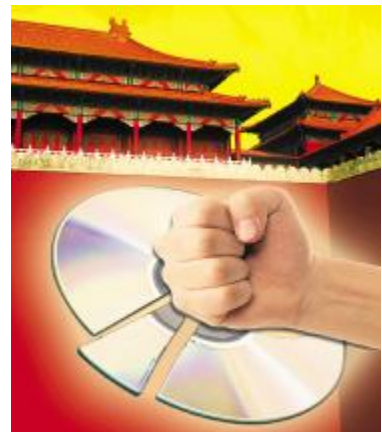


China's IP in foreign eyes

The Business Software Alliance (BSA) welcomed new commitments from China to improve its protection of intellectual property rights and focus on increasing legal sales of IP-intensive products...

商业软件联盟(BSA)欢迎中国新做出的承诺:改善知识产权保护并增加知识产权密集型产品如软件在中国与其全球重要市场地位相称的



Despite its emphasis on "indigenous innovation", China's real competitive edge remains in what China watchers call "second generation innovation"...

中国虽然一直强调自主创新,但

合法销售。商业软件联盟称,该承诺来源于近日在北京举行的第四轮中美战略与经济对话...

Comment:

China has realized the importance of clamping down software piracy, starting with its own departments which will all be mandated to use copyrighted software by the end of 2013...

点评:

中国在打击软件盗版方面取得了显著成效,并制定了在2013年底前完成政府机关软件正版化的目标...

其真正的竞争优势仍然在于将现有技术产品与不断增长的制造能力相结合,即中国观察家所说的“第二代创新”...

点评:

Even though western experts think that core technologies and novel products innovations are still rare presently and which are difficult to achieve in a short time...

点评:

虽有西方专家认为目前在中国核心技术和产品创新难以在短时期内实现重大突破,但他们仍然认为,中国最终会“撞墙”的想法是错误的...

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



The two-day fourth round of Strategic and Economic Dialogue (S&ED) was wrapped up in Beijing on May 4. The conference released a Joint Statement on the U.S.-China Strategic and Economic Dialogue Outcomes...

The two sides focus on IP protection

Under the statement, China and the U.S. are to further step up IP infringement enforcement and increase enforcement resources, China is to improve IPR related laws and regulations and study further strengthening of measures for the pursuit of criminal liability for IPR infringement...

"It reflects that the IP cooperation between the two sides has been deepened. It is worth mentioning that the two sides will continue to step up IPR border protection, which is important for the trade development between the two sides...

IP is a common need for the U.S.-China development

Compared to the previous the U.S.'s demand in stepping up IP

protection, the fourth round of S&ED regards IPR as a common need for the economy development of the two countries. Under the statement, the United States and China commit to create an environment for their respective markets...

China and the U.S. both have demands on IPR protection. With economic development, IPR protection has got great attention by Chinese companies. According to the statistics, in 2011, Chinese telecommunications equipment giant ZTE snuck to the top of PCT applications over the world...

Create a favorable environment to facilitate bilateral trade

With growing mutual economic dependence, it has become a common understanding of the two sides that the U.S. facilitates the export of civilian high-tech exports to China. Under the statement, the United States commits to take efforts to facilitate the export of civilian high-tech exports to China for civilian end-users and civilian

end-users. Both sides are to take efforts to create a favorable environment to facilitate and expand bilateral civilian high-tech trade.

"The U.S. relaxed restrictions on export of IPR-reliant technologies to China, which will inevitably involve the matter of IPR license and transfer. That requires China to attract high-level technologies with sound IP protection environment and skillful IP practices"

(by Xiang Li/Xiao Xiao)

本报记者 向利肖潇

5月4日,为期两天的第四轮中美战略与经济对话在完成一系列议程后落下帷幕。会议发表了其框架下的战略对话具体成果清单以及经济对话联合成果说明...

亮点一

加强执法能力建设

在此次中美战略与经济对话中,中美双方明确提出:“双方将进一步增加打击侵犯知识产权执法能力建设并增加执法资源,中方将完善知识产权相关法律法规,研究进一步加强追究知识产权侵权责任措施...”

对此,中国社会科学院知识产权中心研究员张玉瑞表示,这表明中美双方在知识产权保护方面的合作进一步深化。其中值得注意的是,中美双方将继续加强知识产权边境保护执法,这对于双方经贸发展具有重要意义...

亮点二

凸显发展共同需要

与以前要求中国加强知识产权保护稍不同的是,此次中美战略与经济对话中,更多地凸显出知识产权已经成为中美两国自身经济发展的一种需要。此次经济对话联合成果声明中表明:“中美两国将致力于各自市场创造一个环境,在该环境下,合法的知识产权密集型产品和服务水平的增长反映经济发展、体现两国作为全球生产和消费大国地位。”

国务院发展研究中心世界发展研究所副所长、中国世界经济学会副会长丁一凡表示,在知识产权保护方面,中美双方都有需求。随着经济的发展,已经有越来越多的中国企业主动保护知识产权。数据显示,2011年,中兴通讯通过《专利合作条约》(PCT)途径提交的国际专利申请量位居全球企业之首,华为则位居第三,这表明中国企业保护知识产权的意识已经变得主动而且迫切。

亮点三

推动扩大双边贸易

随着中美经济相互依存度的提高,放宽出口限制扩大双边民用高技术产业贸易成为中美两国在此次对话中的共识。经济对话联合成果声明中显示,美方承诺努力促进民用高技术对华民用最终用户和民用最终用途的出口。双方将共同努力营造促进和扩大双边民用高技术贸易的有利环境。

