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**China International IPR Forum Held in Beijing**

The China International IPR Forum was recently held from June 21 to 22 in Beijing. SIPO Commissioner Tian Lipu said that implementation of IPR strategy has stimulated Chinese people's capacity in innovation, thus helping promoting the economic growth.

[http://english.sipo.gov.cn/news/official/201107/20110705\\_60993\\_0.html](http://english.sipo.gov.cn/news/official/201107/20110705_60993_0.html)

**National Copyright Administration Releases "12th Five-Year Plan" for Copyright**

The National Copyright Administration (NCAC) released its 12th Five-Year Plan for Copyright on April 20. The Plan is designed to provide enhanced copyright services, public services and a social participation system, and to encourage copyrighted innovation and intensify legal supervision.

According to the Plan, an incentive system encouraging the creation of "most valuable copyrighted product" will be set up. In eligible provinces, municipalities and key cities, general copyright exchange platforms will be launched to offer copyright related information and promote copyright trade over the Internet.

[http://english.sipo.gov.cn/news/iprspecial/201107/20110715\\_611\\_379.html](http://english.sipo.gov.cn/news/iprspecial/201107/20110715_611_379.html)

**China, EU to Seek Bilateral Investment Treaty**

China and the European Union (EU) have agreed to negotiate a bilateral investment treaty, said China's Minister of Commerce Chen Deming on Thursday.

He made the remarks during a joint briefing in Beijing with the visiting EU Trade Commissioner Karel De Gucht.

The minister said the two sides discussed a wide range of issues including investment, trade and intellectual property rights (IPR).

The EU expressed concern over China's compulsory certification regulations, export credits and exports of raw materials. China stated its views on high tech trade and registration of traditional herbal medicine. China also expressed grave concern over the EU's

recent trade remedy measures particularly anti-subsidy duties, said Chen.

The EU is China's largest trading partner. China is the EU's fastest-rising export destination. Last year, bilateral trade reached 480 billion U.S. dollars. In the first half of this year, bilateral trade grew 21.3 percent from a year ago with EU exports to China increasing 13percentage points faster than China's exports to the EU.

The EU Trade Commissioner said a more open EU-China market will benefit both sides. He welcomed China's moves in promoting technological innovation and looked forward to further cooperation particularly regarding raw materials, IPR and government procurement.

[http://english.sipo.gov.cn/news/iprspecial/201107/20110729\\_613\\_764.html](http://english.sipo.gov.cn/news/iprspecial/201107/20110729_613_764.html)

**The 1st Government Consultation Between China and Germany Thought Highly of Bilateral Cooperation in IP Protection**

At the invitation of German Chancellor Angela Merkel, Chinese Premier Wen Jiabao and his German counterpart presided over the first government consultation between China and Germany from June 27 to 28, 2011 in Berlin. On June 28, the two governments released the Joint Press Communiqué on the First Government Consultation between China and Germany. The Communiqué pointed out that the two governments have enhanced their fruitful cooperation in intellectual property protection and other fields. The two sides agreed that intellectual property protection is of significant meaning to further carry out trade and investment cooperation between the two countries.

[http://english.sipo.gov.cn/news/iprspecial/201107/20110715\\_611\\_334.html](http://english.sipo.gov.cn/news/iprspecial/201107/20110715_611_334.html)

**China to Continue Improvement of Investment Environment**

China will continue to facilitate foreign investment and enhance the protection of intellectual property rights in

efforts to improve the investment environment, a senior official said Wednesday.

"Improving investment environment and protecting the legal rights of foreign investors are not only the government's promises but also what the government is doing," Yu Jianhua, assistant minister of commerce, told reporters at a press conference.

The country is now revising the Catalogue for the Guidance of Foreign Investment Industries, aiming to encourage foreign investment in sectors such as advanced manufacturing, high-tech industries, new energy and environmental protection, Yu said.

According to the ministry statistics, the country's foreign direct investment rose by 18.4 percent year-on-year to 60.89 billion U.S. dollars in the first half of this year.

[http://english.sipo.gov.cn/news/iprspecial/201107/20110729\\_613762.html](http://english.sipo.gov.cn/news/iprspecial/201107/20110729_613762.html)

### **Wen: IPR Protection is What the World Needs**

An exhibition showcasing the achievements of the special campaign on combating IPR infringement and manufacture and sales of counterfeit and inferior quality commodities was held in Beijing on July 11. In the introduction of the event, Chinese premier Wen Jiabao said that strengthening IPR protection is now deemed as an inevitable choice for all the countries to develop science and technology and to enhance the core competitiveness.

Wen said that the Chinese government attaches great importance to IPR protection and has formulated the National Intellectual Property Strategy, established the IPR legal system which conforms to the international rules and be in line with China's national context. China has developed a unique IPR protection system which combines administrative protection and the judicial protection so far. He stressed that the Twelfth Five-Year Plan period is critical to deepening opening up and reform policies and accelerating transformation of the mode of economic development in China, all parties involved should persist that scientific and technological progress and innovation be an important support for economic and social development, and

they should put forward higher requirements for IPR protection, crack down on infringement and manufacture and sales of counterfeit and inferior quality commodities with decisive power.

Wen said that the exhibition approved by the State Council was regarded as a showcase of the Chinese government's consistent stance and firm determination to protect IPR. According to him, the exhibition was designed to enhance the public's IPR awareness and to mobilize more enterprises and citizens supporting and participating in the IPR protection by outstanding IPR protection models and positive publicity, so that a well-grounded social environment encouraging innovation and credibility will be developed to contribute more to build an innovation-oriented country and to promote scientific development.

[http://english.sipo.gov.cn/news/iprspecial/201107/20110725\\_612985.html](http://english.sipo.gov.cn/news/iprspecial/201107/20110725_612985.html)

### **Time Warner Triumphs in Harry Porter Case**

The Beijing No. 1 intermediate People's Court recently entered the first-instance judgment on a trademark dispute, upholding decisions by the Trademark Review and Adjudication Board (TRAB) under the State Administration for Industry and Commerce (SAIC) to reverse registration of the trademark in question 哈里·波特 HaLiBoTe filed by the applicant Yao Hong.

Early in August 2000, Yao applied the No. 1703123 trademark of 哈里·波特 HaLiBoTe to be used in Class 30, commodities of cereal product, cornflakes and instant noodles etc. Time Warner Entertainment then challenged the mark and sought rejection from Trademark Office (TMO) under the SAIC. TMO held that the trademark in question constituted similarity with the registered No.1726934 mark in HARRY POTTER and rejected the application. Yao then sought aforementioned review from TRAB, however was denied. Disgruntled Yao then brought the case to the court.

[http://english.sipo.gov.cn/news/iprspecial/201107/20110725\\_612978.html](http://english.sipo.gov.cn/news/iprspecial/201107/20110725_612978.html)