



**Circular of the State Intellectual Property Office,  
the Ministry of Education, the Ministry of Culture,  
the State Administration for Industry and Commerce,  
the State Administration of Radio, Film, and Television  
and the National Copyright Administration on Printing  
and Distributing *Opinions on Strengthening the  
Development of IP Culture***

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The intellectual property offices of all provinces, autonomous regions, municipalities directly under the Central Government, cities under separate state planning, sub-provincial cities and Xinjiang Production and Construction Corps; departments (commissions or bureaus) of education, departments (bureaus) of culture, administrations for industry and commerce, administrations of radio, film, and television, and copyright administrations,

*Opinions on Strengthening the Development of IP Culture*, as jointly developed by the State Intellectual Property Office, the Ministry of Education, the Ministry of Culture, the State Administration for Industry and Commerce, the State Administration of Radio, Film and Television and the National Copyright Administration, with the support of the Publicity Department of the CPC Central Committee, is hereby issued for your implementation.

This Circular is hereby given.

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## Opinions on Strengthening the Development of IP Culture

These opinions are put forward in order to deepen the implementation of the National Intellectual Property (IP) strategy, enhance the social respect for and protection of intellectual property, develop an IP culture that adapts to the requirements of innovation-driven development, and provide a powerful spiritual force for constructing an innovative country.

### I. Fully Recognizing the Great Significance of Strengthening the Development of IP Culture

IP culture is a component of the socialist culture with Chinese characteristics, and an important ideological guarantee for implementing the national IP strategy and constructing an innovative country as well. Vigorously promoting the IP culture concept of respecting knowledge, advocating innovation, and being integral and law-abiding helps improve citizens' overall caliber and social civilization; create a market operation environment featuring fair competition, business integrity and innovative development, and maintain fair and orderly competition; carry forward the essence of traditional Chinese culture, and develop the cause and industry of culture with Chinese characteristics; and stimulate the innovation enthusiasm of the society as a whole, and achieve the innovation-driven development strategy.

Today, IP popularity is growing year by year; the society sees strengthened awareness of IP protection; the concept that advocates innovation has been gradually established; the market environment featuring integrity and law abidance is constantly optimized; and

the IP culture atmosphere has taken initial shape. On the other hand, the awareness of IP protection and the code of conduct for protecting the IP system have not become universal in all citizens; the culture atmosphere featuring the courage to innovate is yet to be strengthened; the market environment featuring fair competition is yet to be optimized; and the overall IP culture environment cannot meet the requirement of deepening the implementation of the national intellectual property strategy.

It is a must to fully recognize the importance and urgency to strengthen the development of IP culture, set greater store by giving play to the resultant force of developing an IP culture and building an IP legal system, follow the objective rules of cultural development, keep a foothold in the national conditions of China, and focus on the future, to vigorously develop the IP culture.

### II. Guiding Ideology, Goals and Basic Principles

#### i. Guiding ideology

Sticking to Deng Xiaoping Theory, the important thought of "Three Represents" and the Scientific Outlook of Development as the guideline, deepening the implementation of the IP strategy and supporting the innovation-driven development strategy as the main line, and adhering to the combination of carrying forward excellent traditional culture and positively absorbing and borrowing the excellent civilization achievements of different countries; guiding the devel-



opment of IP culture with correct values; making it the fundamental task to carry forward the core concept of IP culture that features the respect for knowledge, advocacy of innovation and integrity and law abidance, and to establish the ethical doctrine of being proud of innovation and integrity while being ashamed of cypcatting, counterfeiting and cheating, so as to vigorously develop an IP culture that meets future development requirements of the Chinese nation.

ii. Goals

The social acceptance of the core concept of IP culture and the views of honor and disgrace will have become significantly improved; citizens' respect for and consciousness of IP protection will have been further strengthened; and the system for building the IP culture will have been initially established by 2015.

The core concept of IP culture will have become an important content of the spirit of the times generally accepted by the citizens; social devotion to innovative creations will have been significantly strengthened; the market environment featuring fair competition, integral operations and innovative development will have basically taken shape; the IP culture development system that features scientific developments will have become more established; and IP culture will have been able to effectively support the implementation of the national intellectual property strategy and the building of an innovative country by 2020.

iii. Basic principles

—Carrying forward the tradition and promoting innovation. Following the overall requirements on the development of socialist culture with Chinese characteristics to make effective use of the excellent Chinese and foreign cultural resources, carry forward the good

tradition of respecting knowledge in the Chinese culture, and guide IP culture development with the core concept that advocates innovation.

