

ment within two years, the provinces shall organize the above enterprises to complete the implementation of *Enterprise Intellectual Property Management Standards* (GB/T 29490—2013) within two years, and the number of the enterprises completing the implementation of such standards in the first year shall be no less than 60% of the total.

v. National and provincial preferential policies and support measures for the original national IP pilot enterprises and public institutions and model units shall apply to national competitive enterprises and na-

tional model enterprises.

SIPO will work with related departments and commissions to jointly study and develop related policy promotion measures, track and summarize local implementation of the tasks. Provinces may develop specific operational methods according to the requirements of this Circular and corresponding policies based on local reality.

This Circular is hereby given.

April 17, 2013

## **Circular of the General Affairs Office of SIPO on Promoting IP Administrative Standard among Enterprises**

G. ZH. B. F. G. Z. [ 2013 ] No. 48

Intellectual property offices of all provinces, autonomous regions and municipalities directly under the Central Government, cities under separate state planning, and Xinjiang Production and Construction Corps,

National standard of *Enterprise Intellectual Property Management Standards* (GB/T29490—2013) were released on March 1, 2013. The Standards are a process approach-based enterprise IP management model, and can effectively lead the enterprises to plan, implement, check, and improve the IP management system. According to the work arrangements in the *Promotional Plan for the National Patent Development Strategy in 2013*, SIPO hereby decides to launch

the work of promoting Enterprise Intellectual Property Management Standards (hereinafter referred to as “implementation of the standards”) to lead and support the enterprises to promote and apply national standards and to improve China’s enterprise IP management capacity in a comprehensive way. This Circular is hereby given in respect of relevant matters:

### **I. Guiding Ideas**

Thoroughly carry out the spirit of the 18th CPC National Congress, solidly push forward the innovation-driven development strategy and the national intellectual property strategy, make the implementation of the standards a fundamental task in the building of



enterprise IP capacity, strengthen policy orientation, carry out innovation in the service mode, have a foothold in enterprise demands, cultivate different service forms, guide the enterprises to establish a systematic and regulated IP management system, and promote enterprises' core competitiveness, so as to provide powerful support for building an innovative country and a well-off society in an all-round manner.

## II. Working Principles

i. Strengthening government guidance. The intellectual property offices of provinces, autonomous regions, municipalities directly under the Central Government, cities under separate state planning, and Xinjiang Production and Construction Corps (hereinafter referred to as "provincial and municipal intellectual property offices") shall give full play to the leading role of the government in overall planning, organization and coordination, publicity and training, and policy support, and shall push forward application of the standards in the enterprises step by step and with priorities.

ii. Make the enterprises the mainstay. Enterprises are the mainstay to implement the standards. Efforts have to be made to actively support the enterprises to introduce scientific management concepts on the standards according to the nature, industry and size of the enterprises, and to promote their IP management.

iii. Always give classified instructions: intensify the work to promote the national standards in key areas and key industries according to the differences in development and the reality of different areas and industries, push forward implementation of the national standards in a classified way, drive overall and coordinated regional development, and advance in-depth

and comprehensive development of the industries.

iv. Stick to market orientation; carry out the third-party certification model, actively stimulate the enthusiasm of the enterprises, service agencies and certification agencies, give play to the fundamental role of the standards in enterprise IP management, and follow the principle of transparency, open and fairness, so as to cultivate enterprises' core competitiveness.

## III. Goals

This year, give priority to launching the promotional work of the national standards, advance the establishment of a regulated system for the implementation of the national standards and a market-based certification service model around China, initially develop a service system for the implementation of the national standards that meets enterprise demands, focus on nurturing a group of skilled professionals in thoroughly implementing the national standards, support the implementation of the national standards, primarily support the implementation of the national standards by national enterprises with IP advantages and national IP model enterprises, and actively push forward the implementation of the national standards by hi-tech enterprises.

## IV. Major Tasks

First stage: Promotion and initiation stage (before the end of June 2013)

i. Develop a work plan. Provincial and municipal intellectual property offices shall, in combination with local reality, strengthen the organization and leadership of the implementation of the national standards, timely initiate the work, make deliberate deployments and careful arrangements, carry the work

out in a scientific way, study and develop local work plans, and submit such work plans to the Patent Office of SIPO before June 15 (see the attachment for the format). Provinces and cities that have developed or carried out local standards on enterprise IP management shall well connect their work with the national standards, and specifically clarify corresponding measures and a detailed schedule in the work plan reported and submitted.

ii. Hold a promotion and mobilization conference; work with relevant departments to hold a conference to start the work of promoting the national standards, organize competent government administrations of IP at different levels, service agencies, persons in charge of enterprises and relevant personnel in the province to attend the conference, mobilize and make deployments of the work of promoting the national standards, and ensure 100% implementation in relevant enterprises and the implementation of the goals and tasks.

