



III. Strategy Implementation, IPR Protection and IP Administration

1. Strategy Implementation

(1) National intellectual property strategy

SIPO printed and distributed the *Promotion Plan for Implementation of the National Intellectual Property Strategy 2012* and put forward 90 specific measures in eight major aspects, namely, improving quality, boosting the development of newly-emerged strategic industries, promoting application, strengthening protection, enhancing areas of advantage, promoting management, fostering service industry and cultivating culture.

SIPO organized and convened the 3rd Plenary Session of the Inter-Ministerial Joint Meeting on the Implementation of the National Intellectual Property Strategy, held the 6th and 7th Liaison Officer Meetings for the Inter-Ministerial Joint Meeting on Implementation of National Intellectual Property Strategy 2012, organized special researches and assessment activities, and supervised the completion of key tasks in strategy implementation.



The 7th Liaison Officer Meetings for the Inter-Ministerial Joint Meeting on Implementation of National Intellectual Property Strategy 2012

SIPO intensified the construction of supporting platforms for National Intellectual Property Strategy, improved the information communication mechanism, and standardized the management on strategy research bases. SIPO signed strategic cooperation agreement with the Ministry of Culture, and established key contact units for the implementation of National Intellectual Property Strategy in the Center for Ethnic and Folk Literature and Art Development and China National Cultural Information Resources Management Center.

(2) Intellectual property strategy for industries

SIPO formulated *Several Opinions on Strengthening the Work of Intellectual Property for Newly-emerged Strategic Industries*, drafted the *Work Plan of SIPO in Implementation of the Intellectual Property for Newly-emerged Strategic Industries*, and deployed the *Intellectual Property Work Plan for Newly-emerged Strategic Industries 2013* and its formulation in division of labor. SIPO guided various localities to feasibly carry forward the integration of intellectual property into newly-emerged strategic industries in accordance with the requirements of the Opinions. Implementation opinions on enhancing the work of intellectual property for newly-emerged strategic industries were drafted in succession in Jilin, Chongqing, Shanxi, Sichuan,

Heilongjiang, Qinghai, Yunnan, Hebei and other provinces (cities).

SIPO established coordination and cooperation mechanism with related ministries and commissions and jointly pushed forward the intellectual property review and whole-course management work. SIPO also united the General Office of the State Council and the Ministry of Science and Technology, etc. to conduct IP deliberation and research for major scientific and economic activities.

Governments at all levels promulgated in succession 91 related policies and regulations on intellectual property deliberation. Nine provinces and cities including Jiangsu, Hunan and Chongqing etc. incorporated the establishment of IP Deliberation Mechanism into local laws and regulations, three provinces including Guizhou, Shaanxi and Hubei and 23 cities including Wuhan and Yantai issued special documents for IP Deliberation.

SIPO selected 12 pilot localities to conduct intellectual property appraisal and conducted appraisals on 34 projects. SIPO also formulated and issued the *Guidelines on Accelerating the Promotion of Appraisal Ability of Intellectual Property Service Organizations*.

SIPO selected Zhongguancun Innovation Demonstration Zone and Suzhou Industrial Park as pilot sites for conducting intellectual property cluster management.

(3) Regional intellectual property strategy

SIPO released Key Points in the Implementation of Local IP Strategies 2012, and held the National Working Meeting on the Implementation of Local IP Strategies.

SIPO conducted Local IP Strategy preliminary evaluation work jointly with the State Administration for Industry and Commerce and the National Copyright Administration, carried out strategy preliminary evaluation work in Liaoning, Shanghai, Jiangsu, Hunan, Guangdong and Guizhou, and organized training for the implementation of Local IP Strategies.

SIPO launched regional IP promotion projects, and supported the implementation of 11 regional promotion projects including Heilongjiang IP Strategy Pilot Project, Regional Strategy Implementation Pilot Project of Changsha-Zhuzhou-Xiangtan City Group and the implementation of IP Strategy in accelerating the construction of Economic Region in Central China.

SIPO signed Annual Cooperation Plan on Establishing Demonstration Province in the Implementation of Intellectual Property Strategy with Jiangsu Province and carried out the Project of Establishing Demonstration Province in the Implementation of Intellectual Property Strategy. SIPO also held the Local IP Strategy

implementation result exhibition and pushed forward the construction of cooperative platforms for Intellectual Property Strategy of three National Independent Innovation Demonstration Zones including Zhongguancun, Zhangjiang and Donghu.

(4) Promotion of national patent development strategy

SIPO earnestly organized the implementation of the *Promotion Plan for National Patent Development Strategy 2012*, guided 32 provinces to formulate and implement 620 measures for patent strategy work, and selected 10 pilot cities including Wuhan and Guangzhou to implement two key plans: “patent administrative enforcement” and “patent application promotion”, preliminarily forming the nationwide unified work pattern with linkage between the superiors and subordinates.