—Being close to the public and promoting development. Always closely combining the development of IP culture with the requirement of the citizens to protect their own legitimate rights and interests; taking diversified forms of IP culture development; turning the widely—strengthened IP awareness in the public into conscious behavior of IP maintenance; and promoting the effective implementation of the IP system and innovative economic and social development.

—Government promotion and social involvement. Always closely combining government promotion with extensive social involvement; building a working mechanism that features coordinated promotion; mobilizing the extensive involvement of the forces in all social quarters; and promoting the flourished development of the IP culture.

### III. Main Tasks to Strengthen the Development of IP Culture

iv. Deepen and popularize the IP concept

It is of important value and significance to national prosperity, national rejuvenation, people's happiness, social harmony and the improvement of the national image to strengthen the dissemination of related knowledge, improve public cognition of such IP rights as patents, trademarks and copyright, and popularize IP rights. Carry on the traditional culture that features reform and innovation; make the concept of respecting knowledge, advocating innovation and being integral and law—abiding popular among the people, and make such concept a new fashion in the society by integrating the spirit of the times that features

reform and innovation into it; and constantly strengthen the legal, ideological, scientific and cultural qualities of the whole people.

v. Promote the establishment of an environment that features innovation and development

Optimize the legal environment, policy system and integrity mechanism that facilitate the practice of the core concept of IP culture, help the citizens form the habit of consciously respecting and maintaining IP and consciously resisting “copycat” culture, and intensify the verification and punishment of infringement behavior, so as to destroy the hotbed for the unhealthy tendencies and evil influences of frauds, unscrupulousness and selfishness and to effectively stimulate the innovation enthusiasm and creativity of the whole society.

vi. Promote the influence of China in the field of IP

Guide the enterprises to fulfill their social responsibility for respecting and protecting IP, and build a good image of the Chinese enterprises respecting IP; further strengthen the awareness of self-esteem, self-confidence, independency and self-reliance in national brands, and bring national brands to the world stage; launch international cooperation in IP protection, strengthen the exchanges between China and other countries in the field of IP, actively learn from helpful foreign cultures, and promote the enhancement of comprehensive national competitiveness and cultural soft power.

vii. Build a sound IP culture dissemination system

Build a mechanism where government plays a dominant role and the public gets involved extensively; build a system for coordinated development of IP publicity and promotion, education, training, aca-

demical studies and international cultural exchanges; explore to build an IP culture dissemination system that features public welfare oriented, social involvement, advanced technologies, fast and convenient transfer, extensive coverage and equal attention to both the urban and the rural areas.

#### **IV. Main Measures to Strengthen the Development of IP Culture**

viii. Prosper theoretical and academic studies on the development of IP culture

Encourage and support extensive involvement of the educational circles and the academia, and encourage and support the promotion of the theories on the academic and cultural development of IP; establish several IP culture study and dissemination bases to support scholars to dig excellent traditional Chinese culture in depth, explore the rules of IP culture development, translate and introduce foreign IP laws and knowledge, and study the new situations and problems in the development of IP culture.

Launch a group of excellent IP research findings and popular readings, lead broad social involvement in the discussion about IP culture development, enlarge the social influences of IP culture, and support and promote the development of IP culture with Chinese characteristics.

ix. Broaden the channels of education and training on IP culture

Include IP-related contents into the national education system, add IP-related contents to the legal education for primary and middle school students, give support to universities in the content development of the IP disciplines, and improve the training quality of IP-specific talents; encourage universities to open



IP courses and eligible universities and research institutes to launch IP academic education and continuing education, closely combine IP culture development with the moral construction and campus culture in primary and middle school and university students, and launch different themed educational activities to strengthen the IP awareness and innovation awareness of students in all types of schools.

Promote the inclusion of IP knowledge into the training and elective courses of Party schools at different levels and administrative schools, develop IP training courses or themed lectures free of charge, enlarge the training scale of national IP training bases, and strengthen the education and training of persons in charge of enterprises and IP practitioners.

