

Circular Concerning the Printing and Distribution of Promotion Plan on the Implementation of National IP Strategy 2012

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The Propaganda Department of the CPC Central Committee, Ministry of Foreign Affairs, National Development and Reform Commission, Ministry of Education, Ministry of Science and Technology, Ministry of Industry and Information Technology, Ministry of Public Security, Ministry of Justice, Ministry of Finance, Ministry of Human Resources and Social Security, Ministry of Environmental Protection, Ministry of Agriculture, Ministry of Commerce, Ministry of Culture, Ministry of Health, State-owned Assets Supervision and Administration Commission, General Administration of Customs, State Administration for Industry and Commerce, General Administration of Quality Supervision, Inspection and Quarantine, State Administration of Radio, Film, and Television, National Copyright Administration, State Forestry Administration, State Intellectual Property Office, Legislative Affairs Office, Chinese Academy of Sciences, Supreme People's Court, Supreme People's Procuratorate and General Armament Department,

In order to promote the implementation of National IP Strategy in 2012, the Promotion Plan for the Implementation of National IP Strategy 2012 is hereby printed and distributed for your earnest implementation.

This Circular is hereby given.

April 6, 2012

Promotion Plan on the Implementation of National IP Strategy 2012

In order to fully implement the Outline of the National Intellectual Property Strategy and push forward the in-depth and effective implementation of National IP Strategy in 2012, following the principle of “task orientation, highlighted priorities, comprehensive

deployment, Practical and effective”, this Plan is formulated.

I. Improving IP quality

Objectives and tasks: perfect the IP evaluation system, improve the examination and management of



IPRs such as patents, trademarks, copyrights, new plant varieties, *etc.*, guide the IP creation entities to shift their focus from IP quantity to IP quality, and promote the increase in IP value.

Specific measures:

1. Amend the system of evaluation indicators for the National Technological Invention Award, strengthen quality evaluation of patents, and give more rewards to major technological inventions and IP achievements made through independent innovations.

(Ministry of Science and Technology)

2. Prioritize and give more support to projects with independent IP in industrialization projects and technical innovation, and clearly propose, in industrial policies, to speed up the building of the independent innovation capability and develop processing equipment, technologies and products with independent IP. (Ministry of Industry and Information Technology)

3. Build a system for evaluating “the number of invention patents owned by every 10, 000 people”, and carry out indicator assessment pilot project.

(State Intellectual Property Office)

4. Improve the system for evaluating the quality of patent examination, form an examination guidance system, clarify the management responsibility for the examination quality, and perfect the social feedback channels for the quality of patent examination. (State Intellectual Property Office)

5. Improve the supervision, control and handling of abnormal patent applications, regulate local patent funding, and timely introduce opinions on further regulating the work of patent funding. (State Intellectual Property Office)

6. Improve the building of the system for managing the quality of trademark examination, steadily loosen control over the examination categories, gradually realize examination of all categories, enhance the consistency of the examination results, and improve the quality of trademark examination. (State Administration for Industry and Commerce)

7. Further complete work registration in major cities and major fields, launch studies on work classification and promote the use of works, and study the ranking of cities by work registration. (National Copyright Administration)

8. Perfect the examination and management of new plant varieties, develop and improve the new plant variety testing guidance, revise and issue rules on the examination and approval of the right to new plant varieties, and improve the quality of variety authorization. (Ministry of Agriculture and State Forestry Administration)

9. Guide major national defense project undertakers to launch the work of IP protection, improve the quality of patent applications, further strengthen the team of national defense patent examiners, improve the quality control system for examining national defense patents, and enhance the capability of examining and granting national defense patents. (General Armament Department)

II. Promoting the development of strategic emerging industries with intellectual property

Objectives and tasks: build a working system for IP promotion in strategic emerging industries, introduce IP supporting policies for cultivating and developing strategic emerging industries, strengthen analysis and distribution of IP in strategic emerging industries,

and highlight the IP orientation of strategic emerging industries.

