

China's IP
in foreign eyes

An impactful report by the Council on Foreign Relations underscores that the U.S. risks losing its worldwide innovation leadership to China. A narrowing gap between the U.S. and China in technology innovation leadership is a trend. National R&D spending is just one significant element of China's rise that I document in my book, which demonstrates how China's tech sector is challenging the world by innovating faster, working harder and going global. (*A Sputnik Moment For The U.S. As China Forges Ahead In Tech Innovation*, by Reuters)

根据美国外交关系委员会发表的一份报告显示,美国可能会将其在全球创新领域的领先地位拱手让给中国。美国和中国在技术创新上的差距逐渐缩小。政府加大对研发的投入只是中国崛起的一个因素,它展示了中国科技企业如何通过创新,以及更努力地工作,走向全球,接受世界范围内的挑战。(随着中国在科技创新方面取得领先,美国将感到危机,路透社)

Comment:

S&T is the invisible battlefield between great powers. In recent years, China is becoming a leader in innovation, reflecting by the facts that the Chinese government attaching importance on the protection of IPRs and promoting S&T innovation.

点评

科学技术是大国之间博弈的无形战场。近年来,随着中国政府不断强化知识产权保护,推动科技创新发展,中国正成为创新的引领者。



China's massive investment in AI is changing the entire world at an accelerating rate. Just like climate change is accelerating, so is AI. China is already ahead in super apps, facial recognition, app ecosystems, E-commerce, payments and online to offline retail (o2o). China is, for all intents and purposes, playing a much longer game with the future of artificial intelligence. (*China's Artificial Intelligence is Fueling Innovation*, by Forbes)

就像全球气候变化正在加速一样,中国在人工智能的创新正加速改变整个世界。中国已经在软件应用、人脸识别、应用生态系统、电子商务、移动支付以及线上到线下零售方面领先。无论从哪个角度看,未来,中国都将在人工智能领域发挥着不可替代的作用。(中国的人工智能正在推动创新,福布斯)

Comment:

Amid of the rapid development and wide use of AI technology, many countries have been beefing up IP protection on this regard. Chinese business should take a patent portfolio-based approach for venturing out.

点评

在人工智能技术快速发展和广泛应用的背景下,人工智能的知识产权布局与保护得到各个国家的重视。中国要抢抓人工智能发展机遇,抓紧布局。

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Logo for 70th anniversary of nation's founding protected as special symbol

“中华人民共和国成立70周年”活动标志获得特殊标志保护

Recently, China National Intellectual Property Administration (CNIPA) announced that under the *Administrative Regulations for Special Symbols*, an application of the logo for events in celebration of the 70th anniversary of the founding of the People's Republic of China (PRC) filed by the State Council Information Office (SCIO) for special symbol registration was approved, certified to be used on all 45 categories of the *International Classification of Goods and Services for the Purposes of the Registration of Marks* from August 27, 2019 to August 27, 2023.

The logo was unveiled by the SCIO on this past June 3. According to the Office, the logo may be used nationwide at festive events and public outreach activities in connection with the 70th anniversary and is prohibited for commercial advertisement, trademark composition or any other commercial activities as well as at private celebrations and funerals. Meanwhile, products affixed with the logo shall be close to the theme of the anniversary and misuse and abuse is forbidden.

"The approval of the special symbol registration has provided a potent basis for use, administration and protection of the logo, which can effectively curb any commercial activities and misuse as well as malicious squatting for trade-

mark registration and use," said Zhang Zhicheng, Director General of CNIPA's IP Protection Department, adding that the logo as a public-interest special symbol represents national dignity and image. It is necessary to vigorously protect the symbol by law and prevent other organizations and individuals from using it for commercial purposes.

"Special symbols are unique because instead of directly reflecting the source of the goods or the provider of the service, they indicate the goods or services carrying them are related to national and international cultural, physical, scientific research and other public-interest activities sanctioned by the State Council and generally composed of names and abbreviations with characters and figures, emblems and mascots," said Zhang, adding that special symbols may appear on relevant products or services with permission. Any fund raised through the use of a special symbol, either by its owner or by other parties via license from the owner, shall be infused to the public-interest work served by the special symbol and assume the supervision from the State Council agencies specialized in finance and audit.

