

2014 Intellectual Property Rights Protection in China

**State Intellectual Property Office of the People's
Republic of China**

(This publication is released in both Chinese and English, and in the event of any discrepancy, the Chinese version shall prevail.)

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2014 Intellectual Property Rights Protection in China

2014 is crucial to comprehensively deepening reform and implementing the spirit of the 18th National Congress of the Communist Party of China (CPC) and the 3rd and 4th Sessions of the 18th CPC Central Committee. Along with the vigorous implementation of the innovation-driven development strategy, the Chinese Government has promoted the in-depth integration of intellectual property rights (IPRs) and economic development and strengthened intellectual property protection. Remarkable progress has been achieved in legislation, approval and registration, law enforcement, mechanism and capacity building, publicity, education and training and international cooperation.

I . Legislation

In 2014, the IP-related departments made a new step forward in the IPR legal system building by constantly improving laws, regulations and policies according to the practical needs of social development.

The Legislative Affairs Office (LAO) of the State Council worked in conjunction with relevant departments to modify relevant laws and regulations. Amendments to the *Copyright Law*, the *Patent Law*, and *Regulations on Patent Commissioning* were underway in an orderly manner in accordance with the annual legislation plan. Revised *Implementation Regulations of the Trademark Law* was released by the State Council on April 29, 2014 and came into force on May 1, 2014.

The State Intellectual Property Office (SIPO) made preparations for the review on the *Patent Law (Revised Draft)*, solicited public comments on *Regulations on Service Invention (Draft)*, and modified the *Guidelines for Patent Examination* by including the graphic user interface in the scope of design patent protection. SIPO also drafted *Measures for Reduction of Patent-Related Fees (Revised Draft)* and *Measures for Examining the Revocation of Layout Design of Integrated Circuits (Draft)*, amended *Measures for the Deposit of Microorganisms for the Purposes of Patent Procedures*, and assessed the *Measures for Patent Administrative Enforcement* and the *Patent Agent Disciplinary Rules (Trial)*.

The State Administration for Industry and Commerce (SAIC) formulated and issued the *Circular on Issues Regarding the Implementation of the Revised Trademark Law of the People's Republic of China* to ensure smooth transition and convergence of the law, and also made revision to *Rules on Trademark Review* and *Regulations on Identification and Protection of Famous Trademarks*. To

accelerate the construction of regulatory system for the online market, SAIC formulated *Guidelines for the Fulfillment of Social Responsibilities by Online Trading Platform Operators*, *Guidelines for Standard Formats and Provisions of Online Trading Platform Contracts*, *Guidelines for the Environment Standards for Credible E-commerce Transactions* and introduced *Regulations on Online Trading Management*.

The National Copyright Administration of China (NCAC) earnestly carried forward the third amendment to the *Copyright Law*, submitted the Chinese Government's ratification of *Beijing Treaty on Audiovisual Performances* to the World Intellectual Property Organization (WIPO), and promulgated *Remuneration Measures for Use of Written Works* and *Implementation Rules for the Disclosure of Information on Administrative Punishment Cases Involving the Production and Sale of Counterfeit and Substandard Commodities and the Infringement on Intellectual Property Rights by the Administrative Law Enforcement Departments of Press and Publication (Copyright) (Trial)*.

The Ministry of Agriculture (MOA) drafted the *2015—2020 Research Plan for the Guidelines of Testing New Agricultural Plant Varieties*. MOA organized validation of the test guidelines for 11 new plant varieties including rubber tree, released agricultural testing standards for 43 new plant varieties, and included the testing guidelines for 30 new plant varieties into the national standards development program. MOA also issued the *Instructions on Issues Regarding the Examination of the Registration of Geographical Indications for Agricultural Products*.

The State Forestry Administration (SFA) further regulated *the administrative law enforcement and examination for new forest plant varieties*. It printed and issued *Measures for Administrative Law Enforcement for the Protection of New Forest Plant Varieties*, developed *Examination Rules for New Plant Variety Rights Application*, and organized the preparation of testing guidelines for 12 new forest plant varieties.

The Ministry of Culture (MOC) pushed forward information disclosure by issuing *Implementation Rules for Disclosing Information on Administrative Punishment Cases Involving the Production and Sale of Counterfeit and Shoddy Goods and Intellectual Property Rights Infringement in the Cultural Market (Trial)*.

The General Administration of Customs (GAC) specified the information disclosure requirements by introducing *Implementation Rules for the Information Disclosure of Administrative Punishment Cases Involving the Infringement on Intellectual Property Rights in Imports and Exports (Trial)*.

The Supreme People's Court (SPC) issued the *Interpretation on Issues Concerning the Scope of Jurisdiction and Applicable Laws in the Trial of Trademark Cases*, and revised and re-issued *Regulations on Issues Concerning Applicable Laws to the Trial of Patent Disputes*. Moreover, SPC published *Regulations on the Jurisdiction of Intellectual Property Courts in Beijing, Shanghai, and Guangzhou*, the *Notice on Issues Concerning the Jurisdiction of Intellectual Property Courts*, and the *Interim Regulations on Issues Concerning the Involvement of Technical Investigation Officers of Intellectual*

Property Courts in the Proceedings.

The Supreme People's Procuratorate (SPP) drafted and, together with SPC, promulgated *Interpretation on Issues Concerning the Applicable Laws for the Trial of Criminal Cases Involving Drug Safety*, which clearly stipulates the criteria for identifying suspected criminal conduct against drug safety, including production and sale of counterfeit or substandard drugs.

II . Approval and Registration

2014 witnessed new breakthroughs in the IPR approval and registration in China, with a steady increase in the number of IPRs for approval and registration and a significant improvement in the examination quality and efficiency.

In 2014, patent applications increased steadily and mounted up to 2.361 million, equal to the figure of previous year. More specifically, there were 928,000 applications for invention patents, a year-on-year increase of 12.5%, and 868,000 applications for utility model patents and 565,000 applications for design patents, year-on-year decreases of 2.7% and 14.4% respectively.

China has further enhanced patent examination abilities. Approximately 1.89 million patent applications were examined, a year-on-year increase of 16.4%, of which the patents for invention, utility model and design numbered 431,000, 925,000 and 533,000

respectively. The pendency for patent examination was reduced steadily to 21.8 months for invention patents, 3.5 months for utility model patents, and 3.7 months for design patents. A total number of 233,000 invention patents and 708,000 utility model patents were granted, up by 12.3% and 2.2% year on year respectively, and 362,000 design patents, down by 12.3%. By the end of 2014, there were totally 1.196 million valid invention patents, a year-on-year increase of 15.7%.

