

V . PUBLIC EDUCATION, TRAINING AND ACADEMIC ACTIVITIES

① Public education

The year of 2007 was IPR Culture Year for SIPO. Centering on construction of innovative country, SIPO's public education campaigns aimed to promote IPR cultural construction and intensification of public education.

Use media directly to promote IPR. Online chat with netizens on people.com.cn, gov.cn and sipo.gov.cn to promote innovation and IPR knowledge. Hold several online chats, such as IPR and innovation, third amendment of patent law, IPR macro administration, and online application. In 2007, daily clicks of sipo.gov.cn exceeded 10 million.



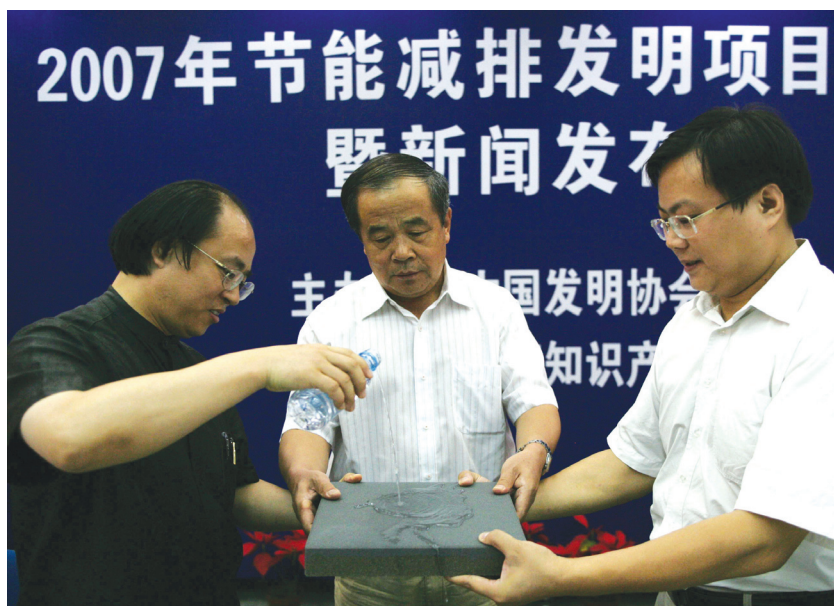
January 18, Commissioner Tian Lipu chatted with netizens on IPR and innovation at the forum of people.com.cn.



December 20, SIPO held China IPR Culture Forum 2007 in Beijing.



April 20, National IPR Publicity Week opened.



July 17, Deputy Commissioner Xing Shengcai inspected environment-friendly material made product at the press conference on Outstanding Projects on Energy-Saving and Low Emission.

SIPO hosted its first self-operated press conference for members of central presses, second open-house activity, first IPR signing contest and IPR Publicity Week.

Press conferences: First Youth Competition of Innovation, China (Huaibei) Patented Technology Promotion Fair 2007, China Patent Week, Outstanding Projects on Energy-Saving and Low Emission.

Wide coverage on the First Outstanding Invention Patent Exhibition, Asian Regional IP Seminar, Singapore IP Seminar and PCT International Conference. Make public advertisement on IPR on CCTV. Make Innovation China, a TV show closely linked with people's daily life and broadcast in Shenzhen Satellite TV. Publish two editions of the Latest Introduction of SIPO (Chinese and English edition). Edit Introduction of SIPO (Chinese and English). Organize translation and publication of patent legislations in ethnic languages Uigur, Kazak, Mongolian and Tibet. Publish bilingual China Intellectual Property News. Continue publication of IP Weekly under the *Economic Weekly of China Daily*. During April 26 World IP Day, SIPO



April 17, press conference on Intellectual Property Protection in China 2007.

started the construction of IPR exhibition center, elevating the theme to History of IPR Work, expanded one patent hall which displayed gold-medal inventions in real articles, images and texts. The center received 2,364 visitors all year.

Join other agencies to construct IPR culture. Join Trademark Office of the State Administration for Industry and Commerce and National Copyright Administration to hold a press conference on Intellectual Property Protection in China 2007.

Organize press coverage on invention patent applications and granting in China. Organize roving reporting of contemporary Chinese inventors, knowledge contest on innovation and IPR and the first youth innovation contest and IPR public education activity. Organize media coverage of the China (Huabei) Patented Technology Promotion Fair 2007.

② Training

In 2007, SIPO intensified training and set up a leading group to enhance nationwide IPR training.

1) Intensify nationwide IPR training and promote implementation of talent planning

SIPO held courses for city leaders, heads of IPR offices and IPR tutors, which all achieved great results. Work with Ministry of Personnel to organize IPR knowledge update projects for Project 653 engineers. Organize drafting of State Guideline for IPR Education and Training.

Send officials to Cardozo School of Law of Yeshiva University for the first time. In 2007, SIPO sent 40 selected officials and high-level talents to study in Europe, United States, Japan and the Republic of Korea.



WIPO-SIPO Academy on Intellectual Property for Decision Makers held in Beijing. Commissioner Tian Lipu attended the Opening Ceremony and delivered speech.

Select 109 high-level talents from the country's IPR office system. Develop talent-training database. Train 90 high-level talents with Tsinghua University and University of International Business and Economics.

SIPO held 60 training courses nationwide and trained 7,000 people. Local offices held a total 2,700 courses and trained 440,000 people.

In 2007, China Intellectual Property Training Center held 86 training courses (up 64%) and trained 21,000 people (up 72%), 13,400 of which were trained in classroom and 7,600 via distance learning.



Commissioner Tian Lipu and John Marshall Law School Dean John E. Corkery graduated those who attended the school's fall 2006 program.

Cooperation in training with local offices stretched to 30 provinces, municipalities and autonomous regions. Establish joint training programs with IPR tribunal of the Supreme People's Court and All-China Patent Agents Association. New IPR roving courses were given to 4,900 engineering students in 12 universities in five cities. A record of attendance for a single training was made with 1,800 students participating. Over 1,700 local officials were trained.

The eighth graduate course of civil and commercial law was held at China University of Politics and Law with 130 officials attending this high-level IPR professional training.

In 2007, SIPO held 9 international training courses with the attendance of 630 at the China Intellectual Property Training Center. Hold a WIPO course for policy makers. Continue programs with John Marshall Law School of the United States and IIPTI of the Republic of Korea. Continue organization for WIPO distance learning program in Chinese.

Since its operation in 2002, the distance-learning platform had trained 25,300 people. Five courses were held in 2007 with attendance of 6,650.

2) Examiner training

In 2007, train record-high 610 new examiners. Organize education research and training via the Guideline for Educating Patent Talents.

From 2006 to 2007, train over 1,000. Formulate plan to draft textbooks for examiners. Establish a dynamic mechanism linking four aspects relating to patent examination, quality control, standard setting, academic research and training. Hold various training, for example, training for new division directors, joint training for SIPO–EPO new examiners and examination practice training.

3 Academic activities

Organize research paper contest on national IPR strategy in memory of academic findings of Zheng Chengsi. Discuss protection of bio resources, protection system for new varieties of plants with American Seed Trade Association. In December, hold seminar on Bayh–Dole Act. One of the crafters, former US Senator Birch Bayh introduced the background and implementation of the Act.

In 2007, SIPO set its research objectives during the Eleventh Five–year Period and major subjects for 2007–2008. Make Academic Committee's Rule on Management of Research Subjects.

In addition, SIPO held a seminar on IPR strategy and how to break IPR barriers in Qingdao, a training course on patent for IT industry in Beijing and a course on trade secret protection and judicial determination in Nanjing.