

China's IP  
in foreign eyes

American brands have long enjoyed a vaunted status in China. U.S. fast food, beverages and coffee chains are ubiquitous in China's cities, while consumers lap up U.S.-branded infant formula, designer jeans, cars and smartphones. That dominance, however, is threatened by China's push to bolster domestic brands by creating champions in certain categories and weeding out weaker players to improve quality. (Trade war or not, China Inc already reining in American brands, Reuters)

长期以来,美国品牌在中国市场上占据着有利的地位。在众多中国城市中,来自美国的快餐、饮料和咖啡连锁店无处不在,中国消费者纷纷购买带有美国标签的婴幼儿配方奶粉、牛仔裤、汽车等产品。然而,如今这样的主导地位正受到中国发起的一场攻势的挑战:中国正通过打造一批龙头企业 and 推行优胜劣汰等措施来提高本土产品质量,大力促进本土品牌发展。(无论是否发生贸易战,中国品牌已经在赶超美国品牌,路透社)

## Comment

Brand represents not only an important resource for enterprises to participate in competition, but also boosts significant standard to measure national economic strength. With the continuous improvement of China's product quality and service, Chinese brands have begun to cut corners in the world market, winning more and more consumers' favor.

## 点评

品牌是企业参与市场竞争的重要资源,更是衡量国家经济实力的重要标准。随着中国产品质量和服务的不断提高,中国品牌在世界市场上开始崭露头角,赢得了越来越多的消费者的青睐。



Growing up in the Chinese port city of Dalian in the 1990s, Zhang Hongchang spent hours immersed in Japanese cartoons such as Dragon Ball and Naruto. Today, Zhang is one of China's hottest cartoonists and at the forefront of a new wave of Chinese animation that is being driven by the country's technology and internet giants. His latest hit comic has been viewed 160 million times online. (Chinese anime rising as country's tech giants engage in cartoon arms race to develop or buy Chinese characters, Reuters)

上世纪90年代,张宏昌的童年是在日本动漫中度过的。而如今,他成为了中国最受欢迎的漫画家之一,他所创作的热门动漫作品已在互联网上拥有1.6亿次的浏览量。同时,在中国科技和互联网巨头推动下,中国动漫产业迎来了发展的新热潮。(中国科技巨头正积极投身于动漫产业,路透社)

## Comment

Innovation plays a vital role in formulation of good animation works. Supported by the government and capital injection, and more and more business sectors realized the dual driven role of original and S&T innovation, the Chinese animation industry is booming in recent years.

## 点评

一部优秀的动漫作品离不开创新的因子,近年来,中国动漫产业的崛起除了政府和资本的助推,还因为越来越多的企业意识到原创与科技创新的“双轮驱动”作用。

(李倩)

## Indian IP Boss: Share Experience and Deepen IP Cooperation

## 分享经验 深化知识产权合作

——访印度专利、外观设计和商标局局长欧姆·帕卡什·古普塔



"I would like to thank the State Intellectual Property Office(SIPO) to host us here in such a nice place," said Om Prakash Gupta, Head of the Office of the Controller-General of Patents, Designs and Trademarks of India, who came to China to participate the 10th Meeting of BRICS Heads of Intellectual Property Offices in Chengdu. "In this meeting itself, we have taken a review of how the BRICS IP cooperation has moved during all the six years. And I'm happy to see after the review, we have all agreed that BRICS IP cooperation is moving very smoothly, very nicely and certainly beneficial to not only the BRICS offices, but all the patent applicants in BRICS countries," added Om Prakash Gupta.

"We have agreed that we must take

further steps to beef up cooperation and keep stable link by way of information dissemination and data exchange, data sharing and such other practices which will be helpful and beneficial to our patent applicants." In Om Prakash Gupta's opinion, BRICS IP offices come from different continents and have very old, cultural and historic background, so the future of BRICS IP cooperation is to try to do capacity building amongst the BRICS IP offices.

