

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-



verall quality and competitiveness of industries, SIPO decides to implement the Patent Navigation Pilot Project (hereinafter referred to as the “pilot project”) from 2013. This Circular is hereby given in respect of relevant matters:

I. Purpose and Significance

The pilot project is exploratory work that is based on the use of patent information resources and patent analyses, embeds patent application into the innovation of industrial technologies, product innovation, organization innovation and the innovation of business models, and guides and supports scientific industrial development. It aims to explore the establishment of a work mechanism that features the in-depth integration of patent information analysis and industry operating decision makings, a high degree of matching between patent creation and the capacity of industrial innovation, effective and powerful guarantee of industrial competitiveness by patent layout, and effective support to the efficiency of industrial operations by the realization of patent value; push forward collaborative patent use in major industries; and cultivate and form a new development model of patent navigated industries. It is the comprehensive use of the patent system in industry operation, the specific implementation of the patent strategy in industrial development, and the specific manifestation of the support to the innovation-driven development strategy by the IP strategy.

Implementing the pilot project can give play to the guiding effect of patent information resources to industry operation decision-making to highlight the new advantages of scientific planning for industrial development, give play to the distributing effect of the patent system on the innovative resources of the industry

to form new advantages of the industry innovation system, give play to the controlling power of patent protection over market competition in the industry to cultivate new development advantages for industrial competitiveness, give play to the support of the operational profits of the industry by integrated use of patents to realize new advantages of industrial value growth, and give play to the influence of patent resources in the layout of industrial development to create new advantages for industrial positioning.

II. Goals

Strive to initially form an effective development model of the patent navigated industries within five years. Basically complete the building of the work mechanism for the development of the patent navigated industries, achieve upgraded development of some patent intensive industries under patent navigation, obviously improve the core competitiveness of the industry, dramatically increase the profit margins of the industry, initially form the work system for developing the patent navigated industries, gradually improve the system for collaborative patent utilization that features enterprise dominance and the in-depth integration of “government dominance, study and research output, financial assistance, intermediate services and patent utilization”, constantly reinforce the basis for the development of the patent navigated industries, form a group of patent portfolios that features large patent reserves, high patent quality, scientific and reasonable patent layout, an obviously optimized patent structure and industrial development advantages in several key fields in the industry, and initially form the patent market system that features an increasingly better development environment for the patent navigated indus-

tries, resource gathering, fair prices, active circulation and powerful and effective protection.

III. Priority Tasks

i. Build a work mechanism for patent navigated industrial development. Strengthen the use of patent information resources and the analysis of industrial patents, grasp the distribution of core patents in the key fields of the industrial chain, clarify industrial competitions and determine industrial development orientation with a global vision, build an industrial decision-making mechanism that features in-depth integration and constant interaction of patent analyses and industrial operating decisions to allocate advantage resources in a systematic way, improve the innovation capacity and competitiveness of the industry, and always give play to the navigation role of patents in industrial development.

ii. Better patent creation in the industry. Thoroughly implement the patent strategy in industrial development, further perfect the patent creation system that is market needs-oriented and aims at patent exploitation, optimize the patent indicators in economic and technical activities, improve patent subsidizing policies, promote the improvement of patent quality, raise enterprises' comprehensive IP capacity, guide market entities to realize scientific distribution of patents, and form a patent reserves system that matches industrial development.

iii. Encourage collaborative patent utilization. Guide and support the market entities to adopt market-based, cluster-based, alliance-based and collaboration-based means to exploit and integrate patent resources, and achieve centralized patent management and integrated patent utilization; rely on patent re-

sources to optimize the distribution of policy resources, technical resources, human resources and financial resources to support industrial development; encourage the building of a patent utilization concert where patent resources are the bond, enterprises lead, and universities and research institutions, financial agencies and patent service institutions participate; launch collaborative innovation and collaborative patent utilization, and achieve resource sharing, interests sharing, risk sharing and collaborative operation.

iv. Cultivate the development of diversified types of patent operations. Instruct the market entities to set up patent agencies in accordance with the law to specially engage in patent introduction, patent integration, patent re-development and patent transfer and transformation, reserve patents in key technical fields, form and constantly optimize patent portfolios on the basis of core patents, launch such activities as pledge financing, outbound licensing, investment in capital, development of standards and overseas rights defense, and guide the establishment of patent alliances; give priority to industries where patent disputes are common, patent barriers are prominent and technologies and patents in China are scattered, and apply centralized management and integrated utilization of patents in key technical fields.

v. Perfect the patent utilization service system. Strengthen institutional innovation, make overall planning for pushing forward the construction of a basic service platform for patent utilization in key industries, advance the building of an integrated patent utilization service system with a complete service chain, cultivate and develop an open technical innovation service system, explore and build an order-style pa-



tent R&D model, cultivate and develop a patent operation service system, and give priority to supporting the development of whole-process service formalities, from the generation of invention ideas and patent application to the transfer of patent technologies; cultivate and develop a service system for patent investment and financing, build an investment and financing mechanism that meets the needs of small and medium-sized enterprises to promote the launch of such business as patent investment and financing, securities, insurance and trust; and cultivate and develop a service system for patent transactions and transfer to promote the gathering and spread of patented technologies.

vi. Build a policy support system for developing the patent navigated industries. Study and develop different policies that are conducive to the patent navigated industrial development, integrate the existing policy resources and make use of the policies on taxation, financing, technologies and trade to promote patent utilization and industrial development; on the basis of making full use of the existing sources of funds, establish a stable fiscal investment growth mechanism, intensify the support to patent utilization, further strengthen the orientation of taxation and fiscal policies, and encourage the enterprises to increase patent utilization and investment; adopt risk compensation and other measures to encourage the financial institutions to enlarge the size of patent collateral loan; push forward IP securitization, and support competent enterprises to conduct bond financing; and make full use of the market mechanism to encourage the investment of social funds in patent utilization-related innovation and entrepreneurship activities.

