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**China Issues the Further Implementation of the National IP Strategy Action Plan (2014-2020)**

At the end of 2014, the State Council of China forwarded The Further Implementation of the National Intellectual Property Strategy Action Plan (2014-2020) issued by the State Intellectual Property Office (SIPO) jointed with 27 ministries and state-level organizations.

The Action Plan puts forward four major actions to implement intellectual property strategy: to promote the IP creation and utilization; to strengthen IPR protection; to strengthen IPR management; and, to expand IPR international cooperation.

The Action Plan defines 12 expected targets related with intellectual property rights, and in accordance with the requirements of encouraging creation, effective utilization, legal protection and scientific management, the government will focus on strengthening the utilization and protection of IPR, and actively create a favorable legal environment, market environment and cultural environment, and strive to build a IP power, and an innovative country and a well-off society.

The Action Plan also defines the construction of three major infrastructure projects:

- IP information service project. The government will promote interconnection among various IPR basic information public service platforms, and gradually realize the sharing of IP basic information resources, and open to the public for free or at low-cost.
- IP survey and statistics project. The government will start IPR statistics and monitoring, and gradually establish a statistical system of IP industry, and contribute to revised accounting system of the national economy.
- IP talent construction. The government will build national training base of intellectual property talents, and the intellectual property content should be concluded into school curriculum system, legal education and scientific literacy promotion of all people.

China is targeting 14 invention patents per 10,000 habitants by 2020 compared to four in 2013, and aiming to triple patents by 2020.  
[http://english.sipo.gov.cn/news/official/201501/t20150114\\_1061802.html](http://english.sipo.gov.cn/news/official/201501/t20150114_1061802.html)

### **China Drives Patent Application Growth in the World**

The World Intellectual Property Organization (WIPO) recently issued the 2014 World Intellectual Property Index in Geneva. The Index shows that, the patent applications of the world in 2013 saw a rapid growth mainly due to China's double-digit growth in patent applications. Among 2.57 million patent applications, 32.1% are submitted by China, followed by the USA and Japan.

As for applications of trademark registration, China submitted 1.88 million trademark registration applications, which was the most in the world. Over the past 10 years, the service-related categories, such as advertising, business operations and management, have been the largest category.

Francis Gurry, the Director General of WIPO, believes that the rapid growth of China's patent applications have a direct relationship with the transformation of China's economic structure (from "made in China" to "created in China").

In addition, the IP5 (USPTO, EPO, JPO, KIPO and SIPO) also released a Statistics Report. According to the report, in 2013, the number of patent applications received by IP5 Offices is going up by 11%, whilst the increase at the SIPO is up 26%.

Together the IP5 Offices granted 956,644 patents in 2013, up 4%. JPO granted 277,079

patents in 2013, higher than other IP5 Offices, while the number of patents granted by the SIPO decreased by 4%. IP5 Offices also contributed 82% of the PCT international filings in 2013 (205,055). USPTO received 57,526 PCT filings, larger than other IP5 offices. SIPO (15%) had the largest growth rate in that field.

[http://english.sipo.gov.cn/news/iprspecial/201412/t20141231\\_1054151.html](http://english.sipo.gov.cn/news/iprspecial/201412/t20141231_1054151.html)

### **SIPO Opens Patent Date Service to Public**

China opens patent information resources of SIPO, USPTO, EPO, JPO and KIPO for free to the public, according to a press conference held by SIPO on open access in patent information resources recently, making China becomes the first country in the world not only provides patent basic data of home country, but also provides foreign patent basic data to the public.

According to SIPO, the newly opened patent date service pilot system has provided the latest patent date of SIPO, USPTO, EPO, JPO and KIPO within thirty days for downloading and updating. The free date is mainly including the bibliographic date and image date for China's invention, utility model and designs, and full text and English abstracts of invention and utility model. Also, the existing patent data opened by China's patent date service pilot system accounts for 80% of the world's total existing patent date.

[http://english.sipo.gov.cn/news/official/201501/t20150107\\_1056892.html](http://english.sipo.gov.cn/news/official/201501/t20150107_1056892.html)

### **China Disclosed 4,995 IP Administrative Cases in 2014**

According to General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ), from 2014, the AQSIQ system nationwide has disclosed 4,995 IP-related administrative punishment cases, 39 of which are typical cases.

Since 2014, the AQSIQ system nationwide has carried out a campaign against IP infringement and counterfeiting goods, and facilitated the disclosure of such cases. As of now, 1,276 information disclosure websites were opened, 257 of which for import permit of inspection and quarantine system, 1,019 of which for quality inspection system. The General Administration of Quality Supervision, Inspection and Quarantine has issued 39 typical cases via news media and portal sites.  
[http://english.sipo.gov.cn/news/iprspecial/201501/t20150107\\_1056893.html](http://english.sipo.gov.cn/news/iprspecial/201501/t20150107_1056893.html)

### **State Administration for Industry and Commerce Promoted Trademark Protection**

The State Administration for Industry and Commerce recently stated clearly that the focus in terms of market supervision would be protecting trademarks' exclusive rights, combating unfair competition, examining online marketplaces and supervising cooperate credits.

The Administration planned to take notable trademarks, geographical indications and

foreign trademarks as priority to strengthen trademark enforcement. At the same time, it would focus on trade secret theft in areas such as pharmaceuticals and machinery, and combat online counterfeits.

In regards with credits control, it would regularly announce the list of companies with serious violations.

