

China's IP  
in foreign eyes

Super Bowl LIV will be televised live in more than 180 countries, including China. Super Bowl LIII had seven million total viewers in China across both digital and TV platforms last year. Nearly 80% of viewership came from the digital side, and more than 60% of that digital traffic comes via Tencent, the largest streaming platform in China. It is reported that, Tencent, which has an exclusive live digital agreement with the NFL. (*Millions In China Will Watch Super Bowl LIV Via Mobile Devices, Forbes*)

第54届“超级碗”将在包括中国在内的180多个国家现场直播。去年,超级碗(LIII)在中国的电视和数字平台上有700万观众,近80%的观众来自数字流量领域,60%以上的数字流量来自中国最大的流媒体平台腾讯。据了解,目前腾讯与职业橄榄球大联盟(NFL)拥有独家转播协议。(中国数百万人将通过移动设备观看超级碗比赛,福布斯)

## Comment

In recent years, Tencent has invested a load of money in R&D in the field of live broadcasting, and has cached numerous IPRs. The exclusive cooperation with the NFL in entertainment and sports enables its users to access many popular, original contents and contents of other forms, vaulting Chinese streaming media platforms to the global market.

## 点评:

近年来,腾讯在直播领域投入大量资金,储备了大量知识产权。腾讯公司与NFL开展的独家合作,为用户提供了众多受欢迎的原创内容,一系列的举措也将助力中国流媒体平台进入全球市场。



While there are now more cases from the novel coronavirus that started in the city of Wuhan, where most of the cases and deaths are happening, it's not going to stop a billion Chinese people from eating, shopping or playing games online. Craig Botham, an emerging markets economist for Schroders, pointed out on his Twitter feed today that China's GDP growth is not coming from travel and transportation. Services, including financial services, and retail are where it's at for China's economy. The big China e-commerce names outperformed by a lot. (*These China Companies Can Survive The Wuhan Coronavirus, Forbes*)

尽管身处非常时期,但这并不能阻止10亿中国人在网上购物或玩游戏。英国施罗德公司(Schroders)新兴市场经济学家克雷格·博塔姆(Craig Botham)认为,中国的GDP增长并不来自旅游和交通,包括金融服务和零售在内的服务业才是中国经济的发展方向。在此次疫情中,中国大型电子商务公司将比大多数公司更好地应对新型冠状病毒的爆发。(这些中国公司可以在新型冠状病毒中存活下来,福布斯)

## Comment

Chinese e-commerce companies and rural e-commerce service platforms have collaborated with branded merchants to develop intelligent distribution and online-working models. The blessing of new technologies helps enterprises to telecommute and work with each other efficiently, secure circulation of goods, and eventually defeat the coronavirus.

## 点评:

面对疫情,中国电子商务公司和农村电子商务服务网站携手品牌商户研发智能化配送和在线办公模式,新技术的加持帮助企业间进行远程高效的办公协同,保障物资供应,共克时艰抗击疫情。(刘娜)

## AIPPI President: "Development of IP in China is as Impressive as the Country's Economic Growth"

## “中国知识产权发展令人印象深刻”

——访国际保护知识产权协会会长勒娜·里盖蒂·佩洛西

"The development of intellectual property in China over the past 30 years is as impressive as the country's economic growth," said Renata Righetti Pelosi, President of the International Association for the Protection of Intellectual Property (AIPPI), in an interview with China Intellectual Property News recently.

In her eyes, the reason for the development is twofold. On the one hand, the needs of local economic operators have increasingly overlapped with those from abroad and the mutual knowledge and understanding has increased drastically. On the other hand, China has many talented IP attorneys, with a truly global vision, that are leading the rapid growth of this sector.

In her mind, IP has played a vital role in China's transforming from a manufacturing-based economic system to an economy based on innovation in science and technology and its establishing global scientific and innovation centers in many cities. "The effort to become the world's major scientific and innovation centre requires a shift of companies' attention towards investments in basic research that can deliver innovative science and technology. As Chinese companies begin to innovate at more and more profitable levels, they find themselves needing to protect their own inventions against the predations of others. So the tech giants value IP protection at home and abroad now," Pelosi said.

