



VI. Publicity, Training and Academic Activities

1. Publicity

In 2014, the publicity work was carried out centering on the overall situation of nation economic and social development. Taking the publicity of the implementation of national IP strategy as the main line, and the increase of IP awareness of the whole society as the target, SIPO have made active explorations to improve the ways and means of publicity work, and to demonstrate the great achievement we have made in the development of China's IP undertakings.

In order to cope with the new round of amendment to the Patent Law, from May to July, SIPO organized major media carried out concentrated reports on "strengthening patent administrative enforcement". Major interviews were made at grass root levels, especially to typical cases of enterprises. The Economic Daily, People's Net and China Science and Technology Network have all set up special columns to make dedicated reports. Within the year, Dedicated reports were also made for more than ten important activities such as the National Conference of the Heads of IP Offices, the Rankings of Granted Invention Patents in 2013, and WIPO set up China Office in Beijing, etc.



Press conference of Protection Status of China's Intellectual Property of 2014.

In April, 24 departments including Central Propaganda Department and SIPO jointly carried out IP publicity week activity across the country. During the week, member unit of the organizing committee alone or jointly carried out more than 50 activities. The publicity week activities were launched at the same time across the country, and interactions at national, provincial, prefectural and county levels were facilitated to achieve an overall effect of publicity. Through a series of diversified and vivid publicity activities,

such as organizing launching ceremony on the internet, convening press conference, and conducting "Opening Day", broad attention was aroused from various sectors of the society. According to the statistics, 367 radio stations, TV stations, newspapers and websites were involved during the publicity week. They have broadcasted 965 pieces of information, which were forwarded for several million times on the internet.



The launching ceremony for the 2014 National Intellectual Property Publicity Week.

SIPO continued its cooperation with People's Net in building the IP channel, and due updates and revisions were made; published IP Weekly in cooperation with China Daily, the IP Bi-lingual Weekly with China IP Publishing House, and also edited and published the e-magazine: Weekly IP Information. SIPO and Sina Microblog jointly carried collection activities of IP public-interest advertisements. Throughout the year, SIPO organized 6 press conferences and 1 news briefing.



2014 Open Day of SIPO.

SIPO formulated *IP Textbook for Primary and Middle School Students*, compiled and published the outreach reading material: *Intellectual Property ABC*. Primary and middle schools in Guangdong and Shaanxi provinces were supported to popularize IP education; Shandong and Heilongjiang provinces were encouraged to bring forward the building of IP culture, and as a result, several opinions and action plans regarding the building of IP culture were enacted. A batch of publicity works including public-interest advertisements and posters were collected to support the building of IP culture.

2. Training

(1) Work on National Intellectual Property Talents

Great efforts were made to implement *the 12th Five Year Plan for IP Talents*, and to build the IP talents system. Currently, there are more than 80,000 IP

professional talents across the country, and more than 300,000 people involved in IP practice.

Innovation was made regarding the policies relevant to national IP talents. Several policy documents were formulated, printed and distributed, including: *Opinions on Strengthening the Work of National IP Training Bases*, *Managing Measures on Database of National IP Talents and Network Platform of Talents' Information*, and *the Outline on Categorized Instruction of National IP Education and Training*, etc.

SIPO continued with the implementation of *the Outline of National Mid and Long Term Talent Development Plan (2010-2020)*, to promote the formulation of IP protection policies. 8 policy documents including *the Main Points of National IP Talents Work in 2014*, and *Several Opinions on Further Enhancing the Quality of Patent Applications* were formulated. The project of knowledge updates for professional technical talents was advanced with continued effort to train high-level, urgently needed, and backbone professional technical talents. More than 30 face-to-face training classes were organized, and more than 4,000 persons/times received training.

SIPO started to implement the New Century IP talents project, and pushed forward the High-level IP Talents Leading Plan. The evaluation and selection work over the 2nd batch of national IP leading talents and the 4th batch of 100 high-level talents was organized. An IP talents system gradually taken shape at national scale, including talents at 4 levels: namely, the leading talents, 100 high-level talents, 1,000 backbone talents, and 10,000 professional talents. The training of high-level talents was further strengthened, and 22 high-level talents including those of local IP offices were selected and sent to receive trainings at Max Planck Institute in Germany.

