



## VI. Publicity, Training and Research Activities

### **1** Publicity

In 2016, the publicity work was carried out in line with the overall conditions of national economic and social development. Taking the publicity of the implementation of *the National IP Strategy* as the main task, and strengthening public IP awareness as the objective, SIPO explored ways to improve publicity works and comprehensively demonstrated the achievements of China's IP development.

In order to support the release of *the Opinions of the State Council on Accelerating the Construction of an IP Powerhouse under the New Circumstances*, SIPO held 16 events on publicizing and interpreting the Opinions, which received more than 4,000 audience. Commissioner Shen Changyu and the 6 Deputy Commissioners participated in some of the events and provided insights on interpreting the Opinions. SIPO organized a central media group to carry out the thematic interview titled "IP Rights, Competitiveness for the Future" in



Shanghai and Anhui, aiming at reporting and publicizing representative cases where Chinese enterprises successfully established business operation abroad by enhancing innovation capacity and relying on intellectual property. In 2016, special reporting also covered key events such as the National Two Sessions, the Meeting of Heads of Nationwide IP Offices, the release of the 2015 Invention Patent Granting List, the High-Level Conference for Countries along the “Belt and Road”, the ID5 Annual Meeting, the China (Dalian) International Patent Fair.



The press conference on the development of intellectual property in China in 2015.

SIPO worked together with 23 ministries and departments, including the Publicity Department of the CPC Central Committee, to carry out more than 70 IP Week publicity events. The IP Week publicity events were carried out simultaneously, creating a four-layered (national-provincial-prefectural-county) and well-coordinated campaign. Thematic and diversified publicity activities, such as inauguration ceremonies, press conferences and open day, were organized and drew wide public attention. According to incomplete statistics, more than 2,000 events were held throughout the country, several hundreds of relevant activities were organized and nearly twenty thousand IP-related news reports were released nationwide during the IP Week.

SIPO continued to support the People's Daily Online to develop its intellectual property channel. It worked in collaboration with the China Daily to publish the Intellectual Property Weekly and authorized the China Intellectual Property News to publish the Bilingual Weekly on Intellectual Property. It also edited and published 52 issues of *Weekly IP Information* and 52 issues of *Patent Information Weekly*. A total of 121 issues of *Special Edition of IP Information*, *Special Report on IP Information* and *Daily Information on IP Information* were edited. SIPO further improved the routine information release mechanism, published *the Interim Provisions of SIPO on Routinely Release of Information*, and organized 6 press conferences on important issues such as the release of *the Opinions on Stricter Patent Protection* and *the Directory of Patent-Intensive Industries in China*. The administrative affairs Wechat public platform push nearly 1,000 messages in 200 batches throughout the year, followers of the Wechat account exceeded 45,000.

Working together with the Ministry of Education, SIPO launched pilot and demonstrative projects on IP education in nationwide primary and middle schools. 30 schools in 25 provinces (autonomous regions and municipalities) were recognized as the second batch of schools for the implementation of the pilot projects. SIPO organized a training seminar on IP education in primary and middle schools and invited representatives from provincial IP offices and the 1<sup>st</sup> batch schools to participate in the discussions. SIPO for the first time participated in the organization of the China Adolescents Science



Deputy Commissioner Liao Tao presented the key activities at the opening ceremony of the IP Publicity Week.



Open Day activities.

and Technology Innovation Contest and provided service and promoted IP knowledge among the students and teachers participating in the contest through lectures, exhibitions and information desk service.

## **2** Training

### (1) Nationwide Human Resources Development

SIPO further enhanced the top-level design of IP human resources development. Based on the strategic objectives of reinvigorating China through human resources development and the construction of an IP Powerhouse, SIPO studies on and formulated *the IP Human Resources Development Plan (2016-2020) under the 13<sup>th</sup> Five Year Plan*. Based on deepening the reform of the system and mechanisms on human resources development and focused on fostering much needed specialists, the Plan systematically designed nationwide human resources development in the following years and brought forth a number of key policies, projects and programs.

SIPO implemented *the Opinions on Deepening the Reform on the System and Mechanisms for Human Resources Development* issued by the central government and studied on establishing the IP appraisal mechanism in the introduction of professionals. SIPO led the implementation of the “IP Protection Policy” under *the Compendium of the Mid-and-Long-Term Plan on Human Resources Development (2010-2020)*. It carried out the national project on knowledge update for specialized technical experts and organized senior training seminar and carried out knowledge update in key areas and trained more than 4,000 technical experts in much needed areas.

SIPO continued to develop the IP think tank and exerted the exemplary effect of IP leading professionals. SIPO appraised and selected the second batch of 155 experts for the national pool of IP experts. It enhanced the development of the high-end think tank on intellectual property and invited 30 renowned experts

in political and economic affairs, technology and education, development and reform to form the 3<sup>rd</sup> Expert Consultation Committee of SIPO. It also organized 12 sessions of roving lectures by national leading IP professionals and experts in the pool of IP experts.

