

NUMBERS

20 billion
 As of the end of 2006, sales revenue of the Chinese digital publishing industry amounted to 20 billion yuan.

Some of the breakdown are: Internet ads, 4.6 billion; Internet magazines, 400 million; e-books, 150 million; online music, 100 million.

200 亿元
 截至 2006 年底,我国数字出版产业整体收入近 200 亿元。

其中,网络广告收入约 46 亿元,互联网期刊收入约 4 亿元,电子图书收入约 1.5 亿元,在线音乐收入约 1 亿元。

1 million
 The Measures of Invention Patent Award of Beijing, to be effective from 1 January 2008, provides for maximum 1 million yuan for invention patents with significant contribution.

100 万元
 自 2008 年 1 月 1 日起,《北京市发明专利奖励办法》将生效施行,具有重大贡献的发明专利最高可获 100 万元奖金。

42,754,000
 In the first four months of the year instant, China had seized 42,754,000 pirated publications. The breakdown is: books, 4,585,000; AV products, 34,041,000; textbooks and study aids, 2,032,000; software and e-publications, 2,096,000.

4275.4 万件
 今年前 4 个月中国共收缴盗版出版物 4275.4 万件。其中,盗版图书 458.5 万件,盗版音像制品 3404.1 万件,盗版教材教辅读物 203.2 万件,盗版软件及电子出版物 209.6 万件。

11,000
 As of the end of 2006, Beijing's Haidian District had filed 11,000 patent applications, accounting for 42.6% of the city aggregate.

In term of the tech-rich invention patent, Haidian paced all city districts and counties with 7,414 applications or 52.1% of the city total.

1.1 万件
 截至 2006 年底,北京市海淀区专利申请量达 1.1 万余件,占北京市的 42.6%。

其中,科技含量高的发明专利 7414 件,占北京市的 52.1%,位居全市之首。

7,200
 Since 2001, courts of all layers have heard 7,200 civil disputes over trademarks.

7200 件
 自 2001 年以来,全国地方各级人民法院受理涉及商标的民事纠纷案件 7200 余件。

90
 Since the implementation of a upscale provincial tech project, breeding of new varieties of major plants in July 2006, Henan has bred 90 new varieties of plants.

90 个
 河南省重大科技专项“主要农作物新品种选育”自 2006 年 7 月实施以来,共选育出 90 个农作物新品种。

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Executive Editor Wang Weiwel

Chang'E-1 lift off in second half of 2007

“嫦娥一号”今年下半年发射升空

“Chang'E-1, the Chinese lunar probe project, is composed of five systems. The satellite system has 11 sub-systems and the rocket system has 9. All the systems and sub-systems are assembled and prepared for launch. Chang'E-1, planned to be lifted off in Xichang, has installed a monitoring and controlling system with a full range of functions.” Ouyang Ziyuan, a top academician of the Chinese Academy of Sciences (CAS) and the chief scientist of the lunar probe project told reporter at the Capital Science Hall on May 27. All the pre-launch preparations for satellite and rocket launch site and earth data receptions are in place. Chang'E-1, China's first lunar orbiting satellite will be launched in the second half of 2007.

Under China's lunar probe project released in 2002, China will use all available resources and technolo-

