

China's IP in foreign eyes

DreamWorks Animation and Chinese partners announced plans Tuesday to co-produce the next "Kung Fu Panda" movie and develop an entertainment district in Shanghai...

梦工厂动画公司和中国合作伙伴日前宣布,计划共同制作下一部《功夫熊猫》电影...



China's cabinet called Monday for stepped up innovation and an increased role for private investment in state-dominated industries...

中国政府近日呼吁加强创新能力和加大在政府主导产业的民间投资,并要警惕持续增强的经济下行压力...

有着数量众多的不知名的小规模动画工作室,正为外国电影制片厂和电脑游戏公司提供外包服务...

Comment:

The "Kung Fu Panda" movies are hugely popular in China. The martial star from Hollywood has prompted debate about why a Hollywood studio is more successful than the China's own studios...

点评:

《功夫熊猫》系列电影在中国非常受欢迎。这个来自好莱坞的功夫明星也同时引发了广泛的讨论...

Jorge Avila, the one who advances IPR in Brazil 巴西知识产权事业发展的推动者

——访巴西工业产权局局长乔治·阿维拉



I am so glad to come to China and so impressed by the remarkable progress China has made in IPR development. Productive communications and exchanges have been conducted between SIPO and the Brazilian National Institute of Industrial Property (INPI) in recent years...

Striving for high quality and efficiency

According to Jorge Avila, INPI is in charge of grant of patents, registration of trademarks, industrial designs, geographical indications and integrated circuits topography. In 2011, INPI received 160,000 applications for trademark, 20,000 for patent, and 17,000 for industrial design...

作为世界第二大经济体,中国正在积极应对其经济增长放缓的压力。今年第二季度,中国经济增幅降至去年同期的7.6%...

ciency of trademark licensing; the public can find the latest version of this system on the official website of INPI and they can use this system for trademark filings and pay for the necessary fees on the internet...

"Since its establishment, INPI was positioned to stimulate innovation, enhance quality of patent licensing and promote development of IP undertakings in Brazil. By doing so, Brazil is deemed to see amazing achievements in IPR course," said proud Avila.

Boosting international cooperation

"During this visit, I had the opportunity to visit SIPO, Beijing IP office, Tsinghua University and were impressed by China's latest progress of science and technology and IPR. I was deeply aware that the enhancing of IPR awareness among the public and the improvement of IPR environment were inseparable from Chinese government's efforts...

Mr. Avila not only brings forward the cooperation between SIPO and INPI, he is also the facilitator of the 1st IPR cooperation conference among the BRICS countries to be held in the near future. "I do hope we can get through a memorandum among BRICS countries, which plays an active role in enhancing communication between the colleges and institutes of science and technology, promoting IPR information exchanges, improving corporation cooperation and expanding business scale...

In the international context, INPI has established agreements of technical cooperation and memorandum of understanding with SIPO and other numerous IP offices around the world, such as European Patent Office (EPO), Korean Intellectual Property Office (KIPO), Japan Patent Office (JPO). "Communication boosts progress, and cooperation realizes win-win" he told China IP News.



(by Liu Peng/ Meng Yijun)

本报记者 柳鹏 实习记者 孟逸君

"很高兴能来到中国,与中国国家知识产权局的高层,展开交流与沟通。近年来,中国的知识产权事业取得了举世瞩目的成就,这其中有许多做法和经验都值得我们学习与借鉴..."

力求优质高效

乔治·阿维拉告诉中国知识产权报记者,巴西工业产权局的业务范围广,对专利、商标、工业品外观设计、原产地保护、集成电路布图设计等知识产权授予权利。仅2011年,巴西工业产权局就受理了16万件的商标权申请,2万件专利申请和1.7万件外观设计申请...

"今后,巴西工业产权局还将更多地运用电子专利系统,尽早实现专利审查授权的自动化,在提高专利授权数量的同时保证授权的质量。在商标授权方面,巴西工业产权局开发研制出了一款新版本的电子商标系统,即新的2.0版电子商标系统,并将其应用在巴西工业产权局的门户网站上..."

示。"巴西工业产权局旨在推动巴西的创新,保证专利的授权质量,策划、实施和推动巴西知识产权的运行,推动各知识产权部门的工作,切实为巴西知识产权的发展做出新的贡献..."

推动国际合作

"在中国这几天的时间里,我们代表巴西工业产权局拜访了中国国家知识产权局、北京市知识产权局、清华大学等部门和学校,了解到中国在科技上、在知识产权方面的最新发展。我真切地感受到,中国政府正通过一系列强有力的措施加大知识产权的保护力度,提升社会公众的知识产权意识,净化知识产权环境..."

