



VI. Publicity , Training and Academic Activities

1 Publicity

In 2017, the publicity work was carried out in line with the overall conditions of national economic and social development. Taking the publicity of the implementation of the National IP Strategy as the main task, strengthening public IP awareness as the objective, and ushering in the 19th National Congress of the CPC, SIPO explored ways to improve publicity work and comprehensively demonstrated the achievements of China's IP development and created a comprehensive IP publicity situation.

In order to usher in the 19th National Congress of the CPC, SIPO organized or participated in 6 exhibitions, organized and planned more than 20 special coverage, special columns, special editions and special issues, and made 10 special publicity videos. Central media published more than 100 pieces/times of articles on the development of IP with a total of 200,000 characters. SIPO organized central news agencies to cover interviews, on high-value patents.



Special publicity campaigns were organized for major events such as the Rank of Granted Invention Patents in 2016, the 8th China Patent Annual Conference and the 19th Ceremony for the WIPO-SIPO Award for Chinese Outstanding Patented Invention and Industrial Design.



Press Conference on China's Intellectual Property Development Status for 2016.



Commissioner Shen Changyu spoke to the press at the "Ministers' Passage" during the Two Sessions.



Deputy Commissioner Liao Tao inspected the IP educations in the middle and elementary schools.



Open Day activities.

SIPO worked together with 23 ministries and departments, including the Publicity Department of the CPC Central Committee, to carry out more than 60 events of the National IP Publicity Week. The IP Week publicity events were carried out simultaneously, creating a four-layered (national-provincial-prefectural-county) and well-coordinated campaign. Thematic and diversified publicity activities, such as inauguration ceremonies, press conferences and open day, were organized and drew wide public attention. According to incomplete statistics, more than 10,000 events were held throughout the country involving over 100,000 participants. Nearly ten thousand IP-related news reports were released throughout the country during the IP Week, covering over a hundred of millions of people.

SIPO continued to support the People's Daily Online to develop its intellectual property channel and worked together with the STDaily.com to develop its intellectual column. It worked in collaboration with *the China Daily* to publish *the Intellectual Property Weekly* and authorized *the China Intellectual Property News* to publish *the Bilingual Weekly on Intellectual Property*. It also edited and published 52 issues of *Weekly IP Information* and 52 issues of *Patent Information Weekly*. A total of 162 issues of *Special Report on IP Information and Daily Information on IP Information* were edited. SIPO further improved the routine press release

mechanism, and organized 5 press conferences on important issues such as *the Intellectual Property Protection and Utilization Plan under the 13th Five-Year Plan* and main statistical data of SIPO in 2016. The administrative affairs WeChat public platform pushed 1,007 messages in 254 batches throughout the year. Followers of the WeChat account exceeded 78,000.

Working together with the Ministry of Education, SIPO continued to implement the pilot and demonstrative projects on IP education in nationwide primary and middle schools. 52 schools in 31 provinces (autonomous regions and municipalities) were recognized as the 3rd batch of schools for the implementation of the pilot projects. SIPO organized a training seminar on IP education in primary and middle schools. SIPO for the first time became an organizer of the China Adolescents Science and Technology Innovation Contest. Taking that opportunity, SIPO organized exhibitions on the schools participating in the pilot program and closely connected the event with IP by establishing IP information desk and by holding special lectures and book fair.

2 Training

(1) Nationwide Human Resources Development

SIPO pushed forward the implementation of the IP-related articles in the policy documents such as *the Opinions of the CPC Central Committee on Deepening Reform in the System and Mechanism for Human Resources Development* and *the Compendium of the Mid-and-Long-Term Plan on Human Resources Development (2010-2020)* and issued *the Plan for the Implementation of the National IP Strategy and Acceleration of the Development of an IP Powerhouse in 2017* and *the Guiding Opinions on Comprehensively Organizing and Implementing IP Strategies for SMEs*.

SIPO implemented *the IP Human Resources Development Plan under the 13th Five-Year Plan*. Sticking to the objective of IP Powerhouse development, SIPO

earnestly carried out the Human Resources Development Plan and organized a working group dedicated for that purpose. The Office formulated *the Annual Work Plan 2017 for the Implementation of the IP Human Resources Development Plan*. More than 5,000 training workshops were organized for the purpose of urgently needed IP human resources to train more than 500,000 people.