A total of 26,169 international applications were accepted under *Patent Cooperation Treaty* (PCT), a year-on-year rise of 14.2%. 80,601 international applications entering the national phase in China were accepted, with an increase of 9.5%, including 79,612 applications for invention patents and 989 applications for utility model patents.

In 2014, 24,452 requests for reexamination and 3,422 requests for invalidation were accepted, year-on-year increases of 29.9% and 16.8% respectively. Meanwhile, 1,838 applications for the registration of layout designs of integrated circuits were received, and 1,553 certificates were publicized and issued.

Trademark applications continued to grow significantly. A total of 2,285,400 applications for trademark registration were accepted in 2014, a year-on-year increase of 21.47%, exceeding the threshold of 2 million for the first time and ranking 1st in the world for 13 consecutive years. SAIC accepted 43,398 applications for opposition and 139,134 applications for renewal, year-on-year increases of 25.19% and 16.6% respectively, and 172,380 applications for alteration, a year-on-year decrease of 2.74%.

Meanwhile, a total of 119,908 applications for trademark transfer and 30,233 applications for trademark cancellation and revocation were accepted, up by 5.77% and 41.18% year on year respectively. SAIC also examined 758 applications for trademark pledge registration and 8,721 trademark pledges, and helped enterprises to finance RMB 51.9 billion yuan, a year-on-year increase of 29%. By the end of 2014, China had a cumulative number of 15,526,700 trademark applications, 10,027,500 registered trademarks, and 8.39 million valid registered trademarks, ranking the first in the world.

Madrid international trademark applications grew steadily. In 2014, there were 2,140 Madrid international trademark applications from domestic applicants (applicable to multiple categories) and 20,309 applications from foreign applicants, ranking the 7th and 1st in the Madrid Union respectively. In total, the numbers of Madrid international trademark applications from domestic and foreign applicants reached 18,600 and 208,900 respectively.

China also made breakthroughs in examining trademark application. In 2014, the pendency for examining trademark registration was shortened to nine months. The Trademark Office of SAIC examined a total of 2,426,400 applications for trademark registration, up by 70.32% year on year. It handled 116,760 applications for trademark renewal and 150,736 applications for trademark alteration, year-on-year decreases of 4.83% and 17.17% respectively, as well as 138,200 applications for trademark transfer, a year-on-year increase of 20.59%. It also cancelled and revoked 65,575 registered

trademarks, down by 46.87% year on year, and examined 50,562 applications for Madrid territorial extension, up by 18.29% year on year.

The registration and protection of geographical indications (GIs) and trademarks for agricultural products continued to be improved. In 2014, SAIC examined and preliminarily validated 507 certification marks and collective trademarks for GIs, a year-on-year increase of 16.3%. By the end of 2014, 2,697 trademarks for GIs were registered and preliminarily validated, including 81 trademarks from foreign applicants. By far, a total of 1.689 million trademarks of agricultural products were examined and registered in China.

Trademark review proceeded smoothly. In 2014, SAIC accepted 87,800 trademark review cases, including 77,400 rejection review cases and 10,400 complex cases. Applications for trademark review stayed at a high level. SAIC Trademark Review and Adjudication Board handled a total of 116,000 review cases, including 86,000 rejection review cases and 30,000 complex cases.

Copyright registration maintained steady growth. In 2014, a total of 1,211,300 copyrights were registered, a year-on-year rise of 19.97%. In specific, there were 992,034 works copyrights and 218,783 software copyrights, up by 17.39% and 33.12% year on year respectively. 496 copyright pledges were registered, involving a primary debt of RMB 2.625 billion yuan.

A new record number of applications for agricultural plant variety rights were ac-

cepted. In 2014, MOA accepted 1,772 applications for agricultural plant variety rights, a year-on-year rise of 33%, completed the preliminary examination of 1,536 applications, and granted 827 applications. Among the accepted applications, 932 were filed by domestic enterprises, up by 51% year on year and 56% more than that of domestic research institutes. In total, a cumulative 13,483 applications for agricultural plant variety rights were accepted and 4,845 granted. In 2014, MOA accepted 211 applications for product declaration and announced 229 agricultural GIs and 213 certified products, making a national total of 1,588. Meanwhile, the *Directory of Agricultural Products of Geographic Characteristics for the National Census* was drawn and included 6,839 products.

Applications for new varieties of forest plants continued to grow. In 2014, SFA accepted 254 applications for plant variety rights and granted 169, with the total number reaching 1,515 and 827 respectively. 11 foreign applications were filed, making a total of 242. SFA also preliminarily examined 211 applications for new varieties in 5 batches, organized and completed on-site expert examination of 119 applications on specificity, consistency and stability, and carried out testings for 32 new varieties applications.

Applications for customs recordation for IPR protection grew rapidly. In 2014, GAC accepted 7,003 applications for customs recordation, a year-on-year increase of 10.3%, of which 5,306 application were approved, a year-on-year increase of 11%. Among them, 1,973 applications were filed by mobile phone users and 1,739 approved. Mean-

while, nearly 600 applications for registration cancellation were accepted.

III. Law Enforcement

In 2014, China has tightened IPR law enforcement. Member departments of the Office of National Leading Group on Fight Against IPR Infringement and Counterfeiting conscientiously implemented the arrangements of the State Council and achieved significant results. Infringement and counterfeit cases were reduced and judicial efficiency was improved, drawing more positive opinions. Administrative law enforcement departments investigated 178,000 cases and destroyed 3,389 sites for production and sale of counterfeit goods with a completion rate of 83%, a year-on-year increase of 17%. Public security organs cracked 28,280 suspected criminal cases; prosecutor organs approved the arrest of 9,415 suspects and prosecuted 18,789 persons; judicial organs concluded 18,020 cases. The number of cases prosecuted and concluded increased by 32% and 52% year on year respectively.

1. Judicial Protection

In 2014, the judicial departments at all levels continued to perform duties of judicial IPR protection and improve the credibility and international influence of justice in IPR field by pushing forward judicial reform, deepening judicial transparency and strengthening judicial publicity.

People's courts fully played the role in civil trials and stepped up IPR protection. In 2014, local people's courts nationwide accepted 95,522 new IPR civil cases of first instance and concluded 94,501 cases, year-on-year increases of 7.83% and 7.04% respectively, and the first instance clearance rate was 87.76%. To break it down, there were 9,648 patent cases, up by 4.93% year on year; 21,362 trademark cases, down by 8.21% year on year; 59,493 copyright cases, up by 15.86% year on year; 1,071 technology contract cases, up by 12.86% year on year; 1,422 cases of unfair competition (including 86 civil monopoly cases), up by 9.22% year on year; and 2,526 other IP-related cases, up by 0.48% year on year. In 2014, a total of 1,716 foreign-related IPR civil cases were concluded at the first instance, up by 0.11% year on year, and 426 IPR civil cases involving Hong Kong, Macao and Taiwan were concluded, down by 11.8% year on year. Meanwhile, 13,760 new IPR civil cases of second instance were accepted and 13,708 concluded, year-on-year increases of 15.08% and 18.65% respectively; 80 new retrial cases were accepted, up by 6.67% year on year and 94 cases concluded, down by 2.08% year on year. In addition, SPC accepted 336 IPR civil cases, and concluded 339 cases (including old ones), of which retrial cases numbered 268 and 271 respectively.

