



Circular of the SIPO, the International Communication Office of the CPC Central Committee, the Ministry of Public Security, the General Administration of Customs, the State Administration for Industry and Commerce, the National Copyright Administration, the General Administration of Sport, the Supreme People's Procuratorate on Strengthening the IP Protection in 2010 Guangzhou Asian Games

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Intellectual property offices, international communication offices of CPC committees, departments (bureaus) of public security, Guangdong Sub – Administration of General Administration of Customs, administrations for industry and commerce, copyright administrations, administrations of sport and people's procuratorates of all provinces, autonomous regions, municipalities directly under the Central Government and Xinjiang Production and Construction Corps.

The 16th Asian Games will be held this year in Guangzhou City, Guangdong Province. Preparatory work for the Asian Games has been launched on a full – scale basis. Adequate intellectual property Right (IPR) protection is a crucial element of successful Guangzhou Asian Games. All entities and departments concerned shall draw upon IPR protection experience from Beijing Olympic Games and Shanghai World Expo to create a sound IPR protection environment for the purpose of holding a harmonious, wonderful and memorable event, demonstrate China's capacity of IPR protection in Guangzhou Asian Games and set an example of respecting IPR and protecting innovative outcomes in the history of Asian Games, with the center placed on Guangzhou City and priority given to Guangdong Province, with assistance and collaboration from other regions. To effectively strengthen IPR protection for the Asian Games, this Notice is hereby given in respect of relevant matters:

I. Reach a common understanding and pay high attention to IPR protection for Asian Games. Asian Games represent a great sports event for Asia and provide a new platform for China to demonstrate its image in IPR protection in the international community. All entities and departments concerned shall be fully aware of the

importance and challenging nature of IPR protection for Asian Games from the perspective of implementing the IPR strategy. Feasible working plans must be developed in accordance with international sports practices to embed IPR protection into day – to – day work of Asian Games, assign responsibility to individual persons and ensure all work items relating to IPR protection are effectively done.

II. Step up publicity effort to create a sound atmosphere of IPR protection. All entities and departments concerned shall take the opportunity of Asian Games to carry out IPR publicity campaigns and increase public awareness of sponsors, partners and sellers of licensed products of Asian Games, and manufacturers and sellers of products in particular areas, so as to prevent IPR infringements concerning Asian Games. Media shall be guided to report and cover IPR protection for Asian Games, in particular typical cases of IPR protection for Asian Games. In response to intensive overseas attention on IPR protection in China, focus publicity on Chinese government’s initiatives and achievements in IPR protection, make timely disclosure of information on Asian Games IPR protection, create a sound external media atmosphere and build China’s good image in IPR protection. Organize IPR training of relevant organizations and provide IPR advisory services.

III. Strengthen cooperation to promote collaborative protection. Asian Games will be held in four cities, namely Guangzhou, Foshan, Shanwei and Dongguan. Inter – regional and cross – sector collaboration in law enforcement, in particular between host cities, between host cities and other areas in the country, shall be enhanced to step up Asian Games IPR protection. Focus investigation and punishment effort on key sectors and commodities concerning Asian Games, combine law enforcement with infringement prevention and control measures, fully unleash the advantage of the dual system of administrative and judicial procedures, enhance coordination between administrative law enforcement and judicial justice, focus efforts on a number of IPR violations and crimes, create a strong atmosphere of crackdown on Asian Games IPR infringements and impose a powerful deterrent to IPR offenders and criminals.

IV. Strengthen communication to increase efficiency of protection. Cross – sector communication and collaboration shall be strengthened taking advantage of the ministerial joint meeting on National Intellectual Property Strategy. An IPR protection information platform shall be created between departments and Asian Games Organizing Committee to expand information dissemination, improve channels of communication and jointly study major issues emerging in Asian Games IPR protection. An emergency collaboration mechanism shall be established between administrative departments to step up collaboration, share law enforcement resources and increase efficiency of protection. Departments shall enhance communication and leverage a variety of information platforms to make timely reporting and notification on Asian Games IPR protection and related cases. Research and consultation shall be conducted on major IPR issues concerning Asian Games.

V. Maintain quick response and improve the emergency response plan. Departments shall increase their capacity of risk prevention and control against IPR emergencies, minimize and eliminate harmful effects and adverse effects of IPR infringement emergencies concerning Asian Games, develop a contingency plan for IPR in-



fringement emergencies concerning Asian Games, conduct risk analysis on all factors and areas that may trigger infringement emergencies, and test the contingency plan through comprehensive drills and exercises to improve the emergency response mechanism.

VI. Strengthen guidance and increase the self – discipline sense of operators. Relevant departments shall guide and cause operators to increase their sense of IPR protection, integrity and compliance through a variety of channels and avenues, strengthen self – discipline, enhance IPR management and self – examination. The compliance responsibility agreement may be signed with media units and operators to increase their sense of self – discipline. Administrative interview may be used to familiarize heads of market organizers and media with laws and regulations and guide them to establish relevant rules and policies.

VII. Expedite examination for IPR protection by law on a timely basis. Relevant departments shall, pursuant to Protection Measures for the Logo of Asian Games, Protection Measures for the Logo of Guangdong Asian Games, Regulations on IPR Protection of Guangzhou Asian Games and international sports convention, actively guide and help Guangzhou Asian Games Organizing Committee to register and apply for the Asian Games – related IPR, and expedite examination and approval for IPR protection on a timely basis.

VIII. Utilize resources to improve volunteers' IPR protection. Existing resources and communication platform shall be utilized to further conduct relevant events in order to promote volunteers' work in IPR protection of Asian Games, raise their awareness on IPR protection and make them bravely assume related responsibilities. Meanwhile, this opportunity shall be taken to enrich IPR protection with innovative methods so as to promote the development of volunteers' work in IPR protection.

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Intellectual property offices of all provinces, autonomous regions, municipalities directly under the Central Government, cities specifically designated in the state plan, Xinjiang Production and Construction Corps and sub – provincial cities.