

China's IP
in foreign eyes

Chinese e-commerce giant Alibaba set a sales record on Singles Day, the world's largest 24-hour shopping event. At the end of the event, GMV stood at 268.4 billion yuan, just under a 26% rise from the figure posted last year. To help boost sales, Hangzhou-based Alibaba expanded the number of discounted items in this year's event and put a heavy emphasis on livestreaming via its platforms to help sell goods. (CNBC, Alibaba breaks Singles Day record with more than \$38 billion in sales)

中国电子商务平台阿里巴巴在全球最大购物节之一的“光棍节”活动上,24小时创造了新的记录。活动结束后,网站成交金额(GMV)为2684亿元人民币,比去年同期增长了26%。为了促进销售,阿里巴巴在今年的活动中着重强调通过网络直播的形式来帮助销售商品。(CNBC, 阿里巴巴以超过380亿美元的销售额打破双十一纪录)

Comment:

Under the growth of live shopping, brings huge economic benefits, however, the live broadcasters should respect the intellectual property rights of the brand. Only by properly promoting brand products can we achieve long-term healthy development.

点评

网络直播增长态势下,虽然带来巨大的经济效益,但直播者在推荐产品时更应尊重品牌的知识产权。只有合理宣传品牌产品,才能实现行业健康长远发展。



China is now looking to become a global leader in areas from blockchain to artificial intelligence (AI). In 2017, Beijing laid out plans to become the world leader in artificial intelligence by 2030, with the aim of making the industry worth 1 trillion yuan (\$147.7 billion). 5G is set to play a key role in technology development moving forward. The country will account for the largest number of 5G connections by 2025, more than North America and Europe combined, according to mobile industry body GSMA. (CNBC, China throws its weight behind AI and blockchain as it aims to be the world's tech leader)

如今,中国正日益成为从区块链到人工智能(AI)领域的全球领导者。2017年,中国制定了到2030年成为全球人工智能领军者的计划,旨在推动该行业的市场价值达到1万亿元人民币。实际上,5G技术在其发展中发挥着关键作用。根据移动行业组织(GSMA)数据显示,到2025年,中国5G用户数量将超过北美和欧洲的总和。(CNBC, 继人工智能之后,中国致力于成为区块链技术的全球技术领导者)

Comment:

Blockchain, as a new applied technology, records all aspects of trading activities and cannot be tampered with. Innovative subjects should grasp the opportunities of Blockchain technology development and increase the cultivation of high-value patents from the aspects of technological innovation and intellectual property layout.

点评

区块链作为一种新型应用技术,记录着交易活动各个环节,且不可篡改。创新主体应把握区块链技术发展的机遇,从技术创新和知识产权布局两方面加大高价值专利培育力度。(刘娜)

Protocol on GI collaboration signed in front of Chinese, French leaders

中法两国元首见证中法地理标志合作议定书签署

A protocol on agriculture and food geographic indication (GI) cooperation between China National Intellectual Property Administration and French Ministry of Agriculture and Alimentation and French National Institute for Appellations of Origin and Quality (INAO) was signed in front of Chinese President Xi Jinping and French President Macron at the Great Hall of the People in Beijing on November 6. CNIPA Commissioner Shen Changyu, French Minister for Agriculture Didier Guillaume and INAO President Marry Guittard, as representatives of the competent authorities of the two countries, put their names on the dotted lines, ushering the two countries' cooperation in agriculture GIs into a new chapter.

In recent years, CNIPA has been steadily advancing determination of geographic indications, beefing up protection of GI products and working dynamically with foreign partners in this regard. The conclusion of the protocol reflected China's achievements in GI international cooperation and its firm attitude and strong determination in strictly protecting GI products and other IPRs.

Both China and France boast a long history and are home to prolific GI products. The protocol will not just stimulate collaboration and promotion of GI products and bring benefits to people of the two countries, but help facilitate local economical and bilateral trade relationship. (by Guo Xin)

本局讯 11月6日,在中国国家主席习近平和法国总统马克龙的共同见证下,《中国国家知识产权局与法国农业和食品部、法国国家原产地和质量管理局关于农业和食品地理标志合作的议定书》在北京人民大会堂正式签署。中国国家知识产权局

局长申长雨、法国农业部部长迪迪埃·纪尧姆及法国国家原产地和质量管理局局长玛丽·吉塔德分别代表两国地理标志主管部门在议定书上签字。该议定书的签署标志着中法两国在农业和食品地理标志领域的合作关系开启了新篇章。

近年来,中国国家知识产权局稳步推进地理标志认定工作,不断加大地理标志产品的保护力度,积极开展地理标志对外交流与合作。此次合作议定书的签署彰显了中国在地理标志产品保护国际合作领域取得的新成就,凸显了中国更大力度加强包括地理标志产品在内的知识产权保护的鲜明立场和坚定态度。

据悉,中法两国均拥有悠久的历史以及丰富的地理标志产品,此次签署的合作议定书,不仅有助于两国地理标志产品合作与推广,为中法民众带来新福利,也有利于促进地方特色经济发展,推动双边经贸关系。

(国新)



Photo News

On November 15, CNIPA Commissioner Shen Changyu held talks with visiting Cyprus' ambassador to China Antonis Toumazis. They share views on how to file for protection of trademarks, patents and GIs in China. Shen wishes to bolster mutual understanding and trust, bring benefit to IP users and facilitate socio-economic development of the two countries. Toumazis said efforts should be made to further beef up IP collaboration between China and Cyprus by expanding cooperation fields, leading to more fruits in the future.