The construction work of training bases was strengthened. SIPO approved Liaoning and Jiangxi to set up National IP Training Bases, approved Wenzhou IP School and Suzhou Industrial Park as IP training bases for S&M and micro enterprises. Currently, there are 24 national IP training bases, and more than 50 provincial level training bases.

SIPO continued to implement IP Information Project. The national IP talents pool and talents information network platform were improved. The experts' consultation committee, IP experts' pool, leading talents pool, and 100 high-level talents pool were integrated into a large scale IP talents' pool. This pool now has around 1,000 various kinds of experts and talents, among which there are 30 members of the consultation committee, 346 experts, 208 leading talents, and 403 high-level talents. More than 400 pieces of talents related information were released on the talents information network platform. Local talents information projects were actively promoted. Currently, more than ten provinces and municipalities including Chongqing and Shaanxi have established provincial level talents pool.

Various plans were implemented, including *the Plan on Training IP Administrative Management and Enforcement Talents*, *the Plan on Promoting the Competence of IP Talents in Enterprises and Public Service Entities*, *the Plan on Supporting IP Service Professional Talents*, and *the Plan on Fostering High-level IP Teaching Talents*, etc. Throughout the year, more than 1,000 enforcement staff received trainings. IP trainings for enterprises and public service entities were also provided, to which 5,000 people attended. Trainings were also provided to more than 4,000 practicing agents. Efforts were made to build an Information Platform of IP Teachers, and also a high-level teaching talents pool. Currently, 700 teachers have been included into the pool.

SIPO, Ministry of Industry and Information Technology, and Jiangsu Provincial Government jointly established the IP College in Nanjing University of Science and Technology. A master of law program was provided in cooperation with Tongji University, aiming at training high-level and comprehensive patent agents. New models of IP training at universities were explored based on the market demand; activities like master courses during summer vacation, winter camp for international students were also organized to attract more graduates who are not IP majors to work in the IP field. Universities and Enterprises were encouraged to cooperate with each other, and three training classes were held to train urgently needed practical talents, to which 769 trainees attended. Three textbooks were compiled and published.

Throughout the year, more than 6,000 various training classes at different levels were organized and more than 600,000 persons/times received trainings. Special attentions were paid to the training of cadres of the Party and government, IP service professionals, IP talents in enterprises and public service entities, high-level talents, and practical talents. The high-level training class for heads of IP offices was held, and a national high-level workshop of IP experts was organized to carry out discussions over issues like building China into a country with strong IP competence. 64 talents were selected and dispatched to make mid and long term study in America, Japan and European countries.

China Intellectual Property Training Center (CIPTC) organized 118 face-to-face training classes, and provided trainings to 9,583 persons/times. The total number of people attending long distance training programs broke 310,000, registering a year-on-year increase of 66%. 50 new training branch centers were set up, 29 more than the number of 2013, which brought the total number of branch centers to 111,

among which 42 were set up in universities. 34 long distance training courses were developed, among which 8 courses were specially designed for the cooperation program between universities and enterprises; 15 courses were designed for IP Open Course program, and 11 courses were recorded for patent agents' qualification exam; all these courses put together amounted to 134.5 class hours.

(2) Trainings and Temporary Post at External Schools and Entities

The Education and Training Plan for the Cadres of SIPO was formulated. 25 Director-General level officials were sent to study in the training classes organized by China Central Party School, Chinese Academy of Governance, China Executive Leadership Academy Pudong, China Executive Leadership Academy Yan'an, and China Executive Leadership Academy Jinggangshan, etc. Also, 15 other DG level officials were dispatched to study elective courses. At the same time, SIPO organized all the DG level officials to attend the online study provided by China Online Cadre's College. More than 820 Director and above level officials of the whole Office were organized to study the spirit of important speeches of President Xi Jinping on a rotary basis. Classes on pre-promotion training and capacity building were also organized for Directors, and 208 persons/times attended. SIPO also held training classes and capacity promotion classes for young administrative backbones, to which 265 persons/times attended.

Altogether 57 people were selected to take temporary posts. Among them, 10 took position at local IP offices and agencies, 20 at National Defense Patent Office, 8 at the Experimental Zone of Patent Navigated Industrial Development, 10 at Sangzhi County of Hunan Province and Chongli County of Hebei Province, and 2 in the 14th batches of PhD graduates selected by Central Organization Department.

64 people were selected to take temporary posts at different departments inside SIPO, and 204 people were sent to work temporarily in local patent examination cooperation centers. Training classes for these people were also organized and more than 110 persons/times received trainings.