People's courts also played the due role in administrative trials to support and supervise the administration by administrative organs according to law. In 2014, local courts accepted 9,918 new IPR administrative cases of first instance and concluded 4,887 ones, year-on-year increases of 243.66% and 68.46% respectively. To break it down,

there were 539 patent cases, down by 22.67% year on year; 9,305 trademark cases, up by 330.59% year on year; 12 copyright cases, up by 300% year on year; and 62 other IPR-related administrative cases, up by 148% year on year. Meanwhile, local people's courts nationwide accepted 2,435 new IPR administrative cases of second instance and concluded 2,118, year-on-year rises of 63.42% and 41.58% respectively. In addition, SPC accepted 145 IPR administrative cases, and concluded 151 cases.

People's courts increased efforts to combat intellectual property crimes by playing the role in criminal judgments. In 2014, local people's courts nationwide concluded 10,803 IPR criminal cases of first instance, up by 17.27% year on year and 521 cases of second instance; the effective judgments brought 13,903 persons out of 13,904 suspects in a verdict of guilty. Among the completed cases, the courts brought in a verdict of guilty of IPR infringement in 4,180 cases, guilty of production and sale of substandard goods (involving IPR infringement) in 3,154 cases, guilty of illegal business (involving IPR infringement) in 1,308 cases, and guilty of other crimes in 166 cases for IPR infringement, and the entry of effective judgments involved 6,959, 4,474, 2,210 and 261 persons respectively.

Prosecuting departments nationwide performed procuratorial supervision, safeguarding the implementation of innovation-driven development strategy. In 2014, they approved the arrest of 4,859 people in 2,924 suspected IPR infringement cases and prosecuted 8,834 people in 5,156 suspected IPR infringement cases. Regarding the

production and sale of substandard goods, 9,051 suspects involved in 6,217 cases were approved to be arrested and 20,104 suspects were prosecuted in 13,244 cases. SPP strengthened the guidance and coordination for handling counterfeiting and infringement cases, and supervised the handling of 89 major cases of counterfeit food, medicines and agricultural materials, including the serial cases of the production and sale of poisonous bean sprouts in Shijiazhuang, Hebei province.

In the aspect of litigation supervision, the prosecuting departments recommended administrative enforcement departments to transfer 3,545 cases and 4,361 persons suspected of sabotaging the socialist market economic order and recommended public security organs to file 3,228 cases involving 4,029 suspects. Under their supervision, the public security organs filed 832 cases suspected of production and sale of counterfeit and substandard goods, and 99 cases suspected of IPR infringement, which involved 1,072 and 151 suspects respectively.

In terms of special campaign in key fields, the national prosecuting departments deployed and carried out the “special action for filing and monitoring cases of destroying environmental resources and endangering food and drug safety”, which prioritized IPR infringement and counterfeiting cases in food and drug field. Under their supervision, administrative enforcement departments for food and drug safety transferred 1,758 IPR criminal cases and public security organs filed 1,112 cases in food and drug field, which involved 2,103 and 1,415 suspects respectively.

MPS firmly performed duties and intensified crackdown on IPR infringement to safeguard scientific social and economic development. Through nation-wide special actions “Sword Operation” , “Campaign on Criminal Investigation” and “Crackdown on Counterfeiting” , MPS organized public security organs to carry out focused strikes against the production and sale of counterfeit brand products threatening public health and safety and impeding innovation-driven development. In this light, drawing on experience of previous practice, the priority was given to the crackdown on crimes that undermine rural and grassroots production and life, crimes that threaten the local pillar industries and enterprises, crimes that use the Internet, and crimes that cross regions and borders. A powerful influence was created as MPS supervised the investigation into 143 major cases. MPS also organized a six-month online anti-counterfeiting operation which lent a full-coverage devastating blow to IPR infringement via the Internet. As far as IPR infringement and production and sale of counterfeit and substandard products were concerned, the public security departments cracked 28,280 criminal cases involving a total value of RMB 17.79 billion yuan and arrested 32,629 suspects throughout the year.

MPS consolidated the battleground against IPR crimes and brought sustained upsurge in the strikes. In 2014, a total of 426 nationwide cluster actions were identified and launched. The “903” action, successfully carried out in Zhejiang, Hubei, Henan, Guangdong, Fujian and Yunnan, provided centralized source control of illegal assem-

blying of cigarette machine. A total of 15 cases involving over RMB 40 million yuan were cracked, 72 suspects were arrested, and a record number of machines for producing counterfeit cigarettes were seized. Aimed at the online sale of counterfeit sportswear in Vision Sport Space, a cluster action was launched by public security organs in Shandong, Guangdong, Guangxi, Fujian and Jilin and completely destroyed a super-large criminal network of manufacturing and selling counterfeit brand sports shoes and apparels covering 17 cities and countries like Colombia, Vietnam, Poland and Africa countries. In specific, this action destroyed 13 sites, arrested 26 suspects, and seized 56,000 pieces of counterfeit sports apparel, shoes involving NIKE and ADIDAS and worth RMB 130 million yuan.

2. Administrative Law Enforcement

In 2014, law enforcement departments at all levels constantly optimized the environment for IPR protection by consolidating mechanisms, building up administrative enforcement teams and strengthening supervision.

SIPO stepped up the patent administrative enforcement. It issued the *Work Plan for the Special Action of Patent Law Enforcement and Right Protection in the E-commerce Sector* to push ahead and safeguard patent enforcement in e-commerce and the special “Convoy” action. In 2014, IP offices nationwide accepted 8,220 patent dispute cases and investigated 16,259 cases of counterfeit patents, year-on-year increases of 62.6% and 45.5% respectively. In total, 24,479 cases were handled, a year-on-year increase of 50.9%.