SIPO issued the *Promotion Plan for National Patent Development Strategy 2013*, confirmed the implementation of three major tasks including “patent system innovation”, “construction of patent operation guarantee system” and “supporting economic and social development with patent” and also identified 15 special tasks and 42 work measures.

2. Policy Research

SIPO enhanced the integrated management on approval of research projects and budget, released the guidelines on key research projects and improved the utilization efficiency of

research capitals. Centered on carrying forward the work of Intellectual Property Strategy Implementation and facilitating the central tasks, SIPO issued the *Notice on Applying for 2013 Soft Science Research Plan Projects of SIPO* and approved 33 research projects for 2013. SIPO organized special researches on current intellectual property trend and intellectual property culture. SIPO also conducted special researches on Intellectual Property Management in Industry Clusters, Research on China's Patent Application Growth Factors and IP Analysis on Key Economic Activities, etc.. 23 soft research projects were evaluated and accepted.

3. IPR Protection and IP Administration

(1) Work related to IPR protection

SIPO carried out promotion work of local IPR protection capability, guided local governments to improve the administrative mechanism of IPR protection, and promoted the IPR protection ability by giving priority to five aspects including organization and coordination, enforcement collaboration, supervision and handling, right safeguarding service, publicity and education. Related provinces made new progress in perfecting the coordination and solution mechanism of IPR disputes, improving the IP enforcement supervision in key areas and enhancing the IPR protection of characteristic industries.

SIPO carried out the IPR protection work in professional markets, selected Guangdong, Jiangsu and Hunan to conduct pilot work, guided related provinces to conduct comprehensive survey on the working conditions of IPR protection in professional markets and supported them to increase efforts in administrative enforcement. SIPO worked together with the Ministry of Industry and Information Technology, the State Administration for Industry and Commerce, the National Copyright Administration, China Ceramics Industrial Association and other departments to draft and formulate the *Several Opinions on Enhancing IPR Protection Work of Ceramics Industry*, organized related governmental departments in Beijing to start the IPR Protection Capacity Promotion Project of Hailong Electronics City, and coordinated enforcement, publicity and other related work.

SIPO organized the compilation of *China's Intellectual Property Protection 2011* (in Chinese and English). SIPO, the State Administration for Industry & Commerce, and the National Copyright Administration jointly completed the evaluation and selection work for "2011 Major IPR Protection Events, Cases and Influential Persons Appraisal". SIPO organized 24 provinces, autonomous regions and cities jointly compile the *Highlights of National and Regional Intellectual Property Protection 2011* (in Chinese and English).

(2) Intellectual property law enforcement

SIPO increased efforts in guidance and promotion of law enforcement and case handling work, organized the conduct of the “Convoy” Special Action on Intellectual Property Enforcement and Right Protection. SIPO also formulated and issued the “Convoy” *Special Action Plan on Intellectual Property Enforcement and Right Protection 2012* and carried out key rectification on patent enforcement in circulation and production across China. 2,510 patent dispute cases were accepted (including 2,232 patent infringement cases and 278 other patent dispute cases) and 6,512 cases of passing off patent were investigated. A total of 9,022 cases were handled, growing by 199% over the previous year.

SIPO issued the *Notice of Related Specific Matters on Conducting Performance Assessment for Patent Administrative Enforcement and Intellectual Property Assistance and Filing Complaints 2011* and *Operational Program of Conducting Performance Assessment for Patent Enforcement and Right Protection*, and conducted performance assessment on the enforcement work of 89 local IP offices and the right protection assistance and filing complaints of 72 right protection centers.

SIPO summed up the experience of the pilot work in Zhongshan Industry Cluster in IPR quick protection and issued Notice

on Carrying out the Pilot Work of IPR Quick Protection. SIPO approved the establishment of China Nantong (Home Textile) IPR Quick Protection Center, giving full play to the important role of IPR protection centers in law enforcement and legal assistance.

SIPO formulated Performance Assessment Index of Patent Administrative Enforcement and Intellectual Property Assistance and Filing Complaints and completed the Status Survey Report on Patent Administrative Enforcement, conducted research on the formulation of Capacity Promotion Project of Patent Administrative Enforcement and organized the formulation of Judgment Criteria for Patent Infringement.

SIPO pushed forward the construction of patent enforcement information network and the submission, statistics and analysis of enforcement information, tracked and researched key enforcement trends timely, promoted enforcement exchange and improved the efficiency of system-wide enforcement management work.

