

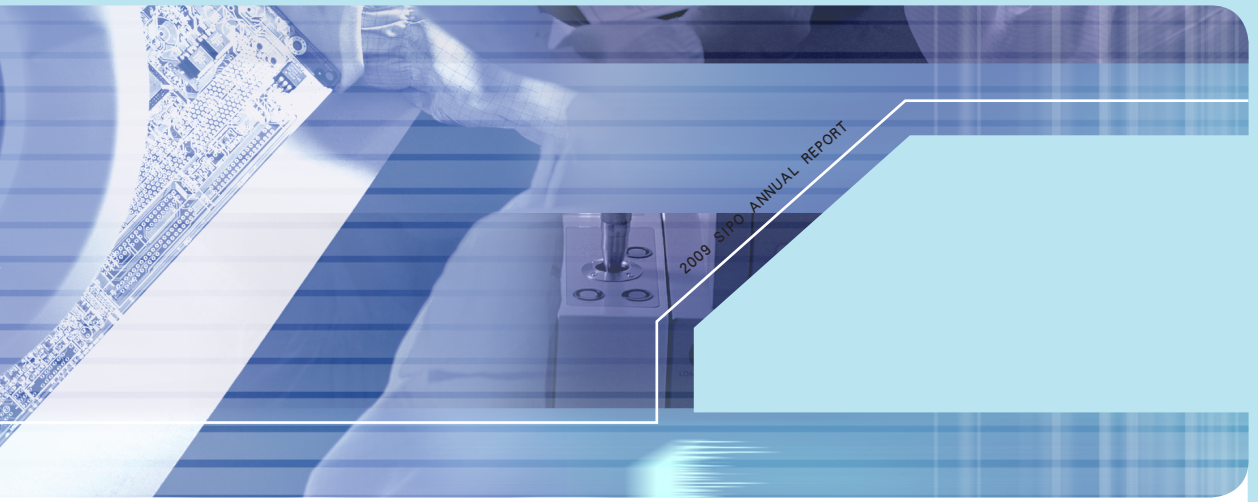
VI. Publicity, Training and Academic Activities

1. Publicity

SIPO successfully organized the 2009 National IP Publicity Week featuring culture, strategy and development around April 26. During the week, SIPO led 24 ministries and commissions to perform 69 publicity campaigns including: Startup Ceremony at Beijing Olympic Park; Press Conference on IP Protection in China 2008; High-Level China IP Protection Forum with the theme of Challenge, Cooperation and Development; China-Foreign Companies High-Level Forum with the theme of IP innovative development and core competitiveness; the 4th SIPO Open Day with the theme of approaching IP.



On April 21, Commissioner Tian Lipu attended the Press Conference on IP Protection in China 2008.



On April 25, SIPO held the 4th SIPO Open Day with the theme of approaching IP.

In 2009, SIPO held 8 press conferences and accepted interviews from over 20 Chinese and foreign presses.

In 2009, SIPO's website was running smoothly. The total clicks registered at 4.06 billion, the total page views reached 1.36 billion. Among the hits from abroad,

Singapore, Europe, and the United States were the highest. Clicks for patent search on the site reached 1.23 billion with a total of 880 million times of page browse.

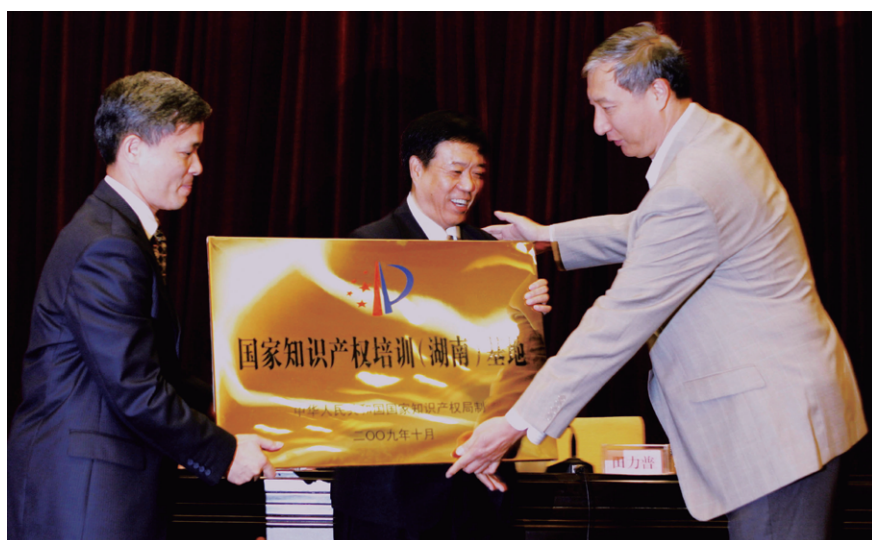
2. Training

In 2009, SIPO stressed high level talents nurturing, syncretized innovation in training bases construction, resorted to National Meeting on IP Training as an impetus to explore the IP talents education in a broad and deep manner. Remarkable effects had been achieved.

(1) Talent Nurturing

In 2009, the first national IP training base was established in Hunan province. The second group of nation-wide high-level IP talents was assessed with 97 members stood out, which increased the number to 206 covering IP authorities, research institutes, enterprises, universities and IP intermediary agencies across the country.

SIPO selected 40 high-level talents to study at Cardozo Law School in the United States and Max Planck Institute in Germany. SIPO also sent 36 officials to receive training in mid or long term programs in the US, UK, Japan and the Republic of Korea.



On October 27, Commissioner Tian Lipu unveiled the plaque of the National IP training base (Hunan Province).

(2) IP Training for the Nation

In 2009, China Intellectual Property Training Center (CIPTC) held 111 training courses and trained 42,624 people (14,607 for attended study, 28,017 for distance learning), which marks a growth rate of 25%.

Focusing on the implementation of IP strategy, local IP administrations held over 3,000 training courses and trained around 600,000 people to further enhance the IP awareness of the society and elevate capacity of enterprises in IP creation, administration, utilization and protection.

(3) Foreign-related Training

In 2009, SIPO held training courses for National IP offices of Vietnam and Gulf Cooperation Council, EPO-SIPO joint training course for new examiners, EPO-SIPO joint training course for senior examiners, training course for African senior officials and examiners and hosted officials from EPO and German Patent and Trademark Office. As an international training partner of the WIPO, CIPTC held 19 foreign-related training courses and invited 18 foreign teachers to lecture for the domestic preparatory phase of overseas study.

3. Academic Activities

Intellectual Property magazine has become a core Chinese legal journal, resource journal of Chinese Social Science Citation Index (CSSCI) and core journal of humanity and social science in China.

SIPO co-hosted the Seminar on Transfer of Chinese and Japanese Inventions with the Japan Institute of Invention and Innovation; First Global IP Asset Summit with the World New Economics Research Institute; held the Seminar on Understanding and Application of Implementing Regulations of Patent Law and Patent Examination Guidelines, and the 25th anniversary ceremony of the China Intellectual Property Society in Beijing.