SAIC continued to strengthen the in-depth protection of trademark rights and combat infringement and counterfeiting. It organized local industrial and commercial administrations to investigate common and serious infringement cases involving trademarks such as Golden City, Frog Prince, Victoria's Secret, Perfect Aloe Gel, China Gold, Songban, Gannan Citrus, and Shanqi Zhonggong. It guided the special action to protect the marks of Nanjing Youth Olympic Games through a combination of focus campaigns and routine supervision, and investigated 365 relevant IPR infringement cases. In 2014, industrial and commercial administrations nationwide dealt with 67,500 infringement and counterfeiting cases involving RMB 998 million yuan, destroyed 1,007 sites producing and selling fake goods, and legally transferred 355 suspected criminal cases to the judicial departments, involving RMB 480 million yuan.

SAIC also launched special actions targeted at high-profile unfair competition and deployed special operations like "Red Shield for Safeguarding Agriculture" and "Red Shield Net Sword". In some key fields like automobiles, household appliances, furniture, tourism and building materials, a large number of cases involving unfair competition, such as counterfeiting, false advertising and violation of trade secrets, were investigated and handled, while a heavy blow was stricken to the online sales of counterfeit electronic products, children's products and auto parts. In total, 8,670 IPR infringement cases of unfair competition worth RMB 150 million yuan were investigated and handled; 42,000 cases worth RMB 310 million yuan were dealt with for violating relevant

agricultural material law, restoring more than RMB 1.15 billion yuan for farmers; 7,746 cases violating relevant Internet law were investigated.

NCAC strongly cracked down on IPR infringement and piracy. It continued the special campaign through the 10th special multi-sectoral action against Internet piracy, which focused on key fields such as literature, music, film, games, animation and software, and key products such as books, audio and video products, electronic publications and online publications. In 2014, with the implementation of the special action “Swordnet” , 440 infringement cases were investigated, 750 websites shut down, and a number of high-profile infringement cases uncovered, such as DY161 and Shooter. Law enforcement departments nationwide investigated and settled more than 2,600 piracy cases, confiscated more than 1.2 million pirated publications, imposed a fine of RMB 33.92 million yuan, transferred 80 cases involving criminal liability to judicial organs, and destroyed 188 piracy sites.

NCAC also advocated copyrighted software in conjunction with relevant departments. It built the database for responsible persons of central and provincial organs to consolidate the installation of copyrighted software in government agencies, level-3 or higher-level central enterprises, large and medium-sized financial institutions. It promoted application of copyrighted software in 78.88% of level-4 or lower-level central enterprises, 71.56% of financial institutions, and 75.2% of companies subordinated to news publishing groups.

MOC strengthened market supervision through unannounced visits, spot checks and supervised operations, focusing on the Internet cultural market. A total of 20 teams were set up and conducted unannounced visits and random checks to 1,715 businesses in 65 counties and districts in 16 provinces, in order to strengthen the supervision of service premises, recreation and entertainment and publications on the Internet. It supervised the settlement of case that China Book Import and Export (Group) Corporation reported 40 Taobao shops selling a large number of illegally imported audiovisual products and instructed the Hangzhou Cultural Market Administrative Enforcement Team in close cooperation with Taobao to close down 20 shops. Thus, a new cooperation model between administrative enforcement departments and e-business platforms was piloted to combat counterfeiting and infringement. It deployed the 20th, 21st, and 22nd batches of investigations, in which 39 mobile game platforms, 17 online game operators, and 27 online animation companies or individuals were investigated and punished, including Beijing Zhuoyi Changxun Technology Co., Ltd., Beijing Downtown Star Arts and Technology Co., Ltd., and Shenzhen Tencent Computer System Co., Ltd.

In collaboration with MPS and SAIC, MOA launched the campaign against variety right infringement and production and sale of counterfeit and substandard seeds. In total, 489,000 inspectors were dispatched. More than 500,000 seed production and management business and 13,000 seed samples were checked. More than 6,400 cases were investigated, of which 59 cases involved variety rights infringement. In this campaign,

MOA confiscated 2.79 million kg seeds and illegal income of RMB 4.33 million yuan, imposed a fine of RMB 22 million yuan, revoked 31 licenses, transferred 115 cases to judicial organs, and punished 34 suspects. Meanwhile, MOA carried out a comprehensive test and verification of the safety and quality of certified products by monitoring GIs of agricultural products. A total of 120 samples of 30 certified products from 6 provinces like Shanxi, Shaanxi and Hubei were tracked and monitored.

SFA launched the special action against infringement of forest variety rights. It printed and issued the *Work Plan for the Special Action against Infringement of Plant Variety Rights*, and carried out pilot administrative law enforcement, which put focus on ornamental plants and economic forests.

GAC cracked down on the illegal import and export of goods involving infringement. It kept a close eye on imports and exports closely related to consumer health and safety, such as drugs, food, automobile parts, and strengthened risk analysis of key routes and key fields. It conducted a six-month special operation for IPR protection in postal express channels to strengthen crackdown on piecemeal infringing behavior. Clothing, bags, watches, cosmetics, pharmaceuticals, food, electronics and home appliances destined for Africa, the United States, Europe, Hong Kong and Southeast Asia were the focus of regulatory inspections. In this special operation, 9,421 batches of IPR-infringed commodities were seized, involving nearly 86.7 million products. In addition, GAC organized a special enforcement action for protecting the IPRs of the 2014

World Cup, which built a three-dimensional (land, sea and sky) network based on effective measures. Nearly 1,500 batches of goods suspected of IPR infringement were intercepted, involving over 1.5 million commodities. In 2014, totally 933 IPR-related cases of administrative penalties were publicized.

IV. Mechanism and Capacity Building

In 2014, the Chinese Government paid more attention to the improvement of long-term IPR protection mechanisms. IP-related departments opened up mind to further enhance working capability. In this regard, active efforts were made to promote work model reform and innovation, improve the protection and evaluation mechanisms, and optimize the trial system and working mechanism.

The State Council issued the *Opinions on the Disclosure of Information about Administrative Punishment Cases Involving the Production and Sale of Counterfeit and Shoddy Goods and the Infringement on Intellectual Property Rights* (SC [2014] No. 6). The Office of National Leading Group on Fight Against IPR Infringement and Counterfeiting established the information disclosure system and improved supervision and inspection mechanisms. In conjunction with nine administrative law enforcement departments, the Office released detailed implementation rules, urged the introduction of local measures for public supervision on case information disclosure, and established

272 provincial-level websites for information disclosure. In the meantime, the Office developed work rules for trans-regional, inter-departmental coordination and supervision of major cases, and conducted annual performance appraisal in conjunction with the Office of the Central Committee for Comprehensive Management of Public Security and its members.

