



iii. Establish a sound system for reporting and submitting complaints about rights protection assistance. Speed up the establishment of a system for giving assistance to IP protection, reporting and complaining about IP violations, achieve online transfer of IP violation reporting and complaints, and provide the online application service for IP protection assistance; set up the system and put it into operation in 2013; adjust and upgrade the system through operation in 2014 and 2015.

iv. Outfit enforcement equipment. Equip the pa-

tent administrative enforcement officers with portable patent legal status query equipment as soon as possible to improve the efficiency of enforcement and case handling, and ensure accurate and timely access to the legal status of a patent by the patent administrative enforcement officers. Local intellectual property offices with enforcement function shall improve their enforcement equipment, be strict with enforcement clothing, and set up special oral trial sites for the purpose of enforcement and case handling.

**Opinions of the State Intellectual Property Office,
the Ministry of Industry and Information Technology,
the State Administration for Industry & Commerce and
the National Copyright Administration on Strengthening
IP Protection in the Ceramic Industry**

G. ZH. F. X. Z. [2013] No. 26

The intellectual property offices of all provinces, autonomous regions, and municipalities directly under the Central Government, industry and information technology departments, administrations for industry and commerce, and copyright administrations,

These opinions are put forward in order to thoroughly implement the national intellectual property strategy, intensify enforcement and regulation in the ceramic field, promote the capacity of IP protection,

and create a favorable environment to promote the smooth and healthy development of the ceramic industry.

**I. Fully recognize the important significance
of strengthening IP protection in the ceramic
industry**

The overall economic aggregate of the ceramic industry kept growing in China in recent years. The total production of the industry accounts for over a half of the world total. Its annual output value exceeds

RMB 700 billion; the technical standards of the industry have been improved significantly; and industrial clusters develop fast. Meanwhile, IP infringements and counterfeiting behavior are common in the ceramic industry, seriously affecting the healthy development of the industry. It is urgent to intensify IP protection, and further regulate the production, distribution and market order in the ceramic industry.

II. Identify the overall guidelines and goals of strengthening IP protection in the ceramic industry

Take Deng Xiaoping Theory, the important thought of “Three Represents” and the Scientific Outlook of Development as the guidance, and hold firm the development characteristics of the ceramic industry; make it the precondition to strengthen IP enforcement and supervision in the market, make it the mainline to promote the IP protection capacity in the industry, and make it the focus to timely settle IP disputes, so as to create a favorable environment for IP protection that is conducive to the transformation and upgrading of the ceramic industry.

III. Strengthen enforcement supervision and maintain the IP market environment in the ceramic industry

i. Strengthen administrative enforcement in the ceramic field. Each and every major ceramic production and marketing area shall establish a perfect IP enforcement coordination mechanism, and actively launch such work as information sharing, case consultation and joint enforcement. Local administrative departments of patents, trademarks and copyright shall further improve the mechanism of joint enforcement consultation over infringements and counterfeit behav-

ior in the ceramic field, strengthen daily enforcement inspections and special rectification, intensify the crackdown on cross-regional infringements, group infringements, repeated infringements and major and important cases, and expose typical cases through the media; strengthen professional skills training of administrative enforcement officers; strengthen the publicity of IP protection; work harder to introduce and publicize such IP rights protection hotlines as “12330”, “12315” and “12390”; and create a good atmosphere for IP protection.

ii. Strengthen regulated IP management of the ceramic market. We shall explore the modes of regulated IP management in the market, gradually carry out market supervision at earlier stages, launch trials of regulated IP management in the ceramic field, establish such work mechanisms as statistics reporting, rewarding and incentives, strengthen market regulation, regulate the ways of marking IP signs through administrative suggestions, persuasion, *etc.*, and explore the use of technical means to strengthen IP protection for ceramic commodities.

iii. Supervise the market organizers to fulfill their responsibilities as the management entities. Guide the implementation of such management systems as IP recording and auditing, public inquiry, self-check and self-correction, and settlement of disputes, advance the implementation of the system for making public IP commodities in the ceramic market, guide the establishment of IP integrity archives of the businesses in the ceramic market, give punishments or awards, push forward the linking of businesses’ IP integrity with the rental of booths, encourage the setting of public supervision posts, set up a team of IP rights



protection volunteers, and contribute to the formation of mass prevention and mass rectification.

iv. Encourage timely protection of innovative achievements in accordance with the law. Intensify the protection for technologies, product design and well-known brands in such fields as ceramics for daily use, architectural ceramics and artistic ceramics, encourage timely protection of innovative achievements in accordance with the law, and improve the number and quality of IP rights in the ceramic field to a larger extent, so as to escort the transformation and upgrading of the ceramic industry.