乔治·阿维拉表示,很高兴中巴两国能在备忘录上达成一致意见,并就知识产权如何促进两国创新、经济发展和未来发展等方面展开合作。乔治·阿维拉不仅是中巴两国合作的积极推动者,还是今年即将召开的首届金砖五国知识产权合作会议的召集人..."

在推动国际合作方面,乔治·阿维拉可谓功不可没。除了与中国国家知识产权局展开合作以外,乔治·阿维拉还积极寻求与其他国家在知识产权领域的合作。截至目前,巴西工业产权局已与欧洲专利局、韩国知识产权局、日本专利局等部门分别签署了合作备忘录。交流促进进步,合作才能共赢,这是乔治·阿维拉最真的感受。

图片摄影 杨申

Beijing

On August 6, Chinese Olympic Committee (COC) published a statement on its website reiterating the observance of Olympic rules and requiring all circles of the society should respect Olympic IPRs. The statement says that images of Chinese sports delegation when winning the champion, the competition results during London Olympic Games and any titles and symbols related with this event are under the protection of Olympic IPRs...

北京

8月6日,中国奥委会官方网站再次声明,称中国奥委会受国际奥委会委托保护奥林匹克知识产权,呼吁

社会各界充分尊重奥林匹克知识产权。声明称,中国体育代表团成员在伦敦奥运会期间取得的奥运冠军身份、比赛成绩、赛时形象以及与本届奥运会相关的任何称号、标志均属于奥林匹克知识产权,未经国际奥委会和中国奥委会许可,任何单位无权为商业目的使用。

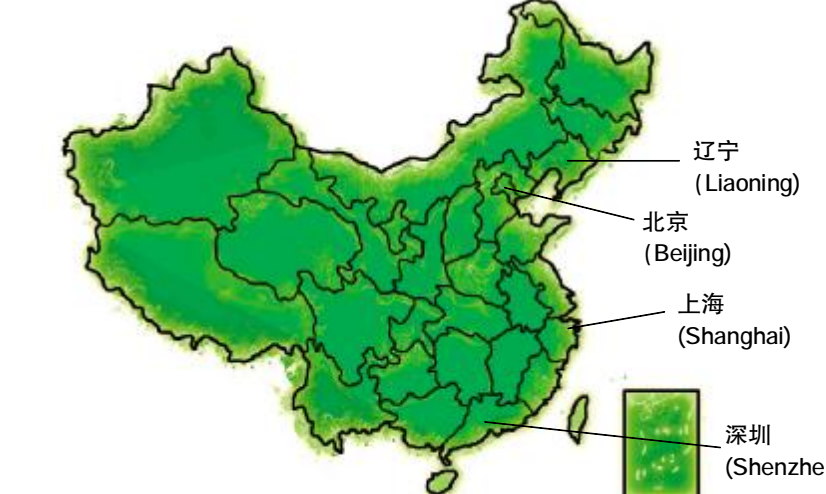
Shanghai

On August 3, Shanghai held a conference to advance the implementation of Shanghai Intellectual Property Strategy Compendium (2011-2020). According to the Compendium, Shanghai plans to turn itself into the intellectual property center of the Asia-Pacific rim, with top-notch service and protection system in place by 2020.

上海

8月3日,上海市召开实施《上海知识产权战略纲要(2011-2020年)》

IP Brief



推进大会,要求围绕战略纲要提出的建设亚太地区知识产权中心的总体战略目标,以企业需求为导向,坚持服务至上,强化知识产权保护,全面推进新一轮战略纲要的实施。

Liaoning

Liaoning province recently introduced Liaoning IPR Advancement Plan 2012-2015. According to the

document, the province aims to increase its number of invention patents to 2.5 per 10,000 people by the end of 2012 and this number is scheduled to hit 3.3 as the end of 2015. Furthermore, invention filings, grants and ownership shall keep their annual growth rate at 14%, 14% and 15% respectively.

辽宁

近日,辽宁省出台《辽宁省知识产权战略实施推进计划(2012-2015年)》,提出全省发明专利申请量和授权量要保持年均14%的增长率,发明专利拥有量保持年均15%的增长率,到2012年年末,全省每万人口发明专利拥有量要达到2.5件,力争2015年实现每万人口发明专利拥有量提高到3.3件的目标。

Shenzhen

According to a recent trademark gazette (No.1321) released by

the Trademark Office (TMO) under the State Administration for Industry and Commerce (SAIC), the iPad trademark held by Proview Technology (Shenzhen) has been officially transferred to Apple Inc. as of the end of July.

深圳

从深圳法院获悉,日前,中国国家工商行政管理总局商标局公布了最新的第1321期商标公告。公告显示,深圳唯冠持有的iPad商标已于7月底经中国国家工商行政管理总局商标局核准正式转让给苹果公司。

Table with 2 columns: Role and Name. Includes Executive Editor Liu Peng, Practice Editor Meng Yijun, and Translator Jiang Xu.