



VI. Publicity, Training and Academic Activities

1. Publicity

Dedicated publicity and report on major activities. From June to August, major central media have made concentrated publicity reports on the fifth anniversary of the implementation of the National IP Strategy. The People's Daily published relevant commentary and news stories. Xinhua News Agency issued press release, and China Central Television also reported on the achievements made since the implementation of National IP Strategy. The Guangming Daily and Economic Daily also published or forwarded many relevant articles. Interviews with the theme of "Intellectual Property, Competition for the Future" were carried out, during which major officials from certain cities and demonstration counties were interviewed on line to talk about national patent development strategy. Dedicated reporting activities were also made for a dozen of important events including the National Conference of Heads of IP Offices, the Rankings of 2012 Granted Invention Patents, and Chinese Patent Award, etc..

SIPO organized the National IP Publicity Week. In late April, SIPO and other 24 governmental departments including the Central Propaganda Department jointly carried out IP Publicity Week. During the week, more than 60 activities were organized. The Publicity Week activities were initiated simultaneously across the country. SIPO organized a series of



publicity activities, including the On-line Opening Ceremony, Press Release, Opening Day activity and the broadcasting of public advertisement on TV, etc.

Strengthen cooperation with various types of news media. SIPO continued to work with People's Net in building an IP Channel, and publish the IP Weekly in cooperation with China Daily. The IP Bi-Lingual Weekly was produced in cooperation with Chinese IP Publishing House, and the



On the Open Day (April 26), staff of SIPO explained IP Strategies to the public.

e-magazine “Weekly IP Information” was edited and published by SIPO. SIPO and Sina Microblog jointly carried out collection activities of IP public-interest advertisements. Throughout the year, SIPO organized 6 press conferences, 2 news briefings, and 1 media training seminar.



Steadily push forward the building of IP culture. SIPO and the Ministry of Culture, Ministry of Education, State Administration for Industry and Commerce, General Bureau of Radio, Film and Television, as well as National Copyright Administration jointly released *Several Opinions on Strengthening the Building of IP Culture*. *The Textbook on Intellectual Property for Primary and Middle School Students* was compiled and published. SIPO also supported the organization of National Youth IP Knowledge Online Competition. Publicity films were made for the 5th Anniversary of the Implementation of National IP Strategy, and for IP Demonstration Cities.

2. Training

(1) Work on National Intellectual Property Talents

A talent working group of the national IP system was set up to strengthen coordination over talent work across national IP system. *The 12th Five Year Plan for IP Talents* was implemented with great strength, to promote the team building of IP talents. Currently, at national level, a team of more than 80,000 IP professional talents was formed, among which there were more than 8,000 patent examiners, 10,000 IP administrative management and enforcement staffs, 30,000 talents working for enterprises and public entities, and 30,000 IP service professionals (including around 9,000 practicing patent agents).

The Outline of National Mid and Long Term Talent Development Plan was implemented with great efforts. *The Regulation on Service Invention (for deliberation)* was submitted to the Central Talents Work Coordination Group, and a series of policy documents were formulated and promulgated. More than 4,000 urgently wanted IP talents listed in the Professional Technical Talents Knowledge Update Project were trained.

SIPO printed and distributed *Opinions on Strengthening the Building of IP Talents System*. In order to implement *the 12th Five Year Plan on the Building of National Independent Innovation Capacity of the State Council* and the Professional Technical Talents Knowledge Update Project, SIPO has formulated and released specific measures. SIPO also approved the Nanhai District of Foshan City, Guangdong Province, to establish National IP Training Base for Small and Medium Sized and Micro Sized Enterprises.

SIPO approved the establishment of 2 new National IP Training Bases in Shanxi and Jilin Provinces, making the total number of National IP Training Bases to 20. The Measures on the Administration of National IP Training

Base, and Measures on Evaluation of the National IP Training Bases were formulated, and the 4th Workshop on National IP Training Bases was held.

The National IP Talent Information Network Platform went officially online. The Network Platform covered information of National IP Expert Consultation Committee, National IP Experts, and National IP Leading Talents, etc., so as to realize information sharing about IP talents.

