

China's IP
in foreign eyes

Of college students graduating in 2017, 3 percent started their own businesses within half a year, almost double the rate in 2011. A survey released by a few dozen colleges at the beginning of 2018 showed that close to 90 percent of college students in China have considered creating their own company. Recently, there is the newly awakening entrepreneurship drive among the young Chinese students. There's a reason students are so passionate about entrepreneurship. (*China Is Winning the Race for Young Entrepreneurs, by Foreign Policy*)

在2017年毕业的中国大学生中,3%的人在半年内创业,几乎是2011年的两倍。2018年初几十所大学发布的调查显示,中国将近90%的大学生考虑创业。当然,中国学生对创业如此热衷是有原因的。政府已推出多项举措鼓励创业。(中国正迎来年轻人创业热潮,外交政策)

Comment:

In recent years, Chinese college students' enthusiasm for entrepreneurship is at all-time high. China has constantly taken a series of measures to strengthen the protection of IPRs, optimize the business environment, providing a solid guarantee for entrepreneurship.

点评

近年来,中国学生创业热情高涨。中国不断采取一系列措施强化知识产权保护力度,优化营商环境,为创业提供了坚实保障。



Her life looks like one straight out of a fairy tale. Li Ziqi impresses millions with her videos, where she makes seemingly everything from scratch with her two hands, from dyeing a dress with fresh grape juice to fashioning traditional lipstick from roses in her garden to foraging on horseback in order to prepare one exquisite meal after another. She has some 50 million fans in China and another 8 million overseas, but she remains a mystery to many of them. (*Netred Li Ziqi reveals the difficulties behind the video production for the first time, by Goldthread*)

李子柒的生活就像童话故事一样,她的视频给无数人留下深刻印象。她几乎是完全凭借双手来完成所有事情,仅仅用自己的双手,从用新鲜的葡萄汁染裙子,到在她的花园里用玫瑰塑造传统口红,再到骑马觅食,只是为了准备一顿又一顿精致的晚餐。李子柒在中国拥有5000万粉丝,另外在海外还有800万粉丝,但她对许多人来说始终是个谜。("网红"李子柒首度揭秘视频制作背后的艰辛,Goldthread视频)

Comment:

Li Ziqi showed the Chinese culture to the world and was loved by many people. With the rapid increase of popularity, Content creators like Li Ziqi should improve their awareness of IPRs, launch trademark layout in time, and actively maintain their own trademark rights.

点评

李子柒向世界展现了中国文化,受到了不少人的喜爱。随着知名度的迅速提高,像李子柒这样的内容创作者要提高知识产权意识,及时展开布局,积极维护自身商业价值。(李倩)

CNIPA launches new IP policy to echo regulation on optimizing market environment

中国国家知识产权局出台实施意见

深化知识产权领域“放管服”改革

CNIPA's first document of 2020 heralds its pro-business philosophy in the mid-term future. The Implementing Opinions on Deepening Reform of Ease, Administer, Serve in the IP field and Building Sound Business Environment is a collection of pro-business services.

The enactment of this Implementing Opinions aims to materialize the CPC Central Committee and the State Council's decision on ease, administer, serve, implement the Regulation on Optimizing Business Environment (effective January 1), transform missions of IP administrations and galvanize IP's edge in inspiring innovation and economic development, according to a principal from CNIPA's department of public services.

With the reform of ease, administer, serve in the IP field gradually entering into deep water, IP administrations are evidently offering more dynamic services. The Implementing Opinions clarifies the transformation of government missions in IP, requirements, philosophy, targets, measures relating to ease, administer, serve, elevation of governance efficiency, modernization of IP governance, meeting with the demands of market entities and economic development, enabling the fruits of reform to benefit the public and market entities more profoundly and extensively.

In the next three-year cycle, namely

as of 2022, IP filing shall be easier, examination shall be more efficient, use shall be more intensive, protection shall be more powerful, service shall be more premium. The Implementing Opinions is drafted by following the questions, demands, efficiency to promote innovation in infrastructure, expand supply of resources and deep integration. First, leaning on streamlining IP examination procedures, upgrading examination quality, improving examination efficiency, advocating the notification-promise mechanism, relax and release red tapes and inspire innovative power of the society. Second, leaning on improving IP protection system, innovating IP protection methods, enhancing oversight of IP service providers, delivering heavy blows to abnormal IP applications, innovate methods of oversight and build a sound innovation and development environment. Third, leaning on combining and optimizing IP government service resources, promoting transparency of IP formalities, improving convenience of IP formalities, strengthening supply of IP information service resources, enhancing support to IP service industry, facilitating IP commercialization, elevate service quality and accelerate innovation progression.

