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Epson: IPR, the catalyst for enterprise innovations 爱普生高管: 知识产权是企业创新的催化剂



Kamiyanagi Masashi 上柳雅普

“IPR is a catalyst for enterprise innovations.” Kamiyanagi Masashi, Managing Executive Officer of Intellectual Property Division of Japan Seiko Epson Corporation (Epson), in an interview with our reporter said that respecting IPR system and making good use of IPR rules are not only Epson's consistent development objective but also the key of Epson's success.

Wisely using the strategy

According to Kamiyanagi Masashi Epson creates a new concept of IPR innovation cycle operated by IPR department and R&D department, based on a mode of “research and development, market, protection, creation”. In this system, Epson makes careful analysis of the IPR information, sets up an effective patent guard screen to enhance capability of core technology and keeps developing and researching new products. Epson also has the maturity

experience in patent licensing strategy. The patent licensing accounts for a tiny amount of Epson's revenue. Epson actively seeks to make money by licensing its patents only under the circumstances that Epson abdicates that area which no longer to be invested. “We never share our core technologies with independent IPR to other enterprises.” said Kamiyanagi Masashi, emphatically.

Epson's Intellectual Property Division now employs more than 350 people, divided into four parts which are patent technology department, patent analyzing department, patent licensing department and the management department. Patent technology department accounts for the biggest part of the manpower whose patent engineers collect and sort data before filing a patent application. The four departments form an outstanding and efficient team.

In the incentive mechanism aspect, Epson will praise and reward

inventors throughout the proceedings of patent filling, patent granted, patent transform and commercialized and patent licensing. This mechanism not only stimulates inventor's creativity but also cultivates a better innovative climate in Epson.

Optimistic about the development of China

As one of the world's most important markets, China became the focus of Epson's attention. The nationwide campaign on combating IPR violations and on the production and distribution of fake and shoddy products completed successfully which was regarded as a showcase of the Chinese government's consistent stance and firm determination to protect IPR. However, protecting IPRs is a complicated and arduous task, and the task cannot be accomplished at one stroke. China should explore and establish a long-lasting mechanism to protect IPRs and combat counterfeiting.

In 2011, Japanese firms filed a

total of 33,554 patent applications. Japanese enterprises also exceeded 10% above continuously in recent years.

(by Wu Hui/Cui Jingsi)

(Photo by Chen Jianming)

本报记者 吴辉 崔静思

“知识产权是促进企业创新的催化剂。”近日,日本精工爱普生株式会社(下称爱普生)业务执行常务董事、知识产权部部长上柳雅普在接受中国知识产权报记者专访时表示,尊重知识产权制度、善用知识产权规则不仅是爱普生一贯秉承的发展宗旨,也是其长盛不衰的秘诀所在。

巧巧运用战略

据上柳雅普介绍,近年来,爱普生通过市场竞争实践,创造性地提出了“知识产权创新循环”的新理念,这个循环系统的基本模式是“研发——市场——保护——创造”:由知识产权部门与研发部门协同合作,对相关知识产权信息进行细致周密的分析,确定构建强有力的专利防护网,继而展开以获取用于保护该商业领域的

核心技术专利的研究开发,并同时展开产品的研发工作。

此外,爱普生在专利许可策略上也有着愈发成熟的操作模式。据上柳雅普介绍,目前专利许可收入仅占爱普生全部收入的很小一部分,只有确定在某个领域或不再做市场投入,爱普生才会积极进行专利许可。而对于核心业务打印机产品来说,上柳雅普的回答斩钉截铁:“专利许可的可能性是零!核心技术一定是企业自己独家来实施的。”

据了解,目前在拥有350人的爱普生知识产权本部中,人员最多的部门是专利本部,该部门拥有大量的专利工程师,他们会将研发部门的技术方案收集整理,然后进行检索、评估、讨论,以确定是否提交专利申请,这是知识产权本部的核心组成部分;其次是专利信息调查分析部;第三个则是专利许可部;此外还有一个管理整个运行系统的知识产权服务部。这4个部门组成了一支优秀的知识产权团队。

