

**State Intellectual Property Office, Ministry of Education,  
Ministry of Public Security, General Administration of  
Customs, State Administration for Industry and Commerce,  
National Copyright Administration, General Administration  
of Sport, Supreme People's Procuratorate and State Council  
Information Office Circular on Strengthening Intellectual  
Property Protection for the Universiade 2011 Shenzhen**

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Intellectual property offices, education departments (or commissions) and public security departments (or bureaus) of all provinces, autonomous regions, municipalities directly under the Central Government, cities under separate state planning and Xinjiang Production and Construction Corps, Guangdong Sub-administration of China Customs, all customs directly under the General Administration of Customs, administrations for industry and commerce, copyright administrations, administrations of sport, people's procuratorates and information offices, and the Market Supervision Administration of Shenzhen Municipality:

The Universiade 2011 Shenzhen (the "Universiade") will be held in August 2011 in Shenzhen, Guangdong Province. The Universiade is a great international event that exhibits sport and innovation

dynamics of the world's university students and promote communication and friendships among the world's young people. Strengthening the protection of trademarks, special logos, patents, copyrights and other intellectual property rights related to the event (the "Universiade IPR") is an essential condition for the success of the Universiade. For the host country of the Universiade to fulfill its obligations to protect the Universiade IPRs and further strengthen such protection, this Circular is hereby given in respect of relevant matters:

**I. Enhance awareness and create a protective environment**

The Universiade, with a major international influence, is a good showcase for China's achievements in IPR protection. Relevant departments should, with a view to implementing the national intellectual property strategy, fully understand the importance and urgency



of IPR protection, and strengthen education and public awareness building concerning Universiade IPR protection. University students, youth volunteers, sport participants and collectors should be educated to carry forward the ethical doctrine of being proud of innovation and integrity while being ashamed of copycatting, counterfeiting and cheating, as well as the IPR culture that respects knowledge and advocates innovation, integrity and law abidance. Relevant departments should hold well-pointed IPR publicity events, strengthen guidance to the media, networks and other publicity platforms, coordinate media coverage of Universiade IPR protection activities, and release related information in a timely manner, thereby building a good image of China in IPR protection.

## **II. Identify work priorities and implement measures**

Relevant departments should build on the special campaigns against IPR infringements and production and sale of counterfeited and inferior commodities, and develop feasible work plans drawing upon the good practices of IPR protection in Beijing Olympics, Shanghai Expo and Guangzhou Asian Games, so as to ensure all measures aimed at protecting Universiade IPRs are fully implemented. Day-to-day supervision should be combined with crackdown campaigns. The departments should provide guidance on Universiade-related IPR application and registration. Crackdown campaigns should be focused on priority areas, with Shenzhen being the center, Guangdong Province being a priority region and other regions playing a collaborative role; identify priority sites, strengthen surveillance and crackdown activities carried out in Universiade venues, main transportation lines and busi-

ness districts; underline key markets and products, focus supervision and crackdown on markets of electronic products and small commodities, strengthen supervision over commemorative coins, commemorative medals and other products prone to infringement; step up control over Universiade-related publicity, business identification and other activities that enterprises engage in, and uncompromisingly crack down on production and sale of products infringing Universiade IPRs.

## **III. Intensify law enforcement-based protection and attach importance to crackdown campaigns**

Relevant departments should place Universiade IPRs protection on the list of daily work priorities and focus efforts on cracking down on Universiade IPRs infringements and related crimes in accordance with laws. The departments should strengthen the protection of trademarks, in particular Universiade-related logos, step up market supervision and prevent infringing or counterfeited products from circulation. Universiade-related patent infringements should be investigated and punished in a timely manner, and crackdowns on group or repeated patent infringements and patent counterfeiting should be intensified. Measures should be taken to protect copyrights in the flag, anthem, emblem and mascot of the Universiade, strengthen supervision over the use of Universiade IPRs on the Internet, and launch crackdown campaigns on online infringements and piracies. IPR protection at key border control points should be stepped up and import and export should be strictly controlled. More criminal and judicial means should be taken to keep up intense crackdowns upon Universi-

ade IPR infringements and related crimes.

#### **IV. Strengthen collaboration and establish a long-term protection mechanism**

Relevant departments should strengthen communication and collaboration with the Universiade Organizing Committee, keep track of and examine the Universiade IPRs and licensing contracts filed in advertising, sale, printing and other regulated aspects, share relevant information and ensure timely, accurate and efficient law enforcement. The departments should give full play to the parallel operation of administrative enforcement and judicial protection and maintain a good alignment between these two channels. All departments should strictly enforce laws; administrative departments should transfer suspected criminal cases in a timely manner; public security departments should promptly take over cases from administrative departments, file and investigate suspected criminal cases and return verified non-criminal cases to administrative departments; prosecutorial departments should strengthen the supervision over administrative departments' transfer of suspected criminal cases and public security departments' case filing. Different regions and departments should strengthen their collaboration in law enforcement by establishing a collaborative emergency response mechanism, boosting cooperation and generating synergies. They should make full use of all information platforms to strengthen information exchange and communication, report and notify information and relevant cases in a timely manner,

jointly look into major issues emerging in Universiade IPR protection and explore a long-term mechanism for IPR protection.

#### **V. Strengthen publicity and training and enhance the sense of self-discipline**

Relevant departments should guide business operators by various means and through multiple channels to enhance their awareness of IPR protection, integrity and law abidance, self-discipline and business regulation. Law enforcement staff should be further trained to fully perform their duties and exercise supervision in accordance with laws. The departments should communicate laws and regulations to heads of market organizers and media units through administrative interviews, in a bid to boost their awareness of IPR protection. The complaint hotlines "12330" and "12390" should be further promoted, the IP enforcement assistance center and the piracy reporting center should be given full play, and complaint handling and IP enforcement assistance should be effectively carried out. IPR publicity events with enriched contents should be introduced to the general public, in innovative forms that attract public attention and interest. A comprehensive solution should be the combination of enhancement of public awareness of IPR protection and crackdowns on infringements.

This Circular is hereby given.

May 3, 2011