

IPR adds brilliance to London Olympic Games

伦敦奥运: 中国知识产权来添彩

The boundless fields with cattle and sheep walking leisurely and water wagons turning slowly are what you see in London, the place of the opening ceremony of the thirtieth Olympic Games. During the three-hour ceremony, people around the world feasted their eyes on British scenery and felt intoxicated with the rock music and the world of sound, electricity and light.

On the big stage of the Olympics appears the most advanced global technology, much of which are creativity, patented technologies and brands from Chinese enterprises. The technology all together creates an IP song for the games.

The charm of innovation

Four years ago, the unpredictable "Chinese scroll" one by one opened the curtain of Beijing Olympic Games. The company that created the visual miracle is Crystal Digital Technology Co., Ltd. (Crystal CG). Four years later, Crystal CG attracts the world's attention again.

Early in March 2009, Crystal CG has already been awarded as the official digital imaging service supplier for London Olympics, responsible for three kinds of service, competition venue simulation, video production and large-scale activity image. "What we rely on is the innovation capability. The digital technology innovation can speed up the wide dissemination of culture, but the display methods of science and technology should strive for all ages in order to avoid cultural divide." Chairman of Crystal CG Lu Zhenggang says. Independent innovation, as he puts it, is a good way for enterprises to go out.

Remember Beijing Olympic closing ceremony four years ago: "London 8 minutes", debuting on a red double-decker bus, made people

unforgettable. Four years later in London Olympics, what makes we Chinese full of pride is that the open-top double-decker sightseeing buses produced by Chinese Anhui Ankai Automobile Company make their debut on London street. The bus, which adopts the "double-decker bus skeleton body assembly" technology (patent granted in March 2011), shows the company's developing path of digestion, absorption and creativity, and also sets a new milestone for the expansion of Chinese passenger vehicles in the overseas market.

A brand festival

Compared with Chinese companies' passion in snapping up Beijing Olympic sponsorships four years ago, however, that is rarely seen in the sponsored listing of London Olympic Games. The domestic brands may actually be more work on the end-sales promotions of the Olympic Games.

On July 23, 400 red buses appeared in London street, with printed 伊利 and its logo and unique Chinese oriental face, as well as a title of ordinary people, extraordinary story written in Chinese and English. The buses now have become a popular Chinese element in London. The advertiser is Inner Mongolia Yili Industrial Group. In London Olympic Games, Yili tends to focus more on the Olympic platform to facilitate the popularization of health patterns and concepts in China.

At the end of June, the presidents of Olympic Committee and senior representatives of Iraq, New Zealand and other five countries get together in Beijing, and attended the ceremony of Peak sponsored delegations from seven countries. During the Olympics, all the officials and athletes of the seven countries would wear the suit and clothes sponsored by Peak Sports Products Company.

"A successful Olympics marketing strategy would dramatically facilitate its brand. What the Olympics brought is not only the economic growth, but brand-rising and reputation," according to an industrial insider.

Seizes Olympics market with patent products

Here is a light which can transform 90% electricity energy into light energy. A 1.7W light can therefore shine as brightly as a traditional 15W-80W bulb or 7W-20W LED. The creation from Chengdu is backed by self-reliant IPRs. Its clients include Shanghai World Expo exhibition hall, billboards along freeways in the U.S., streets of Rome, and now the London Olympic Games.

The inventor of the light is Wang Bohao, a 22-year-old graduate and the general manager of Sichuan Bohao Dengfeng S&T Company.

Earlier last year, the then-21-year-old secured a formal order from London Olympic Organizing Committee who planned to have his Dengfeng LED lighting up the London 2012 Olympic Games. The London Organizing Committee confirmed their trust in his products' "normal working 50,000 hours" by ordering 40,000 LED lights.

At the same time, the Wudi brand high-tech racing boats produced by Huaying Group were accepted in international market. In 2010, Huaying took part in the London Olympics' global bidding contest of supplier of racing boats, and eventually outperforming its peers after three rounds of elimination. On top of its cost effectiveness, its patent-backed technology plays a key role.