Specific measures:

10. Develop and issue Opinions on Strengthening the IP Work in Strategic Emerging Industries, and accelerate the building of an IP promotion working system in strategic emerging industries. (State Intellectual Property Office, National Development and Reform Commission, Ministry of Education, Ministry of Science and Technology, Ministry of Industry and Information Technology, Ministry of Finance, State Administration for Industry and Commerce, National Copyright Administration and Chinese Academy of Sciences)

11. Strengthen the guidance over IP application in strategic emerging industries, support enterprises to launch IP analysis and risk evaluation in some industrial fields, and form IP advantages in key technical fields. (Ministry of Industry and Information Technology, Ministry of Science and Technology and State Intellectual Property Office)

12. Continue to support the development of strategic emerging industries, and give special support to projects of rare earths, rare metals, new materials, and biological breedings, etc. (Ministry of Finance)

13. Support central enterprises to choose specific fields around strategic emerging industries to launch the work of IP information searches and patent information analysis, and gradually build an IP infringement early warning and risk prevention mechanism in central enterprises. (State-owned Assets Supervision and Administration Commission and State Intellectual Property Office)

14. Push forward the building of a patent alli-

ance in strategic emerging industries, and guide the establishment of about 30 industrial patent alliances. (State Intellectual Property Office and Ministry of Science and Technology)

15. Improve the green channel system for patent examination, and improve the timeliness of the acquisition of IPRs for the innovations in strategic emerging industries. (State Intellectual Property Office and Ministry of Science and Technology)

III. Promoting IP utilization

Objectives and tasks: take IP as the bond to improve the mechanism for transforming the innovative achievements from business, academic and research circles, introduce policies to promote the IP transformation and utilization, and push forward the production, commercialization and industrialization of IP achievements.

Specific measures:

16. Issue Opinions on Further Strengthening the Protection of the Legal Rights and Interests of the Service Inventors and Promoting the Utilization and Exploitation of Intellectual Property Rights. (State Intellectual Property Office, Ministry of Education, Ministry of Science and Technology, Ministry of Industry and Information Technology, Ministry of Finance, Ministry of Human Resources and Social Security, Ministry of Agriculture, State-owned Assets Supervision and Administration Commission, State Administration for Industry and Commerce, National Copyright Administration, State Forestry Administration and General Armament Department)

17. Study the establishment of a scientific reporting system, advance IP transformation and utilization in national major special scientific and technological



projects and science and technology programs, and include the protection of project achievements and the efficiency of their transfer and transformation into the indicators system for project assessment and acceptance. (Ministry of Science and Technology)

18. Develop IPR disposal, patent evaluation and exploitation policies in national standards, and improve the ratio of Chinese IP in major international standards. (Ministry of Industry and Information Technology, Ministry of Science and Technology and General Administration of Quality Supervision, Inspection and Quarantine)

19. Further improve the IP evaluation criteria system, intensify quality examination of IPR-related business in property assessment agencies, and improve the service mechanism for SMEs' IPR assessment. (Ministry of Finance and State Intellectual Property Office)

20. Advance IP transformation in the field of agriculture, and actively explore the pledging and financing business of agricultural science and technology patents. (Ministry of Agriculture and State Forestry Administration)

21. Select patented technologies that are capable of pushing forward the development of forestry, hold activities to publicize forestry patents for potential cooperation, build a platform for trading patented technologies for forestry research institutes, universities and enterprises, and implement the project of promoting independent IP industrialization in the field of forestry. (State Forestry Administration)

22. Draw up Service Invention Regulations (Draft) and promote and the transformation and utilization of service inventions. (State Intellectual Prop-

erty Office and Ministry of Science and Technology)

23. Promote IP financial services for SMEs, build an expert supporting system and a public service platform for patent pledging and financing, and foster a certain number of national IP pledging and financing demonstration units. (State Intellectual Property Office)

24. Strengthen IP cooperation with enterprises, industrial departments, local governments, universities, and other research institutions, as well as relevant international agencies via multiple platforms such as information distribution, patent incubation, cooperation between academies and local governments and exhibition of achievements, to speed up the transfer and commercialization of scientific and technological achievements. (Chinese Academy of Sciences)

25. Vigorously push forward the building of a two-way system for IP transfer between national defense and civil utilization. (General Armament Department)

IV. Strengthening IP Protection

Objectives and tasks: strengthen the building of a long-term mechanism to combat IPR infringements, increase the cost of IPR infringements, reduce the cost of IPR defense, push forward the building of a linkage mechanism of administrative law enforcement and criminal justice, organize special improvement actions, and crack down upon IPR infringement crimes in key fields and regions.