"Despite the efforts and significant progress, we still face very problematic cases in China today. As far as trademarks are concerned, we still see cases

in which very famous trademarks are filed by individuals whose sole purpose is to gain an undue advantage," Pelosi said. In a bid to solve these problems, China has taken series of measures to strengthen IP protection, such as the new amendments to the Chinese Trademark Law enacted on November 1, 2019 suggest to establish a system of punitive damages for willful infringement and largely increase the maximum amount of statutory damages. "To the extent, the statutory damages and punitive damages are effective in deterring illegal conducts and IP rights infringement," Pelosi said, adding that education should be on the agenda of all institutions dealing with IP.

In Pelosi's opinion, differences between the European Union and China legal ecosystems made it challenging to meet the needs of European IP owners, the relentless work of legislative reform has made the Chinese system very reliable. "China is strongly committed to the introduction of new and increasingly stringent rules. On this front, therefore, it is reasonable to expect that any shortcoming, if any, will be resolved in a not too distant future," Pelosi concluded. (by Liu Peng)

"就像中国的经济发展速度一样,中国知识产权事业30多年来取得的成就令人印象深刻!"日前,国际保护知识产权协会会长勒娜·里盖蒂·佩洛西在接受本报记者采访时表示。

在佩洛西看来,中国知识产权事业之所以取得突飞猛进的发展,一是得益于中国经济主体与世界经济主体的需求越来越趋一致,双方在知识产权保护方面有更多的共识;二是中

国培养了很多具有全球视野的知识产权人才,他们为知识产权事业发展做出了很大贡献。

佩洛西认为,目前,中国正从“中国制造”向“中国创造”转变,并在多个城市建设全球科技创新中心,知识产权在其中发挥着重要作用。“要想成为世界科技创新中心,中国企业需要将其注意力转向投资于能够产生创新科技的基础研究。随着企业从创新中获得日益提升,他们发现需要保护自身的发明创造免于他人的掠夺。中国的科技巨头企业现在不仅注重在国内加强知识产权保护,还在全球范围内不断加强知识产权布局。”佩洛西表示。

“中国在知识产权保护方面虽然取得了一定成效,但仍面临诸多挑战。比如,在商标方面,有些企业为了赢得市场,不惜采取傍名牌、大量囤积商标等行为。”佩洛西说,“为解决这些问题,我们可以看到,中国政府采取了诸多措施,比如,2019年11月,中国新修改的商标法实施,引入了惩罚性赔偿制度,大幅提高侵权法定赔偿上限。法定赔偿与侵权惩罚性赔偿制度可有效震慑知识产权侵权行为,违法行为,我们对中国政府采取的做法表示欢迎。”佩洛西表示,除了上述做法外,中国还应进一步普及知识产权教育,提高社会公众知识产权保护意识,对于侵权行为要“人人喊打”。

在佩洛西看来,欧盟与中国法律体系之间存在的差异,也使中国在满足欧洲知识产权权利人的需求方面面临许多挑战。“但是,我看到了中国政府加强知识产权保护的信心和决心。中国在立法上做出不懈努力,正出台一系列新的、更为严厉的法律法规。我们有理由相信,在不远的将来,中国在知识产权保护方面存在的不足之处一定会得到妥善地解决。”佩洛西表示。(柳鹏)



RENATA RIGHETTI PELOSI is a European, Italian and San Marino Trademark and Design Attorney.

Born in Milan, she studied Literature and History at Università Statale of Milan.

Joined Bugnion in 1982 and practiced with national and subsequently international clients as head of the Firm's Foreign Department.

Director General of Bugnion from 1995 until 2012, she is President of the Firm since 2004.

She is author of many articles on IP matters and is a frequent speaker at Seminars and Conferences with a special focus on Geographical Indications and non-traditional Trademarks.

