

**Circular of the State Intellectual Property Office on the
Printing and Distributing of *Outline of Guidance for
National IP Education and Training (Revised)***

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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, all departments of the State Intellectual Property Office, all departments under the Patent Office of SIPO, and all entities and social groups directly under the State Intellectual Property Office,

In order to make IP education and training more scientific, constantly improve the caliber of the IP talents, improve the capacity of the IP talents of serving economic and social development, and provide talents and intelligence for national economic and social development and the development of the IP cause, the Outline of Guidance for National IP Education and Training is here revised 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)* and *Opinions on Strengthening the Construction of Intellectual Property Talent System*. It is now printed and distributed.

This Circular is hereby given.

November 27, 2013

Outline of Guidance for National IP Education and Training (Revised)

In order to make IP education and training more scientific, dramatically improve the caliber of the IP talents, improve the capacity of the IP talents of serving economic and social development, and provide

talents and intelligence for national economic and social development and the development of the IP undertaking, the Outline of Guidance for National IP Education and Training that was developed in 2007 is



revised to this Outline, in accordance with the Outline of the National Mid and Long-term Talent Development Plan (2010–2020), the 12th Five-year Plan for IP Talents (2011–2015) and Opinions on Strengthening the Construction of Intellectual Property Talent System and considering the new tasks in the new situation and the reality.

I. Importance and Urgency of IP Education and Training

The Party has proposed to carry out the IP strategy and strengthen IP protection in clear terms in the report to its 18th National Congress. This is a higher requirement on the IP work, especially the work of IP education and training. IP education and training is crucial to building a team of quality IP talents, an important content and the basis of strengthening and improving the building of the IP talents system, an important means of pushing forward the innovation-based development strategy, the IP strategy and the patent development strategy, and an important guarantee for improving IP capacity of serving economic and social development as well. It plays a fundamental role in speeding up the building of an innovative country and advancing the development of the IP undertaking.

Since China launched the 12th Five-year Plan, China's IP system has set great store by IP education and training, always firmly and concretely worked on IP education and training as it is an important content of the overall IP development, constantly promoted the training system, perfected the training mechanism, enriched the types of training, innovated in new ways of training, improved the quality of training, and initially established a comprehensive,

multi-field and open IP education and training system. The IP education and training agencies of different types at different levels fully display their role and significant achievements have been made in IP education and training.

As the IP undertaking keeps developing and the demands for IP education and training are becoming more and more diversified and featured, such problems as unbalanced development of IP education and training, less targeted and effective IP education and training, insufficient incentives and restrictions, and relatively inadequate quality training resources have exposed themselves, limiting the scientific development of IP education and training. Nationwide IP system must deeply understand the great significance of IP education and training from the overall situation and at a strategic height, further enhance the sense of responsibility and that of urgency of doing a good job in IP education and training in the new situation, effectively improve the quality and efficiency of IP education and training, and push forward the overall development of IP education and training.

II. Guiding Thoughts, Basic Principles and Main Objectives

i. Guiding thoughts

Holding high the great banner of socialism with Chinese characteristics; thoroughly implementing the requirements of the 18th CPC National Congress; being guided by Deng Xiaoping Theory, the Important Thought of "Three Represents" and the Scientific Outlook of Development; advancing the implementation of the national IP strategy and the national patent development strategy around the central task of building the IP talents system; for the goal of building and

bettering the IP education and training system, and focusing on institutional innovation, constantly promoting the scientific level of IP education and training, and striving to cultivate a team of IP talents who meet the demand for economic and social development, have great capacities and quality and professional ethics, so as to supply talents to and provide intelligence for national economic and social development and the development of the IP cause.

ii. Basic principles

—Serving the overall situation and being people-oriented. Adapting to the need of development of the IP undertakings, strengthening the mainstay position of the IP talents of different types at different levels, and fully satisfying the personalized demands of the talents to truly enable them to learn what they need to learn and supplement what they lack and to better serve the building of the IP talents team.

—Make overall planning and highlighting priorities. Make overall planning for pushing forward the building of the IP education and training system; promote the coordination and interaction of IP education and training at different levels; constantly improve the system for holding categorized and hierarchical training for the IP talents; and paying great attention to the education and training of high-level talents and competent talents in enterprises and the service industry.

—Highlight practices and combining learning with practical operations. Set up the training concept oriented towards settling actual problems, design courses as needed, implement teachings based on the reality, effectively enhance the capacity of IP education and training of solving actual problems, and making IP education and trainings more effective.

—Reform and innovate to improve quality. Viewing it as the basic requirement on reform and innovation to improve the quality of education and training, timely update training contents, constantly improve training methods, effectively integrate training resources, consolidate the training foundation comprehensively, and truly make IP education and training more targets oriented.

iii. Main objectives

By 2020, an IP education and training system that adapts to national economic and social development and the development of the IP undertaking, meets the requirements for building a team of IP talents, and is more energetic and effective will have been built.