Specific measures:

26. Revise the Trademark Law. (Legislative Affairs Office and State Administration for Industry and Commerce)

27. Revise the Copyright Law, and give priority

to revising and improving the regulations on the scope and classification of works, copyright content, copyright ownership, rational use of copyright, copyright registration and confirmation, protection of the rights of broadcasting organizations, infringement remedies and the standards and amounts of damages. (National Copyright Administration)

28. Revise the Patent Law, and improve the regulations on patent administrative enforcement, damages for infringement and design patents. (State Intellectual Property Office)

29. Introduce Interpretation on Issues Concerning the Application of Laws to the Trial of Civil Cases in Relation to Copyright Disputes over Computer Network and Regulations on Issues Concerning the Application of Laws to the Trial of Civil Cases in Relation to Monopoly Disputes. (Supreme People's Court)

30. Draft Opinions on Issues Concerning the Trial of Cases on the Disputes Arising from Patent Infringement, Opinions on Issues Concerning the Trial of Administrative Cases on Patent Grant and Confirmation, Suggestions on Strengthening the Judicial Protection of Well-known Trademarks and Checking Rush Registration in Bad Faith and Free-riding of Famous Brand, and Suggestions on Issues Concerning the Trial of Cases on Patent Grant and Confirmation. (Supreme People's Court)

31. Consolidate the results of Strike of the Sword, a dedicated operation aiming to combat IPR infringements and the production and sales of counterfeit and inferior commodities, concentrate advantageous police forces to launch "case solution battles" against infringements and the production and sales of counterfeit and inferior commodities, and keep on

taking strong measures. (Ministry of Public Security)

32. Improve the customs IPR protection filing system, the disposal options on luggage and postal items of infringement, and other relevant supporting systems, and effectively protect the legitimate rights and interests of the right holders, the consignors and the consignees. (General Administration of Customs)

33. Improve the mechanism of cooperation with IPR holders, launch more precise crackdowns upon illegal activities of entry and exit of goods of infringement, and strengthen the protection of geographic indication trademarks. (General Administration of Customs)

34. Focus on well-known trademarks and foreign-related trademarks to combat the illegal behavior of selling and counterfeiting others' registered trademarks; give priority to cracking down upon illegal acts of "free-riding" such as infringing the right to exclusive use of a registered trademark, using the names, packages and decorations specific to others' well-known commodities without permission, using someone else's corporate name or name, *etc.* to intensify the strike against unfair competition through IPR infringements. (State Administration for Industry and Commerce)

35. Carry out the patent franchising system and the public review system for trademark filing nationwide, try to spread them to large shopping malls in 31 capital cities (municipalities directly under the Central Government, capital towns) nationwide, encourage the market organizers to put on record, check and examine the trademarks of commodities on the market, and gradually achieve market supervision and control at earlier stages. (State Administration for



Industry and Commerce)

36. Launch the eighth “crackdown campaign on online infringements and piracy”, and special campaigns on online literature, music, videos, games, animation, software infringements and piracy. (National Copyright Administration, Ministry of Public Security and Ministry of Industry and Information Technology)

37. Actively supervise and control video websites and mobile phone media, and further standardize online copyright order. (National Copyright Administration and State Administration of Radio, Film, and Television)

38. Hold the WIPO diplomatic conference on the protection of audiovisual performances, and promote the conclusion of Treaty on the Protection of Audiovisual Performances, Treaty on the Protection of the Rights of Broadcasting Organizations and other international treaties. (National Copyright Administration, State Administration of Radio, Film, and Television and Ministry of Foreign Affairs)

39. Promote the use of genuine software in government organs and enterprises and ensure that provincial people's government organs and prefectural and municipal people's government organs timely complete the work of checking and using genuine software. (National Copyright Administration)

40. Start special campaign Escort for IP enforcement, vigorously investigate and punish the acts of group infringements, repeated infringements, patent pass-off and patent-related fraud. (State Intellectual Property Office)

41. Optimize the distribution of jurisdiction over IP cases, properly increase grassroots people's courts

having jurisdiction over general IP cases, encourage middle-level and grassroots people's courts to launch centralized inter-regional jurisdiction if necessary, and rationally allocate trial resources. (Supreme People's Court)

42. Further push forward the centralized trial of IP-related civil, administrative and criminal cases by the IPR adjudication divisions of the people's courts, and establish coordination mechanisms for trial of IP-related civil, administrative and criminal cases. (Supreme People's Court)