IV. Strengthen service guidance and promote the IP protection capacity in the ceramic industry

v. Build a mechanism for rapid settlement of IP disputes in the ceramic industry. Make full use of the existing resources in ceramics production and marketing areas where conditions permit, set up sound IP service institutions of all types, give full play to the role of different categories of associations, organize, assist and participate in IP application and declaration, dispute settlement and IP protection assistance, apply a full range of ways of dispute settlement like mediation, arbitration and litigation in a comprehensive way, display the effect of complementary advantages, and timely and effectively settle IP disputes.

vi. Build a supportive platform for IP protection in the ceramic industry. Improve and innovate in the mode of IP search and consulting services, encourage people to tackle key problems focusing on the common characters of the industry and key technologies, and to work together to research and develop new products, new materials, new processes and new equipment, build a sound IP information servicing platform

in the ceramic industry, strengthen the spread and utilization of IP information, and guide people to strengthen IP protection in the process of studying, identifying, storing and spreading of traditional skills.

vii. Advance the building of ceramics IP appraisal and evaluation agencies, promote technical appraisal and IP judicial appraisal of ceramic products, provide professional services for defining IP infringements, and give support to criminal enforcement and judicial protection.

viii. Promote industrial associations to strengthen coordinated services. We shall guide industry associations to launch extensive IP training, guide the establishment of industry IP alliances, cooperate to launch IP operation, guide industry rights maintenance, improve the comprehensive capacity of jointly handling IP disputes and litigations, push forward the development of the industrial self-discipline convention on IP protection, make the members of the associations more aware of self-disciplined IP protection, guide and regulate domestic and international marketing activities, encourage the compilation of guidelines for the enterprises to defend their rights at domestic and international fairs, import and export trade and other links, guide and strengthen the management and authorized use of ceramic industry certifying trademarks and collective trademarks, and intensify the cultivation of regional brands.

ix. Push ceramic enterprises and public institutions to further improve their comprehensive IP capacity. Advance the implementation of the IP application capacity cultivation project, guide and launch the work of IP analyses, make full use of the strategies for innovating in IP documentation and information devel-

opment technologies, further the tapping of such IP resources as the technical methods of developing alternative raw materials and new energies, designing and manufacturing equipment and upgrading the processing techniques, guard against IP risks, and actively support IP protection and crackdown on IP violations.

V. Strengthen coordinated supervision and examination and guarantee the implementation of all measures

x. Strengthen coordination and cooperation and form a resultant regulatory force. Each and every department has to intensify administrative enforcement, effectively strengthen inter-department coordination and cooperation, give full play to the role of IP joint conference system, and build a sound interconnection mechanism, so as to produce a resultant regulatory effect.

xi. Strengthen supervision and inspection, and concentrate efforts on implementation. Each and every

department has to truly understand the real situation of the ceramic industry, go deep to the grassroots and the frontline, solve prominent problems, and do a good job in IP protection in the ceramic market. Related departments shall timely organize joint inspection groups to supervise and inspect the implementation of different work tasks.

xii. Intensify protection efforts and complete supportive policies. Each and every department has to increase project funds and policy titling, and strengthen the support to IP protection in the ceramic industry and to regulated management of the ceramic market. Main ceramics production and marketing areas shall develop and promote local rules or regulations that adapt to IP protection demands in the ceramic industry, and introduce corresponding supportive policies.

March 26, 2013

Circular of the State Intellectual Property Office on Implementing Patent Navigation Pilot Project

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Intellectual property offices of all provinces, autonomous regions and municipalities directly under the Central Government and Xinjiang Production and Construction Corps, and all relevant departments,

In order to thoroughly implement the spirit of the

18th CPC National Congress, carry out the innovation-driven development strategy and IP strategy, effectively utilize the patent system to improve the capacity of innovation-driven industrial development, speed up industrial restructuring, and improve the o-