SIPO actively promoted the development of the National IP Think Tank. It drafted a series of documents such as the Opinions of SIPO on Strengthening the Development of IP Think Tank and the Plan for Developing a New National IP Think Tank with Chinese Characteristics, carried out research and prepared reports on the IP Think Tank and held relevant seminars and training workshops. 10 roving lectures by leading IP talents and IP Think Tank experts were organized.

SIPO enhanced the construction of training bases. SIPO launched the application for national IP training bases during the 13th Five-Year Plan. In 2017, SIPO approved the establishment of 2 national IP training bases in Shenzhen University and the Hengqin International IP Trading Center. The number of national-level training bases has increased to 26. The training bases organized over 300 training workshops for more than 30,000 people on subjects such as IP utilization and patent quality improvement. SIPO also organized a seminar on the IP training bases.

SIPO formulated and implemented the *2017 Plan for Professional Competence Training for National IP Talents* and set focus on IP Powerhouse development, the implementation of *the IP Human Resources Development Plan under the 13th Five-Year Plan* and the improvement of IP protection and utilization. The Office carried out training for much needed specialists on internationalized operation, IP utilization and patent navigation. It also carried out a series of lectures and training workshops for Party and government officials and senior management of companies and public institutions on IP Powerhouse development. SIPO held the executive training seminar for the heads of nationwide IP administrations.

SIPO formulated a training scheme and management rules for personnel of the IP protection centers and completed the pre-examination service training for staff members of the training centers in Changzhou, Changsha, Yantai and Pudong.

In 2017, the China Intellectual Property Training Center (CIPTC) trained over 260,000 people. It held 89 sessions of face-to-face training workshops for more than 6,046 people, and trained over 252,000 people through distance education in 615 distance training workshops and expanded the number of distance education branch centers to 160 and made available a total of 221 training courses. The CIPTC received more than 150 foreign guests from over 30 countries, regions and international organizations. Through the WIPO Chinese distance education platform, the CIPTC carried out 2 sessions of 7 different WIPO distance training courses in Chinese and training 9,668 people, representing a year-on-year growth of 145%. The pass rate was 79.8%.

SIPO prepared and published *the Guiding Outline for the Competence of Patent Information Analysis Professionals (trial version, 2017)* and expressly provided the knowledge and skill sets required for patent information analysis professionals. The professionals are marked in different grades from beginner, intermediate to advanced levels. Tests for the competence of intermediate level patent information analysis professionals were organized for 300 participants in Beijing, Guangdong and Chongqing.

(2) Training and Secondment of Officials

In 2017, SIPO organized 8 person/times of commissioner/deputy commissioner-level officials for 8 times and 29 director-general-level officials to participate in training workshops and 20 director-general-level officials to participate in thematic seminars. It also continued its work to organize director-general-level officials to participate in the online training of the China E-Learning Academy for Leadership under the Central Organization Department. Two training sessions for advanced studies were held for more than 100 director-level officials, and two sessions for capacity building were held for 150 director-

level officials. The Office held training course for 70 new directors and held a roving lecture for director-level officials and trained more than 690 people. It held 2 sessions of capacity building training workshops for youth management backbone and trained 234 people. In addition, 126 new civil servants received novice training.

In 2017, 308 officials were seconded by other government agencies. Among the seconded officials, 1 was seconded to a central government agency; 58 to local governments, local IP offices, national labs, patent navigation areas and other agencies; 6 were seconded to Sangzhi County, Hunan Province and Chongli County, Hebei Province to carry out work related to poverty alleviation; 243 were seconded to SIPO office institution, the directly affiliated departments and institutions (including the patent examination centers outside Beijing) and social organizations.

(3) Training of SIPO Staff Members

SIPO published *the Action Plan for Implementing the Human Resources Plan under the 13th Five-Year Plan* and the implementation plan in 2017. The Office took sturdy steps to press ahead with the formulation and implementation of plans for capacity building of 9 types of professionals, including patent examination professionals.

SIPO formulated *the Implementation Plan for the High-Level Professionals Development Program of SIPO (2017-2020)*, which made provisions regarding the selection, training, use and assessment of high-level professionals. It completed the selection of the 6th batch, 75 candidates of high-level professionals and carried out the completion assessment for the 3rd batch of backbone professionals. SIPO organized 8 sessions of intermediate-to-advanced-level training workshops on subjects like interpretation of the spirit of the 19th National Congress of the CPC and internet security and trained a total of 666 people in 200 training hours. SIPO fully took advantage of new media platforms and worked in collaboration with the Chinese Academy of Governance to introduce “cloud classes” for intermediate-to-advanced-level

professionals. It regulated the quality assessment system and formulated the assessment form for overall quality of training, the assessment form for training courses and the summary form for trainees to make the assessment more systematic and rational.

