



# VI: Publicity, Training and Academic Activities

## 1. Publicity

In 2011, publicity of SIPO was closely related to the major environment of the economic and social development of our country with the main theme of publicizing the strategic implementation of national intellectual property rights. National intellectual property publicity week was the important approach in which the fifth China Patent Week was the focal reporting event. The construction of intellectual property rights and dissemination of intellectual property culture were promoted forcefully. Cooperation with national media was further strengthened to fully report on “Special Campaign against Intellectual Property Infringement and the Production and Sales of Counterfeiting and Forged Commodities”. Various publicity activities were launched to achieve a good publicity result.

In April, SIPO launched the “IP Rights Help to Promote Economic Transition” theme week throughout the country in conjunction with 25 government departments including



Propaganda Department of CPC etc. In November, SIPO organized over 30 news media to cover four major events including China Patent Award Ceremony, Patent Week Opening Ceremony and so on. More than 80 central media including Xinhua News Agency, People's Daily, CCTV, People.com.cn and over 500 local media had produced more than 1,800 news reports in total.



Commissioner Tian Lipu was interviewed by a reporter from CCTV.

In order to implement “Decision of the State Council on Accelerating the Fostering and Development of Strategic Emerging Industries”, SIPO organized major central media to hold two large-scale news events with the theme of “Intellectual Property, Future Competitiveness”, one focusing on the typical experience LED industry in Fujian, the other making deep reports on enterprises of Chongqing with intellectual property competitiveness.

SIPO continued to edit and publish the electronic journal “Weekly IP Rights Briefing” which made timely reports on the hotspots, focus issues of IP Rights; published “Window for IP Rights” every week together with the Economic Daily; drafted



Deputy Commissioner Bao Hong (Fourth from left) was present at the opening ceremony for IPR Channel at China Daily.

the “Guiding Opinions on Strengthening the Construction of IP Rights Culture”; organized public service publicity activities such as painting and calligraphy nationwide itinerant exhibition with the theme of “IP Rights, Future Competitiveness”; made good use of the “IP Rights Channel” platform of people.com.cn; worked together with Infinite Innovation program of CCTV Science and Technology Education Channel and launched a six-episode TV series “the Shield of Innovation”; planned and made “12330” IP Rights protection aid and public service hotline advertisement series. In consideration of the features of adolescents, SIPO made use of the National Elementary and Secondary Schools Information Technology Innovation and Practice Activities Platform to launch a series of activities including IP Rights Basic Knowledge Contest, poetry and paintings collection activities with the theme of IP Rights. SIPO also worked in conjunction with “Snails’ Happy Family” animation production team in CCTV Economic Channel to produce IP Rights publicity animation series introducing and interpreting patent laws and policies.

In 2011, SIPO held 6 press releases concerning IP Rights work and distributed nearly 100,000 pieces of publicity materials. Over one thousand news agencies took part in the publicity week activity. According to incomplete statistics,

the “12330” IP Rights protection aid and public service hotline advertisement has been broadcast in various media platforms for over 60,000 times.

The SIPO official website has extracted, compiled and released 19,000 pieces of news in the past year, over 85% of which was quoted by domestic and foreign mainstream news media.

## **2. Training**

### **(1) Work on intellectual property talents**

SIPO put into practice the spirits of National Talents Work Meeting and implemented policies regarding IP Rights protection. SIPO was leading in the implementation one of the ten important policies of “implementing IP Rights Protection Policy” of the “Outline of the National Medium and Long-term Program for Talent Development”. It formulated a series of policies such as “Opinions on Further Strengthening the Protection of the Legitimate Rights and Interests of Professional Inventors to Promote the Use and Implementation of Intellectual Property Rights (Draft)”, “Notice on Strengthening the Work of IP Protection Aid Assistance Service for Major Projects and High-Level Talents”, “Opinions on Implementing the IP Rights Strategies and Promoting the Faster Development of IP Protection in Western Regions” and so on, and Compiled and distributed the 31<sup>th</sup> “Newsletter”.

SIPO formulated the task division schemes, annual work plan and planning policies interpretation in the “12<sup>th</sup> Five-Year Plan for IP Talents”; issued the “Implementation Plans for the 2011-2015 ‘Project of Millions of IP Talents’”, “Implementation Plan for the Construction Project of IP Training Base (2011-2015)”, “Implementation Plan for the National IP Talent Pool and Talent Information Network Platform (trial)” and “Implementation Plan for Introducing High-Level IP Talents (2011-2015)”; issued many a policy documents such as “Opinions on Strengthening IP Talents Work”, “Work Focuses of National IP Talents in 2011” and so on, which enhanced the macro-guidance for the IP talents work.



Commencement Ceremony for Post-graduates trained by China Intellectual Property Training Center and John Marshall Law School together.

SIPO organized national IP talents work conference, attended by more than 100 leaders and cadres from the national IP bureau system. The meeting summarized the achievements and experience of IP talents since the “11<sup>th</sup> Five-Year Plan”, analyzed the new situation that we were faced with, and deployed major tasks to be fulfilled for the IP talents work during the “12<sup>th</sup> Five-Year Plan”.

SIPO organized evaluations on the first and second batch of 100 high-level talents selected for special training; organized national high-level IP talents symposiums; organized the selection of the third batch of 100 high-level talents for special training and 77 high-level talents were selected; established long-term cooperation with prestigious IP teaching and researching institutions around the world such as Cardozo Law School in the US, John Marshall Law School, Germany Munich Intellectual Property Law Research Center etc.