SIPO continued to improve the social evaluation mechanisms for IPR protection and carry out annual social satisfaction survey, in order to gain an in-depth understanding of the public opinions on the IPR protection situation as well as public demands and expectations. It focused efforts on improving the capability of market players and fostering the specialized markets to standardize IPR protection and management. To this end, SIPO issued the *Notice of the State Intellectual Property Office on Fostering Standardized IPR Protection Markets*, produced the *Directory of Key Specialized Markets in IPR Protection*, and developed the *Guidelines for Fostering Standardized IPR Protection Markets*. A total of 65 professional markets were selected and guided to set up sound IPR protection mechanisms and the corresponding management system. SIPO promoted patent insurance in 37 regions, including patent enforcement insurance and patent infringement liability insurance, and required optimizing operating models and streamlining the claims process, in order to strengthen the guarantee for business innovation and development. In 2014, 798 enterprises applied for patent insurance worth RMB 134 million yuan. SIPO also released *Work Plan for the Special Action of Patent*

Law Enforcement and Right Protection in E-commerce, guided the mechanism establishment in Beijing, Jiangsu and Zhejiang, and urged e-business platforms to strengthen IPR protection. Projects for patent administrative enforcement capacity building were carried out, which strengthened team development and improved accountability and performance evaluation indicator systems. It also accelerated the establishment of mechanisms for consultation on patent infringement identification, for quick mediation on patent disputes and for coordination and dispatch for regional law enforcement. SIPO published the *Guideline on Identification of Patent Infringement and Counterfeiting Behavior (Trial)* in order to elevate the level of standardization of law enforcement in the whole system. Further, the case information disclosure system was implemented, and the IPR credit system construction was accelerated. With the establishment of fast IPR protection centers and improvement of work specifications, the assistance mechanism for IPR protection was also improved. In some IPR protection centers, the social credit evaluation pilot was carried out. In addition, nationwide patent law enforcement reporting system was improved, and the electronic system for nationwide enforcement assistance, reporting and complaint came into operation.

SAIC developed and implemented the *Opinions on Improving Trademark Examination Mechanism and Efficiency* to reform the trademark examination and registration mechanism. By means of software and hardware construction, stringent disciplines and work process standardization, the window services at the Registration Hall and Zhong-

guancun Office and the foreign advisory services were improved. In 2014, a total of 175,000 applications and 88,000 persons for advisory services were received. SAIC also built up the website which incorporated the new online application system for trademark registration and the latest guidelines for applications, and the online applications for trademark registration grew rapidly. In conjunction with Ministry of Industry and Information Technology (MIIT), SAIC issued the *Opinions on Strengthening Cooperation in Online Transaction Supervision to Actively Promote E-commerce Development*, which enhanced joint supervision on online transaction.

NCAC employed technical means to strengthen copyright law enforcement and supervision. It established a working group for focused copyright regulation, completed the reoperation and upgrading of national copyright regulatory platform (Phase I) and pushed forward the development of Phase II, and launched pre-warning copyright protection for key film and television works. A total of 191 websites signed the joint initiative on “adherence to innovation and refusal to piracy to purify the Internet environment”. Management tools in favor of “authorized reprint” were encouraged to shape the legitimate online copyright dissemination order featured by “authorization before dissemination”. Meanwhile, the long-term mechanism was further improved for copyrighted software application in government agencies through the introduction of the *Implementation Opinions on the Measures for the Application of Copyrighted Software in Government Agencies* and relevant requirements were specified. Ministerial Joint

Meeting on the Promotion of Copyrighted Software played the due role in coordinating and consolidating the promotion results by improving audit, software procurement, asset management and monitoring. NCAC issued the *Notice on Reporting Software Legalization in Enterprises* which established information reporting system for software legalization, and improved the information platform for software legalization in news and publishing enterprises which enhanced the reporting efficiency.

MOC created the joint meeting mechanism for cultural market law enforcement in certain regions. Under this mechanism, 18 departments with heavier law enforcement tasks in Beijing, Shanghai, Guangdong, Jiangsu, Zhejiang, Fujian and Sichuan studied the priorities, difficulties in Internet cultural market enforcement. MOC designated seven comprehensive enforcement departments including the Beijing Cultural Market Administrative Enforcement Team to conduct special research, covering Internet enforcement jurisdiction, enforcement cooperation, and development of enforcement teams, and the research findings were used to guide Internet law enforcement. MOC carried out the 7th and 8th training sessions based on case studies and identified 16 agencies to supervise the investigation of cases.

MOA further raised the threshold for registration of GIs of agricultural products and improved independent examination and respondent reporting mechanisms by sectors and professions, in order to improve the quality of registration examination.

SFA built up the basic database and work sharing platform for forestry intellectual

property. In specific, SFA made a comprehensive revision to the website of “China Forestry Intellectual Property” , improved database full-text retrieval system, and created the showcase and docking platform for plant variety and patented technologies. Meanwhile, the third forestry IPR pilot program was launched, covering 20 enterprises and making a total of 75; projects for the authorized commercialization of two new varieties and six key forestry patents were implemented. Wood Floor Patent Alliance, Wood Floor Patent Pool and platforms for exchange and cooperation on forestry patented technologies were established, which facilitated patent licensing, application and joint response to IPR disputes.

GAC convened seminars on the criteria for administrative penalty on imports and exports involving IPR infringement, and drafted the *Regulations on Administrative Penalty for Intellectual Property Rights Infringements in Imports and Exports*. It fully implemented and realized the paperless application for customs IPR protection by officially putting the customs IPR protection system into operation on March 1, 2014.

MPS made active efforts in the mechanism for “administrative and criminal enforcement convergence” . It guided public security organs nationwide to actively strengthen communication with local administrative enforcement departments and urged provincial and municipal public security departments to set up a comprehensive coordination mechanism. MPS also studied the new mechanisms for police-enterprise cooperation, covering cooperation between the economic investigation sections of the public security

organs with e-business enterprises like Alibaba, and piloted fast-track for e-business data investigation and infringement clues judgment and investigation.

SPC made constant efforts to optimize IPR trial system and working mechanism and promote the establishment and operation of IPR courts. It hired ten academicians as scientific and technical consultants to give full play to the role of experts in trials. It convened the working meeting on the IPR trial pilot to steadily promote the integrated trial of civil, criminal, and administrative cases. By the end of 2014, the number of intermediate people's courts with jurisdiction of civil dispute cases involving patent, new plant variety rights, integrated circuit design, and the identification of well-known trademarks reached 87, 46, 46, and 45 respectively. In addition, 164 grassroots people's courts were bestowed with jurisdiction of general IPR cases and 6 with the jurisdiction of utility model and design patent cases.

SPC held a session on IPR trial for courts across the country, and made full deployment for IPR judicial protection. It conducted special studies, covering foreign OEM trademarks, judicial protection of online information dissemination right, Internet field competition, trade secrets and IPR involved in tri-network integration. This addressed hot and difficult issues in the practical trials and provided intellectual support for hearing such cases. SPC also organized the first national IPR research contest, which motivated the enthusiasm of courts at all levels for research.