While the athletes roam the game, IPRs also has its day. (by Li Qun/Wang Guohao/Liu Peng)

本报记者 李 群 王国浩
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一望无际的原野, 悠闲漫步的牛羊, 徐徐转动的水车, 这里是伦敦, 也是第三十届奥运会的开幕式现场。在3个小时的时间里, 全世界的人们看到了英伦风光, 欣赏了摇滚音乐, 感受了声光电的激荡。

在奥运会这个大舞台上, 全球最先进的技术云集登场, 不少来自中国企业的创意、专利产品和品牌也纷纷登场, 谱写了一曲知识产权助力奥运之歌。

创新魅力闪亮舞台

4年前的北京, 一幅幅变幻莫测的"中国画卷"拉开了北京奥运会的序幕, 创造这一视觉奇迹的便是水晶石数字科技有限公司(下称水晶石公司)。4年后, 水晶石公司再一次凝聚了世人关注的目光。

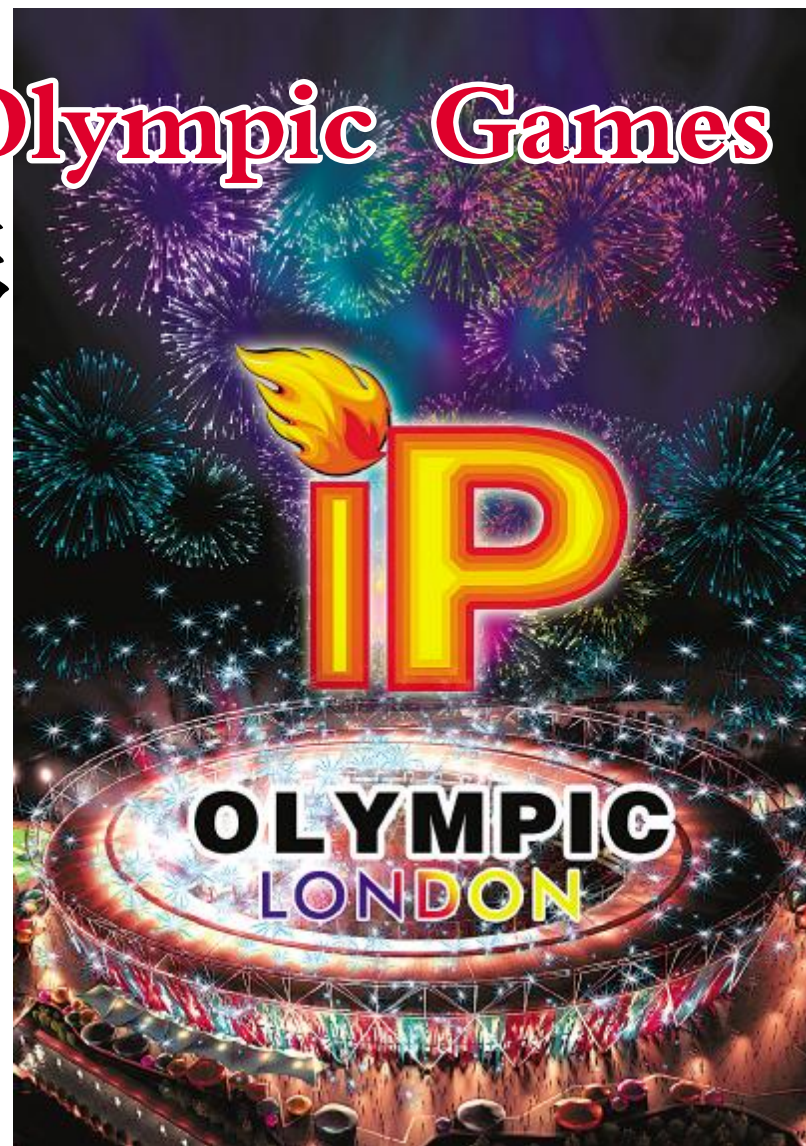
据介绍, 早在2009年3月, 水晶石公司就已经签约成为2012年伦敦奥运会官方数字图像服务提供商, 主要提供场馆模拟、影像制作和大型活动影像3类服务。"我们依靠的正是创新能力。数字科技创新能够帮助文化的广泛传播, 但是科技的展示手段应力求老少皆宜, 避免文化鸿沟。"用水晶石公司董事长卢正刚的话说, 自主创新是企业"走出去"的一条很好的路线。