In an effort to crack down on infringement of special symbols, relevant agencies have already adopted cer-

tain measures. For instance, the State Administration for Market Regulation, assisted by CNIPA, formulated the *Iron Fist Action Plan for IP Enforcement 2019* in April, highlighting sanctions against infringement of special symbols as one of the five main tasks. According to the Action Plan, law enforcement of special marks centers on international and national sports, cultural events and infringement of the exclusive rights of special symbols will be severely punished. Focusing on clothes, toys and souvenirs, law enforcement officers heightens patrol key areas including wholesale markets, key retail streets and tourist locations with eyes trained on illegal use of marks and sales of infringing goods, cultivating a sound environment for relevant events.

(by Wang Guohao)
日前,中国国家知识产权局发布公告,依据《特殊标志管理条例》,对中华人民共和国国务院新闻办公室提交的“中华人民共和国成立70周年”活动标志的特殊标志登记申请予以核准,核准使用商品及服务为《商标注册和服务国际分类》的全部45个类别,

有效期限为2019年8月27日至2023年8月27日。

该标志由国务院新闻办公室于6月3日正式发布。国务院新闻办公室在庆祝标志的使用说明中,明确该标志用于各地各部门庆祝中华人民共和国成立70周年活动环境布置和群众性主题教育活动用品制作,并要求庆祝活动标志不得用于商业广告、制作商标或其他任何商业性用途,不得用于私人庆典和吊唁活动,而且以庆祝活动标志为元素制作的用品要与庆祝中华人民共和国成立70周年主题密切相关,不得乱用、滥用。

“国家知识产权局对庆祝活动标志的特殊标志登记申请予以核准,为庆祝活动标志的使用、管理与保护提供了有力依据,可有效防止他人用于商业性用途及乱用、滥用,并防止他人恶意申请注册商标及使用。”中国国家知识产权局知识产权保护司司长张志成表示,庆祝活动标志作为一个公益性特殊标志,体现了中国的国家尊严和形象,有必要依法依规加强保护,防止其他组织和个人以商业目的非法使用该特殊标志。

“特殊标志的特殊之处在于其并

不直接表明商品来源与服务提供者,而是表明使用该标志的商品或服务与文化、体育、科学研究及其他社会公益活动有关,一般由文字、图形组成的名称及缩写、会徽、吉祥物等组成。”张志成表示,特殊标志可以经许可出现在有关的商品或服务上,特殊标志所有人使用或者许可他人使用特殊标志所募集的资金,必须用于特殊标志所服务的社会公益事业,并接受国务院财政部门、审计部门的监督。

为打击特殊标志侵权行为,相关部门已经采取了一些措施。比如,今年4月,中国国家市场监督管理总局、国家知识产权局印发了《2019年知识产权执法“铁拳”行动方案》,将严厉查处特殊标志侵权行为作为5项主要任务之一,围绕举办国际性、全国性的体育、文化等重要活动加强特殊标志执法,严厉查处侵犯标志专有合法权益行为,以服装、玩具、纪念品等商品为重点,加大对批发市场、重点商业街、旅游景区等重点区域的执法检查力度,严厉查处非法使用标志和销售侵权商品等违法行为,为活动举办营造良好环境。

(王国浩)

Photo News

Recently, mosaicultures have been completed and erected at 12 places along Chang'an Avenue in Beijing to hail the upcoming 70th anniversary of the founding of the People's Republic of China, which attract many citizens' attention. A mosaiculture in the northeast corner of Fuxingmen Bridge called "Better Future" was designed with rainbow and Chinese knot as its main part and decorated with the words Chinese Dream, composing a magnificent chapter of building a prosperous, strong, democratic, civilized, harmonious and beautiful socialist modernized power in an all-round way and realizing the great rejuvenation of the nation.

(photo by Zeng Jia)

为了迎接中华人民共和国成立70周年,近日,北京长安街沿线的12处立体花坛竣工,吸引了众多市民观赏。位于北京市复兴门桥东北角的“美好明天”花坛以彩虹、中国结为主景,嵌有“中国梦”,意在谱写全面建设富强民主文明和谐美丽的社会主义现代化强国,实现中华民族伟大复兴的壮丽篇章。

本报记者 曾嘉 摄影报道



IP protection shields 2022 Winter Games

迎冬奥 知识产权保护先行

Property Administration (CNIPA) one day earlier. They are the officials of the Beijing Organizing Committee for the 2022 Olympic and Paralympic Winter Games in representation of the Committee to file an application for eight design patents including labels, signs and graphical user interfaces (GUIs) relevant with the mascots of the Games.

"Olympic mascots are intangible properties. Protecting mascots with IP is a must for promoting continuous development and safeguarding the image and reputation of the Games. The application received this time is an important part of the IP protection package for the mascots," said a principal of CNIPA's IP Protection Department, adding that the preparation work for the 2022 Winter Games cannot go without the strong support of IP.

