

China's IP
in foreign eyes

Xiaomi, best known for its smartphones, is making serious inroads into Russia as it launched a collection of products in the country where some 145 million people live. That includes its smart TVs featuring 700,000 hours of content, smart wristbands, wireless earbuds, and flagship phone Mi 9T, which is identical to its recently announced Redmi K20 for China under a different identifier. (Xiaomi's latest products for Russia include its smart TVs and flagship Mi 9T, TechCrunch)

以智能手机闻名的小米正在进军俄罗斯市场。这家公司在俄罗斯推出了一系列产品,其中包括提供70万小时内容播放的智能电视、智能手环、无线耳机以及旗舰手机 Mi 9T,这款手机与近期在中国发布的 Redmi K20 相似,但型号不同。(小米在俄罗斯市场推出智能电视和 Mi 9T 手机, TechCrunch)

Comment:

In a bid to expand the market, Xiaomi persists in self-generate essential technologies since its establishment in 2000. Xiaomi's launch of new products in Russia not only represents its ambition to explore the global market, but also its capacity of innovation.

点评

为了不断开拓市场,小米自2000年成立以来便一直坚持核心技术的自主研发和创新。此次小米在俄罗斯市场推出新产品,既是其拓展全球市场的举措,也是其创新实力的体现。



Alibaba, which runs the world's largest money market fund, has transformed asset management in China. Its affiliate Ant Financial has its sights on repeating this success through a joint venture with US-based Vanguard Group. The Shanghai subsidiary of the world's largest mutual fund group will hold a 49 percent stake in the partnership, with Ant taking the rest. Through Alibaba's mobile payment service Alipay, Ant has access to 700m active users in China that keep \$168bn in Ant's funds. Vanguard will have arrived at the right time. (Alibaba/Vanguard: Ant seen nuthin' yet, Financial Times)

管理着世界上最大货币市场基金的阿里巴巴,已经改写了中国资产管理版图。其子公司蚂蚁金服正寻求与美国先锋集团合作成立一家合资企业来复制这一成绩。先锋是最大的共同基金集团,其上海子公司将持有该合资企业49%的股份,其余股份将由蚂蚁金服持有。通过阿里巴巴的移动支付服务支付宝,蚂蚁金服可以接触到中国7亿活跃用户,这些用户将1680亿美元资金放在蚂蚁金服的基金内。先锋的到来正是时候。(蚂蚁金服与先锋合作前景良好,金融时报)

Comment:

Ant Financial has been launching branded products such as Alipay to meet users' needs with innovative spirits as an Internet financial services company. The building of the brand not just helps it lure numerous customers, but opening up new opportunities for its development.

点评

作为一家互联网金融服务公司,蚂蚁金服以不断创新的精神推出诸如支付宝等满足用户需求的品牌。品牌的打造,既为其吸纳了庞大用户群体,也为其发展带来了良好机遇。(熊花平)

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Innovation vaults Chinese brands to global spotlight

创新让中国品牌闪耀世界

The 2019 BrandZ Top 100 Most Valuable Global Brands rankings were officially released recently. The list featured 15 Chinese brands, one more than last year. "The rankings reveal that Chinese brands are on the way to become world famous ones, thanks to efforts of the Chinese government and businesses in heeding attention to nurturing product quality and brands," said Guo Zhanbin, Deputy Director of China Brand Research Center of Capital University of Economics and Business.

Alibaba, the most valuable brand from China, ranks the seventh this year, with its brand value tipping at 131.246 billion US Dollars (+16%). China's another E-Commerce platform Jingdong appeared at the 66th place in the rankings, with a brand value of 20.609 billion US Dollars.

"Jingdong is committed to facilitating the outbound access for Chinese high quality goods and brands via technological innovation. At present, Jingdong has bolstered arrangements in AI, IoT and drone to accelerate this process. In 2018, our investment in R&D reached 12.1 billion yuan, up 82.6% year-on-year," said Wang Zhenhui, CEO of Jingdong Logistics.

"As an Internet company, Tencent is

devoting itself to S&T innovation and working hard to transform Made-in-China into China Brand. In 2018, Tencent spent more than 20 billion yuan on R&D, obtained 10,000+ patents from home and abroad and registered 20,000+ trademarks in more than 120 countries and regions," said Xu Yan, Vice President of IPR Department of Tencent.

It is worth mentioning that Haier, the only brand listed in the Internet of Things (IoT) category, makes its debut in the rankings, and is sporting a brand value of 16.272 billion US Dollars. As a home appliances maker for 35 years, Haier has been adhering to develop its own brand at a time when other businesses engaged in OEM & ODM. In the era of IoT, Haier has developed an IPR-reliant in-house industrial network platform, COSMOPlat, and shifted its role from a pursuer to a front runner in global home appliances market.

"Chinese businesses need to upgrade industrial structure and improve product quality via S&T research, so as to promote the transition from Made-in-China to Created-in-China, from Chinese Products to China Brand. At present, the development environment of Chinese brands is increasingly opti-

mized. Businesses should seize opportunities to tell the stories of Chinese brands well and display the image of Chinese brands, thus enhancing the international influence and attraction of Chinese brands," Ma Yide, Doctoral Supervisor and Professor of IPR Research Center of Zhongnan University of Economics and Law commented.