As a next step, CNIPA will formulate specific tasks based on the Implementing Opinions, make further plans

and organization of them to ensure solid materialization of these reform measures. (by Wang Baolong)

本报讯 近日,中国国家知识产权局印发2020年首份文件——《关于深化知识产权领域“放管服”改革营造良好营商环境的实施意见》(下称《实施意见》),推出一系列惠民便民的高效服务。

中国国家知识产权局公共服务司有关负责人介绍,此次出台的《实施意见》旨在深入贯彻落实党中央、国务院关于深化“放管服”改革的决策部署,切实贯彻执行1月1日施行的《优化营商环境条例》,进一步推动知识产权领域职能转变,持续优化营商环境,充分发挥知识产权制度优势,推动创新驱动发展和经济高质量发展。

近年来,随着知识产权领域“放管服”改革持续深化,知识产权公共服务能力明显提升。为进一步巩固和深化改革成果,《实施意见》进一步明确了知识产权领域职能转变和“放管服”改革的总体要求、工作思路、任务目标和具体举措,全面提高行政效能,促进知识产权治理能力现代化,着力满足市场主体的主要诉求和经济发展的迫切需要,推动改革成果在更深程度、更大范围上惠及社会公众和市场主体。

立足于未来三年时间周期,《实施意见》提出,到2022年实现知识产权申请更便利、审查更高效、运用更深化、保护更有力、服务更优质。为此,《实施意见》坚持问题导向、需求



导向和效能导向,推动机制创新,加大资源供给,推进深度融合。一是以优化知识产权审查流程、提高知识产权审查质量、提升知识产权审查效率、推行告知承诺制等4个方面为重点,深化简政放权,推动持续激发社会创新活力;二是以积极完善知识产权保护体系、创新知识产权保护方式、加强知识产权保护行业监管、加大对知识产权非正常申请打击力度等4个方面为重点,创新监管方式,推动营造良好创新发展环境;三是以整

合优化知识产权政务服务资源、推动知识产权业务办理公开透明、提升知识产权业务服务便利化程度、加强知识产权信息服务资源供给、加大对知识产权服务业的支持力度、促进知识产权运用等6个方面为重点,提高服务水平,加速推进创新进程。据悉,下一步,中国国家知识产权局将细化制定《实施意见》任务分工方案,加强统筹规划,做好组织实施,确保各项改革举措落到实处,取得实效。(王宝龙)



Photo News

Farmers in Donghai County, Jiangsu province are rushing production of Chinese knot, peace knot, wealth knot and other decorations when 2020 Chinese Lunar New Year comes. The Chinese knot, a kind of intangible cultural heritage, is a typical hand-made craft which embodies unique beauty of traditional culture in China. photo by Zhang Ling

2020年中国农历春节来临之际,江苏省东海县农民正在赶制春节市场所需的春节结、平安结、富贵结等饰品。中国结是中国特有的手工编织工艺品,是非物质文化遗产,体现着中国传统文化的独特魅力。

通讯员 张玲 摄影

NUMBERS

20,000

As of the end of 2019, there were 2,649 patent firms housing more than 20,000 licensed patent attorneys, up 1.9 and 1.5 times compared with the end of 2012.

2万人

截至2019年11月底,中国专利代理机构已经达到2649家,执业专利代理师突破2万人,与2012年底相比,分别增长了1.9倍和1.5倍。

6.63 trillion yuan

In 2018, the added value of the copyright industry stood at 6.63 trillion yuan, up 9%; accounting for 7.73% of the GDP in China, up 0.02 percentage points over the previous

year, according to a report issued by the Chinese Academy of Press and Publication recently.

6.63 万亿元

近日,中国新闻出版研究院发布2018年中国版权产业经济贡献调研报告。调研显示,2018年中国版权产业的行业增加值为6.63万亿元,同比增长9.0%;占GDP的比重为7.37%,比上年提高0.02个百分点。

93.662 billion yuan

As of now, in Anhui, 217,000 self-employed businessmen and 453 companies are using GI trademarks and special labels, generating 93.662 billion yuan in gross production value.

936.62 亿元

截至目前,安徽省使用地理标志商标和专用标志的经营户21.7万个、企业453家,总产值达936.62亿元。

29.83

As of November of 2019, in Jiangsu province, the number of invention patent owned by per 10,000 people stood at 29.83 while the number of valid trademark registrations reached 1.5567 million. Its 406 GI products generated over 200 billion yuan in gross production value.

29.83 件

截至2019年11月,江苏省每万人口发明专利拥有量达到29.83件;有效商标注册量155.67万件;全省406件地理标志年总产值超过2000亿元。

1,265

In 2019, Shandong province investigated 1,265 IP infringement cases in five special IP enforcement campaigns including Operation Iron Fist

and Operation Blue Sky.

1265 件

2019年,山东先后组织开展了知识产权执法“铁拳”行动、“蓝天”行动等5个专项行动,重拳打击各类侵犯知识产权违法行为,查处侵权违法案件1265件。

10,442

Yiwu IP Enforcement Service Center has received 10,442 applications of trademark registration, 180 international trademark registrations via the Madrid System and 1,310 copyright registrations since its opening in November 2018.

1.0442 万件

自2018年11月开始运行以来,浙江省义乌市知识产权维权服务中心办理商标申请事项1.0442万件;受理马德里商标国际注册申请180件;

受理版权登记申请1310件。

53,211

As of November of 2019, Jiangxi province housed 53,211 granted patents, 2,482 of which were inventions. The province also secured 96,867 registered trademarks.

5.3211 万件

近年来,江西省专利申请量和授权量保持平稳健康增长。截至2019年11月,江西省获得专利授权5.3211万件,其中发明专利2482件;全省商标注册9.6867万件。

英文翻译 柳鹏

Translator Liu Peng

责任编辑 李倩

Executive Editor Li Qian