43. Advance the linkage of administrative law enforcement and criminal justice in the combat against IPR Infringements and the production and sales of counterfeit and inferior commodities, and improve administrative enforcement and criminal judicial authorities' mechanism of “network linkage and information sharing”. (Ministry of Commerce, Supreme People's Procuratorate, Ministry of Public Security and relevant administrative law enforcement authorities)

44. Revise the Regulations on National Defense Patents, promulgate Armament Intellectual Property Management Measures, and study and draft Measures for the Registration of Military IC Layout Designs and Measures for the Registration of Military Software Copyright. (General Armament Department)

V. Developing IP in advantageous fields

Objectives and tasks: systematically list and explore the IP resources in such advantageous fields as geographical indications, genetic resources, traditional knowledge and folklore, study the establishment of relevant IP protection systems, and promote relevant IP legislation.

Specific measures:

45. Explore the IP resources in such traditional advantageous fields as biological genetic resources and associated traditional knowledge, study the establishment of a system for accessing to and benefits sharing of biological genetic resources and associated traditional knowledge, and promote the legislation of management regulations on the accessibility and public sharing of biological genetic resources. (Ministry of Environmental Protection, Ministry of Agriculture, General Administration of Quality Supervision, Inspection and Quarantine, State Forestry Administration and State Intellectual Property Office)

46. Improve the system for the preservation catalog of biological genetic resources and associated traditional knowledge, systematically collate traditional knowledge associated with biological genetic resources and realize documentation, and build a national database and library of biological genetic resources and associated traditional knowledge. (Ministry of Environmental Protection, Ministry of Agriculture, General Administration of Quality Supervision, Inspection and Quarantine, State Forestry Administration and State Intellectual Property Office)

47. Push forward the establishment of an inter-ministerial coordination mechanism on geographic indications and promote the introduction of System of Ministerial Joint Meetings on Geographic Indications and Joint Identification of the Registration of Geographic Indications and Protection Measures. (State Administration for Industry and Commerce, Ministry of Agriculture, Ministry of Commerce and General Administration of Quality Supervision, Inspection and Quarantine)

48. Actively explore the geographic indications of quality agricultural products, further improve the system composed of experts, testing agencies and verifiers of geographic indications of agricultural products, and explore the establishment of a retrospective supervision mode of the geographic indications of agricultural products. (Ministry of Agriculture)

49. Vigorously publicize the new agricultural management mode featuring “companies + trademarks of geographic indications + farmers”, and keep improving the working mechanism of “enriching the farmers with trademarks” with geographic indications as the core. (State Administration for Industry and Commerce)

50. Promote the building of demonstration areas of the protection of geographic indications with priorities and by industry and category, and further intensify the building of and improve the standard system, testing system and quality assurance system of geographic indications. (General Administration of Quality Supervision, Inspection and Quarantine)

51. Coordinate negotiations over bilateral agreements on geographic indications, and participate in WTO Doha round of negotiations over the protection of GI and genetic resources. (Ministry of Commerce)

52. Organize the launch of trial surveys of traditional Chinese medicine resources and implement the program of building traditional Chinese medicine databases and demonstrative research projects in ten provinces (autonomous regions, municipalities directly under the Central Government), build a traditional Chinese medicine database, and explore the development of a legally effective traditional medicine knowledge preservation catalog. (Ministry of Health, State



Intellectual Property Office, Ministry of Environmental Protection and State Forestry Administration)

53. Speed up the legislation of Regulations on Copyright Protection of Folklore. (National Copyright Administration)

54. Promote the building of the national platform of information on cultural and artistic resources, dig folklore in depth, and build a mechanism for the folklore depository and subsequent creators to share benefits reasonably. (Ministry of Culture)

55. Organize and attend WIPO Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore meetings, as well as negotiations over other topics. (State Intellectual Property Office and National Copyright Administration)

VI. Enhancing IP management capability

Objectives and tasks: improve the IP management system, enhance scientific management efficiency, and improve the IP management capacity of various entities including the governments, industries, enterprises, colleges and universities, research institutions and service agencies.

