

China's IP
in foreign eyes

Recently, U.S. cloud-based service provider Salesforce.com said on it will partner with Chinese e-commerce company Alibaba Group Holdings, as Salesforce looks to make inroads into the Chinese software market with its cloud-based products. Alibaba will become the exclusive provider of Salesforce to customers in mainland China, Hong Kong, Macau, and Salesforce will become the exclusive enterprise CRM product suite sold by Alibaba. (*Salesforce expands footprint into China with Alibaba partnership, CN-BC*)

近日,美国云计算服务提供商赛富时表示将与中国电子商务公司阿里巴巴集团控股公司合作,并希望通过基于云产品服务进军中国软件市场。阿里巴巴将成为赛富时在中国内地、中国香港、中国澳门等地的独家供应商,赛富时也将成为阿里巴巴在客户关系管理相关产品套件合作伙伴。(赛富时将通过与阿里巴巴合作将业务扩展到中国,CN-BC)

Comment:

Salesforce and Alibaba's innovative exploration in the field of cloud computing need to establish standardized service processes, intellectual property management and protection mechanisms for related information and technologies. In this way, mature products and services can provide customers with efficient and reliable service.

点评

赛富时与阿里巴巴携手加强云计算领域的创新,需要建立标准化服务流程,相关信息、技术的知识产权管理和保护机制。通过这种方式,双方才能凭借成熟的产品和服务为客户提供最佳、可靠的服务保障。



Today, the company beams Chinese TV shows into the homes of 10 million subscribers in 30 African countries. The Chinese government, under its "Going Out" strategy, was encouraging entrepreneurs to head abroad and forge stronger ties with African nations. Chinese entrepreneurs looking to make early inroads in nascent markets started moving to Africa. (*How China is slowly expanding its power in Africa, one TV set at a time, CNN*)

近日,四达时代集团将中国电视节目接入30个非洲国家1000万户的家中。中国政府根据其“走出去”战略,鼓励企业走出国门,与非洲国家建立更紧密的联系。同时,中国企业家也希望早日将新兴市场领域转移到非洲国家。(中国企业如何利用一台电视机提升其在非洲市场的竞争实力,美国有线电视新闻网)

Comment:

As a "going out" Chinese company, StarTimes combines its own brand products with the market demand of African countries, and brings Chinese culture and programs to the African market to provide local people with quality products and services.

点评

作为一个“走出去”的中国企业,四达时代集团将自身品牌产品定位结合非洲国家的市场需求,将中国特色节目和东方文化带入非洲市场,为当地民众提供更多优质产品和服务。(刘娜)

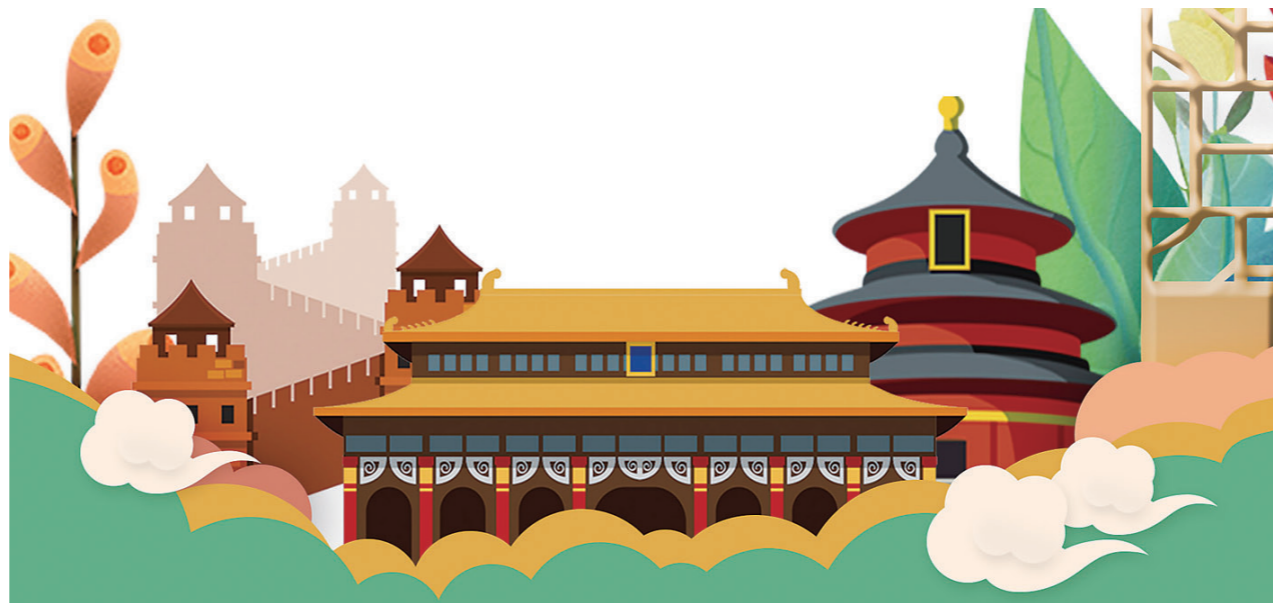
China's Achievements in IPR Protection Acknowledged Worldwide

