

China's IP
in foreign eyes

The company took a different path to success from other top Chinese smartphone makers such as Huawei and Xiaomi, which started out in China before eventually expanding overseas. Transsion built its business in Africa. From the start, the company's motto was "think global, act local," which meant making phones that met Africans' specific needs. In the 2017-2018 Brand Africa 100 report, published by African Business magazine, Tecno ranked as the 7th most admired brand in Africa. (The Chinese phone giant that beat Apple to Africa, by CNN)

传音走了一条与华为、小米等中国顶级智能手机制造商不同的成功之路。不是从中国市场逐步“走出去”，而是在非洲起步。该公司从建立伊始就以“全球化思考，本土化运作”为座右铭，针对非洲市场需求制造手机。在非洲商业杂志评选的2017-2018年非洲品牌百强中，传音旗下品牌 Tecno 成为非洲第七大受欢迎品牌。(《中国手机巨头在非洲胜过苹果》，美国有线新闻网)

Comment:

Chinese brands now play a wider role in providing African people smart life-style. Innovations tailored to local customs would make Chinese-based brands worldwide.

点评

中国品牌在为非洲人民提供智能生活方式中的作用愈发凸显。中国品牌将依托不断适应海外市场需求创新，铸就世界品牌。



China surpassed the United States for the lead in renewable energy technology, with 150,000 patents- making up 30 percent of the world's total. America is second with just over 100,000 patents, while Japan and the European Union follow with about 75,000 each. (Don't let China win the green race America should be leading the way on clean energy, not falling behind, by The New York Times)

在可再生能源技术方面，中国以15万件该领域专利取代美国在该产业发展中的引领地位。这些专利占全世界总数的30%；美国排名第二，仅有10万余件专利；日本和欧盟分别以约7.5万件位列其后。(《别让中国取代美国引领绿色发展》，纽约时报)

Comment:

In a bid to lead the industrial development, business operator has to keep in mind that large blocks of patents may help them to win the green race temporarily, while high-quality patents are essential in leading development of renewable energy.

点评

要实现引领产业发展的目标，企业当牢记：大量的专利只能取胜一时，唯有高质量专利才能让企业在可再生能源领域笑到最后。

(孙迪)

CNIPA policy to facilitate IP pledge financing, helping companies wade through difficult times
中国大力开展知识产权质押融资支持企业复工复产

Recently, the State Administration for Market Regulation, National Medical Products Administration and China National Intellectual Property Administration (CNIPA), jointly promulgated the Ten Measures to Support the Resumption of Work and Production. The measures mainly include: patent and trademark applications related to prevention and control of the COVID-19 epidemic will be prioritized for examination; supporting enterprises to gain IP pledge financing; in accordance with relevant laws and regulations, facilitation and relief measures will be given to enterprises which have resumed work and production while dealing with matters related to patents, trademarks and integrated circuit layout designs beyond the relevant period due to the impact of the epidemic.

At the press conference introducing the new policy, a CNIPA principal said that the administration advocates easy access to IP pledge financing for companies, through fast-tracking registration, inviting local administrations to survey pledge demand and outstanding projects, increasing policy integration and fostered innovation in a bid to support enterprises to resume work and production. In addition, CNIPA makes full use of relevant policy tools and actively coordinated bank's grant or renewal of loans. At the same time, CNIPA encourages well-heeled areas to integrate supporting policies such as loan discount, risk compensation, insurance and subsidies, innovate the

connection of the Internet and new media and publicity of the policies and effectively play the role of IP in increasing trust and credit.

The principal noted that some localities in China have taken effective measures to promote the IP pledge financing and won great acclaim from relevant enterprises and the public. For example, Dongguan City has supported a loan of 15 million yuan (US\$2.13 million) to a company with 3 utility model patents, greatly expanding its production capacity. Jiangsu Intellectual Property Office has vigorously strengthened IP pledge financing and 37 companies have obtained pledge loans of 114 million yuan since the epidemic outbreak.

On the basis of ensuring hardened prevention and control of the epidemic on its own campus, CNIPA has resumed normal operation, invoked measures to support companies and the bigger picture, the country's economic and social development, to be back on track. The IP authorities across the nation will translate the above-mentioned ten measures into their operational toolkits for accomplishing the set goals of the measures. (by Wu Ke)

本报讯 近日，《市场监管总局国家药监局国家知识产权局支持复工复产十条》发布，其中要求，对涉及防治新冠肺炎的专利申请、商标注册，依请求予以优先审查办理；支持企业开展知识产权质押融资；对复工复产企业办理专利、商标、集成电路布图设计等事务，因受疫情影响超出相关期限的，依法给予相关便利化救

济政策措施。

在日前举行的主题为“维护市场秩序 支持复工复产”的国务院联防联控机制新闻发布会上，中国国家知识产权局有关负责人介绍，该局积极支持企业开展知识产权质押融资，设立质押登记绿色通道，组织地方开展质押需求和存量项目摸排，加大政策集成和工作创新力度，支持企业复工复产。中国国家知识产权局力争在1个工作日内完成知识产权质押登记电子化登记。在开展质押需求和存量项目摸排的基础上，用好用足相关的