Specific measures:

56. Study and formulate policies and documents on strengthening IP management, and raise the level of overall IP management in China. (State Intellectual Property Office, State Administration for Industry and Commerce and National Copyright Administration)

57. Strengthen guidance over the implementation of local IP strategies, identify and formulate the priorities of local IP strategies, start the evaluation work on the implementation of local IP strategies, and timely issue Guiding opinions on Launching Evalua-

tion Work over Regional IP Strategy Implementation. (State Intellectual Property Office, State Administration for Industry and Commerce and National Copyright Administration)

58. Promote the work of local pilot projects on the IPR assessment mechanism of major economic and scientific and technological activities, and form IPR assessment guidelines in conformity with the local reality. (State Intellectual Property Office)

59. Formulate and release Special Planning for the Work of Intellectual Property in Scientific and Technological Innovations during the 12th Five-year Plan Period. (Ministry of Science and Technology)

60. Promote the development of detailed regulations on IP administration in combination with project characteristics for national major projects of science and technology development in accordance with Provisional Regulations on Intellectual Property Management of the Major National Scientific and Technological Projects. (Ministry of Science and Technology)

61. Study and improve the measures for IP administration in planned national science and technology programs. (Ministry of Science and Technology)

62. Study and develop IPR strategic planning in the cultural system, and strengthen the guidance over IP administration in the cultural system nationwide. (Ministry of Culture)

63. Revise the Guiding Principles of the Administration of Intellectual Property Rights Related to Medicines and Health, and enrich the contents on system building in such aspects as pushing forward patent exploitation licensing, effectively protecting people's health rights and interests, *etc.* under public health emergencies in accordance with the existing le-

gal provisions. (Ministry of Health and State Intellectual Property Office)

64. Promote IP strategy analyses for major scientific and technological projects, develop IP working plans in conformity with the characteristics of such projects, improve the system for IP information registration, calculation and evaluation in major scientific and technological projects, and strengthen the supervision, evaluation and guidance over IP management in such projects. (Ministry of Science and Technology, Ministry of Industry and Information Technology and the State Intellectual Property Office)

65. Guide agricultural research institutions to build and improve the agricultural IPR management system and management collaboration network, and lead agricultural enterprises and public institutions to build and improve the agricultural IP management system and institutional framework. (Ministry of Agriculture)

66. Guide organizations for copyright protection in the radio, film and television industry to strengthen industry self-regulation and internal communication and cooperation, and balance the protection of the legitimate rights and interests of the Chinese radio and television organizations and copyright owners. (State Administration of Radio, Film, and Television)

67. Promote the all-round implementation of IP strategy in central enterprises, and improve the IP management system in these enterprises. (State-owned Assets Supervision and Administration Commission and State Intellectual Property Office)

68. Study and amend documents on IP management in colleges and universities, and strengthen the management of service research achievements and in-

ventions in colleges and universities. (Ministry of Education and State Intellectual Property Office)

69. Select strategic leading application oriented scientific and technological projects and major R&D projects for research equipment as pilot projects to launch whole-process IP management, and develop indicators on IP output targets and achievement application. (Chinese Academy of Sciences)

VII. Vigorously fostering the IP service sector

Objectives and tasks: work out policies on promoting the development of the IP service sector, improve the management of the IP service sector, push forward the building of basic IP information resources and gradual disclosure of these resources, guide IP service agencies to create new service modes, promote the cluster development of local IP services, and speed up the cultivation of top talents in the IP service sector.

Specific measures:

70. Actively push forward the implementation of the Guidelines on Accelerating the Development of Hi-tech Services, and make the IP service sector a priority field and direction in the hi-tech service projects to be launched in 2012 as planned. (National Development and Reform Commission and State Intellectual Property Office)

71. Develop and introduce Guidance on Accelerating the Cultivation and Development of IP Service industries, give priority to developing the IP agency service, IP-related legal service, information service, consulting service, commercialization service and training service. (State Intellectual Property Office and National Development and Reform Commission)

72. Expand the scope of sharing basic IP infor-



mation resources, create new IP service modes, improve the capability of IP service agencies of handling foreign-related affairs, and speed up the building of an IP service system featuring diversified service providers. (State Intellectual Property Office, National Development and Reform Commission, Ministry of Commerce, State Administration for Industry and Commerce and National Copyright Administration)

73. Give full play to the role of the technology market, create new forms of services for transactions of technology, reinforce IP services in intermediary service agencies like the technology market, incubators, science and technology parks of universities, productivity promotion centers, *etc.*, and improve their service capability. (Ministry of Science and Technology)