中国知识产权保护成效获国内外社会认可

According to a regular briefing held by the State Council Information Office last Wednesday, China's aggressive deployment of tasks and achievements in IPR protection are acknowledged worldwide. Zhao Gang, vice-commissioner of China National Intellectual Property Administration (CNIPA), elaborated on the latest progresses of IPR protection and interacted with reporters together with department heads for laws and protection.

Zhao said, the Central Committee of the Party and the State Council highly values the role of IPR protection. The Government Work Report 2019 calls for strengthening of IPR protection across the board. General Secretary Xi Jinping stressed, IPR protection is the most significant part and greatest motivation in improving the entire property protection system. Premier Li Keqiang briefed on enhancing IPR protection at the 57th Executive Meeting of the State Council on July 17. CNIPA has zealously executed the decisions by the Central Committee and the State Council, worked together with other government agencies to enhance IPR protection and attained marvelous results.

A number of measures to strengthen IPR protection are currently being taken by the CNIPA, including: accelerating revision of the patent law, trademark law and other laws and regulations; improving the quality and efficiency of patent examination to increase the legitimacy of the source; combating IPR infringements and counterfeiting via special campaigns; strengthening enforcement guidance, unifying enforcement standards and normalizing enforcement protocols; ensuring inter-agency supervision of ma-



mark applications in China was 127,000, up 15.4%. According to Zhao's response to a reporter from Economics Daily, the growth of the figures is a reflection of the attraction of our market to foreign companies as well as their confidence in China's IPR system and climate for doing business.

According to Zhao, CNIPA, together with other agencies, will focus on strengthening building of various mechanisms, strengthening administrative and judicial protection, speeding up patent examination, building an intelligent trademark registration system, intensifying international cooperation. In addition, it will implement the tasks in strengthening IPR protection and protecting the legitimate rights and interests of market entities laid out at the 57th executive meeting of the State Council.

In the first half of 2019, the number of foreign invention patent applications in China reached 78,000, up 8.6%. The number of foreign trade-

mark applications in China was 127,000, up 15.4%. According to Zhao's response to a reporter from Economics Daily, the growth of the figures is a reflection of the attraction of our market to foreign companies as well as their confidence in China's IPR system and climate for doing business.

Social satisfaction of IPR protection in China increased from 63.69 points in 2012 to 76.88 points in 2018, according to the survey. The Business Confidence Survey 2019 published this May by the European Union Chamber of Commerce in China showed that about 60% among 585 surveyed EU companies in China agree that the administrative and judicial protection of China's IPR is significantly strengthened. According to the International Intellectual Property Index Report published by the Chamber of Commerce of the United States of America in March, the most outstanding achievements are those in the improvement of online retailing and pat-

ent enforcement for pharmaceutical product.