而在知识产权激励机制方面,爱普生会在一项技术提交技术方案到提交专利申请、专利申请获权、专利实施转化和专利成功许可等5个过

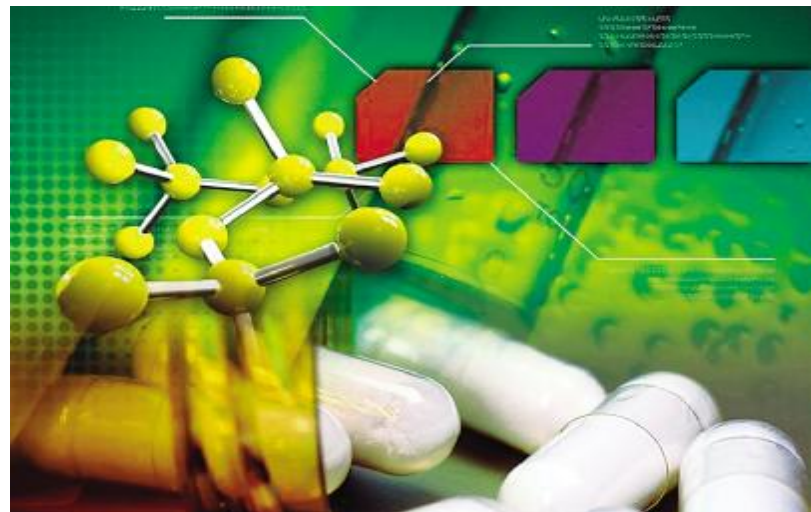
程中分别给予发明人奖励,不仅激励了发明人的创造热情,也造就了爱普生浓郁的创新氛围。

看好中国发展

作为爱普生在全球最重要的市场之一,中国是上柳雅普眼中的焦点。对于中国政府开展的打击侵犯知识产权和制假伪劣商品专项行动,上柳雅普认为,通过专项行动打击侵权盗版,表明了中国政府坚决加强知识产权保护的决心和信心。但同时,由于中国地域广阔,侵犯知识产权的现象依然存在,要想彻底打击侵权需要很长一段时间,因此应努力探索建立知识产权保护长效机制。

2011年,经中国国家知识产权局受理并公开的由日本申请人提交的专利申请达3.3554万件。此外,日本企业近年来的在华专利申请量一直保持着10%的增长幅度。

图片摄影 本报实习记者陈建明



China's IP in foreign eyes

A failure to strike partnerships in China and India is costing Canadian biotech and pharmaceutical companies billions in lost opportunities to reduce costs and speed the development of innovative drugs and therapies, new research concludes. The pharmaceutical markets in China and India have each grown more than 16 percent annually for the past five years. (Canadian biotech firms 'missing the boat' in Asia, by The Globe and Mail)

Among companies planning to move production, those considering an increase in outsourcing to China fell to 9 percent in October from 18 percent in April 2011. Those expecting to shift production back to the U.S. rose to 21 percent from 10 percent. China's wages have risen 15 percent a year over the last decade, prompting U.S. companies to rethink where they manufacture. (For Some U.S. Manufacturers, Time to Head Home, by Bloomberg Businessweek)

在计划转移生产的企业中,考虑增加对华外包的企业数量从2011年4月的18%下降到当年10月的9%,而希望把生产转移回美国的企业数量则从10%上升到21%。过去10年中,中国人的工资每年上升15%,使得美国公司重新考虑他们的制造地。“美国制造商,是时候回家了”,彭博商业周刊。

Comment:

Low labor costs in China might have motivated American outsourcing in the past, but rising wages have prompted these companies to re-examine the cost of outsourcing in China. The story behind American manufacturers realizing it's "time to head home" is the increase of technological ability in the Chinese labor market and the enhancement of the country's overall innovative capacity.

点评:

超级低廉的中国人工成本已经成为过去式,美国人不得不重新审视在华生产的成本。在美国制造商意识到“是时候回家了”的背后,是中国劳动力市场技术含量的提升和国家整体创新能力的增强。

(本报通讯员汪玮玮发自加拿大多伦多)

责任编辑 肖潇 Executive Editor Xiao Xiao



An Iraq businessman deported for trademark counterfeiting 伊拉克商人因侵犯知识产权被逐出境

Shandong Qingdao Intermediate People's Court recently rendered a judgment on selling counterfeit automotive brake blocks of several Japan's registered trademarks. The defendant, an Iraqi businessman was convicted of counterfeiting the registered trademark and fined 150,000 yuan on top of deportation from the country. This is the first case implemented in new model of trial for IPR cases in Shandong court, which combines trial of criminal, civil and administrative nature in one tribunal.

Through his dealer, Zhejiang Tuoyouta Trading Company, the defendant signed a purchase contract with Shandong Luguan Brake parts Co., LTD (Luguan) to produce brake blocks in June 2010. Without the authorization of the proprietor of the registered trademark including "TOYOTA", "NISSAN" and "MAZDA",

the defendant asked Luguan to tag these trademarks on the products and planned to ship the products to Libya. However, these 12,640 pieces of counterfeiting products, with contractual value of 200,640 yuan were seized by Qingdao Customs. Later the Iraqi defendant gave himself up to the Chinese police.