SPP strengthened guidance of administrative and criminal enforcement convergence

and included “perfecting the mechanism for administrative and criminal enforcement convergence” into the *Work Plan for Views on Deepening Procuratorate Reform by the Supreme People’s Procuratorate (2013—2017)*. In conjunction with relevant departments, SPP and the Office of National Leading Group on Fight Against IPR Infringement and Counterfeiting pushed forward the construction and operation of information sharing platforms for the convergence. A total of 22 provincial-level platforms were built, of which 13 were networked with the central platform. SPP also deepened the procuratorate work disclosure by implementing the case information disclosure system. The *Regulations on Case Information Disclosure by the People’s Procuratorate (Trial)* was introduced, and the official website for case information disclosure was formally launched on October 1, 2014, relying on the national e-government network.

SPP encouraged prosecuting departments at all levels to establish specialized divisions for handling IPR criminal cases, and explored the establishment of national IPR talent pool in an effort to further improve the professional training mechanism.

V. Publicity

In 2014, while focusing on work priorities, IP-related departments created a new atmosphere for IPR protection by means of diverse and routine publicity in various forms and channels.

The Office of National Leading Group on Fight Against IPR Infringement and Counterfeiting and the Central Publicity Department jointly issued an annual publicity program. In addition, the Leading Group timely released relevant information and organized interviews with experts via its official platform for the campaign against infringements and counterfeits. Focused coverage and authoritative information release were organized during important days and events in a response to public concerns, including the New year and Spring Festival, the National People’s Congress, the Chinese People’s Political Consultative Congress, the “3 • 15 World Consumer Rights Day” , the National Legal Publicity Day and the “4 • 26 National IPR Publicity Week” . Relying on the mainstream media, major websites and mobile clients, all members of the Leading Group carried out diverse and routine publicity and education activities, such as special issues, public service ads (PSAs), press releases, policy interpretation, case disclosure and work updating. In a word, the publicity for IPR protection shows a new look.

SIPO promoted the *Outline of the National Intellectual Property Strategy* and explored better ways and means to improve publicity to raise public awareness. It also provided a comprehensive showcase of China’s IPR achievements, centering on the overall economic and social development. In conjunction with 24 departments including the Central Publicity Department, SIPO launched a nationwide campaign during the “4 • 26 National IPR Publicity Week” , which aroused widespread attention. In this campaign, more than 50 activities were carried out, including online opening ceremony,

news conference, and distinct and diverse promotional activities like Open Day. In terms of coverage, up to 367 news media agencies independently broadcast 965 pieces of news which were forwarded several million times. SIPO also upgraded the IPR Channel in People.cn, published *IPR Weekly* in collaboration with *China Daily* and *IPR Bilingual Weekly* in collaboration with *China Intellectual Property News*, and carried out IPR PSAs solicitation in cooperation with Sina Weibo.

SAIC stepped up trademark publicity. Publicity activities were carried out at appropriate time, such as the “4 • 26 National IPR Publicity Week” and May 1 when the newly revised *Trademark Law* and *Implementation Regulations of the Trademark Law* came into force. Particularly, a news conference on the newly revised trademark law was convened and two online interviews were held to interpret the above-mentioned law and regulations in response to public concerns.

NCAC enriched the contents of its official website and publicized latest developments. The special action Swordnet 2014 and the column of Copyright Week were rewarded with 2014 Government Website Information Disclosure Column Award. NCAC registered the official WeChat and Weibo accounts, the latter of which was named the 2014 Top Ten Influential Government Weibo Accounts. Great publicity was also given to the “4 • 26 National IPR Publicity Week” and the 5th China International Copyright Expo. NCAC disclosed the settlement of three batches of typical cases in the special action Swordnet 2014 and publicized the inspections on the application of copyrighted

software in governmental departments, issued *Software Legalization in China*, and published White Paper entitled *China's Software Legalization Process*.

MOA actively carried out publicity activities related to the protection of new plant varieties and GIs of agricultural products. It edited and published *China's Approved New Agricultural Plant Varieties 2013* and *Report on the Protection and Development of China's Approved New Agricultural Plant Varieties*, and organized thematic exhibition and information release of new agricultural plant varieties during the 21th China Yangling Agricultural High-tech Fair (CAF). During the “4 • 26 National IPR Publicity Week” , comprehensive publicity activities were conducted to showcase the latest developments of GIs of agricultural products in China with a theme column on the *Farmers Daily*. It also supported promotional activities like “Yanhuai Hegu Grapes” in Beijing and “GIs Tour in Sichuan” . GIs brand evaluation and recommendation was carried out to improve public awareness and brand influence.

SFA launched the National Forestry IPR Publicity Week in 2014, in an effort to popularize and promote knowledge related forestry IPRs and demonstrate progress and achievements in the implementation of the IPR strategy. It compiled and published *China's Approved New Forestry Plant Varieties 2013*, *2013 Annual Report of Forestry Intellectual Property Rights in China*, and *Report on Patent Analysis of Wood/Bamboo Scrimber Technologies*. In addition, over 300 articles were published or republished in major websites, expanding the impact of forestry IPR.

GAC attached attention to the role of publicity and educational activities in enhancing the IPR awareness of the social community, especially import and export businesses, customs business, entry and exit passengers. Taking the opportunity of the “4 • 26 National IPR Publicity Week” and “8 • 8 Legal Awareness Day” , centralized publicity was given to IPR customs protection. Through publishing annual *Top Ten Cases of China’s Customs Protection of Intellectual Property Rights* and *China’s Customs Protection of Intellectual Property Rights* as well as organizing online interviews, GAC guided enterprises to foster their business philosophy of “respect for intellectual property” and “compliance and facilitation” and enhanced public awareness of IPR protection.

MPS stuck to concerted deployment and advancement of both crackdown and publicity, in a bid to create a favorable social atmosphere of “refusing, preventing and combating counterfeiting” . Relying on focused media coverage, MPS convened two special press conferences at the State Council Information Office in conjunction with the Office of National Leading Group on Fight Against IPR Infringement and Counterfeiting and updated the progress and achievements of public security organs in the crackdown on IPR infringement to media from home and abroad. MPS also guided public opinions through the business-police cooperation mechanism. An IPR infringement crackdown briefing was held to introduce the combat against IPR infringement crimes and report the detection of 10 typical cases. It was covered by more than 10 media and participated by representatives from American Chamber of Commerce, the European Union

Chamber of Commerce in China, and Quality Brands Protection Committee of China Association of Enterprises with Foreign Investment (CAFEI), as well as more than 40 overseas business enterprises.