(by Wu Ke)

本报讯 (记者吴珂北京报道) 7月24日,中国国务院新闻办公室举行国务院政策例行吹风会。据悉,中国对全面加强知识产权保护工作积极部署,知识产权保护成效获国内外社会认可。会上,中国国家知识产权局副局长赵刚介绍了中国全面加强知识产权保护工作的最新进展,并与国家知识产权局条法司、知识产权保护司有关负责人一同答记者问。

赵刚表示,党中央、国务院高度重视知识产权保护工作。今年政府工作报告明确要求全面加强知识产权保护。习近平总书记强调,加强知识产权保护是完善产权保护制度最重要的内容,也是提高中国经济竞争力最大的激励。7月17日,李克强总理主持召开国务院第57次常务会议,听取关于全面加强保护工作汇报。国家知识产权局认真贯彻落实党中央、国务院决策部署,会同相关部门全面加强知识产权保护,取得积

极成效。

目前,国家知识产权局采取多项举措加强知识产权工作,包括抓紧推进修改专利法、商标法等相关法律法规;提高审查质量和效率,加强知识产权源头保护;持续开展执法专项行动,严厉打击知识产权侵权行为;不断加强执法指导工作,统一执法标准,规范执法流程,联合挂牌督办大要案件;布局建设一批知识产权保护中心;加强知识产权海外纠纷应对机制建设,设立国家海外知识产权纠纷应对指导中心;加快推进知识产权信用体系建设;加强知识产权保护国际合作等。

赵刚介绍,下一步国家知识产权局将会同有关部门,从继续加强制度和体系建设、持续强化行政及司法保护、加快专利审查、商标注册智能化系统建设、更大力度加强国际合作等方面,落实好国务院第57次常务会议关于进一步强化知识产权保护工作、切实保护各类市场主体合法权益的重要部署。

今年上半年,国外在华发明专利申请量达到7.8万件,同比增长8.6%;国外在华商标申请量为12.7万件,同比增长15.4%。在回答经济日报记者相关问题时,赵刚指出,知识产权与贸易紧密相连,相关数据的增长反映出中国市场对国外企业有很大的吸引力,同时也说明国外企业对中国知识产权制度及营商环境是信任的,显示出国际社会对中国知识产权保护的信心。

据调查,中国知识产权保护社会满意度由2012年的63.69分提升到2018年的76.88分。中国欧盟商会今年5月发布的2019年度《商业信心调查》报告显示,受访的585家在华欧盟企业约六成认为中国知识产权行政与司法保护力度明显加强。美国商会今年3月发布的国际知识产权指数报告专门指出,中国在网络销售环境改善、药品专利执法等方面的成绩尤其突出。

Mengding Mountain Tea

蒙顶山茶

Mengding Mountain Tea is produced in Mingshan District of Ya'an City, Sichuan Province. It lies in 30 degrees north latitude with the middle latitude subtropical humid climate. The annual average temperature is 15°C. It has high forest coverage, deep soil layer and abundant rainwater. Its unique geographical and climatic conditions are suitable for the growth of tea trees.

According to records, Wu Lizhen

who is known as the tea ancestor of the Western Han Dynasty, planted tea trees between the peaks of Mengding Mountain. The Compendium of Materia Medica, written by Li Shizhen, a medical scientist in the Ming Dynasty, records that "True tea is cold in nature, but the tea from Mengding Mountain in Ya'an is warm and mainly dispelling diseases", which indicates that Mengding Mountain tea greatly benefits to human health as a neutral tea.

Mengding Mountain Tea is processed by combining traditional technology with modern advanced technology. It has the special quality of refreshing taste and strong aftertaste. Since the implementation of the protection of geographical indications, the product brand value has been constantly improving by promoting core brand "Mengding Mountain Sweet Dew" and the high ending brand "Mengding Mountain Huangya".