The court held that the defendant's action of marking "TOYOTA", "MAZDA" and "NISSAN" trademarks on counterfeit brake for sale with a value of 200,640 yuan should be prosecuted for criminal liability and subsequently be sentenced from three to seven years of imprisonment. In view of the fact that the Iraqi defendant who gave himself up to the police, the court gave lighter or mitigated punishment. After over three-hour hearing, the court rendered a judgment on counterfeiting the regis-

tered trademarks. The defendant would be expelled from China after paying 150,000 yuan in fines. (by Li Shouyun)

本报讯 (记者李守运山东报道)一名伊拉克商人在委托中国厂家生产的汽车刹车片上非法标注日本企业的注册商标,侵犯了日企的知识产权,近日,青岛市中级人民法院以假冒注册商标罪将该伊拉克人驱逐出境,并处以罚金15万元。这是山东省实施知识产权案件民事、刑事、行政“三合一”制度后宣判的首例案件。

被告人阿迈尔·伊布拉西姆·萨利赫是伊拉克人。2010年6月,他通过其代理商浙江省瑞安拓优达贸易有限公司,与山东省德州市鲁冠制动车件有限公司签订购销合同,由鲁冠制动车件公司为其生产刹车片。其间,被告人在明知自己未得到“TOYOTA”、“NISSAN”、“MAZDA”等注册商标所有人许可的情况下,要求鲁冠制动车件公司的负责人

张某某(另案处理)在该批订单的产品上使用这些商标。后来,阿迈尔准备将这批产品发往利比亚,但在青岛出口报关时,被海关查扣。经调查,这批侵犯商标权的产品共计1.264万套,合同金额为人民币20.64万元。案发后,阿迈尔主动来中国投案自首。

经青岛中院依法审判后认为,阿迈尔未经注册商标所有人许可,要求生产商在涉案汽车刹车片以及标签上同时使用了“TOYOTA”、“NISSAN”、“MAZDA”三个商标,并将生产的刹车片进行销售,涉案金额达20.64万元,其行为构成假冒注册商标罪,依法应判处3年以上7年以下有期徒刑,但案发后,阿迈尔主动到公安机关自首,可以从轻或减轻处罚。经过3个多小时的庭审,法院最终以假冒注册商标罪,判处阿迈尔驱逐出境,并处罚金15万元,另外,在案扣押的假冒注册商标商品依法没收。

ZTE, Ericsson settle patent disputes 中兴通讯与爱立信达成和解

ZTE has settled all outstanding litigation worldwide with Ericsson, ending their nine months patent lawsuits peacefully. ZTE corporation told our reporter recently.

After extensive discussion and consultation, the companies have agreed to withdraw all patent litigation against each other, according to ZTE's statement, including the lawsuits filed by Ericsson against ZTE in the UK, Germany and Italy, and the cases filed by ZTE against Ericsson in China. Now the legal counsels of the two companies have submitted applications to the courts concerned for withdrawal of the lawsuits, pending withdrawal rulings to be made by the respective courts.

ZTE and Ericsson have announced that the two companies have settled their patent disputes and have entered into a cross-licensing agree-

ment. "Ericsson has the strongest patent portfolio in the industry," said Kasim Alfalahi, Chief Intellectual Property Officer at Ericsson. "We have signed more than 90 patent agreements with different vendors worldwide. Now we can add ZTE to this group." The fair and reasonable agreement will help ZTE gain larger development space in global market, said the principal.

While the score is settled with Ericsson, ZTE is still entangled in another patent dispute with rival Huawei.

本报讯 (记者肖潇北京报道)中兴通讯股份有限公司(下称中兴通讯)与爱立信公司(下称爱立信)长达9个月的专利诉讼告一段落。近日,中兴通讯发布公告称,已与爱立信达成和解,双方相互撤诉。中兴通讯知识产权相关负责人对中国知识产权报记者表示,对此结果感到满意。中兴通讯在公告中表示,中兴通



讯已经与爱立信就专利诉讼案件所涉及的专利事项进行了充分沟通和协商,双方均已同意相互撤销针对对方的所有专利侵权诉讼,其中包括爱立信在英国、德国和意大利对中兴通讯提起的专利侵权诉讼,以及中兴通讯在中国对爱立信提出的专利侵权诉讼。目前,双方的代理律师已经向各诉讼所在地法院提交了撤销诉讼案件的申请,正等待各诉讼所在地法院做出撤诉裁定。

据悉,双方签署了一份全球范围内的专利交叉许可协议。爱立信首席

知识产权官卡希姆·阿法拉赫表示,爱立信拥有业界强大的专利组合,已与全球多家厂商签署了90多份专利许可协议,现在中兴通讯也加入其中。中兴通讯知识产权相关负责人对本报记者表示,该协议对双方来说是一个公平、合理的协议,这意味着中兴通讯将在全球市场获得更大的发展空间。

中兴通讯与爱立信达成和解,而中兴通讯所陷入的另一场备受关注的专利纠纷,与华为技术有限公司间的专利诉讼仍在继续。