—Establish an education and training system featuring the promotion of scientific IP education and training, reasonable distribution and effective use of all types of quality training resources, balanced development of the education and training work, rational distribution and planning, and standardized and highly-efficient online education and training.

—Establish an education and training operational mechanism that follows the rules of the growing, education and training of IP talents, is oriented towards the demand for training, and has an increasingly improved training plan, a growing training momentum, better training examination and evaluation, and stably growing training funds.

—Establish an education and training support and guarantee system that adapts to the new requirements on the scientific development of IP work, and has professional education and training staff, sufficient trainers, and complete training programs, training



courses and textbooks.

III. Improve the Education and Training System

i. Build a coordinated and open education and training pattern. Nationwide IP education and trainings have to be done under overall planning and administration, in coordination and cooperation and shall develop as a whole. The SIPO shall fully display its important role in macro administration and overall coordination, and introduce relevant plans for and policies on national IP education and training. The SIPO IP Training Center and the SIPO Training Bases and Patent Examination Cooperation Centers have to launch IP education and training on a large scale, and gradually establish a long-term mechanism for IP education and training. Local intellectual property offices shall develop local IP education and training plans, give full play to the role of local training agencies, and concretely do the work of education and training; and encourage and lead social training agencies to participate in IP education and training and to positively develop and use foreign quality education and training resources for the purpose of IP education and use. By 2020, an IP education and training pattern that is more coordinated, more open and more vital will have been established.

ii. Optimize and integrate the education and training resources. Vigorously strengthen the building of nationwide IP education and training institutions; giving full play to their role as the main battlefield of the education and training work; and make effective use of quality training resources such as the training bases, institutions of higher education and social training institutions to build a network of IP education

and training institutions where such institutions have a rational layout, complementary advantages, and compete in an orderly way. Push forward the building of provincial IP training bases, increase investment, improve the basic facilities, and constantly adapt to the need of education and training in the new situation; by perfecting the mechanisms for selecting the best through competitions, for optimized integration, and for examination and evaluation, stimulate the vitality of education and training institutions of different types at different levels, and improve training quality and efficiency; by 2015, a system of training bases that features a reasonable regional pattern, distinct brand characteristics, and nationwide influence will have been initially built.

iii. Accelerate online education and training. Adapt to the new situation that information technology develops rapidly to strengthen the building of online training facilities, push forward online IP education and training, and better satisfy diversified training demands; make full use of China's distance IP education platform to start distance training, actively integrate existing resources of online training to promote the public serviceability of the national IP talents information library, and to achieve an open, interactive, efficient and safe mechanism for sharing public information on talents resources; by 2020, an open, interoperable and sharing online IP training system will have been established.

IV. Improve the Operational Mechanism

i. Establish and improve the mechanism for making overall education and training plans. Fully implement the system for researching and investigating training demands, correctly grasp the demand from

the society, from certain positions and for certain talents, and scientifically develop the annual education and training plan; stick to the system for centralized declaration of education and training plans, and make the education and training plans more instructive and scientific; and build a mechanism for giving dynamic feedback on the training demand and adjust the training plan to make it more targets oriented and rational.

ii. Establish and improve the mechanism for examining and evaluating education and trainings. Set great store by building a mechanism for examining and evaluating education and training, and run it through the whole process of education and training; constantly strengthen examination and evaluation, and make multi-angle, in-depth and whole-process evaluation of the preparations for, implementation and training effect of the training projects; the nationwide IP system has to have a foothold in the reality of IP education and training, to study and develop methods of evaluating and examining the quality of education and training and a system of indicators, to hold evaluations on a regular basis, and to make the evaluation results an important basis for improving the training work and the quality of the training.

iii. Establish and improve an incentive and restraint mechanism for education and training; fully stimulate the endogenous power of the vast IP talents by establishing and improving an incentive and restraint mechanism, applying a number of incentives to make them more interested in studies, and effectively improve the effect of education and training; adhere to strict examinations, strict punishments and rewards and supervision in education and training, and effectively improve the style of education and training; es-

tablish long-term incentive and restraint mechanism for education and training, combine daily supervision with regular checks, stimulate the talents to study and aim for the best, and promote a good atmosphere for IP education and training.

iv. Improve the mechanism for ensuring funds for education and training. Nationwide IP system has to increase the investment in education and training to effectively meet the need for education and training; strengthen the *management of funds dedicated to national IP training*, advance the auditing and management of training projects, and ensure extensive use of the funds for the designated purpose according to the requirements of Measures for the Management of Special Funds for Nationwide IP Talents; give priority to key training programs, and improve the effectiveness of funds for education and training; broaden investment channels of education and training funds; and study diversified ways of investment of funds, where the state, the society, the employer and individuals are combined, to realize diversified sources of funds for education and training.

