



VI: Publicity, Training and Academic Activities

During the 11th Five-year Plan, SIPO took advantage of the World Intellectual Property Day (April 26) to continuously launch a series of publicity activities through a tridimensional publicity network with TV, radio, internet, newspaper and other media. SIPO also increased theme publicity activities, which has evidently enhanced public intellectual property awareness. SIPO helped the public to continuously improve the cultural environment of intellectual property by enhancing the educational quality and academic level, innovating the methods and patterns of training and academic activities and strengthening the cooperation and exchanges domestically and internationally. The publicity, training and academic activities have greatly improved the intellectual property cultural environment, and vigorously boosted the socialist cultural construction. The cultural concept of intellectual property centered on "respecting knowledge, encouraging innovation, honest law-abiding" is being increasingly recognized by society. In 2010, the major progress in publicity, training and other work are as follows:



1. Publicity

In the publicity work in 2010, SIPO carefully planned, organized and implemented a series of publicity activities to promote the development of the intellectual property and strengthen the publicity effects.

SIPO carefully organized the national intellectual property publicity week and as a result, a total of more than 500 publicity activities were held nationwide. These activities attracted more than 10 million participants, achieved good effects and won satisfactory public response. SIPO also launched the publicity event of celebrating the second anniversary of the implementation of the National Intellectual Property Strategy, reported the news of the 4th China Patent Week in a timely way, forged ahead with the project of intellectual property culture construction, and organized a national survey on public intellectual property awareness. Moreover, the office initiated an intellectual property cultural ambassador event, and carefully organized other theme publicity work. The administrative information published on the government website kept growing, online service functions were continuously strengthened, the participation and attention of the public kept rising, and visits to the website remained stable. For the whole year, the Chinese

website attracted 2.15 billion clicks and 660 million page views. By the end of December, the accumulative clicks of the website had hit 17.63 billion. 80% of the visits to the Chinese website came from domestic Internet users. As to the English website, it attracted 10.2 million clicks and 1.6 million page views in the whole year. By the end of December, the accumulative clicks of the English website had hit 75 million. 35% of the visits to the English website came from foreign Internet users.



Commissioner Tian Lipu was interviewed by CCTV.

2. Training

Centered around the macro administrative work such as the formulation and implementation of the Outline of the National Medium and Long-term Plan for Talent Development (2010-2020) and the national working meeting on intellectual property training. In 2010, SIPO continued studying and exploring the construction of training bases and talent information databases, and carried out the work of IP talents training and education on an extensive and in-depth manner, with the focus on the cultivation of high-level talents.

(1) Work on intellectual property talents

According to the arrangement stipulated under the Task Allocation Scheme of the Central Team for Talent Work Coordination on the Implementation of the Outline of the National Medium and Long-term Program for Talent Development (2010-2020), SIPO is responsible for carrying out one of the ten significant policies – "Implement the policy of intellectual property protection" – under the Outline. To this end, it worked closely with the Ministry of Science and Technology and the Ministry of Culture to set up the leading group and 11 implementation working groups, and strengthened the publicity about the formulation of relevant laws and regulations regarding the policy of intellectual property protection as well as the work of intellectual property protection.

According to the deployment under the 12th Five-Year Plan of SIPO, the Office formulated and published the 12th Five-Year Plan for Intellectual Property Talents, and worked out the Measures for the Administration of National Intellectual Property Training Bases (for trial). In 2010, it approved the establishment of 8 national intellectual property training bases in Anhui, Shandong, Hubei, Shanghai, Guangdong, Jiangsu, Chongqing and Shaanxi.

SIPO built the intellectual property talent database to coordinate the usage and management of talents. In June, it constituted the Implementation Plan for the Intellectual Property Talent Database and the Talent Information Network Platform, and built the national intellectual property talent database consisting of the national intellectual property expert database, the national database of 100 high-level intellectual property talents and the provincial intellectual property talent database. In August, 20 experts from the areas of economics, science and technology, education, culture and intellectual property became the first members of the National Expert Consulting Committee on Intellectual Property.

SIPO selected and sent 100 high-level talents under the Bai Qian Wan Intellectual Property Talent Project to participate in domestic and foreign training classes for high-level talents on law and administration. These talents went to receive training at the US Benjamin N. Cardozo School of Law and the intellectual property training center of Germany's Max Planck Institute. To date, SIPO has held 8 training classes, and selected more than 100 candidates of high-level talents from nationwide. It has gradually developed and established more than 10 medium and long-term foreign talent training channels. Within the year, SIPO has dispatched more than 30 excellent staffs to receive medium and long-term training in the US, Britain, Japan and other countries. SIPO has signed a MOU on cooperative training in 2011-2013 with Benjamin N. Cardozo School of Law to continue deepening the cooperation.

(2) National intellectual property training

SIPO printed and distributed the 2010 National Intellectual Property Training Plan.

In 2010, China Intellectual Property Training Center held 101 training classes and trained 38,000 people. These include 21 international training classes, increased 16% year on year, and accounting for more than 20% of the total training classes in the

whole year. The China intellectual property remote education program introduced 13 new courses, increased by 42% and brought the total number of courses to 43, 42 of which were held in the year. Four new branch stations for the remote IP education platform were added to the existing ten, an increase of 40%.

(3) Internal training

In 2010, SIPO held 85 comprehensive training classes of different kinds, and trained 2,749 people. The office launched 32 training classes for examiners, and trained 1,585 people with total class hours of 110 days.