74. Study the patents of key technologies or general technologies for industrial development, make patent analyses and early warnings, and release information on the patent situation on a regular basis. (Ministry of Industry and Information Technology and State Intellectual Property Office)

75. Provide IP information tracking, patent analysis and other practical support and services in industrial bases. (Ministry of Industry and Information Technology)

76. Guide lawyers to give full play to their professional advantage, launch targeted IP-related legal services in IP-intensive emerging industries and hi-tech enterprises, and help enterprises improve their IPR protection capability. (Ministry of Justice)

77. Promote the unified registration and management of IPR judicial appraisals nationwide, organize training on IPR judicial appraisal, and guide the IPR

judicial appraisal agencies to be more professional and capable. (Ministry of Justice and Supreme People's Court)

78. Support returned overseas Chinese to start hi-tech businesses with independent IP, improve the preferential policies for returned top talents, and give priority to introducing high-end overseas talents badly needed in the implementation of IP strategies. (Ministry of Human Resources and Social Security)

79. Fully display the role of overseas IPR protection assistance centers for enterprises, strengthen instructions on how to handle litigations for enterprises that are involved in major cases, help improve their awareness and capability of IPR protection overseas, set up IP service stations at renowned overseas exhibitions, and provide consultation and mediation services for the Chinese exhibitors. (Ministry of Commerce)

80. Study and develop a system of indicators on IP service statistics, carry out IP service guidance and cultivation programs, cultivate top talents in IP service practices, nurture leading enterprises providing IP services, and promote the cluster development of local IP service industries. (State Intellectual Property Office)

81. Further improve the supporting policies for patent agencies and the patent agent training system, and enhance the capacity of patent agencies. (State Intellectual Property Office)

82. Revise Regulations on Patent Commissioning. (Legislative Affairs Office and State Intellectual Property Office)

VIII. Fostering IP culture

Objectives and tasks: strengthen IP publicity and

talent cultivation, create an IP culture atmosphere featuring the respect for knowledge and innovation, honesty and abidance by law, and build a social environment that is conducive to the implementation of IP strategy.

Specific measures:

83. Thoroughly publicize the major decisions and deployments made by the Central Committee on fully implementing the work of IPR protection, include IP publicity into the publicity of major topics like scientific development and transformation of the mode of economic development, and fully report the significant achievements China has made in the implementation of its national IP strategy. (Propaganda Department of the CPC Central Committee and State Administration of Radio, Film, and Television)

84. Launch international exchanges and cooperation in the IP field, and carry out communication on issues concerning IP protection through high-level exchanges and at bilateral and multilateral occasions with major countries. (Ministry of Foreign Affairs, Ministry of Commerce, State Intellectual Property Office, State Administration for Industry and Commerce and National Copyright Administration)

85. Revise primary and middle school textbooks, add the IP-related contents and requirements in the curriculum standards on the moral course and other subjects, guide colleges and universities to offer IP-related optional courses, cooperate in launching publicity and education activities on IPR protection, and enhance IP awareness of the youngsters. (Ministry of Education)

86. Vigorously carry out the project of sharing cultural information and resources, public e-reading rooms and digital libraries, and guarantee the right of the public to reasonably use innovation achievements and information in cultural activities. (Ministry of Culture)

87. Include the cultivation of national IP talents into the Plan on Education and Training of Excellent Legal Talents, and build several IP talents training bases. (Ministry of Education)

88. Further implement Opinions on the Implementation of the IP Strategy of Radio, Film and Television Programs, vigorously carry out the project of exquisite radio, film and television programs, improve the originality of TV dramas, animations and documentaries, develop emerging radio, film and television business models, and promote the marketization and commercialization of radio, film and television intellectual property. (State Administration of Radio, Film, and Television)

89. Carry out the top talent leadership plan, the “100 + 1, 000 + 10, 000” IP talent project and other training plans and talent projects, and select 4 ~ 5 colleges and universities to build national IP training bases. (State Intellectual Property Office)

90. Organize the national IP publicity week, promote the publicity of IP laws, regulations and scientific knowledge, and strengthen IP awareness in the society. (State Intellectual Property Office, Propaganda Department of the CPC Central Committee and State Administration of Radio, Film, and Television)