对此,张玉瑞表示,此次放宽出口限制,更多拥有知识产权的技术对华出口,这也势必涉及到更多有关知识产权的许可、转让问题,这也要求中国以更加良好的知识产权保护环境、更加成熟的知识产权运用策略,来谋求更高层次的技术引进。



"As China continues to step up IP protection, I believe, proper respect and rewards will give birth to more and more innovation super stars right here. Thanks to the development of China's IP protection environment, both transnational corporations and domestic companies feel more comfortable in doing business here..."

lectual Property Right Microsoft China, Yu signaled the importance of IP to Microsoft in his very first words with our reporter: "IP itself is the product of Microsoft, which is easy to circulate and obtain. Microsoft would lose its market in entirety without the blessing of an effective IP system and protection."

In fact, in Yu's eyes, IP protection is closely related to the very interests of the people: "At the age of knowledge-based economy, most people use and enjoy IP. In IP-related transactions, some people, however, elect to purchase cheap knockoffs, which is unfair for those people purchase the legit ones. It harms the interests of both innovators and consumers. That's why Microsoft attaches great importance to IP protection."

责任编辑:肖潇 Executive Editor: Xiao Xiao 英文翻译:柳鹏 Translator: Liu Peng

Microsoft executive lauds IP protection in China 中国知识产权保护环境不断优化

——访微软(中国)知识产权总经理于维东

Yu share with CIP News reporter some measures Microsoft adopts to combat piracy: "Litigation is not the only avenue in cracking down on piracy software, that's why Microsoft and government departments and some forward-looking industry leaders advocate IP protection in years. In a bid to do its utmost for anti-piracy, Microsoft does not merely safeguard IPR via judicial means, but also contribute through public education and advanced technology."

Prospects of China look good

Working in Microsoft for over a decade, Yu has been living the development of Chinese IP system and IP protection environment.

One thing particular impresses him is the special campaign on cracking down IP infringement and production and sales of counterfeit goods launched in 2010. "It adopts a series of practical measures to promote the use of legitimate software by government agencies, and Microsoft rolls with it and benefits from it," said Yu.

I'm very glad that the campaign was incorporated in this year's government report, which lays a

solid foundation for establishing a long-term effective mechanism for IP protection. Microsoft very much hopes that the Chinese government will pay a continuous attention on IP, and push the information industry including software to a new height after several years' of hard working," according to Yu.

Yu has great confidence in China's IP development, and said that all innovative Chinese companies would benefit. "Meanwhile, by reason of the unique features of software industry and software itself, we hope that all circles in the society make concerted efforts to improve the consumers' aware of anti-piracy. As the largest IP market and second largest economy, China needs to do a better job in creating a sound IP protection environment. At the age of knowledge-based economy, China must vigorously develop IP community. Only by doing so can it realize the transition from Made in China to Created in China," Yu said. (by Xiao Xiao)

本报记者 肖潇

"中国的知识产权保护力度不断加大,我相信,通过对创新者的尊重和激

励,中国会产生越来越多的创新天才。"近日,微软(中国)知识产权总经理于维东在接受中国知识产权报记者采访时表示,得益于中国知识产权保护环境的不断进步,无论是跨国公司还是本土企业,都将获得更好的发展。

多种手段维护正版

作为微软(中国)知识产权总经理,于维东开门见山地向记者表明了知识产权对于微软的重要意义:“知识产权本身就是微软的产品,这种产品很容易流通,也很容易获得,如果没有行之有效的知识产权制度和保护措施,微软的市场就不复存在。”

实际上,在于维东看来,知识产权保护和每个人的利益都息息相关。“在知识经济时代,大部分人都在使用和享受知识产权,而在知识产权的交易过程中,一些人却购买廉价的盗版产品,这对于购买正版的消费者来说,便是一种不公平的交易,不仅损害了创新者的利益,也损害了消费者的利益。这也正是微软如此重视知识产权保护的原因之一。”

于维东与记者分享了微软在反盗版方面所采取的一系列策略措施。“诉讼不是唯一的手段。这也正是为何这么多年,微软一直在和政府部门和有远见的行业领导者共同努力,一起倡导保护知识产权的原因所在。”于维东称,微软并不仅是通过司法途

径捍卫知识产权,而是通过教育宣传、提高技术水平等多种手段,为反盗版尽自己的一份责任和努力。

看好中国未来发展

在微软工作十余年,让于维东亲历了中国知识产权制度的不断进步与知识产权保护环境的不断改善。

尤为让他印象深刻的便是2010年10月开展的打击侵犯知识产权和制售假冒伪劣商品专项行动。“专项行动针对政府机构正版化采取了一系列具体措施,微软深有体会,并从中受益。”于维东如是说。

于维东表示,“很高兴在今年的政府工作报告中把深入开展打击侵犯知识产权和制售假冒伪劣商品行动写入其中,为建立知识产权保护长效机制奠定坚实基础。微软非常希望政府持续不断地关注知识产权,希望能够通过若干年的努力,把包括软件业在内的信息产业推到一个新的高度”。

同时,于维东也表示,鉴于软件行业和软件本身的特殊性,希望社会各界在反盗版和提高消费者意识方面做更多努力。“中国作为第一大PC市场,世界第二大经济体,特别需要在营造良好的知识产权环境上做更多的努力。从而为从‘中国制造’到‘中国创造’转变打下坚实基础。”于维东对于中国的知识产权事业发展充满信心和希望。