(Courtesy of the IP Protection Department of CNIPA and IP Bureau of Sichuan Province)

蒙顶山茶产于四川雅安市名山区,产地位于北纬30度,属中纬度亚热带湿润气候,年平均气温15°C,森林覆盖率高,土层深厚,雨水充沛,得天独厚的地理气候条件适于茶树的生长。

据记载,西汉时期茶祖吴理真在蒙顶山山峰之间种下茶树。明代医学家李时珍所著《本草纲目》记载:"真茶性冷,惟雅州蒙顶山出者温而



主祛疾",该记载表明了蒙顶山茶是中性茶,常饮蒙顶山茶,对人体健康大有益处。

蒙顶山茶采用传统工艺与现代先进技术相结合加工而成,具有滋味鲜爽,浓郁回甘的特定品质。实施地理标志保护以来,名山区通过打造“蒙顶山甘露”拳头品牌,推进“蒙顶山黄芽”高端品牌,不断提升地理标志品牌价值。

(中国国家知识产权局知识产权保护司、四川省知识产权局供稿)

NUMBERS

14th

China ranked 14th in innovation, up three spots over last year, maintaining the upward momentum for the fourth consecutive year, according to the 2019 Global Innovation Index Index issued by the World Intellectual Property Organization in India on July 24.

第14位

7月24日,世界知识产权组织(WIPO)在印度发布2019年全球创新指数(GII)。中国连续第四年保持上升势头,排在第14位,较去年上升3个位次。

70

In 2018, every 100 million yuan spent on R & D resulted in 70 inven-

tion patent applications filed in the country, up 19 over 1991, according to the report on Socio-economic Development of 70th Anniversary of Founding of People's Republic of China issued by National Bureau of Statistics recently.

70件

日前,中国国家统计局发布了新中国成立70周年经济社会发展成就报告。报告显示,2018年,我国平均每亿元研发经费产生境内发明专利申请70件,比1991年提高19件。

234

In the first half of 2019, the registration of patent pledge contract amounted to 234 in Shaanxi province, up 33.9% year-on-year, ranking fifth in China. In parallel, the companies in the province secured a loan of 1.289 billion yuan by pledging 387 patent rights, up 33.8% and 18.7% respectively.

234件

今年上半年,陕西省专利权质押合同登记234件,同比增长33.9%,数量位列全国第五。质押专利387件,质押贷款总金额12.89亿元,较上年同期分别增长18.7%、33.8%。

457

In 2018, the Receiving Branch of the Patent Office of China National Intellectual Property Administration in Guangzhou has handled 457 pre-examination cases for designs, 423 of which have been granted. All of the pre-examined applications have been granted within period of about two weeks.

457件

2018年,中国国家知识产权局专利局广州代办处已受理外观专利前置服务457件,目前已授权423件,预审通过案件率100%,授权周期保

持在2周左右。

1,970

As of now, China Railway No.4 Survey and Design Group have housed 1,970 valid patents, 440 of which were inventions, ranking the top in railway industry.

1970件

截至目前,中铁第四勘察设计院集团有限公司有效专利总量已达1970件,其中发明专利440余件,在铁路行业内稳居第一。

78

As of now, the 78 approved GI (geographical indication) products in Anhui province have registered 154 GI certification marks. The province has formulated 42 local standards and 10 management regulations.

78个

截至目前,安徽省获批78个地

理标志产品中,注册地理标志证明商标154件,已制定地方标准42个,制定管理规范10个。

600

China (Sichuan) IP Protection Center, one of the initial IP centers of its kind in China, was approved to set up in August, 2017. As of now, some 600 companies and public institutions have been registered to become the first group of businesses to enjoy rapid pre-examination.

600家

截至目前,中国(四川)知识产权保护中心中心已完成首批快速预审服务企业事业单位备案600家。

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