[http://www.chinaipr.gov.cn/newsarticle/news/governme nt/201501/1851719\\_1.html](http://www.chinaipr.gov.cn/newsarticle/news/governme nt/201501/1851719_1.html)

### **GI Protection Promoted by Central Governmental Departments**

The Central Administration of Quality Supervision, Inspection and Quarantine recently signed a memorandum of understanding with the State Forestry Administration on geographical indication protection, a signal indicating the cooperation of both departments stepped into a new phase, which will have significant implication on the development of eco-forestry and the safeguard of eco-China.

[http://www.chinaipr.gov.cn/newsarticle/news/governme nt/201501/1851717\\_1.html](http://www.chinaipr.gov.cn/newsarticle/news/governme nt/201501/1851717_1.html)

### **China Further Improves Copyright Protection Environment**

Sources from a press conference held by the Information Office of the State Council said that, in recent years, in a bid to crack down infringement and counterfeiting goods, the relevant departments have been facilitating to establish a long-term mechanism. Since 2005, China's Internet copyright protection

environment has been improved when the National Copyright Administration (NCA) has joining hands with other departments to wage a campaign against online infringement and piracy in network literature, music, video, game, cartoon and software, according to the Director of Copyright Management Department of NAC.

The most recent example is the closure of the website of the Chinese Fansub Group, a not-for-profit voluntary team that provides Chinese subtitles of Foreign TV programs to netizens in China. Its translation activity on the website failed to obtain a permit from original copyright holder.

[http://www.chinaipr.gov.cn/newsarticle/news/governme nt/201412/1848994\\_1.html](http://www.chinaipr.gov.cn/newsarticle/news/governme nt/201412/1848994_1.html)

### **The Third Group of Online Piracy Cases of 2014 "Sword Action"**

The State Copyright Administration, State Internet Information Office, Ministry of Industry and Information Technology, and Ministry of Public Security jointly announced 12 cases of combat online piracy, the third group of 2014 "Sword Action" in Beijing on December 16th. The cases involved have covered various copyright types, including the films and television programs, literature, online games, selling pirated products through Internet.

Twelve cases of the third group of 2014 "Sword Action":

1. The copyright infringement case of Heilongjiang "d1jyw.com"

2. The case of Shooter.cn (Shanghai) infringing the copyright of films and television programs and subtitle works

3. The case of Surnamed Chen selling pirated publications through network

4. The copyright case of Dalian Haitong Network Technology Co., Ltd. infringing the network literature

5. The case of kuanzone.com (Guangdong) infringing copyright of the network literature

6. The case of surnamed Liu from Heilongjiang infringing the copyright of the online game "zhuluzhongyuan"

7. The series of cases of several websites in Hubei infringing the copyright of Comic Guests Magazine

8. The case of surnamed Lv from Shanghai infringing the copyright of the online game "Steet Basketball"

9. The case of surnamed Tan from Hunan selling pirated software through Internet

10. The case of "3?24" wholesaling the pirated books through Internet in Guangdong

11. The case of "77rm.com" (Jiangsu) infringing the copyright of films and television programs

12. The case of "lanrents.com" (Guangdong) infringing the copyright of Louis Cha's works  
[http://english.sipo.gov.cn/news/iprspecial/201412/t20141222\\_1049875.html](http://english.sipo.gov.cn/news/iprspecial/201412/t20141222_1049875.html)

### **China's Report on Internet Innovation Reflects A Raising IP Awareness**

Recently, an innovation development report on China's Internet industry (2014) was jointly released by Internet Law Center, Peking University Law School and China Law Association on Science and Technology.

The report selected 7 Internet areas including real-time communications, online payment, online game, social network, search engine, network security and cloud computing as analysis objects. In real-time communication areas, as of November 20, 2014, the report retrieved 4,140 Chinese patents. Tencent Company ranked the top with 501 patents, followed by Microsoft, Huawei, Shanghai Liangming Technology and IMB. Among the 3,721 patents in online payment area, 189 and 129 of which were obtained by Huawei and ZTE. In terms of online game area, Tencent, Huawei and KONAMI ranked the first three places in patent holding.

In fact, the report also reveals the difficulties and challenges faced by such companies. According to the report, Chinese Internet companies still need to improve their innovation capability.

[http://www.chinaipr.gov.cn/newsarticle/news/governme nt/201412/1848996\\_1.html](http://www.chinaipr.gov.cn/newsarticle/news/governme nt/201412/1848996_1.html)

### **China put over 2% of GDP to R&D in 2013**

According to the recently-released Bulletin of China's Science and Technology Investment, China dramatically put over 2% of GDP to R&D in 2013, with a yearly increase of 15%. The yearly increasing R&D investment helps improving both patents quantity and quality.

China's R&D investment increases year by year, and China's number of invention patent applications has taken the first place of the world in continuous three years.

Data shows that, China's export proportion of mechanical and electronic products and high-tech products exceeded 57.3% and 29.9% in 2013, but most of the core technologies are belong to foreign companies; 61.2% of the export mechanical and electronic products were manufactured by foreign companies and 51.1% of them were by processing trade; 73% of the high-tech products were manufactured by foreign companies and 65.3% of them were by processing trade. For many years, China has been relied on large quantity and low price to take part in international competitions, thus it is hard for China to make high profits. Intellectual property is the key to solve the problem.

[http://www.chinaipr.gov.cn/newsarticle/news/governme nt/201412/1848995\\_1.html](http://www.chinaipr.gov.cn/newsarticle/news/governme nt/201412/1848995_1.html)