"All the countries who are part of the BRICS have real, unique benefits within their own countries and provide real and nice experience sharing and different possibilities for IP cooperation," Om Prakash Gupta told CIPN reporter, it is of capital importance for

the future IP cooperation to do capacity building, sharing of information, so as to provide better facilities and services to patent applicants. "We need to try to dig forward the potential of BRICS cooperation, because it represents a very large amount of population, very large amount of IP activity. These five countries are really economically developing very fast and therefore they have a very common shared interest which can be furthered by good continued cooperation."

"I'm so happy to be here and we're really impressed with the SIPO's arrangement and SIPO's overall functioning. We just had a chance to visit Patent Examination Cooperation Sichuan Center of the Patent Office, SIPO, and it is really very good, very well managed. SIPO's progress in IP is truly impressive," said Om Prakash Gupta, "SIPO during the presidency has been able to initiate and take steps which are really helpful to take the BRICS IP cooperation further and further. And I personally thank SIPO's efforts during this year."

(by Sun Di/Zou Biying)

本报记者 孙迪  
实习记者 邹碧颖

"我要感谢中国国家知识产权局让我们在这里美好的地方举行会议。前不久,在成都参加第十届金砖国家知识产权局局长会议期间,印度专利、外观设计和商标局局长欧姆·帕卡什·古普塔就金砖国家在知识产权领域的合作接受了《中国知识产权报》记者的采访。欧姆·帕卡什·古普塔表示,“在这次会议上,我们回

了金砖国家过去6年知识产权合作的进展情况。我高兴地看到,各局一致认为金砖国家的知识产权合作进展顺利,这不仅仅给金砖五局带来了便利,而且让金砖国家的申请人都享受了好处。”

“我们一致同意在未来的合作上加强信息传播和数据交换,数据共享,进一步强化合作、促进交流,这些举措对申请人都是有益的。”在欧姆·帕卡什·古普塔看来,金砖国家地处不同的区域,都有着非常古老的历史文化背景,因此未来金砖国家在知识产权领域的合作要不断加强金砖国家知识产权局的能力建设。

“每个金砖国家都有自己的独特优势,并且为金砖五局的知识产权合作提供并分享了有益的经验 and 不同的见解。”欧姆·帕卡什·古普塔告诉记者,对于金砖国家未来的知识产权合作而言,加强能力建设、信息共享至关重要,这样才能为申请人提供更好的基础设施与公共服务。“我们应当共同

挖掘金砖国家合作的潜力,因为金砖五国人口众多,知识产权活动也非常丰富。五个国家的经济发展得也非常快,大家都希望通过持续的良好合作进一步实现共同利益。”

“我很高兴来到这里,我们对中国国家知识产权局的安排以及高效的运作印象深刻。我们有机会参观了中国国家知识产权局专利局专利审查协作四川中心,并看到这里管理得井井有条,中国国家知识产权局在知识产权工作上取得的成就非常令人印象深刻。”欧姆·帕卡什·古普塔表示,“担任轮值主席局期间,中国国家知识产权局倡导并且推动金砖国家知识产权局的合作迈向深入发展,我非常感谢中国国家知识产权局付出的努力。”

Shaanxi Apple  
陕西苹果

Shaanxi is one of the important cradles of agriculture in China, where many dynasties, such as Han and Tang, established the capitals. Shaanxi was a national center of political, economic and cultural activities in early times. Therefore, various fruit and flower plants from different origins were introduced, cultivated

and promoted. After the Tang and Song dynasties, the crab apple, miguo apple, red apple and white apple were planted in Guanzhong and in the folk courtyards of northern Shaanxi.

Shaanxi apples grow in the elevated loess area north of Wei River, where high altitude, ample sunlight, big diurnal temperature differences and deep soil. The unique natural conditions are attributed to the characteristic qualities of Shaanxi apples which are bright in color, thick horny layer, crisp taste, sweet and sour moderate, easy for storage and transportation.