SIPO enhanced the construction of training bases. By the end of 2016, 24 national level training bases in 19 provinces (autonomous regions and municipalities) were approved by SIPO, of which 3 were training bases for micro, small and medium-sized enterprises. Taking advantage of the national IP training bases, SIPO explored the training model based on the cooperation between industries, universities and research institutions, and focused on key aspects such as the creation, utilization, protection and management of IP, and took active steps on collaboration, joint training programs and resources sharing between university and enterprises to improve the pertinence and effectiveness of IP-related training.

SIPO drafted the training plan for nationwide IP professionals and coordinated and guided the training of nationwide IP offices according to key subjects such as the construction of an IP Powerhouse, supporting innovation and entrepreneurship with IP and training for much needed IP professionals. SIPO held the executive training seminar for the heads of nationwide IP offices and ran brainstorm sessions on the construction of an IP Powerhouse in the period of the 13<sup>th</sup> Five Year Plan. SIPO organized the symposium of national IP experts on “IP Powerhouse construction from a global perspective”. It worked in collaboration with the Chinese Academy of Governance to hold special seminars on IP for director-general-level officials on important and difficult issues such as IP Powerhouse construction, *IP Protection and Utilization Plan under the 13<sup>th</sup> Five Year Plan* and improving IPR assertion and aid system. In the meantime, in order to broaden the horizon of officials, SIPO selected 70 staff members to participate in training programs in the United States, Japan and Europe throughout 2016.

SIPO took active steps to facilitate the development of IP colleges in universities. It worked collaboration with Liaoning Province and the Dalian



University of Technology under a MOU on strategic cooperation to establish an IP college to further enhance the training of specialists in IP and the development of the IP discipline. SIPO supported Shanghai to establish a WIPO-sponsored IP college and an IP master program. It organized special study visits to Liaoning, Heilongjiang and Shenzhen to deepen the understanding on the need for IP experts/specialists by enterprises, service sector, universities and research institutions.

In 2016, the China Intellectual Property Training Center (CIPTC) trained over 780,000 people, representing a year-on-year growth of 178%. It held 84 sessions of face-to-face training workshops for more than 7,300 people, and trained over 770,000 people through distance education and established 11 distance education branch centers (totaled 144). 82 new online courses were developed and the distance education mobile platform was launched. The CIPTC organized 29 sessions of international training workshops and seminars with more than 2000 participants. It received more than 300 trainees from over 30 countries, regions and international organizations and invited 22 foreign experts to China to deliver lectures. In March 2016, the CIPTC signed a MOU with the WIPO Academy and obtained authorization from the latter to exclusively manage its distance education courses in Chinese. In October 2016, the WIPO Chinese distance education platform developed and managed CIPTC was officially launched.

## (2) Training and Secondment of Officials

SIPO organized two capacity building training workshops for director-general-level officials. It organized 22 director-general-level officials to participate in training workshops and 20 director-general-level officials to participate in thematic seminars. It also continued its works to organize director-general-level officials to participate in the online training of the China E-Learning Academy for Leadership under the Central Organization Department. Two training sessions for advanced studies were held for 118 director-level officials, and two sessions for capacity building were held for 78 director-level officials. The curriculum of the capacity building sessions was adjusted based on interviews

with previous trainees and effectively improved the capacity of the participating officials in areas such as leadership, organization, innovation, pressure-handling and public speech. It held a roving lecture for director-level officials and trained more than 350 people. It continued to hold the minor sessions for advanced leadership and training over 70 people. It held 2 sessions of capacity building training workshops for youth management backbone and training 190 people. In addition, 151 new civil servants received novice training.

In 2016, 233 officials were seconded by other government agencies. Among the seconded officials, 4 were seconded to central government agencies, and 53 to local governments, local IP offices, national labs, patent navigation areas and other agencies; 6 were seconded to Sangzhi County, Hunan Province and Chongli County, Hebei Province to carry out works related to poverty alleviation; 170 were seconded to SIPO head office and the directly affiliated departments and institutions (including the patent examination cooperation centers outside Beijing) and social organizations.

### (3) Training of SIPO Staff Members

SIPO formulated *the Action Plan for Implementing the Human Resources Plan under the 13<sup>th</sup> Five Year Plan (2016-2020)* and *the Division of Assignments*, clearly setting out the key tasks on human resources development in the period of the 13<sup>th</sup> Five Year Plan through 6 mechanisms, 3 projects, 8 specialized plans and 4 supporting programs on human resources.