V. Enrich the System of Contents, and Innovate in New Ways of Training

i. Develop the outline of classified training. In accordance with the characteristics of the trainees and the requirements on job responsibilities and following the principle of giving classified instructions, develop the outline of categorized trainings for IP administrators, IP practitioners in enterprises and public institutions, intermediary IP service personnel, IP faculty, leading Party and government cadres and the public, so as to provide a scientific reference for guiding IP education and training; in the outline, take into full



consideration the required qualifications in morals, knowledge and capacity of different types of trainees, and make clear the goals, trainees, methods, contents and requirements of the training.

ii. Improve the system of training contents. Follow closely the central IP tasks, adapting to the development and changes of the current situation and task, focus on improving the quality and capacity of the IP talents, develop clear and explicit training goals according to the demands of the trainees of different types at different levels, and build a system of training contents that is informative, highly targeted and operable; push forward the updating of the training contents, and timely transfer the latest achievements, practice experience and typical cases in the IP field into training contents to constantly enrich the system of IP education and training contents.

iii. Vigorously innovate in the ways of training. In accordance with the characteristics and actual demand of different types of IP talents at different levels, organize and hold professional trainings and on-the-job trainings, guide the talents to establish a sense of lifelong learning, improve and better the setting of regular training classes, publicize thematic seminars, short-term training and small class teachings, advocate section training, tailored training, *etc.*, advance inter-regional, inter-department and inter-school cooperative training, increasing the proportion of case teaching, make comprehensive use of training by lectures, studies, cases, modeling and experiences, attach greater importance to studying the ways of IP education in primary and middle schools, and foster the capacity of independent innovation in the young.

VI. Strengthen Support and Guarantee

i. Strengthen faculty building. Set great store by faculty building, give full play to the role of the talents of the IP talents library following the principle of good quality, rational structure, combination of part-time and full-time talents and appropriate proportion, actively participate in the work of IP education and training, and improve the mechanism for the teachers to update their knowledge, under which teachers can attend both Chinese and foreign refreshers and major research projects, temper themselves with their posts retained, and make field investigations; by 2020, a faculty of about 1,000 high-level IP trainers will have been established.

ii. Intensify the compilation of textbooks. Intensify the compilation of IP textbooks, constantly improve the textbook compilation mechanism where government promotion and social involvement are combined, strengthen the management of the use, inspection and evaluation of textbooks, and improve the quality and effect of the trainings for talents; the SIPO launches the work of compilation of IP training materials, and accelerates a series of classic IP textbooks, and local intellectual property offices shall establish a systematic, scientific and standardized training materials building process and management system which is oriented towards talent demands and adapts to local social and economic development; by 2015, a group of IP training materials that are highly targeted, highly practical and comprehensive will have been published.

iii. Improve the level of the education and training managerial staff. Constantly strengthen the training of the IP education and the training of managerial

staff, launch profound studies of the training theories and real problems in the trainings of IP managerial staff in such forms as experience exchange, thematic seminars, topic study and self-learning, actively explore the rules of education and training, improve the overall caliber and professionalism of the education and training of managerial staff, pay attention to cultivating and enriching competent trainers, optimize the structure of the trainers team, and build a team of IP education and training of managerial staff who know training well, and are good at organizing and management.

VII. Strengthen Macro Management

i. Strengthen organization and management. Give full play to the central role of the SIPO talent work leading group, and set up and improve a talent work liaison system in each and every provincial intellectual property office, under which personnel are designated to take charge of IP education and trainings, so as to form a work pattern—where the SIPO talent work leading group leads, controls the overall situation, and coordinates all departments, the nationwide intellectual property offices each play their due role, work independently or collaboratively, and cooperate with one another closely, and all social sectors actively participate in the work—to advance the building of a working mechanism that features the interac-

tion, collaboration and cooperation between the upper and the lower authorities, and to ensure concrete implementation of the tasks of IP education and training.

ii. Strengthen overall planning and coordination. Give full play to the role of the SIPO in making overall planning and coordination, well develop the IP training plan, launch studies on the education and training work, strengthen instructions on IP education and training by local intellectual property offices and in such forms as experience exchange, thematic studies and topic research, and encourage the education and training institutions to make bold explorations, to study the training theories and real problems in depth, to positively explore the rules of education and trainings, and to carefully summarize and publicize good practices and experience.

iii. Strengthen supervision and inspection. Strengthen supervision and inspection, supervise the work of education and trainings with priorities and in a targeted way, study on solutions to the problems and difficulties in work, and truly advance the implementation of the education and training work; local intellectual property offices have to set up and perfect an education and training examination and inspection mechanism, strengthen the supervision of training, make arrangements, implement the designated tasks, check the completion of the work and summarize experience.