According to “Measures for the Administration of National Intellectual Property Training Bases (trial)”, SIPO has approved and established 3 national IP training bases under the principles of “overall planning as well as rational distribution with classified guidance and highlighted characteristics”. As of the end of 2011, there have been 12 national IP training bases across the country. In order

to strengthen management over the bases, SIPO formulated “Evaluation Measures for National IP Training Bases (Trial)” and held symposiums on the construction of training bases.

Based on the “Implementation Plan for the National Intellectual Property Talent Pool and Talent Information Network Platform (trial)”, 203 experts were selected to form the first experts group. 100 high-level intellectual property talents and the provincial intellectual property talent database made up the National IP Talent Pool.

## **(2) National intellectual property training**

The State Intellectual Property Office printed and distributed the 2011 National Intellectual Property Training Plan. SIPO worked in conjunction with relevant ministries such as Ministry of Human Resources and Social Security of the People’s Republic of China and launched “653” professional and technical personnel knowledge update IP training courses, training courses for college teachers and other training courses. In 2011, government agencies in the IP system have held various training programs 3000 times and trained over 500,000 people. Among those training programs more than 100 were commissioned by the State Intellectual Property Office and trained more than 10,000 person-times.



In 2011, China Intellectual Property Training Center held 117 training classes and trained 44,000 people. These include 92 domestic training classes which trained 8380 people. The remote education program trained 34,327 people, and the remote education platform was used by 29,899 people, which registered a new high since the establishment of the platform and an increase of 45% compared with 2010. Remote education program has produced 42 courses, a 27% increase compared with 2010.

### **(3) Internal training**

SIPO held “State Intellectual Property Office Talent Work Meeting”, issued “Opinions on Further Strengthening and Improving the Talent Work”, commended excellent groups and individuals who had made prominent contributions to the talent work during the 11<sup>th</sup> Five-Year Plan period and put forward specific requirements for the talent work in the 12<sup>th</sup> Five-Year Plan period. SIPO has held meetings to summarize and exchange experience of high-level talents nurturing work and published guidelines for high-level talents training. Throughout the year, SIPO has held 5 centralized training programs in Tsinghua University, one advanced public administration training program in Singapore, 3 lectures for high-level talents and participated in 18 domestic and international meetings and academic lectures. All of these have effectively pushed forward high-level talent nurturing work in the office. SIPO has selected

251 patent agent trainers throughout the year (including 60 patent agents), 79 high-level talent trainees of the third group, 41 project leaders for the first patent analysis projects; held the first training courses on patent analysis talents training platform and project leaders patent analysis projects; organized 31 patent training teaching groups and trained patent agent teachers 406 person times.

In 2011, the State Intellectual Property Office held 85 comprehensive training classes on patent examination with total class hours of 393 days, and trained 2,323 people. The office has edited and compiled 3 textbooks of about 600,000 words. SIPO approved the establishment of Kunshan Yangcheng Technology Park practice base and Chongqing New North Zone practice base; organized nearly 200 examiners to participate in practical training courses; dispatched nearly people out for investigation and internship; established 14 regular foreign language classes and 20 advanced classes for scientific English translation capability improvement, 2 full-time advanced foreign language classes in Beijing Language and Culture University. All of these greatly helped promote and improve the professional knowledge update and foreign language capability of the examiners. Throughout the year 231 division-level leaders took part in various activities including office-holding training classes for division-level leaders, maturing of division heads forum, capacity building of division-level leaders and

cadres, training classes for office-holding assistants of division heads. In addition, 12 division-level leaders and cadres were appointed to posts in local agencies and accepted 15 staff in local representative offices to serve temporary positions in Preliminary Examination Department, which helped improve the actual ability and quality of cadres.

#### (4) Foreign—related training

In 2011, SIPO organized 25 international training programs, foreign-related teachers training programs, symposiums and lectures, up by 19% year-on-year, and trained 1900 people, up by 60% year-on-year. The office has invited 18 foreign teachers to China to give lectures, the contents of which covered the U.S. Master of Law Education Project, the U.S. Law Article 337 lecture, Sino-US intellectual property Moot Court, and introduction to Japanese patent system etc. We also realized the online teaching of important courses in the international training program. In all 27 people were dispatched to 6 countries, regions and organizations to visit and learn.



The closing ceremony of Seminar on the Chinese Intellectual Property System in 2011.

### 3. Academic Activities

In 2011, SIPO for the first time collected up to 870 pieces of various academic achievements of the office, established a database for the achievements and realized sharing throughout the bureau. Moreover, through ways of “academic achievements map” and “China Patent Academic Forum”, the academic achievements got spread and the usage of academic resources was improved.

The academic committee launched 9 major special academic projects, 33 general academic projects, 10 “Youth in Search” projects and 57 independent projects of various departments. The academic research projects are with a clear direction and clear structure. Among these, “Special Research on Search Strategies in Different Fields” fully considered the important points in examination work. At present, 8 search manuals have been compiled, which effectively improved the searching and examining capabilities of examiners; “A Comparative Analysis of Five Bureaus” made a deep research on the outside situation, and provided a good basis for decision making and also plenty of policy recommendations for the office in patent examinations and international cooperation.

SIPO held four “IP Strategies Lecture Hall” programs, which invited domestic senior experts in intellectual property to explain in depth the relevant national policies regarding IP strategies, to summarize the practical work experience in implementing the strategies, to study the problems and challenges faced by the implementation of the strategies and discuss the hot issues of intellectual property at home and abroad.