福于消费者。这对来华投资的外商企业来说,是一个非常好的导向作用。"

非常好的导问作用。" 中国作为尼康公司重要的市场 之一,对于尼康公司未来的知识产权 在华工作,井上英也表达了自己的一 份期待,"我们将加强这方面的工作。 此外,尼康公司将争创'COOLPIX' 等商标被认定为驰名商标,并为推动 照相机与镜头行业的发展贡献自己 的力量。"

肖 峰 摄影

UNUMBERS

15,000

On August 15, according the report jointly issued by the National Development and Reform Commission and other relevant departments, "863 Project" has obtained some 15,000 patents in the process, most of which are for invention.

1.5 万件

8月15日,中国国家发展和改革委员会等部门联合发布的最新报告显示, 25年来,"863计划"拥有专利超过 15万件,其中绝大部分为发明专利。

200

According to the General Ad-

ministration of Quality Supervision, Inspection and Quarantine of China (AQSIQ), as of now, the number of patent application concerning to Chinese self-reliant developed Beidou satellite navigation system has reached 200.

200 件

中国国家质检总局有关负责人近日表示,截至目前,由我国自主研制的北斗卫星导航系统已提交专利申请200余件。

10 billion

According to Beijing Municipal Bureau of Financial Work, from the year 2012 to 2015, the city will appropriate 10 billion yuan annually to the development of the capital cultural and creative industry.

100 亿元

日前,从北京市金融局获悉,自 今年起至 2015 年,北京将连续 4 年, 每年统筹安排资金 100 亿元,用于支 持首都文化创意产业发展。

90%

According to the latest statistics, from the beginning of 2011 to the end of July in 2012, among the 24 cases of "337 investigation" to Chinese enterprises conducted by the US International Trade Commission, 90% related to high tech enterprises and their patents.

90%

最新统计数据显示,2011年初至今年7月底,在美国国际贸易委员会对中国企业发起的24起"337调

查"中,90%涉及高新技术企业及其

1,000

The quantity of the registered applications of layout designs of integrated circuits is on the rise. According to statistics, the number hit 1,000 after the first 7 months this year.

1000 件

近年来,中国集成电路布图设计登记申请的数量一直在不断增加统计数据显示,今年前7个月,集成电路布图设计登记申请量已达1000件左右。

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