

NUMBERS

12,188,000 As of July 22, .cn domain name had topped its German counterpart, .de with 12,188,000 registrations, becoming the No.1 national top-level domain name.

1218.8 万个 截至7月22日,我国.CN域名注册量以1218.8万个超过德国.DE域名.CN成为全球第一大国家顶级域名。

21,000 In the first half, AICs across the nation handled 21,000 trademark violations with 397 million yuan in goods value and imposed 175 million yuan in fines. Some 4,300 cases involved foreign parties. A total of 53 suspects were handed over to judicial authorities in pursuit of criminal liabilities.

2.1 万件 今年上半年,全国工商行政管理机关共查处商标违法案件2.1万件,案值3.97亿元,罚款总额1.75亿元。其中,涉外商标案件4300多件,53人被移送司法机关追究刑事责任。

10 According to a rule in electing China world brands 2008, candidate brands shall have exist for at least 10 years and registered trademarks in major export destinations.

10 年 根据近日发布的《2008中国世界名牌产品评价通则》,申报中国世界名牌的商标至少应有10年以上历史,并在主要出口国家(地区)已注册。

36,400 Hangzhou Customs seized 36,400 units of kid's sports apparels printed with BEIJING2008 or beijing2008, which would constitute infringement after checked by BOCOG.

3.64 万件 近日,杭州海关查获印有“BEIJING2008”“beijing2008”字样的儿童运动套装3.64万件,经北京奥组委确认侵犯了北京奥运会知识产权。

1 million Since its rejuvenation in October 2006 till July 2008, Wuhan IPR Net had clocked a total of 1 million hits with 1,500 hits daily.

100 万次 武汉知识产权网自2006年10月改版以来,截至2008年7月,访问量已超过100万次,日均访问量逾1500次。

380 The first folklore museum in Ningxia, Dawukou Folklore Museum opens with 380 exhibits collected, which displays the charm of Dawukou's cultural bonanza and folklore.

380 件 近日,宁夏首家民俗文化博物馆——大武口民俗文化博物馆开馆。该馆共征集到各类展品380多件,充分展示了大武口丰富的文化底蕴和民俗文化的无限魅力。

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Games webcast piracy stemmed

中国奥运新媒体知识产权保护成效卓著

北京奥运开幕式网络盗播超八成在西方

At a press conference on Chinese copyright system status in the 2008 Beijing International Media Center, Vice Minister of the National Copyright Administration Yan Xiaohong speaks highly of copyright protection in China. In general, standard of the copyright protection in the country is relatively high. Much less Chinese web sites broadcast Olympic games without authorization than those in the industrialized countries.

is not a usual practice in the world. According to the monitor from BOCOG and IOC, three days after the opening ceremony, a total of 1,600 times of webcast piracy occurred, 85 percent of which originated in the industrialized countries. Each of the some 100 cases in China was resolved within two hours with the fastest dealt in around 20 minutes.

(by Zhao Jianguo)

IPR protection online is an international issue, said Yan. The Chinese government exercises strenuous efforts in this regard, which

本报道 8月16日,在2008北京国际新闻中心举行的中国版权制度情况新闻发布会上,新闻出版总署副署长、国家版权局副局长阎晓宏在谈到关于奥运新媒体的版权保护时指出,中国的版权保护成绩很

大。从总体上来看,版权保护水平是比较高的。在奥运会期间,奥运赛事未经许可转播的现象,国内网站数量远远少于西方发达国家。

在发布会上,阎晓宏表示,互联网的知识产权保护问题是一个国际性的问题。中国政府非常重视这项工作,这在世界各国来说是很少见的。阎晓宏透露,在北京奥运会开幕式之后3天左右的时间,据北京奥组委、国际奥委会的监测,在全球发生的未经许可的网站盗播现象大概是1600多起,其中有85%发生在西方发达国家。在中国有100多起,每起都在2小时之内处理完毕,最快是在20多分钟内处理完毕。

(赵建国)



The funnel-shaped LED display system installed at the Beijing Olympic Basketball Gymnasium is the first set of full-color high definition display system in the country. The system is capable of game capture, replay, realtime broadcast, game info display, times and scores display and radio broadcast.

(by Wang Wenyang)

一走进北京五棵松奥林匹克篮球馆,“漏斗”型的中央吊斗屏系统格外引人注目。这是国内首套全彩高清LED显示系统。该系统在比赛中可完成精彩瞬间捕捉、奇特镜头回放、实时直播同步、赛况信息播报、计时计分统计、广播播出等多项任务。

本报记者 王文扬 摄影报道

China to weed off pirated Olympics AV products

中国将清查收缴盗版奥运题材音像制品

As pirated audio-video (AV) products featuring the opening ceremony and other events of the Olympics surface in some areas in the country, the State Office against Pornographic and Illegal Publications and the General Administration of Press and Publication released a circular to call for enforcement actions against them. Un-

der the circular, publication of any such AV products without the authorization of the IOC or BOCOG is deemed an act of piracy and shall be combated relentlessly.