SIPO completed the assessment of the third batch, 75 candidates of high-level professionals. It organized the IP Powerhouse Forum and provided consultations to the construction of the IP Powerhouse. SIPO organized 8 sessions of mid-to-high-level training workshops on human resources on subjects like “5 main development concepts and supply-side reform”, “IP protection and management under the ‘Belt and Road’ Initiative” and trained a total of 973 people. It actively carried out guiding projects on patent strategy for mid-to-high-level professionals, in which 50 mid-to-high-level professionals participated in 5 thematic studies. It carried out an article writing activity





Deputy Commissioner Gan Shaoning at the graduation ceremony for the joint master program between the China Intellectual Property Training Center and the John Marshall Law School.

on “building a world-class patent examination agency” which involved 762 articles contributed by 39 departments and affiliated institutions of SIPO. It also organized the 3<sup>rd</sup> Human Resources Work Meeting of SIPO, on which Deputy Commissioner Gan Shaoning delivered an important speech which summarized the human resources development and training activities of SIPO during the period of the 12<sup>th</sup> Five Year Plan and planned relevant work during the period of the 13<sup>th</sup> Five Year Plan.

SIPO sturdily push forward the consistency of training standard. It formulated and published *the Measures for Assessment in the Novice Training for New Patent Examiners in Patent Examination Cooperation Centers (PECC) outside Beijing* and ensured 90% consistency among the curriculum systems of the PECCs outside Beijing. SIPO experimented online exams based on smart technology. It issued 5,745 training completion certificates for novice training of patent examiners.

SIPO formulated and released *the Guiding Opinions on On-the-Job Training of New Examiners*. It established a pool of experts for the assessment of patent examination trainer’s qualification and assessed 59 office-level trainers in the PECCs and newly added 436 office-level backup trainers. This effectively expanded the group of trainers in the PECCs outside Beijing.

SIPO carried out foreign language training activities for different levels of professionals, with a combination of short-term and mid-term, online and offline training programs, to improve the foreign language training system of SIPO. More than 630 staff members were trained throughout the year. 22 regular foreign language training classes (on English, French and Japanese, etc.) were held and trained over 490 people; a full-time English language training program was organized in collaboration with the Beijing Language and Culture University (BLCU) to train over 40 people; a full time Korean language training program was organized in the BLCU to train over 15 people. An advanced online English training program was organized in collaboration with 51Talk and trained over 100 people. 15 staff members went to the University of Alicante and 25 to Korea for short-term training. 55 people participated in the online training program of the European Patent Academy (EPA), 3 were sent to participate in training workshops of the EPA and 3 to seminars held by the EPO. SIPO organized 3 training sessions for 40 trainers for foreign-related training activities and candidates of international examination experts.

SIPO further enhanced training on specialized expertise for patent examiners. Based on the 13 examiner practice bases, SIPO continued to carry out specialized expertise updating, practice-based training, survey and studies on specialized expertise and practices on specialized expertise of patent examiners. Throughout 2016, SIPO sent 906 people in 154 groups for practice and study. 98 people were sent to attend specialized academic conferences. The selection of practical training and guiding experts on specialized expertise for patent examiners, a fresh project in SIPO, was carried out to select the first batch of 10 experts and 16 assistants and to clearly define the content, procedures and responsibility of a guiding expert's work. SIPO opened a webpage for examiner practice bases on the official website of SIPO. It promoted the studies on patent practice training and newly developed 5 courses including the patent pledge financing. It carried out roving lectures, survey and studies on corporate patent practice and provided guarantee for practical work.

Based on its human resources management system, SIPO enhanced the approval and management of training sessions on the specialized expertise of patent examiners. The second phase development of the SIPOLeMS system was completed and over 15,000 people received online training.

#### (4) Foreign-Related Training

SIPO newly developed 3 foreign-related training courses including the Current Status of IP-Related International Cooperation of China. 5 training workshops were organized for 94 patent examiners and officials from the Gulf Cooperation Council (GCC) Patent Office, the Saudi Patent Office, ASEAN member states and other countries, regions and organizations in Asia, Africa and Latin America. 2 patent examination experts were selected to provide training for the GCC Patent Office for 1 month.

### **3** Research Activities

SIPO organized 9 annual special research projects, 30 regular research projects, 10 youth research projects and 10 promotional projects on patent analysis. The projects dealt on a variety of key subjects such as patent strategy, heated issues and difficulties in patent examination, improvement of comprehensive patent examination capacity and international issues on patent.

SIPO organized 6 practical training sessions for industrial sectors and 10 sessions on methods of patent analysis. In doing so, it promoted the outcomes and methods of patent analysis and fostered professionals on patent analysis for industrial sectors and provinces. It held 2 sessions of patent-related research forum, 36 technical briefings and 3 training on summary of patented technology.

SIPO edited and published 7 issues of *Research Review*, 12 issues of *Patent Examination News* and Vol. 39-48 of *the Patent Analysis Reports on Industrial Sectors*.