On top of the design patents application filed, the two officials also filed 270 trademark applications, *inter alia*, seeking protection for the mascots' names in both Chinese and English.

When the emblems of the Winter Games were unveiled, the Committee immediately filed design applications for labels, signs and GUIs of the Olym-

pics emblem 'Winter Dream' and the Paralympics emblem 'Flying High'. In addition to executing its official duties in handling patent application and examination of the torch and mascots of the Games by law, CNIPA aggressively deployed special campaigns in Beijing and Hebei, the locations of the Games, stepping up efforts in striking Olympic IP infringement and counterfeiting, continuously establishing and improving relevant complaint reporting systems and upgrading enforcement efficiency and quality.

(by Li Duo)

2019年9月17日,距北京2022年冬奥会开幕还有871天。在北京首钢冰球馆,冬奥会吉祥物“冰墩墩”和冬残奥会吉祥物“雪容融”揭开面纱。

而就在此前一天,中国国家知识产权局专利局受理大厅迎来了两位特殊的申请人:北京2022年冬奥会和冬残奥会组织委员会(下称北京冬奥组委)的工作人员。当天,他们代表北京冬奥组委在受理大厅正式提交了北京冬奥会吉祥物、北京冬残奥会吉祥物形象相关的标识、标牌、图形用户界面(GUI)等8件外观设计专利申请。

“奥运吉祥物是奥林匹克无形资产,对奥运吉祥物进行知识产权保护,是推动奥林匹克运动持续发展、维护

赛会形象和声誉的必要条件。这次受理的外观设计专利申请,就是围绕北京冬奥组委发布的北京2022年冬奥会和冬残奥会吉祥物开展知识产权保护工作的重要组成部分。”中国国家知识产权局知识产权保护司有关负责人表示,筹办好北京2022年冬奥会和冬残奥会,离不开知识产权的有力保障。

当天,除在国家知识产权局专利局受理大厅提交外观设计专利申请外,两位工作人员还代表北京冬奥组委在国家知识产权局商标局受理大厅提交了北京冬奥会吉祥物形象、北京冬残奥会吉祥物形象相关的中英文名称270件商标注册申请。

中国国家知识产权局知识产权保护司有关负责人表示,在北京2022年冬奥会和冬残奥会会徽发布时,北京冬奥组委将北京2022年冬奥会会徽“冬梦”和冬残奥会会徽“飞跃”提交了标识、标牌和GUI等3类多件外观设计专利申请。国家知识产权局依法积极做好2022年北京冬奥会火炬、吉祥物等的专利申请、审查工作,并部署在北京、河北等重点地区组织开展专项行动,加大对涉及奥林匹克知识产权侵权假冒行为的打击力度,不断建立健全相关举报投诉机制,提升涉及奥林匹克知识产权执法的效率与水平。

(李锋)



"Bing Dwen Dwen" (left) is a personified panda. Bing, or ice in Chinese, symbolizes purity and perseverance, matching what the Winter Olympics embodies; Dwen Dwen fits the healthy, sparky and charming image of pandas, in sync with the strong body and tenacity of the athletes and the inspiring Olympic spirit. "Shuey Rhon Rhon" (right) is designed based on a lantern. Shuey has the same pronunciation as the Chinese character snow, naturally meaning unblemishedly white and beautiful, a sure feature of winter sports. Rhon Rhon sends the message of interactions and mutual teaching and harmonious development, reflecting the good vision of creating a more inclusive world and building a community of shared future through Paralympic sports.

“冰墩墩”(左)以熊猫为原型设计制作。冰,象征纯洁、坚强,是冬奥会的特点;墩墩,意喻健康、活泼、可爱,契合熊猫的整体形象,象征着冬奥会运动员强壮的身体、坚韧的意志和鼓舞人心的奥林匹克精神。“雪容融”(右)则以灯笼为原型设计制作。雪,象征洁白、美丽,是冰雪运动的特点;容融,表达了世界文明交流互鉴、和谐发展的理念,体现了通过残奥运动创造一个更加包容的世界和构建人类命运共同体的美好愿景。

"Bing Dwen Dwen", an official mascot for the Beijing 2022 Winter Olympic Games, and "Shuey Rhon Rhon", an official mascot for the Beijing 2022 Winter Paralympic Games, made its public debut at Beijing's Shou-

gang Ice Hockey Arena on September 17, 2019, with 871 days to go before the opening of the 2022 Winter Games.

Two special applicants came to the receiving hall of the Patent Office under the China National Intellectual