(by Li Qian)

本报记者 李倩

在近日发布的"2019年 BrandZ 最具价值全球品牌100强"榜单中,15个中国品牌榜上有名,较去年又增加一个。"今年中国品牌的排名反映出中国品牌正不断发展壮大、走向世界,这与中国政府和企业抓住品牌这个'牛鼻子',高度重视质量与品牌工作分不开。"首都经贸大学中国品牌研究中心副主任郭占斌表示。

在今年榜单排名第7位的阿里巴巴是最具价值的中国品牌,品牌价值增长16%,达到1312.46亿美元。中国另一家电商平台京东排名第66位,品牌价值为206.09亿美元。

"京东致力于以技术创新助力中国优质商品和品牌走向海外。"京东物流首席执行官王振辉表示,目前京东在人工智能、物联网、无人机等领域加紧布局,帮助中国品牌通向全球。2018年京东在技术研发上的投入达121亿元,同比增长82.6%。



"作为一家互联网公司,腾讯致力于科技创新,努力将中国制造打造成中国品牌。"腾讯公司知识产权副总裁徐炎介绍,2018年公司研发投入超过200亿元,目前拥有国内外专利1万余件,已在120多个国家和地区注册商标2万余件。

值得一提的是,海尔是首次登榜的品牌,也是榜单上唯一一个"物联网生态"品牌,品牌价值为162.72亿美元。这家成立35年的家电品牌,早在此前选择"贴牌代工"之时,便坚持自主创牌之路。如今进入物联网时

代,海尔打造出拥有自主知识产权的工业互联网平台 COSMOPlat,在全球家电领域实现了从追赶赶到超越,从赶超到引领的蜕变。

中南财经政法大学知识产权研究中心教授、博士生导师马一德指出,中国企业通过科技研发,促进产业升级,改善产品质量,推动中国制造向中国创造转变,中国产品向中国品牌转变。当前,中国的品牌发展环境日益优化,企业要抓住机遇,讲好中国品牌故事,展示中国品牌形象,增强中国品牌的国际影响力与吸引力。

单词看地标

Jinzhai County is under the jurisdiction of Lu'an City of Anhui Province. Jinzhai kiwi has a long history. According to the Jinzhai County Chronicle, Jinzhai wild kiwi has a history of over 3,000 years and its artificial cultivation more than 30 years. Jinzhai County is located in the hinterland of Ta-pieh Mountains, with high altitude, abundant rainfall, deep soil, rich organic matter and slightly acidic soil, which provides unique conditions for Jinzhai Kiwi growth.

In 1980, the wild kiwifruit in Jinzhai was used as Rootstock to collect scions from the mother branches of

healthy kiwifruit without quarantine diseases and insect pests, and the kiwifruit with unique quality was successfully cultivated.

Jinzhai kiwifruit flesh is yellow or emerald green, along the heart of the purple-red radiation distribution, tender and juicy, tender meat, sweet and sour palatable, pure flavor. The main suitable-growing varieties of Jinzhai kiwi included Hongyang and Hayward, etc.

According to statistics, at present, the planting scale of Actinidia gooseberry in Jinzhai County is 30,100 mu, the annual output is up to 8000 tons,

Jinzhai Kiwi
金寨猕猴桃

The annual output value is 1 billion 500 million yuan, and 3,000 square meters post-harvest sorting and cold storage bases are built, and 1,600 poor households are directly driven to participate in the development of Actinidia gooseberry industry, with an average annual income of 2,000 yuan in each household. The product sales have reached long-term sales cooperation with online platforms, in which the "Actinidia gooseberry wine" of deep processing of Actinidia gooseberry has been marketed and the market response is good.

(Courtesy of the IP Protection Department of CNIPA and Anhui IP Bureau)

金寨县隶属于安徽省六安市,猕猴桃种植历史悠久。据《金寨县志》记载,金寨野生猕猴桃迄今已有三千多年历史,人工培育有三十多年历史。金寨县地处大别山区中部,海拔高,四季分明,气候温和、雨量充沛、土壤肥厚,富含有机质,土壤呈微酸性,为金寨猕猴桃生长提供了得天独厚的条件。

1980年,金寨县以金寨野生猕猴桃为砧木,从纯正无检疫性病虫害的适生猕猴桃母枝上采集接穗,成功培育出品质独特的金寨猕猴桃。

金寨猕猴桃果肉黄色或翠绿色,沿果心有紫红色呈放射状分布,细嫩多汁,肉质嫩,味甜酸适口,风味纯正。主



要品种有"红阳""海沃德"等品种。

据统计,目前金寨县猕猴桃种植面积达3.01万亩,年产量达8000吨,年产值15亿元,并建设有3000平方米产后分选和冷藏基地,直接带动1600户贫困户参与金寨猕猴桃产业发展,每户年平均增收2000元。与网上销售平台达成长期合作协议,其深加工的"金寨猕猴桃酒"也已上市销售,市场反应良好。(中国国家知识产权局知识产权保护司、安徽省知识产权局供稿)

Out of use scope, local medical company pays 1.2 million yuan to Novo Nordisk

诺和诺德公司在华成功捍卫商标权

In 1994, Novo Nordisk Company set up a fully owned subsidiary in China. After authorization, the subsidiary is the only licensee of Novo Nordisk's No.712538 诺和诺德, No. G759747A NOVO NORDISK and its figure, No. 8086078 NOVO NORDISK and its figure and it has the right to safeguard in its name.