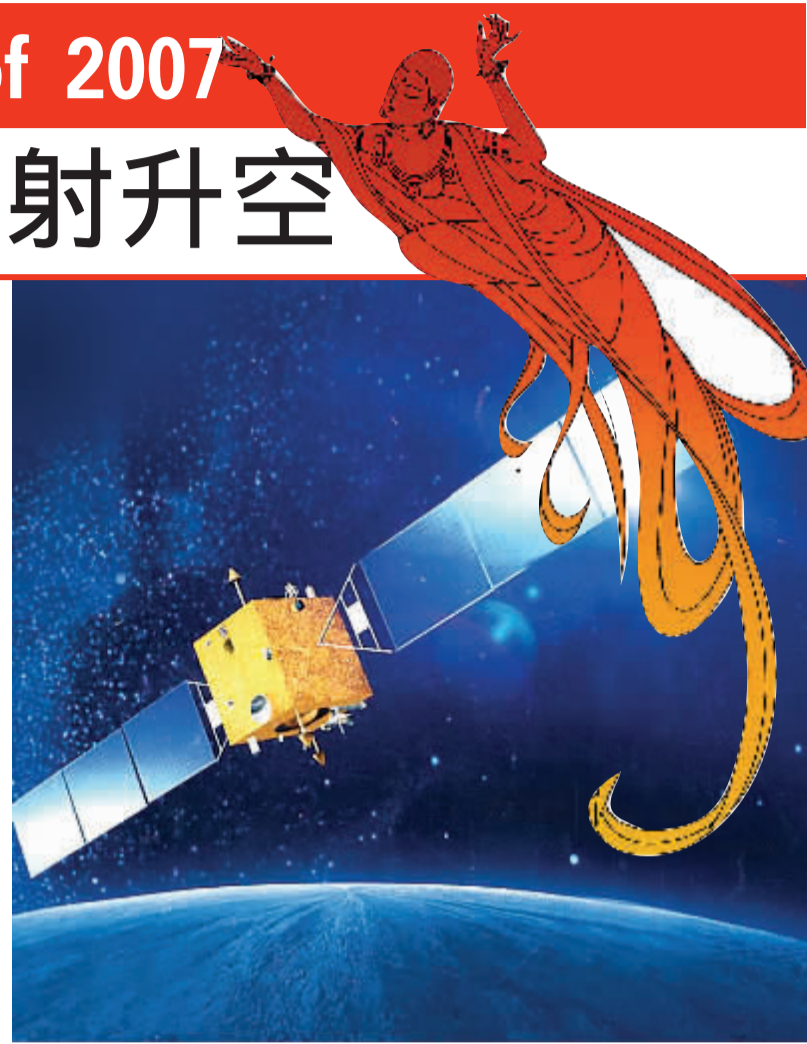
gies to accomplish the moon mission. The objectives are: first to place a satellite into orbit around the moon in 2007; then to land an unmanned vehicle on the moon by 2010; and to return with samples of lunar soil collected by an unmanned vehicle by 2020. “The first phase of the project includes manufacture of satellite, rocket launch vehicle and all the necessary devices, renovation of the launch site and post-launch development of a monitoring and controlling system.” said Ouyang. “The budget for the first phase amounts to 1.4 billion yuan, which is equivalent to the cost of building two Beijing subway lines. The project however is of great significance to China's national economy and social development.”

(by Liu Ren)

本报讯(记者刘仁北京报道)“嫦娥一号”工程总体分为 5 大系统。其中,卫星系统又分为 11 个

分系统,火箭分为 9 个分系统,目前已全部组装好,待命出仓。“嫦娥一号”将在西昌发射,已建好完整的测控系统。5 月 27 日,在“首都科学讲堂”现场,中国探月计划首席科学家欧阳自远院士告诉记者。经过 3 年的紧张准备,中国首颗月球探测卫星“嫦娥一号”相关卫星、火箭地面测控发射场以及地面数据接收工作全部准备就绪。“嫦娥一号”将于今年下半年发射升空。

根据 2002 年我国公布的探月计划,中国将充分利用现有条件和科学技术,实现月球探测工程。目标是 2007 年完成绕月工程,2010 年完成落月工程,2020 年返回。“第一期绕月工程包括卫星的制造、火箭运载以及所有仪器的制造,发射场的改建以及发射后建立一套准确的测控体系等。”欧阳自远院士介绍,“第一期绕月工程,国家投入了 14 亿元人民币,相当于北京市修建两条地铁的费用。但它对我国国民经济和社会发展却有深远意义。”



Tian Lipu (L), SIPO Commissioner granting the Award for Outstanding Contribution in International Cooperation on Intellectual Property to Alain Pompidou (R), President of the European Patent Office on May 30.

200 well-known marks determined by courts

我国司法认定驰名商标达 200 余件

A principal of the IPR Tribunal of the Supreme People's Court revealed on May 30, since 2001, courts of all layers have heard 7,200 civil disputes over trademarks and determined 200 well-known marks through trial.

While courts adhere to the principles of determining upon request and determining for the results of individual case only, trademark holders, however, are in pursuit of the dramatic effect of well-known marks. Narrowing themselves for that purpose only, they lose sight of nurturing and renovating their marks and some-

times even attempt to cross the boundary of their rights and abuse legal actions to attack competitors. The Supreme Court principal stressed that the basic approach in determining well-known marks for courts is to strictly follow the legislative intent and statutory requirements, which are designed to avoid both mystification, mutation of the determination of well-known marks and the abuse of trademark rights. (by Wei Xiaomao)

本报讯(记者魏小毛北京报道)5 月 30 日,最高人民法院有关负责人在京表示,自 2001 年以来,我国地方各级人民法院受理涉及商标的

民事纠纷案件 7200 余件,通过案件审理依法认定驰名商标 200 余件。

据介绍,各地法院在司法审理中依法坚持被动认定、个案认定的原则。但是,在实践中出现了商标权人一味追求驰名商标的品牌效应,忽略对驰名商标品质的不断创造和精心维护,甚至超越权利保护的范围,滥用诉讼权利,打击竞争对手的行为。对此,最高人民法院有关负责人表示,人民法院认定驰名商标的基本方向是严格依照驰名商标保护制度的立法意图和法定条件,依法予以认定和保护,既避免驰名商标认定的“神圣”化和“异化”,也防止商标权的滥用。

Home made IPRs attract \$2.5 billion contracts at Beijing tech expo

北京科博会自主知识产权项目签约逾 25 亿美元

The six-day-long 10th China Beijing International High-Tech Expo (CHITEC) drew to a successful conclusion on May 29. More than 80 activities including exhibitions, forums, negotiations and special communions have convened during the 10th CHITEC, with 171 contracts of cumulative \$2.846 billion encompassing investment, technical cooperation and trade projects signed. Among these contracts, 88.88% or 152 were relevant to self-generated IPRs, which value were in excess of \$2.5 billion.