Give play to the role of different types of innovative talents, and build a mechanism in which IP culture ambassadors participate in culture dissemination. Display the value of time-honored brands which carry excellent traditional business culture, explore the establishment of a number of excellent traditional business culture education bases, give active play to the role of volunteers, publicize IP volunteer services, and give support in the establishment of non-governmental organizations that promote the development of IP culture.

x. Intensify the publicity of IP culture

Develop planning and annual working plans for IP publicity and popularity; promote the inclusion of education of IP-related laws into the national planning for the publicity and education of laws for all people, give play to the guiding role of governments at different levels, organize and launch various types of IP publicity activities, hold influential brand publicity

activities like “National IP Publicity Week”, and promote IP to “enter government agencies, enter the countryside, enter communities, enter schools, enter enterprises, enter the army and enter the market.”

Encourage different media like radio, television, newspapers, magazines and the Internet to provide fixed programs to timely and comprehensively publicize and report IP news, strengthen media supervision and guide the society with correct opinions, make full use of public service advertisements to publicize the core concept of IP culture, establish and improve the commendation and reward system, display the demonstration effect of typically integral and trustworthy market entities, and promote the dissemination of the concept of IP culture in the whole society.

xi. Implement the IP culture development program

Implement the program of disseminating IP culture products, support the creation of IP-themed movies and television programs that have both social and economic benefits, develop popular IP reading series that adapt to emerging media dissemination, and hold more targeted and effective IP culture dissemination and popularization activities.

Involve the dissemination of IP knowledge, information and concept into the national project for sharing cultural information resources, and carry on excellent traditional culture which is conducive to the encouragement of innovative creations, integrity and law abidance.

Launch IP culture development pilots in enterprises, guide the enterprises to integrate IP strategy into their overall operation strategy, make it an important content of corporate culture development to improve

their employees' consciousness of IP protection, and fulfill the enterprises' social responsibility for respecting and protecting IP.

xii. Improve the policy system and integrity mechanism that are conducive to the development of IP culture

Strengthen policy guidance, and guide the entire society, especially market entities, to scientifically evaluate the number, quality and market value of IP, so as to promote the scientific development of the IP undertaking; improve the IP interests sharing system, give equal consideration to the interests of the right owners and stakeholders, and establish a harmonious implementation mechanism of the IP system.

Reinforce the enforcement and management of IP like trademarks, copyright and patents that are closely related to social and public interests and concept, and build a long-term mechanism that features fair competition and is conducive to innovation, development and brand development.

Push forward the establishment and improvement of a system for punishing IP infringements and breach of law and faith, advance the building of model units in honest IP operation, encourage enterprises and industrial organizations to promise "genuineness, realness and authentic quality", and vigorously publicize typical model enterprises and figures that are bold in innovation and carry out integral operation.

xiii. Strengthen international exchanges on IP culture

Further expand the channels of external publicity, strengthen the communication and cooperation of related international organizations, related foreign government departments, professional agencies, non-

governmental institutions and the media, actively borrow the experience of foreign countries in publicizing and popularizing IP culture, and publicize the progress made by China in social recognition of IP, cultural concept and IP protection to clear up doubts and deepen mutual understanding.

Explore the establishment of overseas Chinese innovation achievements exhibition centers to publicize and recommend representative Chinese brand products, build an innovative image of "Made in China", and create a favorable international IP environment.

#### **V. Strengthen organizational leadership and the guarantee of necessary conditions**

xiv. Strengthen organizational leadership, supervision and inspection

Strengthen the coordination among the Publicity Department of the CPC Central Committee, the State Intellectual Property Office and related departments and the work instructions they provide, and push forward the inclusion of IP culture development into the work agenda of governments and competent publicity and culture departments at different levels. Local government departments have to develop and carry out specific work plans and annual action plans according to actual conditions, clarify the assignment of responsibilities, strengthen supervision and instruction, and ensure the concrete implementation of each and every policy and measure.

xv. Strengthen department collaboration in carrying out all measures

Give full play to the role of the system of the Inter-Ministry Joint Conference for Implementing the National Intellectual Property Strategy and that of National IP Publicity Week, conduct surveys on IP cul-



tural accomplishments in the public on a regular basis, monitor and analyze public opinions, strengthen department communication, timely circulate information on such communication, summarize experience, develop a resultant force that coordinates the work of IP culture development, and build a long-term mechanism for IP culture development.

xvi. Further guarantee necessary inputs

Local governments in different places shall in-

crease investment in all aspects to include the coordination and development of IP culture into the planning for the cultural cause and industry. Encourage social forces to participate in the development of IP culture, establish various organizations to promote IP culture development, and gradually form a guarantee system where the government, enterprises and the society all make investment through multiple channels.