Member of many IP Associations, from the Nineties she mainly devoted herself to AIPPI where she was member of the Board and Secretary of the Italian Group, Assistant to the Secretary General of AIPPI International from 2007 to 2014, President of the Italian Group from 2014 to 2016, Vice-President of AIPPI International from 2016 to 2018 and President of Aippi International since 2018.

勒娜·里盖蒂·佩洛西,欧洲、意大利和圣马力诺商标和设计代理人,出生于米兰,米兰国立大学文学和历史专业毕业。1982年加入巴格宁知识产权咨询公司,在该公司国外担任主要负责人。1995年至2012年担任该公司总经理,自2004年开始在该公司任职总裁。她撰写了很多关于知识产权的文章,并经常受邀在各类研讨会及会议中以地理标志和非传统商标为主题进行演讲。作为多个知识产权协会的会员,她自20世纪90年代开始主要服务于国际保护知识产权协会,2007年至2014年成为该协会意大利组董事会和秘书处成员,国际保护知识产权协会秘书长助理,2014年至2016年担任该协会意大利组组长,2016年至2018年在该协会担任副会长,2018年至今担任该协会会长。



## Photo News

Whipping top is the Chinese traditional folk game, and it has become very popular among the public. During the Spring Festival, a child is whipping top in the park.

(by Jiang Wenjie)

抽陀螺是中国传统民俗游戏,已经发展成全民健身的体育运动。春节期间,孩子们在空旷的公园里抽陀螺。

本报记者 蒋文杰 摄影报道



## NUMBERS

43,928

In 2019, there were 43,928 candidates nationwide permitted to attend the national patent attorney qualification exam through computer-based tests, among them 5,426 passed the test eventually.

4.3928 万人

2019年,中国共有4.3928万人通过专利代理师资格考试报名,各科目全部采用计算机化考试方式进行。中国通过考试的总人数为5426人。

206.78 million yuan

According to the Kunshan Ad-

ministration for Market Regulation in Jiangsu Province, the total number of IP business transactions in the city logged at 206.78 million yuan, with a loan of 137 million yuan by pledging patents, 7.55 million yuan by licensing patents, 62 million yuan by converting patents into shares and 230,000 yuan by trading patents.

2.0678 亿元

从江苏省昆山市市场监管局获悉,2019年该市知识产权运营交易额达2.0678亿元,其中专利质押贷款1.37亿元,专利许可755万元,专利作价入股6200万元,专利交易23万元。

57,800

According to the Hebei Administration for Market Regulation, in

2019, six companies in Hebei Province joined the club of national IP model companies; 31 becoming an IP elite company; 44 geographical indication trademarks and 57,800 patents were also granted to the province; two patents were awarded the Gold Medal in the 21st China Patent Award.

5.78 万件

从河北省市场监管局获悉,2019年,河北省新增国家知识产权示范企业6家、优势企业31家,新增地理标志商标44件,新增专利授权5.78万件,2件专利获第二十一届中国专利金奖。

1 billion yuan

In 2019, loans secured through pledging patents as collaterals exceed-

ed 1 billion yuan (exact number: 1.222 billion yuan) for the first time in Jiangxi, up 35.3%. A total of 98 deals of this kind were materialized, up 53%.

10 亿元

2019年,江西全省专利权质押融资首次突破10亿元,达12.22亿元,同比增长35.3%;质押笔数98项,同比增长53%。

1.1 million

In the just-concluded special campaign on combating against Internet piracy, copyright enforcement departments at various levels along with departments of network information, communications and public security aimed to root out piracy in many

fields, removing 1.1 million piracy links, seizing 10.75 million pirated products and tracking down 450 Internet piracy cases.

110 万条

在不久前收官的“剑网2019”专项行动中,各级版权执法部门会同网信、通信、公安等部门,开展多个领域专项整治,共计删除侵权盗版链接110万条,收缴侵权盗版制品1075万件,查出网络侵权盗版案件450件。

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