SIPO focused efforts on the coordination of training on patent examination and promoted a uniform novice training standard for new examiners by means of unified training courses, trainer capabilities, form of exams and certificates. It comprehensively promoted the online smart test to objectively evaluate the effectiveness of the novice training. It also assessed and optimized the training curricular system and actively expanded online courses on the SIPOLeMS platform to share teaching and research outcomes on a timely basis.

SIPO continued to develop the pool of patent examination trainers and focused on improving their capabilities and examination expertise. The Office improved work flow and relevant documents on the management of trainers and updated the office-level pool of trainer in a timely manner.

SIPO organized training workshops for foreign-related trainers and trained more than 30 people including candidates for overseas training missions, foreign-related trainers and officials for international affairs. It held a capacity building workshop for a total of 50 candidates for overseas training missions.

SIPO improved its foreign language training system and pushed forward the development of a standard, multi-layered, systematic and network-based foreign language training system. In 2017, SIPO held more than 22 foreign language training workshops and trained over 450 people. The Office held 18 foreign language training classes for basic professionals and training more than 250 people. It held the 13th full-time foreign language training session in collaboration with the Beijing Language and Culture University (BLCU) to train over 30 people. The Office also held the 9th Advanced Online English Training Workshop to train more than 100 people. It expanded ways to evaluate the effect of foreign language training and held the closing demonstration for the 2017 BLCU full-time training session.



Deputy Commissioner Gan Shaoning at the graduation ceremony of the joint master program of the CIPTC and John Marshall Law School.

SIPO amended and published *the Management Rules on Practical Training Bases*. Based on the 13 examiner practice bases, SIPO continued to carry out specialized expertise updating, practice-based training, survey and studies on specialized expertise and practices on specialized expertise of patent examiners. Throughout 2017, SIPO sent over 400 people in 83 groups for practice and study. 50 groups were sent to attend specialized academic conferences and more than 4,000 attended 102 academic seminars. It promoted the research on corporate patent practice and newly developed 5 courses such as the Fundamentals on Patent Valuation and the Identification and Evasion of Patent Infringement. Study visits and lectures were organized to the Practice Bases in Chengdu and Shenzhen as well as Alibaba, Tencent and BJEV.

(4) Foreign-Related Training

Throughout the year, SIPO selected more than 60 people to study at the John Marshall Law School, the Benjamin N. Cardozo School of Law, the George Washington University, Queen Mary University of London, and University of Alicante and participate in scholarship programs such as the Chevening

Scholarship. The Office sent 50 people to short-term training programs organized in Germany and Korea and invited 110 patent examination experts from foreign countries to participate in training and exchange activities. It organized 63 SIPO patent examiners to participate in the 21 online training courses of the European Patent Academy and the EUIPO.

SIPO newly developed 3 foreign-related training courses including the Protection Systems for IPR in China and amended the foreign training curricular. 40 international training workshops and seminars were organized for over 2,500 people. The Office invited 27 foreign experts to teach in China and selected 5 SIPO experts to carry out training in Ethiopia, Saudi Arabia and the Gulf Cooperation Council (GCC).

3 Academic Activities

SIPO organized 7 annual special research projects, 14 regular research projects and 8 promotional projects on patent analysis. The projects dealt with a variety of key subjects such as the improvement of patent examination performance, the examination standard and policy research in key areas and smart manufacturing, resulting in a number of valuable and influential research outcomes.

SIPO organized 7 training activities for expertise, 2 sessions of China Patent Academic Forum and 40 technology briefings to steadily improve the technical knowledge of examiners. It held 10 sessions on methods of patent analysis and 10 sessions on the outcomes of patent analysis to effectively disseminate the methods and outcomes for using patent information.

SIPO edited and published 12 issues of *Patent Examination News*, 9 issues of *Academic Review* and Vol. 49-64 of *the Patent Analysis Reports on Industrial Sectors*.

It organized a serial research on overseas IP environment and enhanced the supply of IP public service products and services. It carried out the research on the IP environment in the Middle East (related to 7 countries including Iran and Iraq) and Australia. The Office also completed reports on the IP environment in Pakistan and Israel and updates 7 reports on the United States, the Republic of Korea and the South Africa, etc.