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# CHINA REPORT INTELLECTUAL PROPERTY

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#### China's IP in foreign eyes

reamWorks Animation and Chinese partners announced plans Tuesday to co-produce the next "Kung Fu Panda" movie and develop an entertainment district in Shanghai, expanding Hollywood's fast-growing ties to China. China's communist leaders want to build a globally competitive film industry and hope their studios can learn from Hollywood partners. China has dozens of small, mostly anonymous companies that do animation work outsourced by foreign film studios and video game companies. China wants to capture more of the profits by nurturing the growth of studios that can create their own popular characters and movie franchises. (DreamWorks to make 'Kung Fu Panda 3' in China, by The Seattle Times)

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,并将在上海建立一个娱乐中心,以加速好莱坞在中国的扩张。中国希望建立具有全球竞争力的电影产业,并期待中国的电影公司可以向好莱坞的合作伙伴学习。中国

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。中国希望 通过对这些小公司的培育,使其获得 更大的发展空间,最终建立中国自己 的荧幕明星和电影专营权。(《梦工厂 将在中国制作<功夫熊猫 3>》,西雅 图时报)

#### 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 at creating a successful movie and a movie character based on Chinese themes. China is trying to attract foreign studios to form joint ventures to learn from the partners and develop China's own industry.

#### 占评.

《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:为什么在制作一部基于中国元素的电影和创造一个基于中国文化的电影公司更上,好莱坞比中国本土的电影公司更加成功?中国正在努力吸引外国电影公司组建合资企业,以从中学习并发展自己的电影产业。



hina's cabinet called Monday for stepped up innovafor private investment in state-dominated industries, warning the country's economy was under intensifying pressure. It called on industries to adopt new technologies and materials as well as upgrade facilities to help get China's slowing economy back on track. The International Monetary Fund said last week that China's economy will rebound in the second half of this year to expand eight percent in 2012 as government policies to spur growth take effect. (China wants industry to adopt new technology and upgrade

facilities, by Industry Week) 中国政府近日呼吁加强创新能力建设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。中国政府呼吁业界采用新技术和新材料并升级技术设备,以促进中国经济发展回归正轨。国际货币基金组织近日表示,中国经济将在今年下半年反弹,在政府刺激经济增长政策的作用下,实现 2012 年全年增长 8%的目标。(《中国政府呼吁业界采 用新技术及升级设备》,工业周刊)

#### Comment:

As the world's second biggest e-conomy, China is coping with a loss - growth in the second quarter of this year, which slowed to 7.6% from the same period the year before. The authorities have taken various steps to boost growth, including the rare move of slashing interest rates twice within a month. Among those actions, technological innovation is undoubtedly an effective leverage.

#### 点评:

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%。中国政府已采取了各种措施来拉动经济增长,包括一个月内两次削减利率的鲜见举动。在这些措施中,增强创新能力无疑将发挥有效的杠杆作用。

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

## 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, SIPO has set up a good example for us. I do hope that the two offices will continue to strengthen cooperation and promote IPR development in two nations," said Jorge Avila, president of INPI in an interview with China IP News at the signing ceremony of Memorandum of Understanding between SIPO and INPI.

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. "The number of patent applications has soared in recent years, but patent offices have been unable to keep up, resulting in patent backlogs and lengthy delays. We are planning to increase seven departments in the next few years and the number of patent examiners will increase to 1,000 from 600," said the president.

"Within the framework of realizing the patent information system, and helping boost patent applications and improving quality of granting, INPI will put electronic patent information system in use. INPI has developed electronic trademark system to improve effi-

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. In so doing, we save up time and human resources and guarantee the quality of authorization and improve the efficiency."

"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. What China has done has set up a good example for us. I am very pleased that the two offices can achieve agreement on the memorandum and future cooperation in economy and IPR."

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. I am sure that the BRICS countries will see fast growth in IPR protection and cooperation."

In the international context, IN-PI 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.



"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。"7月,站在记者面前,巴西工业产权局局长乔治·阿维拉始终面带笑容。在谈及刚刚签署的《中国国家知识产权局与巴西工业产权局合作谅解备忘录》(下称备忘录),他更是难掩激动,"希望今后中巴两局能加强合作、增进友谊,继续推动两国知识产权事业的发展。"

实习记者 孟逸君

#### 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。"我们欣喜地发现,近几年巴 西国内出现的一个较大的变化,就是 很多发明人在踊跃提交专利申请。然而, 面对专利申请快速增长的势头,由于巴 西工业产权局的规模不够大,审查人员 数量有限,难免出现一些专利审查积压 的情况。未来几年,巴西工业产权局将进 一步扩大机构。届时,将会增加7个部 门, 审查人员也由现在的 600 人增加 到1000人。"乔治·阿维拉表示。

"今后,巴西工业产权局还将更多地运用电子专利系统,尽早实现专利申请审查授权的自动化,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。这样,所有用户都可以通过网络提交商标申请,足不出户就可以了解商标信息、缴纳各项费用。与此同时,我们也节省了大量的时间以及人力资源,从而保证了商标授权的质量、提高了授权的效率。"乔治·阿维拉表

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。"谈及巴西工业产权局的发展时,乔治·阿维拉的目光变得坚毅起

#### 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。可以 说,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 经验都值得巴西工业产权局借鉴。 乔治•阿维拉表示, 很高兴中巴两局 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局合作的积极推动者,还是今年即将召开的首次金砖五国知识产权合作会议的召集人。"在此次金砖五国知识产权合作会议上,我们同样准备了合作备忘录,目的就是希望通过签署合作备忘录,增进金砖五国大专院校科研院所的沟通,增强企业务实合作能力,促进知识产权信息交流以及知识产权各部门沟通,提升知识产权保护水平,共同推动金砖五国知识产权保护水平,共同推动金砖五国知识产权导业的快速发展。"谈及未来,乔治·阿维拉充满希望。

及未来,介治·阿维拉允满布望。 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. Without authorization from the International Olympic Committee and COC, these symbols will be prohibited for commercial use by anyone.

#### 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)》



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。

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