(by Liu Peng/Jiang Wenjie)

11月15日,中国国家知识产权局局长申长雨在京会见了来访的塞浦路斯驻华大使安东尼斯·图马齐斯,双方就在华注册商标、提交专利申请和申请地理标志保护等相关程序进行了交流。申长雨表示,希望通过此次会谈进一步加强彼此了解和互信,惠及两国知识产权用户,服务两国社会经济发展。安东尼斯·图马齐斯希望进一步推动塞中知识产权领域合作,拓宽合作领域,期待产生更多合作成果。蒋文杰 柳鹏 摄影报道

单语看地标

Panjin rice is produced in Panjin City of Liaoning Province, located in the south of the Songliao Plain. The wetlands of coastal Panjin are traversed by rivers, and the terrain is flat with deep topsoil, making it the perfect place to produce excellent-quality eco-friendly-grown rice. The suitable temperature condition and long growth period ensure that the rice fully grows and develops, and the grown ja-

ponica rice has low amylose content, strong toughness and good taste.

The written record about the Panjin rice planting was started in 1907. Panjin has become the important national commodity grain base after more than 100 years history of traditional cultivation. The annual output of high quality rice is more than 1 million tons. The producer in Panjin created the crab-rice ecological planting model. Rice

Panjin Rice
盘锦大米

and crabs have a symbiotic relationship. This model avoids using fertilizers and pesticides so that the producers can make sure the quality of rice.

Moreover, Panjin Rice has high quality by using the modern low-temperature green grain storage technology to store rice and closed physical machinery clean processing technology to process the rice during the entire process. (Courtesy of Intellectual Property Protection Department of China National Intellectual Property Administration)

盘锦大米产于辽宁省盘锦市,地处松辽平原南部,滨海湿地,河流纵横,地势平坦,土层深厚,为生产优质、生态稻米提供了得天独厚的自然条件。适宜的温度条件和较长的生长期确保水稻充分生长发育籽粒成熟,梗米直链淀粉含量低,韧性强,口感好。

盘锦水稻种植记载始于1907年,历经一百余年的发展,盘锦成为我国重要的商品粮基地,优质水稻年产量100多万吨,创设了蟹稻生态种植模式,通过大米和螃蟹的共生关系,减少使用化肥和农药,保证稻米的品质。此外,大米加工企业通过采用现代低温绿色储粮技术储藏大米,利用封闭式物理机械清洁加工技术对大米进行全程加工,使得盘锦大米具有较高的品质。(中国国家知识产权局知识产权保护司供稿)



NUMBERS

10

As of now, Beijing IP Office has developed ten People Mediation Committees for IP Dispute, with 242 mediators involved.

10家

截至目前,北京市知识产权局已建立10家知识产权纠纷人民调解委员会,并培养了一支拥有242人的人民调解员队伍。

1,775

Ningbo IP Office has mediated cumulatively 1,775 IP dispute cases since the third platform was established in

2016. In 2018, the office mediated 427 cases with mediation rate of 67.1%.

1775起

自2016年成立第三方平台以来,宁波市知识产权局累计成功调解知识产权纠纷1775起,其中,2018年成功调解纠纷427起,调解成功率67.1%。

177

As of the end of October this year, 177 patents have been pledged in Guangxi and 48 companies secured a loan of 470 million yuan by pledging their patents.

177件

截至10月底,广西质押专利项目累计177件,48家企业获得专利权

质押融资金额合计4.7亿元。

8,005

In the first three quarters of this year, administration enforcement authorities in Anhui Province have seized 8,005 IP infringement and selling of counterfeit goods cases, with a fine of 46.45 million yuan.

8005件

今年前三季度,安徽省行政执法部门共查处侵犯知识产权和制售假冒伪劣商品案件8005件,罚款4645万元。

2.3155 million

From July 1 to the end of October, the Guangzhou Customs detained 694 groups of 2.3155 million goods which were suspect of IP infringement, with a value of 2.2578 million yuan, safe-

guarding the lawful rights of 68 IP holders from 14 countries and regions.

231.55万件

从7月1日至10月底,广州海关共实际扣留涉嫌侵权货物694批,扣留货物数量约231.55万件,案值225.78万元,有力地保护了涉及14个国家和地区的68家知识产权权利人的合法权益。

47,519

As of now, there are cumulatively 47,519 patent agents in China, 19,931 of who are patent attorneys with a credential to operate.

4.7519万人

截至目前,全国共有4.7519万人获得了专利代理师资格证书,其中执业专利代理人1.9931万人。

700

The IP alliance for Beijing textile industry was set up recently. The members of the alliance have nearly 700 granted patents and participated in formulating of ten international standards.

700件

日前,北京纺织行业成立知识产权联盟。成员单位拥有专利近700件,曾参与制定10余项国际标准。

英文翻译 柳鹏

Translator Liu Peng

责任编辑 柳鹏

Executive Editor Liu Peng