After Shaanxi apple received the geographic indication products protection at both national and international

levels, it ranks first on the national rankings in terms of the production scale, product quality, brand name, and market share. Shaanxi has become the province with the highest apple output in China and an important apple supplier in the world. (Courtesy of the Protection and Coordination Department of SIPO)

陕西是中国农业的重要发源地之一,汉、唐等朝在此建都。陕西很早就成为了全国政治、经济和文化活动中心,因此多有引入、栽培并推广各地奇花异果。唐宋以后,砂果、蜜果、红苹、白苹已在陕西关中、陕北民间庭院种植。

陕西苹果,生长在海拔高、光照足、昼夜温差大、土层深厚的渭北黄土高原。独特的自然条件造就了陕



西苹果“色泽艳丽、角质层厚、果肉香脆、酸甜适度、耐贮存”的特色品质。在实施地理标志产品保护后,陕西苹果的规模、质量、品牌、市场占有率

率等已跃居全国前列,陕西也因此成为全国苹果生产的第一大省,在世界苹果产业中占据重要地位。中国国家知识产权局保护协调司供稿

## Beijing

The list of the fourth group of brand cultivation organizations for IP service was announced recently. As of now, SIPO has selected four groups of 201 such organizations.

## 北京

近日,第四批全国知识产权服务品牌培育机构名单正式向社会公布。截至目前,中国国家知识产权局已遴选出四批共201家全国知识产权服务品牌培育机构。

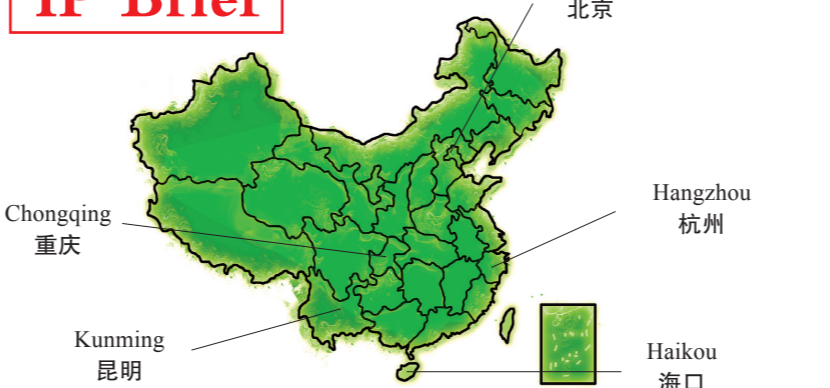
## Hangzhou

Zhejiang IP Arbitration and Mediation Center is founded in Hangzhou to offer economical, convenient and diversified dispute resolutions.

## 杭州

日前,浙江知识产权仲裁调解中

## IP Brief



心(下称仲裁调解中心)在杭州正式挂牌,将为当事人提供经济、便捷的多元化知识产权争议解决渠道。

## Haikou

The 2018 Hainan IP Wuzhishan Forum was held in Haikou recently. Rep-

resentatives attended the forum discussed IP securitization, IP credit guarantee and IP public service platform construction, aiming to contribute to rapid construction of IP operation service system in Hainan Free Trade Zone.

## 海口

日前,2018年海南省知识产权五指山论坛在海口举行,与会代表围绕知识产权证券化、知识产权信用担保、知识产权公共服务平台建设展开深入研讨,为加快构建海南自贸(港)知识产权运营服务体系建言献策。

## Chongqing

The 2018 IP Public Education Training Course was held in Chongqing, attended by 80 correspondents from more than 30 provinces, cities and several patent examination centers located outside Beijing.

## 重庆

日前,“2018年全国知识产权新闻宣传通讯员培训班”在重庆举办,来自全国近30个省市和多个京外审查中心的近80名通讯员参加了此次培训。

## Kunming

A middle and primary schools IP education training Course was held in Kunming with 130 attendants including heads of local IP offices and teachers from the third group of middle and primary IP education experimental schools.

## 昆明

近日,全国中小学知识产权教育培训班在昆明举办,来自全国各省知识产权局负责人和第三批全国中小学知识产权教育试点学校教师130余人参加培训。

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