

complaint. The IPR enforcement assistance centers established in municipalities, the Yangtze River Delta Region, and the Pearl River Delta Region should prepare active response plans, arrange sufficient labor force, and cooperate with Shanghai Intellectual Property Administration and local intellectual property offices to make full use of the “12330” hotline and carry out good practice in reporting and complaint and intellectual property protection, as well as support the World Expo On – Site work of Shanghai Intellectual Property Administration in accepting complaints and provide labor and brain force if necessary. The local intellectual property offices which have not established IPR enforcement assistance centers should announce the local World Expo Patent protection Hotline starting from April 20. The intellectual property assistance, reporting and complaint hotline should be used for joint enhancement of the rapid response capacity for World Expo Shanghai related patent enforcement and safe-

guard.

(iv) Launch enforcement patrol mechanisms and solidify work efficacy

All local intellectual property offices should make greater efforts in enforcement patrol, and organize law enforcement and investigation regarding World Expo related patent protection in local commodity circulation and production processes. According to SIPO’s arrangement and actual needs, the offices should coordinate with Shanghai Intellectual Property Administration and the organizers to go to the site of World Expo Shanghai if necessary, in order to carry out enforcement and intellectual property patrol on local exhibits. The enforcement officials should wear patent administrative enforcement certificates, be properly dressed, and bear unified enforcement symbols.

Annex: Contact Information for World Expo Patent Enforcement and protection (omitted)

Circular on Accelerating the Promotion of Patent Electronic Filing

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Intellectual property offices of all provinces, autonomous regions, municipalities directly under the Central Government, separately listed cities, Xinjiang Production and Construction Corps, and sub – provincial cities.

Active promotion of patent electronic filing (briefly “e – filing” hereinafter) is an important measure to implement the National Intellectual Property Strategy and a key task of us in this year. To make active promotion of e – filing and fully exert the role of intellectual property offices in promoting the e – filing, we notify you of the relevant matters as below:



I. Fully realize the importance of promoting patent electronic filing

Patent electronic filing plays an increasingly important role in patent application since it was started in 2004. This year, “advancing e – filing” is clearly included in the 2010 National Intellectual Property Strategy Implementation and Promotion Plan, becoming an important part of implementing the National Intellectual Property Strategy. The popularization of e – filing is helpful for China to enhance its international reputation in intellectual property field and raise its voice in international patent cooperation affairs; useful for China to further improve its patent examination efficiency, reduce social costs and realize win – win for multiple parties; and beneficial to raise the public service level and innovation awareness of intellectual property authorities at different levels and to further promote the construction of a service – oriented government. All local intellectual property offices should pay great attention, further strengthen organization and leadership, and energetically promote patent electronic filing.

II. Establish and implement beneficial policies and measures for patent electronic filing as soon as possible

All local intellectual property offices should further strengthen the policy environment, condition and capacity building for patent electronic filing, actively research and develop beneficial policies and measures for e – filing, endeavor to create positive social circumstance for promoting e – filing, ultimately eliminate the provisions or clauses hindering the promotion of electronic application from their funding policies for patenting, and help exert the potential of e – filing. Efforts will be made to improve the monthly e – filing rate of respective areas to over 50% by the end of this year with an ambition to reach the goal of around 70%. We will further enhance coordination and service and actively push forward the execution of e – filing policies in all areas.

III. Strengthen communication and training on patent electronic filing

All local intellectual property offices should research and establish their patent electronic filing promotion plans as soon as possible, and fully carry on the promotion of e – filing considering the communication and training on e – filing as a key point and starting point. At present, the role of organization and coordination should be fully exerted to further extend the channels and means of communication and training on e – filing and develop the communication and training plans for implementing e – filing. If required, we will give necessary support, including mutually assigning key personnel for exchange and study, remote audio – visual teaching, and on – site exchange and instruction, etc.

IV. Actively plan and focus on advancing the “two transitions”

All local intellectual property offices should make in – depth survey to further innovate their working philosophies, approaches and means, and focus on advancing the “two transitions”. First is to raise the awareness of local enterprises and public institutions, especially large ones, about patent electronic filing and enhance their awareness of e – filing to realize the transition from paper – based application to e – filing; second is to drive the motivation of local patent agents for e – filing and impel the transition of their operation mode from paper – based

application to e – filing. It is urgent to fully exert the initiating and radiating role of local leading enterprises, key enterprises and large patent agencies to carry out comprehensive implementation of e – filing in their respective areas.

V. Fully exert the role of receiving branches and properly carry out assurance activities

The branches are not only the outlets approved and established by the State Intellectual Property Office in different places to provide e – filing services, but also an important part or tool of relevant local intellectual property offices. With the development of e – filing, the branches have successively provided a range of new services such as user registration and manual handling procedures for e – filing, so that their role is becoming more significant. Relevant local intellectual property offices should fully exert the “front – line” service role of the receiving branches and use their unique resources and advantages to make extensive communication of e – filing to the public, while providing necessary support to guarantee that the branches provide e – filing related businesses and services.

This notice is hereby given.

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