SPC increased publicity to IPR judicial protection. Activities were organized for the “4 • 26 National IPR Publicity Week” , and a group of reports were released, including *Legal Protection of China’s Court for Intellectual Property Rights (2013)*, *China’s Top 10 IPR Cases*, *Top 10 Innovative IPR Cases and 50 Typical IPR Cases by China Courts (2013)*, *Annual Report of the Supreme People’s Court on Intellectual Property Rights Cases (2013)*, and *Yearbook of China’s Legal Protection for Intellectual Property Rights (2013)* in order to vigorously promote IPR judicial protection and enhance social and public understanding and recognition of efforts in this regard.

SPP strengthened IP-related publicity. In an active involvement in the “4 • 26 National IPR Publicity Week” , SPP created special columns in the *Procuratorate Daily* and the Justice Network, held a news conference, issued *Judicial Protection of Intellectual Property Rights from a Procuratorate Perspective 2013* and *China’s Top Ten Cases of IPR Judicial Protection 2013*.

VI. Education and Training

In 2014, IPR education and training was constantly enhanced, creating a new look in

personnel building.

SIPO stuck to implementing the *12th Five-year Plan of Intellectual Property Right Talent Building* to construct an IPR talent system. In the conscientious implementation of the *Outline of Long-term Talent Development Plan (2010—2020)*, SIPO steadily pushed forward the IPR talent program according to *2014 National IPR Talent Work Priorities* by identifying 127 leading talents and selecting 120 candidates for high-level personnel training. SIPO also formulated and issued the *Opinions on Strengthening National IPR Training Bases*, the *Measures for the Management of National IPR Talent Pool and Online Information Platforms (Trial)*, the *Outline of the Classified Guidance for National IPR Education and Training*, and the *Plan for Officials Education and Training of State Intellectual Property Office (2014—2017)*. In 2014, two new national IPR training bases and two national IPR training bases for medium, small and micro enterprises were approved. More than 6,000 IPR training sessions at all levels were organized for over 600,000 trainees. China Intellectual Property Training Center presented 118 instructor-led training sessions to 9,583 people, and the distance education covered 310,000 people.

SAIC held the training session on *Implementation Regulations of the Trademark Law* and the trademark protection for the 2nd Summer Youth Olympic Games and encouraged local trainings on the newly revised trademark law. SAIC stepped up training and publicity of Madrid international registration of marks by different means, including

roving seminars in cooperation with WIPO and training sessions in Qingdao, Zhengzhou, Yancheng and Chengdu, in an effort to help enterprises to establish brand awareness.

NCAC held two media classes on copyright-related hot issues, attracting more than 100 media discussed the hot issues on copyright. Four copyright enforcement training sessions were organized and attended by 478 copyright enforcement officials from 31 provinces (autonomous regions and municipalities). NCAC also provided two training sessions on application of copyrighted software which attracted 189 officials from 128 central and state government organs and 204 representatives from 31 provinces (autonomous regions and municipalities). In addition, three training sessions on application of copyrighted software were specially designed for state-owned enterprises and financial enterprises.

MOA organized four training sessions on new plant varieties for more than 500 personnel from 200 plus enterprises in seed administrations, research and teaching and seed business. In Hainan and other places, trainings were designed for testing techniques for new plant varieties and conformance testing of new rice and corn varieties, and more than 120 persons benefited from the DUS testing training. MOA organized two training sessions for national GIs inspectors for brand promotion. It also assisted in trainings for inspectors in Heilongjiang, Xinjiang, Zhejiang, Ningxia and Shanxi, which benefited nearly 1,000 persons.

SFA provided three training sessions on IPR protection and new plant variety protection in forestry, totally covering 300 people. Meanwhile, the working meeting on the test of new forestry plant varieties, workshop on administrative enforcement for new forestry plant varieties, and meeting on the cataloging of walnut genetic resource survey and technical training were held, training professionals in new forestry plant varieties and genetic resources.

GAC organized more than 50 training sessions for over 2,000 law enforcement officers, import and export business representatives and IPR holders.

MPS launched five rounds of joint training with international organizations in an effort to deepen the cooperation with International Criminal Police Organization (Interpol) in more fields. Among them was the training on IPR criminal protection by public security organs, special training on combating drug counterfeiting, and the 5th wrap-up meeting of the Storm Operation against drug counterfeiting. Under the framework of China-EU police cooperation project and China-EU IPR cooperation project, MPS co-organized two trainings on IPR criminal enforcement in conjunction with the European Police Union and the IPR enforcement training in conjunction with the European Union (EU).

SPC trained nearly 300 IPR judges from nationwide courts, relying on the IPR courses by National Judges College.

SPP held the work training on IPR cases for procuratorial organs, which benefited

nearly 100 backbone officials in provincial procuratorates and some municipal procuratorates.

VII. International Cooperation

In 2014, China took a new step forward in international IPR cooperation as IP-related departments continued to strengthen and expand multilateral (bilateral) relations through active involvement in international affairs.

SIPO continuously fostered new partnerships while deepening friendly cooperation with WIPO as well as national and regional intellectual property institutions. Relying on close cooperation with relevant departments, it facilitated the establishment of WIPO China Office in Beijing. SIPO signed a total of 29 bilateral cooperation agreements, work plans, and meeting records with WIPO and relevant countries. It hosted jointly with WIPO the Advanced Seminar on the Patent Cooperation Treaty and the International Seminar on the Effective Application of Hague Agreement for International Registration of Industrial Designs. It led and organized relevant departments to attend various meetings under the frameworks of WIPO and the International Union for the Protection of New Varieties of Plants (UPOV). SIPO attended the 7th IP5 Heads Meeting (EPO, JPO, KIPO SIPO and USPTO) & the 3rd IP5 Heads and Industries Meeting, the 14th Trilateral Policy Dialogue among IP Commissioners of China, Japan and South

Korea & the 2nd CJK Seminar on IPR Protection, the 3rd Meeting of BRICS Intellectual Property Rights Commissioners, the 5th China-ASEAN Heads of IP Offices Meeting, and the 2nd Intellectual Property Rights Workshop of China, Mongolia and Russia. SIPO maintained high-level exchanges with other countries and regional organizations, such as the United States, Japan, South Korea, Singapore, Cambodia, Thailand, Germany, United Kingdom, France, Canada, Mexico, Chile, New Zealand, Saudi Arabia, Qatar, and the Gulf Cooperation Council for the Arab States. It signed the indefinite extension of the new pilot program on Patent Prosecution Highway with Mexico, tied up bilateral cooperation relations with the Czech Republic and Slovakia, and restored the cooperation with Hungarian Intellectual Property Office. Among other activities are China-US Patent Symposium, the 2nd China-UK Intellectual Property Symposium, the 1st China-Switzerland Industry Roundtable, China-Russia Intellectual Property Symposium, and the 1st Innovation Award for China-France Teamwork. SIPO continued to strengthen cooperation with developing countries through several IPR training sessions.