The subsidiary brought a case to Guangzhou IP Court and claimed that an individual surname Di, the actual controller of Shenyang Qiledadi Trade Company, has not only registered the 诺和诺德 and novo nordisk trademark in bad faith, but also established the Guangzhou Nuohu Medical Equipment Company to manufacture and distribute health shoes for diabetes-inflited feet with novo nordisk symbol. In parallel, Di also set up Nuohenuode (Note: Chinese pronunciation of 诺和诺德) Hong Kong S&T Company in Hong Kong SAR and used 诺和诺德 in health shoes promotion. The three defendants are suspected of trademark infringement and unfair competition.

The court held that the four prior registered trademarks have become famous in diabetic treatment after many years of use and heavy advertising. The defendants used the above two trademarks in question on contested goods and marked they were made by Guangzhou Nuohu Medical Equipment Company. Such actions would mislead the public about the original of goods or it has certain relationship with Novo Nordisk's registered trademark. So the trademark used on the infringing goods constituted the same or similar trademark with prior trademarks, and infringing the exclusive right of Novo Nordisk.

The court held that although the novo nordisk 诺和诺德 trademarks have been registered, their operation beyond the approved scope did not belong to exercise of trademark right accordance with law, and it could not qualify as the excuse for trademark infringement.

As for the novo nordisk 诺和诺德 trademarks used on Class 25 goods, Qiledadi Company and Di argued that

they have no nexus with the Novo Nordisk drugs used on humans, which would not cause confusion among the public. The court held that although the above two trademarks have been registered, their operation beyond the approved scope did not belong to exercise of trademark right accordance with law, and it could not qualify as the excuse for trademark infringement.

The disgruntled three defendants then brought the case to Guangdong High People's Court. Recently, the court rejected the appeal and upheld the trial-court decision.

(by Jiang Xu/Xiao Shengcheng)

本报记者 姜旭 通讯员 肖晟程

1994年,全球知名生物制药企业诺和诺德公司在华成立其全资子公司诺和诺德分公司。经授权,诺和诺德分公司是诺和诺德公司持有的第712538号"诺和诺德"、第G759747A号"NOVO NORDISK文字及图"、第8086078号"NOVO NORDISK诺和诺德文字及图"等多件注册商标在中国大陆范围内的唯一被许可人,并有权以自己的名义进行维权。

诺和诺德分公司向广州知识产权法院起诉称,邱某北是沈阳市其乐大帝商贸有限公司(下称其乐大帝公司)的实际控制人,其不仅涉嫌抢注"诺和诺德"和"novo nordisk"商标,还通过成立广州市诺和医疗器械有限公司(下称广州诺和公司),制造和销售了带有"诺和诺德"和"novo nordisk"标识的糖尿病足保健鞋。此外,邱某北还在中国香港特区设立了诺和诺德香港科技有限公司,在对上述产品宣传推广中使用了"诺和诺德"等字样。三被告的相关行为涉嫌构成商标侵权及虚假宣传的不正当竞争行为。

广州知识产权法院经审理认为,原告主张权利的4件在先注册商标经过其与诺和诺德公司多年的实际使用和大量宣传,已经在治疗糖尿病等医疗领域具有一定的知名度。被告将上述两件商标使用在与糖尿病相关的被诉产品上,且生产企业标明"广州市诺和医疗器械有限公司",必然使相关公众对商品的来源产生误认或者认为其来源与原告的注册商标的商品有特定联系。因此,被诉侵权产品使用的商标与原告在先核准注册的商标构成相同或近似商标,侵犯了原告的注册商

标专用权。

至于其乐大帝公司、邱某北辩称的其在第25类商品上合法拥有"novo nordisk""诺和诺德"注册商标,与原告经营的人用药品没有关联性,不会误导公众问题,广州知识产权法院认为,其乐大帝公司的"novo nordisk""诺和诺德"虽系注册商标,但其超出核准范围使用的行为不属于依法行使商标权的行为,故上述商标虽然是注册商标,也不能成为阻却其实施违法行为的事由。

此外,广州知识产权法院经审理还认定,被告使用"广州市诺和医疗器械有限公司"企业名称等行为构成对原告的不正当竞争。在赔偿数额确定上,广州知识产权法院综合考虑本案侵权行为的性质、侵权商品的价格、被告的经营规模等因素,酌情判令三被告共同赔偿原告经济损失等120万元。

一审判决后,三被告向广东高院提起上诉。近日,广东高院经审理作出二审判决,驳回其上诉,维持了一审原判。