(3) Internal Training

The 12th Five Year Plan of IP Talents was further implemented, and also plans to promote the capacity of patent examiners. *The Action Plan for the Guideline of SIPO's Talent Training (2014-2016)* was promulgated. SIPO also organized internal staff to participate in the selection of national IP leading talents, and 17 people were identified as the 2nd batch of national IP leading talents. Specific training classes for candidates of leading talents were organized with topics such as Unity of the Nation and National Security. Concentrated training classes for high-level talents at Tsinghua University and Peking University were organized, and final tests for the 2nd batch of 79 high-level talents were completed. 302 candidates for the third batch of backbone talents training were drafted.

The management and training work for the teachers of patent agents were also carried out very smoothly. SIPO selected and dispatched 56 teachers on the training of practical skills of patent agents to provinces and organizations such as Guangdong Province and the National Defense Office, 157 teachers on pre-exam training to places including Taiwan and Guizhou, and newly approved 50 teachers on the training of practical skills of patent agents. 72 office-level foreign related training teachers were selected and trained through trainings, studies and teaching

practices. The first SINO-European training seminar with training as its main topic was held, and examiners were organized to receive on-line trainings of the EPOQUE system provided by the European Patent Academy. The Office for the Introduction of Foreign Intellectuals organized and implemented 9 overseas training programs throughout the year. 4 examiners were selected to attend the IP5 joint training class hosted by JPO, and examiners exchange programs were carried out with UK, Finland, etc.

Researches and studies over the revision and development of core courses for newly recruited examiners and CPC trainings were carried out. As a result, 17 new courses were developed and 46 courses were revised. The newly drafted teaching plans amounted to more than 500,000 Chinese characters, and that of revised teaching plans amounted to about 850,000 Chinese characters. Besides, SIPO also strengthened the coordination and management of the publicity of teaching and study achievement, the evaluation and the sharing of outcomes.

The course of legal basic knowledge was incorporated into the training of newly recruited examiners for the first time. SIPO organized 13 face-to-face training classes on examination practices, and altogether trained 1,008 persons/times. On-line training classes such as "Patent Examination and National Development" were also organized, and for the whole year about 50,000 persons/times attended. A coordinated training on CPC Project was carried out for the whole Office; the structure of the courses was identified, and typical cases selected, which has laid a very solid foundation for the implementation of CPC Project in SIPO. Teaching materials including *the Textbook on Continued Examination after Rejection, Preposition and Re-examination* were compiled and published. Foreign Languages training classes were also organized, and more than 400 people attended throughout the year.

SIPO further improved the training system of examiners' professional technical competence. 10 practicing bases for examiners were established across the country, and 142 groups with 809 person/times were dispatched to these bases. The utilization of SIPOLeMS system was promoted inside the Office, and the construction of the second stage of SIPOLeMS system made new progress.

(4) Foreign Related Training

Two more foreign related training courses were developed, including the Protection of IP in Traditional Chinese Medicine. 9 training classes for trainees from developing countries were held, including China-ASEAN Training Class, the South Asia IP Training Class, etc, and 150 IP officials from around 30 countries in Asia, Africa, Latin America and Gulf Region attended. SIPO organized examination training classes for GCC Patent Office and Saudi Arabian Industrial Property Office respectively, and dispatched two patent examiners to provide 4-week long trainings at GCC Patent Office.

3. Academic Activities

SIPO organized and finalized 13 major special academic research projects, 40 general academic research projects, 10 research projects for young experts, and 10 patent analysis and promotion projects. The contents of these projects covered the studies of examination standard, smart examination, patent analysis of 35 key technologies, etc.

Throughout the year, SIPO compiled and published 10 issues of *Academic Observation*, 12 issues of *Communication on Examination Practices*, and the 17-28 series of *Industrial Patent Analysis Report*.

SIPO also organized 6 rounds of Chinese Patent Academic Forum and 15 technical briefings; held 3 training classes on the practical skill in drafting summaries of patented technology, and 44 training classes on patent analysis method in IP demonstration cities.



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

For the celebration of the 10th anniversary of the Academic Committee, efforts were made to select excellent groups of researchers, excellent research staff, and excellent research articles. SIPO compiled the collections of excellent achievements and articles, produced videos and books of the academic achievement for the last ten years, and convened meetings to sum-up academic work.