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**China to start new campaign against IPR violations**

BEIJING, Oct. 19 (Xinhua) -- China will launch a new national campaign to crack down on violations of intellectual property rights (IPRs) and on the production and distribution of fake and shoddy products.

The decision was made at a regular meeting of the State Council Tuesday, which was presided over by Chinese Premier Wen Jiabao. The campaign will last for half a year, beginning from the end of October.

The campaign will target pirated publications, software products, DVDs, designs and other products with IPRs, as well as violations of registered trademarks and patents, both at the production and distribution levels.

The campaign will also enhance China's scrutiny over the import and export of fake goods and mete out stern punishment to businesses involved in the import and export of such goods.

The campaign will target Internet piracy and the sale of pirated and fake goods via the Internet.

Additionally, the State Council directed all government agencies to purchase only authorized software and their upgraded versions.

At the Tuesday meeting, a draft regulation on gas use in urban areas was also passed in a bid to secure gas supplies and eliminate safety risks.

[http://www.chinaipr.gov.cn/newsarticle/news/government/201010/974226\\_1.html](http://www.chinaipr.gov.cn/newsarticle/news/government/201010/974226_1.html)

**MOC: Enhancing copyright protection and Combating against IPR infringement**

China's Ministry of Commerce (MOC) held a regular press conference on November 16. Ministry spokesman Yao Jian said, MOC, where the Leading Group Office of the special campaign nationwide to crack down on IPR infringement and manufacture and sales of counterfeiting and shoddy commodities is based, will take the lead in the combat, enhancing the protection of copyright, trademark, patent and new plant variety, and keep the press informed.

Yao expressed that the special campaign will focus on the protection of copyright, trademark, patent and new

plant variety and the combat will primarily target at products including books, audiovisual products, software, big-ticket items in export, auto spare parts, mobile phones, medicine and seeds in publishing, entertainment, high-tech and agricultural industries in regions such as manufacturing clusters, commodities distributing centers and places where IPR-related crimes take place frequently.

Six strategies will be employed in the crackdown:

1. Strengthening the governance in the source of production: to carry out a close scrutiny of manufacturers' qualifications, resolutely bar the operation of businesses and units that do not have licenses and to firmly crack down on illegal printing and copying of publications, presswork, discs, computer software, packaging patterns and trademarks; to strengthen seed authentication and to fight with seed-related illegal activities;

2. Reinforcing market supervision: to crack down on offences including trademark infringement and to stop trademark squatting; to strengthen the investigation in the market of audiovisual products and firmly combat against piracy and patent infringement; to beef up the administration of distribution enterprises, avoiding infringing commodities entering circulation; to crack down on manufacture and sales of fake medicine and to regulate pharmaceutical market order;

3. Strengthening IPR protection in international trade and on the internet: to call for stronger supervision on trading ports, beef up the enforcement of intellectual property rights therein and seriously penalize enterprises violating IPR laws and regulations; to crack down upon online copyright infringement and other illegal activities that distribute fake and shoddy commodities via the internet, communications and television network; to highlight the combat against manufacturing and distributing pirated film and television programs;

4. Reinforcing judicial enforcement: to strengthen the cohesion of administrative measures and judicial enforcement, investigating and disclosing a series of IPR-related crimes that arouse strong public concerns;

5. Promoting the use of genuine software in governmental authorities: to incorporate the purchase of legal software in financial budget and management of state-owned assets; to ensure that computers purchased as office equipment preinstall genuine

operating systems and only legal products could be used for updating the existing software;

6. Enhancing education on IPR protection: to guide public opinion in a more specific and timely way.

The Executive Conference of China's State Council (Cabinet) decided to launch a special campaign nationwide to crack down on IPR infringement and manufacture and sales of counterfeiting and shoddy commodities on October 19. An Action Plan was issued and a national Leading Group was set up constituted by 26 member units, including MOC and the State Intellectual Property Office. The office of the Leading Group is based in MOC.

On November 5 Premier Wen Jiabao attended on the teleconference held by the State Council on the nation's intellectual property protection and law enforcement in Beijing and made an important speech, calling for authorities to step up their fight against IPR infringement and making deployment for the special campaign.

After the teleconference, relevant departments all over the country acted with quick response and the special campaign nationwide is already under way. MOC where the Leading Group located will timely inform the press of relevant progress. Media is also welcomed to participate in this special campaign and bring their supervision function into play, jointly contributing to the protection of IPR in the nation.

[http://www.chinaipr.gov.cn/newsarticle/news/government/201011/977861\\_1.html](http://www.chinaipr.gov.cn/newsarticle/news/government/201011/977861_1.html)

### **China Calls for Intensified Foreign-Related and Internet IPR Protection**

Nov. 25 – China has intensified its emphasis on intellectual property right (IPR) protection recently, especially when it comes to foreign-related and internet issues. It seems November's theme has been the emphasis on China's IPR enforcement, following China's fourth "Patent Week" and the release of the "National Patent Business Development Strategy (2011-2020)."

Circular No.169 (2010), published on the central government's website on November 23, in particular focuses on the spirit of national IPR protection and enforcement. The circular specifically calls for more foreign-related IPR protection and vows to strengthen the penalty on export and import enterprises that violate IPR. It also says that the government will look

for more international cooperation on IPR issues to establish an effective system of warning, emergency responding, overseas IPR defense and dispute solving for companies that involve themselves in overseas investment and international trade industry.

The notice also calls attention to IPR protection in the IT industry – showing a strong determination to crack down on the growing availability of pirated movies and television shows online. In the circular, the government devotes an entire section urging the use of legitimate computer software in all government bodies. It says the government plans to include legitimate computer software purchases into the state fiscal budget in the future.

While China is growing into one of the major FDI destinations with its massive market resources and low-cost labor forces, the prevalence of piracy is also turning into a major concern for foreign investors. Meanwhile, China realizes its developing domestic industries will eventually require more IPR protection as their technologies advance.

A report on China's IPR protection issued by the State Intellectual Property Office (SIPO) of PRC in 2009 illustrates China's improving IPR-related legislation and international cooperation. In 2009 alone, China dealt with six laws relevant to IP, amending three, releasing two and passing one. The laws covered the regulations on patent, trademark, copyright and IPR issues during import and export and other transactions. The report also lists a series of global collaborations China initiated or participated in last year. It highlights China's memorandum of understanding with ASEAN countries on IPR issues, multilateral or bilateral cooperation programs with the United States, Japan and EU countries over trademark issues, and a significant amount of customs collaboration programs with those countries.

Benot Battistelli, president of the European Patent Office (EPO) said at an event in Shanghai's 2010 Expo that China has now become one of the world's most important countries in patent applications among non-EPO entities and "cooperation between the EPO and SIPO has been pivotal in the creation of a modern system of intellectual property rights protection in China."

[http://www.chinaipr.gov.cn/newsarticle/news/government/201011/978568\\_1.html](http://www.chinaipr.gov.cn/newsarticle/news/government/201011/978568_1.html)