As told by a CHITEC organizer,

with the attention and active participation of international society and domestic provinces and cities, the 10th CHITEC realized the anticipative aim of standing out the subject of innovation and development and forging fine works, displayed thriving life and wide foreground of China economy society and high-tech industry through broad domain, multilayer and many visual angle.

(by Sun Fanghua/Yin Xunning)
 本报讯(记者孙芳华 尹训宁北京报道)5 月 29 日,为期 6 天的第 10 届中国北京国际科技产业博览会圆

满落幕。本届科博会期间共进行了展览会、演讲论坛、科技经贸项目洽谈、专项交流等 80 多场活动,共签订招商引资、技术合作和贸易项目 171 个,总签约金额 28.46 亿美元。在签约项目中,具有自主知识产权的项目达 152 个,占 88.88% 超过 25 亿美元。

据本届科博会组委会介绍,在国际社会和全国各省区市的关注和积极参与下,本届科博会实现了“突出创新发展主题,打造精品”的预期目标,从宽领域、多层次、多视角展现了中国经济社会和高新技术产业发展的勃勃生机和广阔市场前景。



百事可乐侵权 “蓝色风暴”判赔 300 万元

PEPSI uses the words blue storm on the packaging of its products. On May 24, Zhejiang High People's Court made the final decision to order Shanghai PEPSI to cease manufacture, sales, advertisement and marketing of products affixed with the trademark blue storm and to indemnify three million yuan in damages to Zhejiang Lanye Brewery.

In December 2003, Lanye obtained the registration of a trademark combing words, pinyin (Chinese phonetic alphabets) and a figurative sign. In December 2005, Lanye sued Shanghai PEPSI for trademark infringement. In November 2006, the first instance court denied Lanye's claims for finding that the acts of PEPSI and co-defendant Lianhua Supermarket Holdings did not

mislead the public or cause confusion. The disgruntled Lanye appealed.

(by Che Wenqiu)

本报讯(记者车文秋北京报道)因为在产品包装上使用“蓝色风暴”字样,5 月 24 日,浙江省高级人民法院终审判决上海百事可乐饮料有限公司立即停止带有“蓝色风暴”商标产品的生产、销售、广告、宣传行为,赔偿浙江蓝野酒业有限公司经济损失 300 万元。

据悉 2003 年 12 月,蓝野酒业申请取得“蓝色风暴”文字、拼音、图形组合注册商标。2005 年 12 月,蓝野酒业以商标侵权为由将上海百事可乐公司告上法庭。2006 年 11 月,一审法院以百事可乐公司、联华商公司的行为不构成对公众的误导,也不会造成公众混淆为由,驳回蓝野酒业的诉讼请求。蓝野酒业不服,提起上诉。



The State Office of Anti-pornography and Anti-illegal Publications waged the Summer Campaign against Pornography and Illegal Publications on May 22, steering focus to those illegal publications undermining national security and social stability and relevant illegal publishing activities, publications on the Internet and investigating the source of sale, manufacture and publication.

Five key tasks of the Summer Campaign are: eliminate illegal publications undermining national security and social stability and relevant illegal publishing activities; eliminate relevant publications on the Internet under the special campaign against pornography on the Internet; Anti-Piracy Everyday Campaign shall have action everyday to curb the trend of piracy; ban street peddlers and unli-

censed operators; investigate the source of sale, manufacture and publication to alleviate its prejudice to the society.

全国“扫黄”“打非”办公室于 5 月 22 日全面启动“扫黄”“打非”夏季战役,重点打击危害国家和社会稳定的非法出版物和各类非法出版活动,积极深入开展网上“扫黄”“打非”斗争,深挖制售盗版、非法出版和制黄贩黄的源头。

“扫黄”“打非”夏季战役的 5 项重点工作包括:严厉打击危害国家安定和社会稳定的非法出版物和各类非法出版活动;深入开展网上“扫黄”“打非”工作,积极进行依法打击网络淫秽色情专项行动;“反盗版天天行动”要天天有行动,天天见行动,遏制盗版势头;“反清查取缔贩卖盗版、非法出版物的游商地摊和无证照经营行为”要天天有行动,天天见行动,遏制盗版源头,最大限度减少对社会的危害。