

Table of Contents

Wen: Equal Treatment, Enhanced IPR.....	1
New Milestone in EPO-SIPO Cooperation: Electronic Exchange of Priority Documents	1
One Trademark May Apply to Various Commodities in Different Classes.....	1
Heavier Fines for Trademark Infringement.....	2
China's Trademark Applications Exceeds 10 million.....	2
System Offers Secure Copyright Filing, Even for Works in Progress.....	2
China's Taobao E-Commerce Site Signs Deal with U.S. Film Rep to Curb Piracy.....	2

Wen: Equal Treatment, Enhanced IPR

IPR protection and equal treatment have been among the issues that most concern foreign companies doing business in China.

Premier Wen Jiabao, at the sixth World Economic Forum's Annual Meeting, assured foreign companies they will be given equal treatment to their Chinese counterparts when entering the nation's strategic emerging industries. Wen also promised to enhance protection of intellectual property rights and give equal treatment to foreign companies in government procurement.

<http://www.chinaipmagazine.com/en/news-show.asp?id=5215>

New Milestone in EPO-SIPO Cooperation: Electronic Exchange of Priority Documents

The entry into force of the EPO-SIPO agreement on the electronic exchange of priority documents (PDX agreement) on 3 September 2012 marks a major milestone in bilateral co-operation between the European Patent Office and the State Intellectual Property Office of the People's Republic of China (SIPO).

Under the agreement, priority documents are exchanged via the PDX system over PatNet, using the Trilateral Data Access protocol.

The two offices will keep on investigating the possibility of extending electronic exchange to other types of document and thus expanding the electronic exchange of patent information between the two offices.

[.html http://www.chinaipmagazine.com/en/news-show.asp?id=5154](http://www.chinaipmagazine.com/en/news-show.asp?id=5154)

One Trademark May Apply to Various Commodities in Different Classes

It is learnt from 2012 China Trademark Annual Meeting that applicants can register one trademark for various commodities belonging to different classes by submitting one copy of application document. It has no need to submit copies of application materials for different commodities belonging to various classes.

Besides, applicants are allowed to amend the defects in trademark application documents for the first time.

http://www.chinaipr.gov.cn/newsarticle/news/government/201209/1695980_1.html

Heavier Fines for Trademark Infringement

China is expected to increase the ceiling of fines imposed on trademark infringement from half a million yuan (\$78,800) to 1 million yuan. Repeated violations of the Trademark Law will attract a heavier punishment.

In addition, trademark registrations will become more efficient under the latest amendment to the law, according to the Legislative Affairs Office of the State Council.

<http://www.chinaipmagazine.com/en/news-show.asp?id=5219>

China's Trademark Applications Exceeds 10 million

China has had the world's most trademark applications since 2002 when its trademark applications reached 300,000. The number of applications submitted for trademark registration reached 10.54 million at the end of June, ranking the first in the world.

China is also at the top of the world's rankings in terms of registered trademarks, which totaled 7.17 million by the end of June, and valid trademark registration, which totaled 6.09 million. However, the number of influential trademarks in China is still low.

http://english.sipo.gov.cn/news/iprspecial/201208/t20120824_742670.html

System Offers Secure Copyright Filing, Even for Works in Progress

The DCAS system, the first of its kind nationwide, was unveiled in late August, which offers applications for copyrights, evaluation, protection, management and trading.

The system accommodates applications for copyrights on articles, music, dramas, photographs, artwork, software and many other types of work.

In addition, the system managed by the Copyright Protection Center now allows authors to reserve a copyright registration before works are actually finished.

http://www.chinaipr.gov.cn/newsarticle/news/local/201208/1693268_1.html

China's Taobao E-Commerce Site Signs Deal with U.S. Film Rep to Curb Piracy

China's largest e-commerce website, Taobao Marketplace, has signed a pact with the Motion Picture Association (MPA), an affiliate of the Motion Picture Association of America, to curb the sale of counterfeit and copyright-infringing products on the platform.

<http://www.chinaipmagazine.com/en/news-show.asp?id=5222>