(by Liu Shan/Zhao Jianguo)

本报道 针对目前国内一些地区的音像制品市场上出现北京奥运会开幕式及奥运会相关题材音像制品的侵权盗版现象,全国“扫

黄打非”办、新闻出版总署近日下发了《关于全面清查收缴侵权盗版北京2008奥运会开幕式和奥运会相关题材音像制品的通知》。该通知指出,凡未经国际奥委会、第29届奥运会组委会授权的任何单位和个人,出版发行北京奥运会开幕式和奥运会相关题材音像制品均属侵权盗版行为,必须坚决果断地加以遏制。

(刘珊 赵建国)

Culture ministry bolsters domestic cartoon creation

文化部出台意见扶持民族原创动漫

A recent Ministry of Culture document puts creation and protection of domestic animation and cartoon industry on agenda. Creation mechanism and competition order provisions are set to ensure all around and sustainable development of the industry.

brands shall all be armed with IPRs.

Market supervision and protection of these IPRs are to be stepped up. Domestically created cartoon images, brands and derivative products are key subject matters to be shielded with both routine check and specific campaigns in place.

(by Liu Shan/Zhao Jianguo)

本报道 为积极创新机制、改进管理,避免盲目发展、无序竞争,实现动漫产业全面协调可持续发展,文化部日前出台《关于扶持我国

动漫产业发展的若干意见》,明确提出要扶持民族原创,保护动漫知识产权。

意见提出,加强创作,培育精品,倡导扶持动漫产业走民族风格和时代特点相结合的原创之路,坚持走技术创新与市场开发相结合的发展道路,大幅度提高我国原创动漫产品的数量和质量,打造拥有自主知识产权的动漫形象和动漫品牌。

意见强调,加强市场监管,保护动漫知识产权。以国产原创动漫形象、动漫品牌及其衍生产品为重点,加大知识产权保护力度。

(刘珊 赵建国)

EXPRESS

Adidas hammers trademark free riders

阿迪达斯商标维权一审胜诉

Yantai (Shandong) Intermediate People's Court recently ruled in favor of Adidas in a trademark case. Co-defendants Fujian Nan'an Shudeng Shoe Company and a local supermarket by the name of Jialejia are ordered to indemnify Adidas 290,000 yuan and 10,000 yuan respectively in damages.

In August 2007, Adidas discovered a model of sneaker for sale in Jialejia carries three reclining stripes and an affixing tag says Shudeng Company. Adidas believed the three stripes on the sneaker is identical or extremely similar to its registered trademark of three stripes and then filed suit.

The Yantai court held Defendant Shudeng uses motif identical to Plaintiff's registered trademark on the same class of goods without authorization, which constitutes infringement. So 290,000 yuan in damages to Plaintiff is ordered. As a retailer of the goods in question, Defendant Jialejia assumes the duty to verify manufacturer of the goods as well as compliance of the trademark on those goods. So 10,000

yuan in damages to Plaintiff is ordered.

(by Xie Huanrong) 本报道 近日,记者从山东省烟台市中级人民法院获悉,阿迪达斯有限公司状告福建省南安市舒登鞋业有限公司、山东潍坊百货集团股份有限公司招远中百佳乐超市侵犯注册商标专用权纠纷一案已有结果。法院判令舒登公司、佳乐超市分别赔偿原告阿迪达斯经济损失29万元和1万元。

据了解,2007年8月,阿迪达斯发现佳乐超市出售的一款休闲鞋上标有三条倾斜的杠,鞋上所带标签上标有舒登公司。原告认为,这些带有“三条杠”标识的运动鞋与阿迪达斯的“三条杠”注册商标完全相同或极为近似,于是把舒登公司和佳乐超市告到烟台中院。

烟台中院经审理认为,被告舒登公司未经原告阿迪达斯的许可,在同种商品上使用与原告注册商标相同的图形,侵犯了原告的注册商标专用权,判令其赔偿原告经济损失29万元;被告佳乐超市作为涉案商品的销售者,不仅应当审查涉案商品的生产者,还应当对其经销的商品是否规范使用商标及是否侵犯他人注册商标专用权进行合理的审查,判令其赔偿原告阿迪达斯公司经济损失1万元。

(谢环东)

IP CHINA'S IP MANUAL

Rapid Response Mechanism in Proceeding Illegal Broadcast of Olympic Games

《处理非法转播奥运赛事案件快速反应机制》

The National Copyright Administration (NCA), Ministry of Public Security, Ministry of Industry and Information Technology and State Administration of Radio Film and Television team up to set up a Rapid Response Mechanism in Proceeding Illegal Broadcast of Olympic Games. The anti-piracy unit established under the mechanism promises a 2-hour response to all such complaints to ensure quick strike at broadcast piracy.

fringing web site within half an hour after receiving an order from the anti piracy office.

近日,国家版权局、公安部、工业和信息化部、国家广播电视总局等有关部门联合制定了主要针对新媒体非法转播奥运赛事及相关活动的《处理非法转播奥运赛事案件快速反应机制》(以下简称《机制》),并承诺针对反盗版行动小组有关奥运侵权行为的投诉在2个小时之内进行回应处理,任何盗播或者侵权行为都将被及时制止。

《机制》指出,奥运会期间,国家版权局下设的打击网络侵权盗版专项办公室将通过技术手段对新媒体非法转播奥运赛事行为实施24小时实时监控。国际奥委会及持证转播商亦将采取相关技术措施及时向办公室提供涉嫌非法转播的线索和信息。对未经许可或备案的互联网和移动平台从事非法转播活动的,版权执法部门在接到办公室通知后,应在半小时内通知通信管理部门关闭网站。

During the Games, the anti online piracy office under NCA invokes technical means to monitor illegal webcast of the Games around the clock. The International Olympic Committee (IOC) and its licensed broadcasters also provide clues and information on illegal webcast. The copyright enforcement unit notifies the telecomm administration to shut down the in-