



China's IP in foreign eyes

While 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.

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。



Beijing-based China CNR Corp. said it had secured a small but important components order from Germany's Siemens AG that represents a rare Chinese foothold in the Western market for high-speed trains.

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。

其他的中国品牌,如361°、匹克、鸿星尔克、特步等,都在竭尽全力借奥运拓展其品牌知名度。

Comment:

The 2012 Olympics offered a huge opportunity for Chinese sportswear brands. In terms of exposure, it definitely helped with the brand development.

点评:

2012年伦敦奥运会是中国体育用品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。

“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。

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.

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。

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

Hideya Inoue: IPR facilitates a sound development of company 知识产权护航企业良性发展

——访日本尼康公司知识产权部部长井上英也



As a well-known brand, Nikon is deeply loved by avid photographers throughout the world. Recently, CIP News reporter came to Nikon Imaging (China) Sales Company Beijing Branch to see how they manage and protect their IPRs.

Nikon highlights Chinese market

"China, has been a vital perennial market for Nikon with a huge number of followers," said Hideya Inoue, Director of Nikon IP Department.

In 1978, Hideya Inoue started his IPR career at Nikon Company.

"Nikon knows exactly that our competitors are also taking China very seriously and thus we are not completely immune from IPR disputes. Run-ins might occur with both Chinese companies and our global competitors having presence here.

Nikon wishes to stay tuned to China's legal updates in a timely manner through these efforts.

step up crack down IP infringement

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.

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."

In addition, Nikon launches joint campaign against fake goods with Chinese authorities of commerce and industry, the Customs, and public security.

The development of Nikon in China in these years enables Hideya Inoue to notice China's progress in IPR.



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

本报记者 肖峰

尼康(Nikon)作为知名日本相机品牌,深受中国摄影发烧友的喜爱。

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。”

据了解,井上英也于1978年进入尼康公司,一直从事知识产权工作。

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,井上英也提供了一份数据——目前,尼康公司在华核准注册的商标有186件,等待授权的商标有712件。

加大打假力度

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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。”

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。”

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。”

肖峰 摄影

NUMBERS

15,000

On August 15, according to 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委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 Administration 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.

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。

200 件

中国国家质检总局有关负责人近日表示,截至目前,由我国自主研发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.

1000

The quantity of the registered applications of layout designs of integrated circuits is on the rise. According to statistics, the number hit 1000 after the first 7 months this year.

1000 件

近年来,中国集成电路版图设计登记申请的数量一直在不断增加。据统计显示,今年前7个月,集成电路版图设计登记申请量已达1000件左右。

90%

最新统计数据显示,2011年初至今今年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专利。

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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.