



# VI. Publicity, Training and Academic Activities

## 1. Publicity

In 2015, the publicity work was carried out serving the overall situation of nation economic and social development. Taking the publicity of the implementation of national IP strategy as the main line, and the increase of IP awareness of the whole society as the target, SIPO has made active explorations to improve the ways and means of publicity work, and to demonstrate the great achievement we have made in the development of China's IP undertakings.

In order to cope with the publication of *the Several Opinions on the Building of China with Strong IP Competence under the New Situations*, SIPO organized routine policy briefings in coordination with the Information Office of State Council, online interviews together with the Chinese Government Net, and published relevant information and expert interviews on *Economic Daily*. To serve the publication of *the Guiding Opinions on Comprehensively Promoting National Standard of Enterprises IP Management*, SIPO organized major media to make dedicated interviews in Jiangsu and Zhejiang Provinces, with a special focus on the typical cases of enterprises. Within the year, dedicated reports were also



made for more than ten important activities such as the National Conference of the Heads of IP Offices, the Rankings of Granted Invention Patents in 2014, Patent Information Annual Conference of China, and the activity of IP Goes to Grass-roots and Serves Local Economy for Thousands of Miles.



Press Release on the Development of IP in China in 2014.

SIPO, together with 23 ministries and departments including the Central Propaganda Department jointly carried out IP publicity week activities across the country. During the week, member unit of the organizing committee alone or jointly carried out more than 70 activities. The publicity week activities were launched at the same time across the country, and interactions at national, provincial, prefectural and county levels were facilitated to achieve an overall effect of publicity. Through a series of diversified and vivid publicity activities such as organizing on-line launching ceremony, convening press conferences, conducting "Open Day", and broadcasting TV public service advertisements, broad attention was aroused from various sectors of the society. According to incomplete statistics, more than 500 radio stations, TV stations, newspapers and websites were involved during the publicity week. They have originally broadcasted more than 4,000 pieces of information, which attracted the forwarding for several million times on the internet involving nearly ten million people.

SIPO continued its support for People's Net in building the IP channel; published IP Weekly in cooperation with China Daily, authorized China IP Publishing House to publish the IP Bi-lingual Weekly; and also edited and published two e-magazines: Weekly IP Information and Patent Information Weekly, with each 52 issues. SIPO gradually built a sound system of routine press release, and organized 5 press conferences and 1 news briefing within the year. SIPO also opened its official Wechat account.

SIPO, together with the Ministry of Education, launched pilot and demonstration work on IP education among primary and middle schools across the country and organized the application for the 1st batch of schools. As a result, 111 schools from 26 provinces (autonomous regions and municipalities) submitted the effective application materials. After the evaluation, 30 schools from 23 provinces (autonomous regions and municipalities) were selected as the 1st batch of IP pilot and demonstration middle and primary schools.



Launch Ceremony for 2015 National IP Publicity Week.



Open Day at SIPO.

## 2. Training

### (1) Work on National IP Talents

Great efforts were made to implement *the 12<sup>th</sup> Five Year Plan for IP Talents*, draft *the 13<sup>th</sup> Five Year Plan for IP Talents*, build the IP talents system, implement *Major Talent Project Plan*, and promote the building of IP talent team. Currently, there are more than 150,000 IP professional talents across the country, and more than 500,000 people involved in IP practice.

SIPO further implemented *the Outline of National Mid- and Long- Term Talent Development Plan (2010-2020)*, took the lead in the implementation of IP protection policies and introduced 8 policy documents including *the Opinions on Further Enhancing IP Utilization and Protection to Boost Innovation and Entrepreneurship*, and *Instructions on Establishment of IP Service Standard System* were formulated. *The Regulation on Service Invention (Draft)* was reported to the State Council.

SIPO implemented the knowledge update program for the national professional technical talents, held IP senior seminar on silk road economic belt and modern agriculture to provide knowledge update for key fields, and trained more than 5,000 urgently needed professional technical talents.

SIPO actively implemented the investigation research and information collection work on IP professionals, and promoted the adoption of the IP professionals into the national occupational classification. In 2015, China revised and promulgated *the National Occupational Classification of the People's Republic of China*, in which, the sub-classification IP Professional was added into the classification of Economic and Financial Professional, with the Patent Agent Professional, etc. set below, thus creating preferential policy environment for the development of the IP talents.

