

# PUBLICITY, TRAINING AND ACADEMIC ACTIVITIES

## 1 Publicity

On April 26, in the days before and after the eighth World IP Day, SIPO organized IP Protection Publicity Week with 18 agencies to celebrate: the third SIPO open day was held; the 2007 Press Conference on IP Protection in China was held jointly with State Council Information Office, SAIC and NCAC; the 2008 Press Conference on IP Protection Publicity Week was held; the first roving exhibition of excellent paintings or calligraphy on IP culture by a hundred celebrated Chinese artists was organized; SIPO participated in the organization of Shanghai IP Protection Summit Forum and IP Criminal Protection Forum; the patent information press release and press conference on patented technology marketing was held. Roundtable on IP and 30th Anniversary of Reform and Opening-up was held jointly with SAIC and NCAC. The book of China Intellectual Property Culture was published and the video of Intellectual Property Culture in China was produced, and etc.



On open day, young SIPO staffs instilled patent filing knowledge to the public visitors.



Press Conference on IP Protection in China.



On April 20, the first exhibition of IP culture theme paintings or calligraphy on IP culture by a hundred celebrated Chinese artists opened in SIPO.

After publication of the Outline of the National IP Strategy, SIPO conducted a series of publicity activities, creating a favorable atmosphere for publicity of the Outline. The State Council Information Office invited five departments including SIPO to a press conference, introducing the Outline to the press. [www.GOV.cn](http://www.GOV.cn) published Chinese and English versions of the Outline on its homepage. Commissioners also had online interview at [www.GOV.cn](http://www.GOV.cn) and talked about implementation of IP strategy and building innovative country. The guideline for the Outline of the National IP Strategy was published.

To welcome the Olympics, SIPO conducted a series of publicity activities regarding Olympic IPRs. Among them, a 10 episode TV shows-Olympic IPR Classroom was broadcasted on Beijing Satellite TV and other media. SIPO held a press conference on Chinese patent system development with Beijing International Publicity Center.

SIPO organized the publicity campaign around 30th Anniversary of Reform and Opening-up. SIPO, together with SAIC, NCAC, General Administration of Customs, Ministry of Agriculture, State Forestry Administration and Supreme People's Court, organized the IP section of the Exhibition of A 30-year History: Exhibition on China's Opening-up. The book of IP and 30th Anniversary of Reform and Opening-up was published. The exhibition of 30 Years of Chinese Patent System was completed. SIPO co-launched IP channel with [www.people.com.cn](http://www.people.com.cn).

SIPO conducted publicity focusing on SIPO's central tasks. SIPO arranged extensive media coverage of the approval of Decision of the Standing Committee of the National Peoples Congress on Amending the Patent Law of the People's Republic of China. SIPO also made effective publicity on SIPO's important activities.

In 2008, the national IP system government portal expanded its influence. The total clicks registered at 4.27 billion, which represent 24% increase. Around 95% of the hits were from China. Among the visits from abroad, Europe, Japan and the United States were the highest.

Clicks for patent search on the site reached 1.75 billion with a total of 1.1 billion pages browsed. In terms of IPC classes, Section A (life necessity), Section B (operation, transportation) and Section C (chemistry, metallurgy) boosted the highest hits.

## **2 Training**

In 2008, SIPO advanced the Eleventh Five-Year Plan for IP Talents and the Grand Project of Talents. At the same time, IP training for the nation was conducted and scored great results.

### **( 1 ) Talent Nurturing and Team Building**

On the basis of cooperative training programs for top IP law and administration talents with universities like Tsinghua University and Tongji University, SIPO cooperated with Cadozo School of Law in the United States and Max Planck Institute in Germany in selecting and sending more than 40 high level talents for abroad training. SIPO also provided many other ways for talents training such as subject research, academic seminar and job-switching.

According to the requirements of nurturing high level talents, based on customized training programs, SIPO established website, forum and administration system successively for such endeavor. SIPO also organized concentrated training in Tsinghua University, Hong Kong and Dalian. Other methods including routine training, off-duty training and E-Learning were carried out. Thirty-eight young talents were dispatched to the United States, United Kingdom, Italy, Japan, the Republic of Korea and Hong Kong for mid-long term study.

### **( 2 ) National IP Training**

SIPO continued extensive and profound IP training throughout the nation. IP strategy special research course for city leaders, course for local IP office heads and course for university IP teachers also achieved great results. SIPO entrusted local IP offices to hold more than 60 training courses that benefited 10,000 people. The 653 project jointly developed with the Ministry

of Human Resources and Social Security updating IP knowledge for technical specialists concluded successfully. National video lecture on IP with the Ministry of Justice was held.

In 2008, China Intellectual Property Training Center held 99 training courses and trained totally 34,000 people. University roving lectures expanded to nine universities in eight cities with nearly 5,000 participants. Some 19,291 people attended the eight courses of the distance-learning program, up nearly twice of the previous year.

### **( 3 ) Internal Training**

In 2008, SIPO held two series of training courses for more than 300 new examiners. Six training courses were held for some 200 senior examiners in Shanghai and Yantai. The office also organized training courses on patent practice such as PCT, search and rejection for over 1,800 examiners. Five out of a series of 11 textbooks under planning were published. 37 backup tutors were selected and trained. On the basis of teaching activities in 2007, four semi-off-duty teaching groups of 32 tutors continued their research on teaching, building good foundation for further improvement of training quality.

Orientation training for new directors, training on advanced administration skills, general affairs administration, office software and foreign languages were held.

### **( 4 ) External Training**

In 2008, SIPO actively conducted external training and teaching activities, completing 27 external training courses covering examination practice and general administration and preliminarily formed an external training course system. As an international training partner of WIPO, China Intellectual Property Training Center further expanded international training activities and successfully organized the Second Worldwide Academy Seminar.

### **3 Academic Activities**

In 2008, SIPO evaluated and concluded 47 academic research projects and completed research reports with total wording of 3.11 million. Open projects for 2007 and mid-term communication were carried out. SIPO also held several courses and technical presentation conferences.

SIPO held China-Japan IP Strategy Implementation Performance Evaluation Seminar, promoting the research of national IP strategy performance evaluation system.

SIPO and the Organizing Committee of the Chongqing Seventh High Tech Trade Fair jointly held International Forum on IP Strategy and Company Competitiveness, yielding positive public responses.

SIPO and State Food and Drug Administration (SFDA) jointly organized the International Forum on Patent Protection and Public Health – Pharmaceutical Innovation & The Accessibility to Drugs. Experts, scholars and government officials from different countries and regions discussed the role of IP in world health and economic development from different perspectives.

Under the joint guidance of SIPO and Ministry of Foreign Affairs, China National Committee for Pacific Economic Cooperation (CNCPEC) organized the Fourth Symposium on China-ASEAN Entrepreneurs Exchange, exchanging views on management of intellectual capitals and providing useful reference on intellectual capital management for governments and companies.