还记得4年前北京奥运会闭幕式上, 在那辆红色的双层巴士上, 浓缩的8分钟伦敦让人们意犹未尽。4年后, 令人骄傲的是, 在这届奥运会上, 由中国安徽安凯汽车股份有限公司生产的双层敞篷观光客车首次驶上了伦敦街头。该客车采用的一项"双层客车骨架车身装配方法"技术, 在2011年3月获得中国专利权, 展现了公司引进消化吸收再创新的发展之路, 也为中国客车在海外市场的拓展树立了新的里程碑。

品牌集聚营销奥运

与4年前中国企业投身北京奥运会赞助的热情相比, 4年后的伦敦奥运会赞助名单中的中国品牌所剩无几。但借奥运之风, 国内品牌更多在伦敦终端推广上配合相应的活动和政策支持。

7月23日, 400辆红色大巴缓缓



驶上伦敦街头, 车身上中文书写的伊利 logo 和中国人独特的东方面孔, 以及中英文版本的标题"平凡中国人不平凡的故事", 组成了当下伦敦街头最受关注的中国元素。这些公益广告的投放商正是内蒙古伊利实业集团股份有限公司。此次伦敦奥运会, 伊利更侧重利用奥运平台的影响力, 推动健康生活方式和健康理念在中国的普及。

6月底, 来自伊拉克、新西兰等7个国奥委会的主席和高级代表齐聚北京, 出席"汇聚世界斗志——匹克赞助七国奥运代表团装备交接暨奥运战略发布会"。在伦敦奥运会上, 这7个国家的伦敦奥运代表团所有官员和运动员身着匹克体育用品有限公司的出场服、领奖服等专业装备出现在伦敦奥运会的赛场上。

业内人士认为, 成功的奥运营销战略, 对品牌提升有着巨大的拉力。伦敦奥运会带来的不仅仅是直接的经济收入, 它的核心价值在于提升品牌价值与声誉。

专利助力抢滩伦敦

有这样一款灯——它能够将90%的电能直接转化为光能, 一只1.7瓦的灯泡亮度与15瓦至80瓦的传统

灯泡或7瓦至20瓦的其他LED灯亮度相当。这是一款具有自主知识产权的"成都创"LED灯。这款灯已照亮上海世博会场馆, 美国高速公路旁的广告牌, 罗马的街道, 现在已经用于伦敦奥运会场馆的照明。

这款灯的发明者叫王博豪, 是四川博豪登峰科技有限公司总经理, 一名年仅22岁、刚从大学毕业不到1年却已和全球做生意的科技新锐。

在伦敦奥运举办之际, 21岁的王博豪收到了伦敦奥运会组委会的正式订单, 他生产的登峰LED灯将照亮2012年伦敦奥运会。伦敦奥组委对他的产品建立起"正常工作5万小时"的信心, 与王博豪订制4万只用于场馆建设的LED灯。

同样地, 因为技术含量高, 华鹰集团的"无敌牌"赛艇也得到了国际市场的认可。2010年底, "无敌牌"赛艇开始参与伦敦奥运会的竞标。经过连续三轮的竞争, 去年上半年, 华鹰集团再次在同行中脱颖而出。华鹰集团能够胜出, 除了产品性价比比较高以外, 产品的专利技术也起到了关键作用。

在运动员驰骋赛场之时, 知识产权也为奥运增添更多光彩。

China's IP in foreign eyes

China aims to land its first probe on the moon in the second half of next year, state media reported, and the next step in an ambitious space program which includes building a space station. China's Shenzhou 9 spacecraft returned to Earth at the end of June, ending a mission that put the country's first woman in space and completed a manned docking test critical to its goal of building a space station by 2020. China is far from catching up with the established space superpowers, the United States and Russia. But the Shenzhou 9 marked China's fourth manned space mission since its first in 2003, and came as budget restraints and shifting priorities have held back U.S. manned space launches. (China aims to land probe on moon next year, by Reuters)