(3) IP administration

Intellectual property cooperative consultation mechanism, pilot demonstration projects, IPR Strong County Project

SIPO revised and issued *Regulations on the Cooperative Consultation Work between SIPO and People's Governments at Provincial Levels*. SIPO launched a new round of cooperative consultation mechanism with Shanghai Municipal People's Government, signed Cooperative Framework Agreement with the People's Government of Henan Province and held annual cooperative consultation meeting with governments of Fujian Province, Guangdong Province, Guizhou Province and Xinjiang Uygur Autonomous Region. By the end of 2012, SIPO had conducted intellectual property cooperative consultations with 10 provincial governments (autonomous regions/municipalities).

SIPO conducted a comprehensive adjustment of the work of intellectual property pilot demonstration cities and specified the first batch of 23 demonstration cities. SIPO further enhanced the annual performance assessment of intellectual property demonstration cities and the classified guidance on pilot cities. SIPO introduced *Pilot and Demonstration County (Prefecture) Evaluation Management Methods for National Intellectual Property Strong County Project* to deepen intellectual property work in counties.

Pushing forward enterprise work

SIPO formulated *Management Standard on Intellectual Property of Enterprises and State-owned institutions (Approval Draft)* and accompanying documents. SIPO



The Annual Cooperative Consultation Meeting with Fujian Province.



Commissioner Tian Lipu granted the first "State Intellectual Property Demonstration City" plaque to the city of Shenzhen.

carried out the pilot work of enterprise intellectual property management standard in 6 provinces and city including Beijing, Hebei, Zhejiang, Shaanxi, Hunan and Jiangxi and extensively conducted training on enterprise intellectual property management standards. 386 enterprises and 39 service organizations participated in the pilot project.

SIPO carried out the promotion project for implementing IP strategy in Small and Medium Enterprises, and conducted the work of IPR trusteeship in 32 cities relying on SMEs clustering. SIPO also organized over 1,200 person/times expert missions to enterprises for nearly 2,000 times, provided service to more than 4,000 enterprises and established intellectual property management files for over 4,500 enterprises.

SIPO conducted emergency rescue work for overseas patent disputes of Chinese enterprises, helped and guided enterprises to cope with overseas patent lawsuits involving industry development and issued guidelines on patent filing in China's major trade target countries.

Patent utilization and industrialization

SIPO carried out the activity of promoting interfacing between enterprise's patent projects and financial institutions in 10 provinces (municipalities under the central government), 5 cities (districts) and 7 High-tech parks.

SIPO held policy presentation on intellectual property pledge loans and value assessment management, training and senior training class for intellectual property asset appraisal, and explored the new mode of pledge loans for patent license, patent right and equity portfolio. SIPO also formulated the Guidelines on Intellectual Property Pledge Loans of Commercial Banks with China Banking Regulatory Commission, the National Copyright Administration and the Trademark Office. Pledge loans amounted to RMB14.1 billion in 2012, up 56.7% year on year, with 3,399 patents involved, up 74.0% year on year.

SIPO jointly organized the appraisal activity for the WIPO-SIPO Award for Chinese Outstanding Patented Invention and Industrial Design with WIPO, and granted 20 China Patent Golden Awards, 5 China Industrial Design Golden Awards, 262 China Patent Excellence Awards and 44 China Industrial Design Excellence Awards. The quality and representativeness of the awarded projects were further improved and the economic benefit was remarkable. According to incomplete statistics, from the date when patents started to be valid to the end of 2011, the sales income of the 25 projects that received China Patent Golden Awards had increased by RMB 165.5 billion with a profit growth of RMB 34.6 billion.



The winners of the WIPO-SIPO Award for Chinese Outstanding Patented Invention and Industrial Design

SIPO carried out patent insurance pilot work in 25 regions across China including Beijing Zhongguancun, explored patent insurance work mode, set up interfacing platforms between insurance companies and enterprises, established the innovative service mechanism with multi-channel participation and improved the enterprises' awareness of intellectual property risk management. So far, 265 patents have been insured across China.

From November 29 to December 5, the 6th China Patent Week was held in provinces, autonomous regions and municipalities across the country simultaneously, themed with “Innovation in Patent Protection and Wisdom Changing Life”. Thirty departments of the State Council, including the Ministry of Foreign Affairs, the National Development and Reform Commission and the Ministry of Education, provincial (autonomous regions/municipalities) governments across the country and Xinjiang Production and Construction Corps participated in the event. Over 1,200 various events were organized during the patent week, attracting participation of over 15,000 enterprises and near 300,000 persons, with volume of transaction intentions reaching RMB 1.5 billion and the total loans by pledge of patents amounting to RMB 1.548 billion.