IV. Implementation Methods and Steps

i. Implementation methods

The State Intellectual Property Office will drive the implementation and fulfillment of priority tasks in an all-round manner by building classified platforms for the patent navigation pilot project. Specifically,

1. For industry cluster areas, it will build a group of experimental zones for the patent navigated industrial development. It will select several patent-intensive industrial cluster areas, which have advantages in the industry, are priority objects to be developed by the local governments and have a better patent foundation, to build national experimental zones for patent navigated industrial development and to explore the establishment and application of new models of patent navigated industrial development; when the pilot project expires, complete the building of about 10 national experimental zones for patent navigated industrial development, which have regional characteristics, significant advantages, intensive patents and a reasonable layout; and initially complete the building of a work mechanism and model of operation that features in-depth integration of patent analysis and industry operations and vigorous support of patent utilization to the operational efficiency of the industry.

2. For industrial development, it will cultivate a group of pilot units of collaborative patent utilization. It will select a number of industries, which have a certain foundation for industrial development, need to improve their overall competitiveness urgently, and have a strong demand for strategic cooperation between enterprises, to give play to the role as bridge and bond of industry associations and to launch the work of cultivating pilot units of national patent collab-

oration; when the pilot project expires, cultivate about 20 national patent collaboration pilot units that have industrial characteristics and competitiveness; by cultivating pilot units, initially establish the collaborative patent utilization system in some industries and basically achieve collaborative patent creation, utilization and management and joint patent protection.

3. For market entities, it will cultivate a group of pilot enterprises of patent operation. It will select some enterprises, which are highly capable of innovation, have a prominent position in the industry, a good foundation in patent work, and human resources, to cultivate national pilot enterprises of patent operation; when the pilot project expires, cultivate about 30 national pilot enterprises of patent operation which own core patents, are highly capable of patent utilization, have great influences on industrial development, or are capable of providing standard, professional and integrated patent utilization services; form a group of patent portfolios that are capable of effectively supporting industrial development, and make such forms of patent operation as patent introduction, integration, re-development, transfer and transformation develop well, by cultivating pilot enterprises.

ii. Implementation steps

Implementation of the pilot project can be divided into three stages: initiation, cultivation (building) and summarizing:

1. Initiation stage (April–June 2013)

(1) The State Intellectual Property Office develops prints and distributes Application Guidelines for National Experimental Zones of Patent Navigated Industrial Development (Trial), Application Guidelines for Pilot Units of National Collaborative Patent Utiliza-

tion (Trial) and Application Guidelines for National Pilot Enterprises of Patent Operation (Trial).

(2) The intellectual property offices of provinces (autonomous regions and municipalities directly under the Central Government) and related departments (units) guide and organize related industrial cluster areas, industry associations or enterprises to develop work plans and make applications according to the actual situation.

(3) The State Intellectual Property Office reviews and examines before approving the work plans.

2. Cultivation (building) stage (July 2013–June 2018)

(1) Relevant industrial cluster areas, industry associations or enterprises launch the cultivation (building) work.

(2) The State Intellectual Property Office together with the intellectual property offices of provinces (autonomous regions and municipalities directly under the Central Government) and related departments track and instruct the work of cultivation (building), and give necessary support.

3. Summarizing stage (July–December 2018)

The State Intellectual Property Office together with the intellectual property offices of provinces (autonomous regions and municipalities directly under the Central Government) and related departments summarize the work of cultivation (building) study before putting forward specific plans for and suggestions on the “patent navigation project,” develop instructive documents, and launch the patent navigation project in an all-round manner.

V. Measures:

i. Strengthen overall coordination



Give full play to the role of different types of established work mechanisms of IP coordination procedure, strengthen policy coordination, and form a resultant force; build a joint work mechanism; the State Intellectual Property Office along with relevant departments, the intellectual property offices of provinces (autonomous regions and municipalities directly under the Central Government) and the local governments jointly study and solve the problems arising from the implementation of the pilot project through joint research, investigation and consultation; build an exchange mechanism to publicize typical practices and experience more vigorously; and build an information notification and release system to create a favorable atmosphere for implementing the pilot project.

ii. Intensify the support

Give support to national experimental zones of patent navigated industrial development, national pilot units of collaborative patent utilization, and national pilot enterprises of patent operation that are under construction (building) in various forms; the State Intellectual Property Office shall set up experts steering committees that are composed of the experts in such fields as patent examination, patent laws and policies, patent information processing and applica-

tions, patent intelligence analysis and patent project management, so as to provide consulting services for major policies, overall planning, development of plans, management implementation and information-based building; build comprehensive research bases for the implementation of the patent navigation pilot project to track and study major theoretical and practical problems in project implementation; strengthen the innovation in the management mechanism and model of operation, and advance integrated development of different types of patent service platforms and support to different projects.

iii. Strengthen supervision and management

The State Intellectual Property Office shall establish a work system for tracking and managing the implementation of the pilot project and a system for reporting the annual statistics on core indicators; work with the intellectual property offices of provinces (autonomous regions and municipalities directly under the Central Government) and related departments to supervise, give instructions on and dynamically manage the tasks of the pilot project.

This Circular is hereby given.

April 2, 2013