据中国媒体报道, 中国将在明年下半年实现其首次月球探测。而建立空间站则是其雄心勃勃的太空计划的下一个步骤。6月底, 中国的"神舟9号"飞船返回地球, 结束了第一次将中国女性送上太空的使命, 也完成了载人对接实验。这对其

在2020年建成空间站目标的实现至关重要。中国目前暂时还无法与太空超级大国美国、俄罗斯同日而语。但"神舟9号"成功完成了2003年以来的第四次载人航天飞行任务, 与此同时, 美国却因预算紧张以及战略转移减少了载人航天飞船的发射。(《中国志在明年实现月球探测》, 路透社)

点评:

In the past decade, thanks to the advancement of technologies, China's space program has expanded rapidly. It's a symbol of China's rising global stature, growing technical expertise, and the success in turning around the fortunes of the once poverty-stricken nation. While being willing to collaborate with other nations, China has the ambition and ability to move on with its space program alone.

点评:

在过去的十年中, 得益于技术的进步, 中国太空计划获得了迅速的扩展。在期待与他国增强合作的同时, 中国有信心和能力自主发展其太空计划。这象征着中国全球地位的崛起、专业技术能力的增强和作为一个曾经贫困的国家对其命运的成功扭转。

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



French Crocodile challenges Guangzhou Men Our 法国"鳄鱼"异议广州"名鳄"

Beijing High People's Court rendered its final decision on a trademark dispute between Guangdong Men Our Clothes Company's 名鳄 and French Lacoste's crocodile trademark, denied the trademark registration of 名鳄 as it constituted similarity with crocodile and lead to public confusion, which ended a ten-year battle between the two trademarks.

In 2003, Guangdong Men Our Clothes Company acquired 名鳄 and its figure from Puning Liusha Huadu Clothes Factory, which filed a trademark registration on Class 25 clothes products in September 1997, and was challenged by France Lacoste Company during the publication period.

The crocodile trademark was registered in October 1980 on Class 25 clothes products. At present, the period of validity has extended to October 2020.



The Trademark Office (TMO) and the Trademark Review and Adjudication Board (TRAB), both under the State Administration of Industry and Commerce, voiced similar opinions in their respective proceedings, holding that the registration of 名鳄 may lead to public confusion when the crocodile was registered earlier. The disgruntled Men Our Company then appealed to the Beijing High People's Court, which would later make the decision above. (by Xie Huangdong)

本报讯 一只来自法国的"鳄鱼", 另一只是来自广东的"名鳄", 两

条"鳄鱼"在服装商品上的不期而遇, 引发了一场长达数年的商标行政诉讼案。

日前, 北京市高级人民法院作出终审判决认为, 广东名鳄服饰实业有限公司(下称名鳄公司)在服装上注册的"名鳄"图文商标, 因与拉科斯特股份有限公司(下称法国鳄鱼公司)在先确权的"鳄鱼"图形商标构成近似, 并且两件商标同使用在服装上, 容易造成消费者混淆误认, 据此, 法院判决不予核准注册。

据悉, 名鳄公司早在2003年通过受让取得"名鳄"图文商标("名鳄"商标原注册人为普宁市流沙花都制衣厂, 该公司早在1997年9月在国

际分类表25类服装商品上提出此商标的注册申请, 在商标公告期内遭法国鳄鱼公司异议)。

法国鳄鱼公司引证的"鳄鱼"商标早在1980年10月被核准注册, 核定使用商品同为第25类服装商品。历经续展此商标有效期已延至2020年10月。

历经商标异议及异议复审程序, 国家工商行政管理总局商标局及商标评审委员会(下称商评委)均审查认为, 两件涉案商标区别不大, 在"鳄鱼"确权在先的情况下, "名鳄"图文商标若准予注册, 易引起相关公众混淆、误认。据此, 裁定"名鳄"图文商标不予核准注册。名鳄公司不服, 随即提起行政诉讼。

法院一审、二审均认为, 商评委裁定依法有据, 遂均判决维持"名鳄"商标不予核准注册。(谢环东)

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