政策工具，积极协调银行给予贷款或续贷。同时，鼓励有条件的地方集成贷款贴息、风险补偿、保险和补助等各项扶持政策，创新互联网、新媒体等项目对接和政策的宣传，有效发挥知识产权增信增贷的作用。

据介绍，中国一些地方已经采取了有力措施推动知识产权质押融资，获得了有关企业和社会的好评。如东莞市支持了一家应急医用物资企业以3件实用新型专利成功质押贷款1500万元，企业产能扩大加速；江苏省知识产权局大力加强知识产权质

押融资工作，自疫情发生以来，全省已有37家企业获得知识产权质押贷款1.14亿元。

据悉，中国国家知识产权局将在全力以赴做好局疫情防控工作的同时，确保各项业务正常运转，积极支持企业复工复产，有力支撑国家经济社会发展。全国知识产权系统将紧密结合实际，把十条政策措施进一步细化，落实落细落到位，更好服务于企业复工复产工作，坚决打赢疫情防控阻击战。

(吴珂)



Photo News

The woodcut New Year paintings of Zhuxian Town originated from Zhuxian Town, Kaifeng City, Henan Province. Instead of sticking to traditional creative methods, it features rough lines, bold and vivid plots, full and symmetrical composition, simple and vivid images, strong colors and decorative effects. With its unique local features, simple and ancient ethnic style, it has been valued and praised by Chinese and foreign art circles. Most of its themes and contents are based on historical dramas, romance novels, myths, and folklore, integrating the aesthetic concepts and spiritual consciousness of the traditional culture of the nation and reflecting the peasants' beautiful hope for a bumper grain harvest, prosperity, peace, good luck, auspiciousness and healthy growth of the domestic animals fed by them as well as the right thoughts and feelings of righteousness and exorcism. On May 20, 2006, the Woodcut New Year Paintings from Zhuxian Town were included in the first list for national intangible cultural heritage. (by Li Duo)

朱仙镇木版年画发源于河南省开封市朱仙镇，它不拘泥于传统的创作手法，线条粗犷奔放，情节鲜明感人，构图饱满匀称，形象古朴生动，色彩浑厚强烈，极富于装饰效果，具有独特的地方色彩和淳朴古老的民族风格，受到了中外美术界的重视和赞誉。其题材和内容大多取材于历史戏剧、演义小说、神话故事和民间传说，融入了民族传统文化的审美观念和崇神意识，反映了农民希冀五谷丰登、富裕兴旺、和睦如意、平安吉祥、六畜兴旺等美好的生活愿望，以及扶正驱邪、爱憎分明的思想感情。2006年5月20日，朱仙镇木版年画被列入第一批国家级非物质文化遗产名录。

本报记者 李锋 摄

Daming Sesame Oil
大名小磨香油

With its wonderful flavor and fragrance, Daming sesame oil has made quite a name for itself. It was first produced during the early Ming Dynasty and flourished during the Guangxu reign of the Qing Dynasty, accounting for over 500 years of history to date. Sesame oil is a long-standing, commonly-known table condiment in China. The sesame oil from Daming looks bright and crystal-clear, and features a rich, mellow flavor that is pure and lasting. It is a brand that everyone in China is familiar with.

Daming Sesame oil is produced in



Daming County of Hebei Province. The long history and brilliant culture of Daming go back over 7,000 years. It was a capital at three different times, known as the "northern capital." The terrain is flat with fertile soil, and it is traversed by the Wei, Zhang, and Majia Rivers, making it well-suited to agriculture. Its relatively late development proved an advantage, and it now produces wheat flour, peanuts, and sesame oil.

Daming sesame oil is made from high-quality sesame seeds that are ground with stones from the Taihang Mountains and processed through an aqueous extraction method. The oil production has a long history that is eco-friendly, guaranteeing its inherent quality. The development of the industry has allowed for the gradual forma-

tion of production standards there, and Daming is now a brand-name leader in processing with technique carried out by experts and a strong market demand. In this way, Daming's rich resources have successfully been turned into economic benefits.

(Courtesy of the IP Protection Department of CNIPA)

“大名小磨香油，油香磨小名大”。大名小磨香油始创于明朝初年，兴盛于清光绪年间，至今已有五百年生产历史。香油一直以来作为餐桌上的调味品被人们所熟知，大名小磨香油色泽枣红，晶莹透亮，醇厚柔和，浓郁持久，品味纯正，知名度高。

大名小磨香油产于河北省大名县。大名历史悠久，文化灿烂，有7000多年文明史，曾三次为都，史称“北京大名府”。大名地势平坦，土地肥沃，卫河、漳河、马颊河穿境而过，农业生产条



件得天独厚，后发优势明显，目前已形成面粉、花生、香油三大特色产业。

大名小磨香油以优质芝麻为原料，以特有的太行山石磨磨酱，“水代法”工艺制作，历史悠久，绿色环保，保证了大名小磨香油固有的品质。小磨香油产业发展逐渐形成了生产有标准，加工有龙头，产品有品牌，技术有专家，销售有市场的格局，开创了一条由资源优势转化为经济优势

的成功之路。

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