SAIC carried out a series of multilateral and bilateral exchanges and cooperation activities. It dispatched delegates to meetings hosted by WIPO and the Asia Pacific Economic Cooperation (APEC), and attended as a full member the trademark talks among China, US, EU, Japan and Korea. It also deepened exchanges and cooperation with the trademark administrations of US, EU, UK, France, Hong Kong, Macao and Taiwan, as well as the African Regional Intellectual Property Organization and the African

Regional Industrial Property Organization. In this way, SAIC gained an understanding of the latest developments, showcased trademark achievements, and conducted in-depth exchanges on the *Trademark Law* and its modification and implementation. SAIC also deepened the discussion on hot issues through EU-China Trade Secrets Seminar.

NCAC properly handled copyright-related foreign relations through active involvement in international copyright matters. It participated in multilateral copyright matters through World Trade Organization (WTO), WIPO and APEC, and completed the 5th WTO trade policy deliberations. NCAC submitted to WIPO the Chinese Government's ratification of the *Beijing Treaty on Audiovisual Performances*, started the ratification of the *Marrakesh Treaty to Facilitate Access to Published Works for Persons Who Are Blind, Visually Impaired, or Otherwise Print Disabled*, and participated in international consultations on the *Treaty on the Protection of Broadcasts and Broadcasting Organizations* and on the *International Proposal for Treaty on Exceptions and Limitations for Persons with Disabilities, Educational and Research Institutions and Folklore Protection Treaty*. In addition, NCAC established bilateral copyright relations with African countries by signing of the *Memorandum of Understanding on Copyright Exchanges and Cooperation between China and Algeria*, co-produced copyright advertising films with the Korean Ministry of Culture, Sports and Tourism, and in cooperation with the International Standardization Organization (ISO), pushed forward the successful investigation and settlement of the case that Wang from Shanghai sold pirate and counterfeiting

goods infringing ISO standards through the Internet.

MOA was actively involved in the serial conferences and international events under the framework of UPOV. It sent delegates to attend a series of meetings of the UPOV Council, Consultative Committee, Administrative and Legal Advisory Committee, Technical Committee, Technical Working Party for Agricultural Crops, Technical Working Party on Automation and Computer Programs, and Technical Working Party for Ornamental Plants and Forest Trees. It also attended the World Seed Congress 2014, East Asia Forum, cross-strait exchanges on variety protection and testing technologies. MOA played an active role in international negotiations and research cooperation on GIs and IPR through the full participation in free trade negotiations and IP dialogues with the EU, US and Australia. MOA sent representatives to the 10th round of China-EU negotiations on GIs cooperation agreement and calibrated the technical texts (both China and English) of the first 40 mutually recognized products by China and EU, accelerating the process of international cooperation on GI products. China and the EU also carried out international cooperation on GIs for agriculture and followed up the latest developments of GIs registration and protection.

SFA earnestly fulfilled the *International Convention for the Protection of New Varieties of Plants* and actively participated in the 50th meeting of the UPOV Technical Committee and the 31st special meeting of the UPOV Council. It also made active efforts for compliance with conventions related to genetic resources, such as attending the 3rd

meeting of the Inter-governmental Committee for Nagoya Protocol and proposing recommendations on future work, and attending the 3rd meeting of the Inter-governmental Technical Working Group of Forest Genetic Resources Committee. SFA also joined in the negotiations on new plant variety protection involved in the *China-South Korea Free Trade Agreement* and *China-Japan-South Korea Free Trade Agreement* (CJK FTA).

GAC stepped up international cooperation through joint special operations. China and the EU renewed the *Action Plan on Intellectual Property Rights Cooperation between China and EU Customs (2014—2017)* to continue law enforcement cooperation. Meetings of China-EU Customs IPR Working Group and Risk Management Expert Group Meeting were held to study the 2015 road map. In cooperation with the Federal Customs Service of Russia, GAC held the 4th meeting of the Working Group on Intellectual Property Rights Protection of Customs Cooperation Sub-Committee under the Committee of Routine Meetings of Prime Ministers. In cooperation with the US Immigration and Customs Enforcement, GAC also launched a joint action for protecting the trademarks of the United States Football League and during the operation, carried out a total of 232 batches of IPR protection measures. The two sides also conducted several rounds of negotiations on the *Appendix for IPR Enforcement Cooperation in the China-US Memorandum of Understanding on the Cooperation in Criminal Customs Enforcement*.

MPS deepened international cooperation to build prestige through joint law enforcements. In conjunction with Interpol, MPS launched a joint campaign codenamed “Genuine Action” against infringement and counterfeiting crimes which totally solved 1,544 cases involving RMB 210 million yuan and arrested 2,224 suspects. For the outstanding performance in this action, China’s public security organs were granted the Best Regional Case Award by Interpol. MPS also maintained positive interactions with the law enforcement agencies of other countries. For example, it assisted the US, UK, Japan and Korea in investigation, clue verification and fugitive arrest in China, carried out a joint action against counterfeit airbags with the US, and cracked down on cross-country counterfeit registered trademarks together with the UK. MPS Department of Economic Crime Investigation was given the 2014 Intellectual Property Rights Defenders Award by the Global Intellectual Property Center of the US Chamber of Commerce.

SPC was actively involved in international exchange activities for IPR judicial protection. It sent delegates to the EU-China IPR dialogue, working group meetings and IPR negotiations for free trade agreements, as well as meetings of China-Switzerland Intellectual Property Working Group and China-US Intellectual Property Working Group. It also organized reception for nearly 100 representatives of high-level delegations from Japan, US, EU and UK. Together with World Jurist Association, SPC sponsored the international conference themed by International Perspectives on Intellectual

Property Protection and, together with the University of Washington, organized the International Seminar on IPR Judicial Protection.

SPP further strengthened IP-related exchanges and cooperation with relevant international organizations and countries. It sent delegates to the 7th Meeting of China-Switzerland Intellectual Property Working Group, Commissioner Meeting of China-US Intellectual Property Working Group, Forum on Intellectual Property Protection in Multinational Corporations, investigation into law enforcement on the prevention and coordination of intellectual property crimes, China-US intellectual property legislation and judicial exchanges, and China-US overseas exchanges on intellectual property rights. SPP seriously listened to the views of foreign business and supervised cases reported by CAEFI Quality Brands Protection Committee. It welcomed visiting officials from the US Patent and Trademark Office and the embassy and objectively introduced the IP-related efforts by China's procuratorial organs to the international community.