

Table of Contents

Chinese Premier Stresses Importance of Innovation, IPR Protection	1
China Celebrates the Fifth Anniversary of IPR Strategy Implementation.....	1
New IP Campaign Launched.....	1
Trademark Applications Up 10.6%.....	2
Copy Registered Works in China Hit 184 Thousand in 4 Months.....	2
China's Software Protection Delivers Palpable Achievements	2
China's Software Piracy Rate Was 11.8% in 2012.....	2
China to Fight Counterfeit Products, Piracy.....	3
Champagne's Name Game.....	3
High Court Rules: Squatters Must Give Up Trademark	3

Chinese Premier Stresses Importance of Innovation, IPR Protection

Chinese Premier Li Keqiang stressed the significance of innovation and called for more technological cooperation between enterprises.

Li states that the Chinese government has put forward a series of measures to boost technological innovation. Accordingly, protection of intellectual property rights must be stepped up so as to rev up the passion of innovators and make sure that they receive merited returns.

<http://www.chinaipmagazine.com/en/news-show.asp?id=5915>

China Celebrates the Fifth Anniversary of IPR Strategy Implementation

This June 5 marked the fifth anniversary of the implementation of the Outline of National Intellectual Property Strategy. In accordance with the overall requirements of the outline, the IPR works have achieved remarkable progress in four perspectives: the ability to create IPR improved rapidly; the utilization of

IPR advanced obviously; the capability to protect IPR greatly enhanced; and the social IPR awareness remarkably enhanced.

WIPO Director General Francis Gurry highly appreciated Chinese government's efforts in advancing IPR development, and said that China's experience in implementing the strategy and conducting it as the national strategy should be popularized and learned by other nations.

http://english.sipo.gov.cn/news/official/201306/t20130617_803240.html

New IP Campaign Launched

The State Council recently unveiled new directives for fighting against intellectual property infringement and copycat products.

Campaigns against copyright violations are mainly aimed at online publishing, music, video, software, animation and games.

It called for stronger supervision over video websites and online sales platforms.

http://www.chinaipr.gov.cn/newsarticle/news/governme nt/201306/1757396_1.html

Trademark Applications Up 10.6%

Applications for trademark registration in China increased 10.6 percent in the first four months from a year earlier and will maintain fast growth.

Data showed that the country had 6.4 million registered trademarks by the end of 2012, ranking it first in the world. The authorities will continue to support enterprises in seeking international registration of their trademarks. Meanwhile, the country will continue to clamp down on trademark violations.

<http://www.chinaipmagazine.com/en/news-show.asp?id=5912>

Copy Registered Works in China Hit 184 Thousand in 4 Months

Registered works nationwide totaled some 184 thousand in the first four months of this year, up 67.9% on a year-to-year basis, according to the National Copyright Administration (NCAC). In 2012, registered works rose by 49.05% and surpassed 680 thousand, passing the annual increase target of 8% to 20% set in the 12th Five-Year Plan on Copyright and reaching ahead of schedule the goal of 600 thousand to 800 thousand works registered annually by the end of the 12th five year. The work registration system is gradually welcomed and acknowledged by copyright holders and culture and art circles.

http://www.chinaipr.gov.cn/newsarticle/news/governme nt/201306/1756993_1.html

China's Software Protection Delivers Palpable Achievements

The Chinese government has made years of efforts to promote authorized software, which might be traced back to October 2001. And it can be seen that China has yielded heartening fruits in this field in recent years. After central and provincial governmental departments in China completed the tasks on software legalization, by this April, 62.15% municipal governments and 32.85% official authorities at county level have also eliminated the use of pirated software, resulting in a total of 3.232 million sets of operating system, office or antivirus software purchased under the overall central and local government procurement programs, valued at 2.165 billion yuan, reported from the first summary meeting on progress of software legitimization this year on May 21.

http://www.chinaipr.gov.cn/newsarticle/news/governme nt/201306/1756946_1.html

China's Software Piracy Rate Was 11.8% in 2012

According to 2012 annual report on China's software piracy rate by Chinalabs.com, a consulting and research company entrusted by the SIPO, in terms of the quantity of software installed, the software piracy rate reached 11.8%, similar to that of 2011; in terms of the quantity of software installed that

requires payment, the rate dropped from 38 percent in 2011 to 36 percent last year.

Overall, the piracy rate all declined in different fields. As for categories, information security software declined the most - from 39 percent in 2011 to 36 percent last year, followed by office software piracy which dropped from 55 percent to 53 percent and operating system piracy from 24 percent to 23 percent.

<http://www.chinaipmagazine.com/en/news-show.asp?id=5904>

China to Fight Counterfeit Products, Piracy

China will launch a campaign against intellectual property right, or IPR, violations as well as counterfeit and substandard products. Infringements upon trademarks, copyrights, patents and other intellectual property will also be punished.

China will maintain a strict attitude toward criminal investigation and judicial punishment for related illegal activities. It also urged local governments and departments to build a long-term system covering legal, administrative and judicial areas to facilitate the fight against such illegal activities. In addition, China will also cooperate with developed economies including the United States, Japan and European countries as well as emerging markets to crack down on cross-border crimes.

http://english.sipo.gov.cn/news/iprspecial/201305/t20130528_800691.html

Champagne's Name Game

The General Administration of Quality Supervision, Inspection and Quarantine recently approved criteria for labeling French Champagne. According to the rules, only sparkling white wine brewed by production processes and with a specific type of grapes in Champagne, France can be labeled as Champagne. With Chinese consumers downing more than 2 million bottles each year, the nation is now the world's fifth-largest market for wine outside the European Union.

http://www.chinaipr.gov.cn/newsarticle/news/governme nt/201306/1757395_1.html

High Court Rules: Squatters Must Give Up Trademark

After seven years of legal wrangling, Qiaqia Food Co, a leading company producer of seeds and nuts in China, recently won back the rights to its English-language trademark from a German company that had been squatting on it.

The German Federal Supreme Court upheld the second judgment ordering OKAI, a local food trading company and once a retailer of Qiaqia products in markets outside of China, to cancel its registration of Qiaqia's Chacheer trademark and logo and return the rights to the Chinese company.

<http://www.chinaipmagazine.com/en/news-show.asp?id=5901>