SIPO implemented 9 talent projects, such as the High-level IP Talents Leading Plan, Information Project on Talents, organized 7 seminars on leading talents in

7 provinces and municipalities. The evaluation and selection work for the 2<sup>nd</sup> batch of national IP experts for expert databases was organized. The training of high-level talents was further strengthened, and 22 high-level talents including those from local IP offices were selected and sent to receive trainings at Max Planck Institute in Germany.

The construction work of training bases was strengthened. By the end of 2015, SIPO has approved of setting up 24 National IP Training Bases in 19 provinces (autonomous regions and municipalities), among which 3 are dedicated for small and micro enterprises. Throughout the year, 258 training classes were organized in the National IP Training Bases, covering 20,000 trainees. SIPO also guided the provincial level IP offices to build 50 provincial IP Training Bases, forming a system of national training bases with appropriate distribution, distinctive brand features, and great influence throughout the country.

Throughout the year, more than 4,000 various training classes at different levels were organized and more than 420,000 participants received trainings. The high-level training class for heads of IP offices and a national high-level workshop of IP experts were organized to carry out discussions over issues like deepening reform in the IP field and accelerating building a country with strong IP competence, and the 13<sup>th</sup> Five Year Plan for IP. SIPO coordinated with the Chinese Academy of Governance to organize on-the-spot teaching of IP for the officials of backbone state-owned enterprises, and promoted the integration of IP training into the training for national key talents. Throughout the year, 71 talents were selected and dispatched to join the mid and long term study in America, Japan and European countries.

China Intellectual Property Training Center (CIPTC) organized 103 face-to-face training classes, and provided trainings to more than 10,000 participants. The total number of people attending long distance training programs nearly approached 270,000. The number of the sub platforms was up to 13 and that of the new training branch centers was up to 132. More than 130 training courses were developed. CIPTC also planned and developed the micro lectures of series on patent information utilization, series on patent law, and series on patent practice, etc;

achieved the development of 243 micro lectures and MOOC lectures according to the development demands of MOOC platform. CIPTC fully implemented *the Implementation Scheme of Developing Intellectual Property Teaching Materials (2012-2015)* and accelerated the building of teaching material system.

## (2) Trainings and Temporary Post at External Schools and Entities

23 Director-General level officials were sent to study in external training courses and 31 other Director-General level officials were organized to participate in elective courses. All the Director-General level officials participated in the online learning and elective courses provided by China Online Cadre's Academy. Two advanced training classes for Director level officials were held in both spring and autumn of 2015 respectively, and 113 directors attended. Four capacity promotion training classes for Director level officials were organized, and 105 directors attended. These classes cover the main courses such as Leaders and Innovation, Authorization and Encouragement, etc., and also newly added Video Cases Analysis and Study Action Schedule. The training mode of Director level officials was innovated and micro class for excellent leadership was established. Altogether 96 trainees received trainings for newly recruited civil servants.

Altogether 33 officials were selected to take temporary posts. Among them, 23 took position at local governments, IP offices and agencies, Patent Navigated Experimental Zone, State Bureau for Letters and Calls, and League Central Committee, and 10 were selected to work at the National Defense Patent Examination Center. Meanwhile, 194 officials were arranged to exchange posts inside SIPO, and 122 officials were sent to work temporarily in patent examination cooperation centers.

## (3) Internal Trainings

The building of IP professional talents team was strengthened. The 2015 annual workshop on the work of internal talents was held. Final tests for the 1<sup>st</sup> batch of 63 leading talents and 758 backbone talents were completed. The 2<sup>nd</sup> batch of 41 candidates for leading talents training, the 5<sup>th</sup> batch of 80

candidates for high-level talents training, and the 4<sup>th</sup> batch of 177 candidates for backbone talents training were selected. The 1<sup>st</sup> Forum on Building Strong IP Nation for Leading Talents was held. Four training classes focusing on special topics, such as Diplomacy with Chinese Characteristics, and National Unity and National Security, etc. were organized, and altogether 320 participants attended.