Second stage: Organization and implementation stage (before the end of November 2013)

iii. Train personnel for the implementation of the national standards; develop a training plan, rely on the IP educational and training resources of different provinces to organize relevant administrative officers, persons in charge of the implementation of the national standards in enterprises, and competent staff of the service agencies to attend the training and examination, and cultivate a group of professionals who know the work of implementing the national standards well and are familiar with the process.

iv. Lead the service agencies to get involved; introduce incentive measures, push service agencies to

assist the enterprises in starting the work of implementing the national standards, help enterprises develop systematic documents, hold trainings for related enterprise personnel, strengthen business communication with the service agencies, and lead the service agencies to build a sound inner management system and supportive workflow.

v. Guide the enterprises in their implementation of the national standards; give support to the enterprises for them to establish a mechanism for the implementation of the national standards, carry out the leadership responsibilities of enterprise managers, and guide the enterprises to find their deficiencies by referring to the national standards, to undertake specific responsibilities, and to continuously improve the IP management work system.

vi. Strengthen business communication; organize experts to visit the enterprises and service agencies and give the latter instructions on the implementation of the national standards, always focus on the guidance and assistance of the service agencies and the progress of implementation of the national standards in enterprises, build a mechanism for connecting the service agencies with the enterprises, and have major problems timely reported to SIPO.

vii. Promote enterprise certification; cooperate with the State Intellectual Property Office to start building the system for the implementation of the national standards that applies to the third-party certification model, timely guide enterprise in application and certification, and instruct related agencies to launch external evaluation and examination and to timely summarize the overall situation of certification by local enterprises, according to the situation of local



implementation of the national standards.

Third stage: summarizing stage (before the end of December 2013)

viii. Work summarization and analysis: summarize the participation in the implementation of the national standards by local enterprises and service agencies, summarize the promotion of the national standards, check to find places to be improved, put forward improvement suggestions, and write the information into a summary report before sending it to SIPO.

## V. Requirements

i. Make overall planning and strengthen guidance. The implementation of the national standards is an important starting point for the IP authorities at different levels to do a good job in enterprise IP management. SIPO will strengthen overall business coordination; invite experts to write related training textbooks on the national standards within the year; develop guidelines on the process of implementation of the national standards by enterprises, service agencies and certification institutions; build a system for evaluating the implementation of the national standards by the service agencies and practitioners, *etc.*; and give the provincial and municipal intellectual property offices, enterprises, service agencies, and certification institutions effective instructions on implementation of the national standards. Provincial and municipal intellectual property offices have to involve the promotion of the national standards in the whole process of enterprise IP management, combine it with the cultivation of enterprises with IP advantages, and make implementation of the national standards a long-term means of improving enterprises' core competitiveness.

ii. Define responsibilities and deepen under-

standing. Provincial and municipal intellectual property offices shall each set up a national standards promotion and implementation working group, where the main leader in charge is appointed to be the head. The working group works with related departments in the building of a work mechanism that meets the local reality, defines working organization, goals, tasks, schedules, and division of responsibilities, coordinates the implementation of supportive policies and related measures, studies and solves the problems appearing in everyday work, and concretely pushes forward each and every task.

iii. Strengthen publicity and enhance services. Provincial and municipal intellectual property offices shall expand promotional channels, and extensively promote and implement IP management standards in enterprises to help the enterprises correctly understand and grasp the meaning and requirements of the standards, and to strengthen enterprises' recognition of the work of implementation of the national standards, make full use of the advantages of the service agencies to provide consulting services and give business instructions, so as to help and guide the enterprises to effectively start standardized activities.

iv. Improve the mechanism, and ensure effectiveness. Provincial and municipal intellectual property offices have to perfect their working mechanism, strengthen policy study, work with related departments to accelerate the development and introduction of local policies on and measures for pushing forward implementation of the national standards, strengthen the policy traction of the implementation of the national standards, strengthen communication, coordination and guidance services, allocate special funds, imple-

ment specific duties to specific persons, and involve the work of promoting the national standards into the annual dynamic examination of enterprises' IP work.

This Circular is hereby given.

May 21, 2013

**Circular of the State Intellectual Property Office on the Printing and Distributing of *Opinions on Strengthening the Building of the Intellectual Property Talents System***

G. ZH. F. R. Z. [ 2013 ] No. 65

Intellectual property offices of all provinces, autonomous regions and municipalities directly under the Central Government and Xinjiang Production and Construction Corps, all departments of the State Intellectual Property Office, all departments under the SIPO Patent Office, and all entities and social groups directly under the State Intellectual Property Office,

In order to further strengthen the building of a team of intellectual property (IP) talents, push forward the innovation on the IP talents development mechanism, perfect the building of an IP talents system, effectively promote the scientific level of the IP talents work, implement the national intellectual property strategy and the innovation-driven development strategy, and supply talents for the development of the IP cause, *Opinions on Strengthening the Building of the IP Talents System* are hereby developed according to the *Outline of the National Mid and Long-term Talent Development Plan (2010-2020)* and the *12th Five-year Plan for IP Talents (2011-2015)*. These opinions are now issued for your implementation based on local and department reality.

This Circular is hereby given.

September 16, 2013