The High-level IP Talents Leading Plan was implemented, and the first National Seminar on IP Leading Talents was held. The implementation of IP Service Talents Support Plan was further promoted, and trainings for 3,500 patent agents on practical skills were provided. SIPO also actively promoted the implementation of the IP Talents Development Plan for Enterprises and Public Entities by organizing around 100 training classes to train IP professionals from more than 1,000 enterprises and public entities.



Deputy Commissioner Gan Shaoning awarded certifications to the participants of Workshop on National IP Leading Talents.

SIPO revised *the Outline on Guiding National IP Education and Training*, stepped up its efforts to promote online education and trainings. High Level National Workshop for Heads of IP Offices and National IP Experts Seminar were organized. *The National IP Training Plan 2013* was implemented. As a result, the national IP office system have organized more than 5,000 training classes of different types and at different levels, and more than 500,000 person times were trained.

Around 40 person/times were selected and dispatched to make mid and long term studies in United States, France and Japan. Trainings for national leading IP talents and candidates to 100 high-level IP talents were further strengthened. More than 30 candidates were sent to make short term studies in Tsinghua University , Tongji University, Benjamin N. Cardozo School of Law (USA), and Munich IP Law Center (Germany), etc..

The Chinese IP Training Center organized 134 training classes, and trained more than 200,000 person/times, increased by 29.5% compared with the previous year. 74 classroom trainings were organized, and a total of 10,321 people were trained. The online long distance courses trained more than 198,000 person/times, increased by 52.3% compared with the previous year. 32 off-line long distance training classes were organized, and trained 3,535 trainees. 5 new sub-platforms for long distance education were built, and the total number of sub-platforms became 11. The accumulated number of trainees on these platforms reached 472,851. 15 new long distance courses were released, and the total number of courses reached 93. *The Implementation Plan on the Formulation of IP Textbooks (2012-2015)* was further promoted, and as a result, the compilation of two textbooks was completed.

(3) Internal Training

SIPO Talents Working Group was established, and a liaison team for talents work was organized. SIPO formulated and released *the Outline*

on Talents Training of SIPO, the Public Guideline on Talents Training of SIPO, and the Departmental Guideline on Talent Training for 44 internal departments and units.

The 4th batch of 78 candidates for high-level talents and the 2nd batch of 316 backbone talents were selected. SIPO established 4 new practice bases for patent examiners, and 285 examiners in 63 teams were sent to participate in practice activities. Administrative Measures on Foreign Language Training classes were revised, and more than 500 person/times were trained during the year.

SIPO carried surveys on the needs of training at office, department and division levels. More than 40 training classes on examination affairs were held throughout the year, during which 30,710 person/times were trained. *The Administration Measures on the Publication of Examination Affairs Training Textbooks of the Patent Office of SIPO (trial)* was formulated and released. 48 training courses for new examiners were newly compiled or revised. The second stage development of the SIPOLeMS system was improved and an online system with 356 courses was preliminarily established. The training program in Alicante University (Spain) was further expanded, and 2 batches of 10 people received trainings there. Guidance and support for the trainings in examination cooperation centers outside Beijing were strengthened, and studies were made on training of examination practices considering the situation of “One Office but Several cooperation Centers”.

(4) Foreign-related Training

The 20th Anniversary for cooperation between SIPO and John Marshall Law School was celebrated. SIPO organized 28 international training classes, training for foreign related teachers, seminars and lectures. 27 classroom and long-distance courses were formulated or revised. Altogether, 57 foreign experts and teachers were invited to attend relevant education and training programs.

3. Academic Activities

SIPO organized and finalized the evaluation work of 13 major special academic research projects, 35 general academic research projects, 10 research projects for young experts, 12 patent analysis and promotion projects, and 53 independent research projects.

More than 100 publicity activities on the achievement of patent analysis and promotion were organized. SIPO also organized 28 training classes on patent analysis approaches and released the industrial patent analysis report for 7 major technical fields.

SIPO organized 5 rounds of Chinese Patent Academic Forum, and 14 technical briefings. Throughout the year, SIPO has compiled and published 10 issues of *Academic Observation*, 12 issues of *Communication on Examination Practice*, 2 special periodicals and 10 terms of *Industrial Patent Analysis Report*.