The management and coordination of trainings were strengthened. SIPO formulated and published the *Authentication and Administration Method of Office-level Teachers of the Patent Office*, SIPO (trial), and selected 158 office-level teachers and 282 office-level backup teachers into the teachers' database. Work on dispatching training teachers was coordinated at the office level, and 235 teachers were selected to meet the training demands of patent examination cooperation centers and that of the whole society. 16 issues of assemblies of core lectures for new examiners were published, thus ensuring the consistency of teaching content for the core lectures. SIPO continued to enhance the research over training and teaching research of on-duty examiners. 13 new courses were developed and 37 courses were revised.

SIPO organized 10 face-to-face training classes for on-duty examiners, and 965 persons attended; held Workshop on the Exchange of Training Experience 2015. SIPO organized the office-level CPC training courses, cases development,



Graduation ceremony for graduate students jointly trained with John Marshall Law School, US.



examination and training of different fields, and organized workshop on training experience of CPC. For the first time, a total of 21 backbone examiners from Henan Patent Examination Cooperation Center were organized to provide trainings at the office. And 25 examiners were organized to receive on-line trainings provided by the European Patent Academy. With the combination of long- and mid- term classes, on-line and off-line classes, various foreign language training classes were organized for the talents of all levels, with a total of 500 person/times received trainings through the year, among which, 24 conventional foreign language training classes on English, Japanese and French were held, covering 300 persons; organized full-time foreign language training class in Beijing Language and Culture University, with 40 persons attended; organized Wuyou on-line senior English training class, with 60 persons attended; organized 3 issues of foreign related teacher training classes, about 130 persons of office-level foreign related teachers and international examination talents were involved.

SIPO further improved trainings on the knowledge of technology for examiners. Based on 10 practice bases, SIPO continuously organized the on-duty examiners to participate in the update and practice training of professional technology, field studies and internship. Throughout the year, 136 training groups for practice, field studies and internship were organized, covering 810 persons in total and 103 persons were sent to participate in the professional academic meetings, stepped up efforts to build the practice bases, and broaden the scope of examiners' practice bases, with 3 newly-added practice bases, namely Shandong, Suzhou and Changsha.

Relying on the talent resources management system, SIPO strengthened the examination and approval management of examiners' professional technology training. The construction of the second stage of SIPOLeMS system made new progress. The online training covering 17,325 persons was organized.

#### (4) Foreign Related Training

Three more foreign related training courses were developed, including *China Intellectual Property Financial Service*, *China Intellectual Property Administration*, *Law*

*Enforcement and Practice, and Enterprises Intellectual Property Management.* SIPO organized 3 foreign-related training classes for the examiners of Gulf Area and the Intellectual Property Office of North Korea, and also for the officials of ASEAN's ten member states and the Secretariat, covering 48 attendants. 1 patent examiner was selected and dispatched to be provided with one-month long trainings at GCC Patent Office.

### **3. Academic Activities**

SIPO organized and finalized 8 major special academic research projects, 34 general academic research projects, 10 research projects for young experts, and 10 patent analysis and promotion projects. The contents of these projects covered the studies of formulating examination standards and examination policies, examination capability promotion, the building of business management mechanism, and patent technologies of key industries, etc.

SIPO organized 10 training classes relating patent analysis practice, 8 issues of patent analysis industry seminars, thus improving the patent information utilization capacity of innovation entities; SIPO also organized 5 rounds of Chinese Patent Academic Forum and 24 technical briefings.

Throughout the year, SIPO compiled and published 10 issues of *Academic Observation*, 12 issues of *Communication on Examination Practices*, 12 issues of *Intellectual Property Development Research (Internal Publication)*, the 29-38 series of *Industrial Patent Analysis Report*, *Patent Alarming Analysis Report of Front Technology* (Issue 1 and Issue 2). SIPO organized and achieved the compilation of *2014 Essence of Major Special Academic Research Projects Results*, *2014 Essence of Excellent General Academic Research Projects Results*, *Excellent Academic Results Collection of Academic Commission of SIPO for Establishment of 10 Years*, *Excellent Articles Collection of Academic Commission of SIPO for Establishment of 10 Years*. SIPO also accomplished *the Result List of Academic Commission of SIPO*, including 1835 items of research results.