



VI. Publicity, Training and Academic Activities

1. Publicity

In 2012, for publicity work, SIPO set up the target of enhancing the IP awareness of the whole society in innovative working methods and patterns, which has resulted in very good effects.

Special publicity and report have been carried out for major events. Within the year, SIPO made a series of publicity work for the National Conference of Director-Generals of Intellectual Property Offices, the Ranking List of Invention Patents Granted in 2011, and the issuance of the one millionth patent certificate.

SIPO has attached great importance to the report and the publicity of the China Patent week. In April, in cooperation with the Central Propaganda Department and the other 24 government departments, SIPO carried out a series of activities to report on the national IP Publicity Week. Through organizing the initiation ceremony, press conferences, the Open Day, trainings and lectures, broadcasting commonweal advertisements, sending mobile phone text messages, and placing publicity pictures and slogans on the webpage of Baidu



search engine and the login interface of Tencent QQ, the publicity work has achieved significantly good effects. In late November, SIPO organized more than 20 news media and comprehensive websites like Sina and Sohu to report on the Awarding Ceremony of China Patent Award, the release of the Strategic Promotion Plan of the Development of Patent Undertakings, as well as the initiation of the 6th China Patent Week.



The press conferences during the China Patent Week

SIPO also carried out a series of themed interview activities, and organized central news media to visit Harbin, Hangzhou and other cities, to interview the Mayors of these cities, visit local enterprises and shoot publicity documentaries. In November, SIPO organized the central news media to visit Hainan Province to make interviews with the theme of “With Intellectual Property, Compete for the Future” to explore the cases of combining IP and environmental protection, so as to promote the transformation of enterprises and the economic development.

SIPO has strengthened cooperation with relevant news media, continued to develop IP Channel with People’s Net, published *IP Week* in cooperation with the China Daily, provided guidance for the *Bilingual IP Week* published by China IP Publishing House, and contacted the Economic Daily to edit the *Weekly IP Window*. SIPO helped with the recording of SIPO commissioner’s participation in the talk show program on CCTV *Xiao Cui Hui Ke*, to spread IP knowledge and the core concept of IP culture. SIPO posted over 27,000 pieces of news and articles on its website, with the reprinting rate by major media home and abroad over 85%.

2. Training

(1) Work on intellectual property talents

To implement the *2010-2020 National Mid and Long Term*

Talents Development Plan, SIPO has formulated and circulated policy documents such as *Several Opinions on Further Strengthening the Protection of the Legal Interest of Service Inventors*, and *Promoting the Utilization and Prosecution of IP*, compiled 30 editions of *News Briefs on Implementing IP Protection Policies of the National Mid and Long Term Talents Development Plan*. SIPO also carried out training work for urgently needed IP talents under the program of upgrading the knowledge of technical professionals.

SIPO organized the National Workshop on IP Talents, to review relevant achievements and experience, analyze problems, produce new ideas and measures, so as to make overall deployment for talents work in 2013.

In implementing the 12th Five Year Plan for IP Talents, a comprehensive IP talents planning system was established. SIPO formulated and released the *Implementing Measures on the Plan of Promoting the Capacity of Patent Examination Talents*, the *Implementing Measures on the Plan of Fostering IP Talents in Enterprises and Entities*, the *Implementing Measures on the Plan of Training High-level IP Trainers*, and the *Implementing Measures on the Supporting Plan for IP Service Talents*. The Implementing Measures for “3 Major Projects” and “6 Major Plans” prescribed in the Talents Planning were all formulated, and the *Main Points for IP talents Work in 2013* was also formulated.

The “Hundred, Thousand and ten Thousand” IP Talents Project was pushed forward steadily. Since 2007, one hundred high-level talents drafts were carried out for total three times, and 283 persons were selected from various fields across the nation, among which more than 30 trainees were selected and sent to study in well-known universities and training institutions at home and abroad such as Tsinghua University, Tongji University, Cardozo School of Law and German Max Planck Institute, etc..

SIPO approved the establishment of 5 National IP Training Bases including Jiangsu University, and so far, the total number of training bases reached 17. The *Method on Performance Evaluation of National IP Training Bases* (interim) was printed and circulated, and the Third National Training Bases Workshop was held.

The construction plan and project manual of the information network platform for national IP talents were formulated, and through the collection and input of relevant information in the talents database, a national IP talents network was established, with SIPO as a data center, and local IP Administrations at various levels managing the network in accordance with different fields and classifications, so as to provide support and reference to the work of National IP Strategy.

The High-level IP Talents Leading Plan was implemented. SIPO actively pushed forward the *IP Talents Development Plan for Enterprises and Entities*, carried out training programs for the high-level IP talents in enterprises and entities, and promoted the implementation of the *Supporting Plan for IP Service Talents*. Throughout the year, SIPO organized more than 200 person-times to attend teaching seminars and workshops, and trained more than 800 patent agents on their practices.

(2) National intellectual property training

SIPO printed and circulated *2012 National Intellectual Property Training Plan*. In cooperation with the Ministry of Personnel Resources and Social Security, IP training programs for professional technical talents were carried out. Three high-level training courses were organized, and nearly 180 technical R&D staff were trained. The IP protection training courses of industrial information was jointly organized with the Ministry of Industry and Information Technology, through which about 100 IP management staff from enterprises were trained. SIPO also organized the training courses for the heads of local IP Administrations, and the heads of IP administrations from provinces, autonomous regions, municipalities and Xinjiang Production and Construction Corps attended

the courses. For the national IP Administration system, over 5,000 training courses were held, and over 500,000 person-times were trained.

More than 50 talents including the officials from local IP Administrations were selected and sent to further study for mid and long term in US, UK, France, Japan and South Korea. SIPO held the 5th Anniversary Ceremony with Cardozo Law School for Successful Cooperation. Workshops were held with US Temple University and National Administration of Foreign Experts respectively, to discuss the cooperation on talents training.

The 2012-2015 Implementing Measures on the Compilation of IP Textbooks was formulated, and the compilation work of 8 IP textbooks was initiated. The compilation of two textbooks which are *IP Strategy and Regional Economic Development*, and *Patent Documentation and Information Searches* was concluded.

China IP Training Center organized 105 training courses in 2012, and trained about 149,000 person-times, with an increase of 399.25% over the previous year. The remote education system trained about 140,000 person-times, with an increase of 360%, and the accumulated number of people studied on the remote education platform reached 247,249. About 200,000 person-times selected courses on the platform, which set a new record. Forty three new courses were added to the platform, bringing the total number of the courses to 150.

(3) Internal training

The Manual of Patent Examiners Training Course System in the Patent Office of SIPO was released. There were 409 courses in 6 series. The second term construction of SIPOLeMS system was initiated, with the main target of guaranteeing the on-line study by examiners working in patent examination cooperation centers outside Beijing. Altogether 56 training programs on patent examination affairs were organized, and the total teaching hours added up to 350 days. 3,905 examiners were trained, and 3 textbooks on examination affairs were compiled or revised. SIPO also organized 25 routine foreign language courses, 10 high-level training courses on the translation capacity of scientific English, 2 off-the-job high-level foreign language training courses in Beijing Language and Culture University, and one foreign language training course in Wall Street. More than 1,000 person-times were organized to participate in field studies and practice programs. Besides, SIPO organized 160 person-times to participate in various kinds of academic meetings, and held more than 120 lectures. 2 training courses for teachers in examination cooperation centers outside Beijing were organized, and 54 teachers for the new examiners entrance training were trained.

(4) Foreign-related training

SIPO organized 15 international training courses, foreign-related teachers' training courses, seminars and lectures in 2012. The on-line foreign related courses were designed to exchange on-line teaching

materials with JPO and KIPO. SIPO also transcribed international training courses jointly with JPO and KIPO, and has invited 4 foreign teachers to teach in China.

3. Academic Activities

SIPO organized and finalized the evaluation work of 8 major special academic research projects, 64 general academic research projects, and 10 research projects on youth started in 2011. The internal departments and the professional committees of Academic Committee submitted 132 reports of independent research projects, and carried out 109 studies.

SIPO finalized 10 patent analysis and early warning projects for 2011, and initiated and completed 10 patent analysis and early warning projects for 2012.



Launching Ceremony of the Patent Analysis and Early Warning Projects

The evaluation work of 21 projects under the 2011 Patent Strategic Promotion Program, and the initiation as well as the closure and evaluation work of 22 projects for 2012 were concluded. The project application and preliminary evaluation work for 2013 was also initiated.

SIPO organized the Forum on IP Environment in Emerging Market Economies, which involved the content of IP related legal policies, judicial systems, enforcement, IP typical cases and services in Russia, India and Brazil; and also organized the Seminar on International Economic Situation and Diplomatic Work, inviting experts from relevant departments to deliver specific presentations on international economic situations.