

A supplement to the quarterly IPR2 Brief ++ Monthly activities and news ++ [www.ipr2.org](http://www.ipr2.org)

# IPR2 eNews

December 2008



EU-CHINA PROJECT ON THE PROTECTION OF  
INTELLECTUAL PROPERTY RIGHTS (IPR2)  
中国－欧盟知识产权保护项目(二期)

Welcome to the EU-China IPR2 Project eNews which is intended to supplement the quarterly IPR2 Brief and keep our stakeholders up-to-date with project developments, up-and-coming activities, events and publications

IPR2 undertook 8 activities in November and December – training programmes, study tours, workshops and symposia – covering **copyrights on the internet, trademark registration, IP management, IPR and standards, revision of the patent law and IP protection at trade fairs**. Please follow the links in this update for more information about these activities. Your feedback is always welcome at [info@ipr2.org](mailto:info@ipr2.org).

## FEATURES

### **SYMPOSIUM - "Opportunity and Challenge of Intellectual Property in New Economy Era", 17 December 2008**

IPR2 supported a symposium on the "Opportunity and Challenge of Intellectual Property in the New Economy Era" at Peking University on 17 December 2008, which took place alongside the launch of Peking University's Institute for International Intellectual Property. The occasion was referred to by several of the eminent international and Chinese academics and practitioners present as an "historic event" which will be seen as significant to the progress of the Chinese economy and which has a key role in contributing to the vision of an IP system led by law. [Read more.](#)

### **STUDY TOUR - Interface between IPR and Standards, 4-13 December 2008**



IPR2 supported a study tour by officials from the Ministry of Industry and Information Technology (MIIT) to London, Brussels and Munich to engage the relevant authorities, standardisation bodies, industry and academia in a comprehensive dialogue on the technical issues that exist between IP rights and standards; as part of working together towards fostering equilibrium between standards and IPRs. [Read more.](#)

### **STUDY TOUR - Comparative study on trademark registration, 1-7 December 2008**

A delegation of seven officials from the State Administration for Industry and Commerce (SAIC), including the Chinese Trade Mark Office and the Trade Mark Review and Adjudication Board, participated in a study tour to the Office for Harmonisation in the Internal Market (OHIM) in Alicante, Spain, with the support of IPR2. Working in close co-operation with OHIM, this was the first step in a comprehensive comparative study on trademark registration, a benchmarking activity which aims to further increase understanding of trademark operations and processes for the benefit of users in Europe and in China. [Read more.](#)



### **TRAINING PROGRAMME - Copyright Protection on the Internet, 24-27 November 2008**

IPR2 supported a series of training sessions in Beijing and Guangzhou, in co-operation with the National Copyright Administration of China (NCAC), on copyright protection and practical enforcement in the on-line environment. Both sessions were led by Chinese and European experts, supporting interactive presentations and case studies and helping to increase awareness of anti-piracy policies and best practices. [Read more.](#)

## STUDY TOUR - IP Protection at Trade Fairs, 15-23 November 2008



IPR2 supported a study tour to France, Germany and Italy to assess first hand the methods and practices of IP protection and enforcement employed at several of the largest European trade fairs. The delegation included officials from the Ministry of Commerce, both central and provincial departments, the Supreme People's Court, the State Intellectual Property Office.

In each of the three countries, the delegation met with Judges, Procurators, Police and Custom authorities, and also with trade fair organisers and industry associations. The legal and criminal procedure in force were presented and analysed, also pointing out procedural differences between the European countries and China. [Read more.](#)

## EU-CHINA WORKSHOP - Internet-related Legislation on Copyrights, 20-21 November

IPR2 supported a workshop, together with the National Copyright Administration of China (NCAC) from 20-21 November in Beijing, to exchange views on future legislation on copyrights on the internet. The Copyright Law is a key element of the Chinese IP system and plays a prominent role in the newly published guidelines of the National IP Strategy of China. Presentations by European and Chinese experts included file sharing regulations and the liability of internet service and content providers (ISP/ICPs). [Read more.](#)



## TRAINING PROGRAMME - IP management, 10-20 November

IPR2 supported a series of training sessions on IP management, promoting exchanges on best practices on IP management, to help enhance the capacity of Chinese authorities in managing their IP. For the vast number of Chinese enterprises, it is a challenge to access comprehensive information on IP management. However, as they begin to successfully develop independent IP rights that require protection, it becomes increasingly important that they are supported in developing know-how on managing these rights. This contributes to an environment that fosters innovative behaviour and helps to build the capacity of industry in dealing with IPR-related issues using the legal means available. IPR2 worked with the Ministry of Industry and Information Technology (MIIT) to hold sessions in Shanghai and Guangzhou, in particular with respect to ICT-related issues. [Read more.](#)



IPR2 also worked with the Ministry of Science and Technology (MOST), holding sessions in Dongguan and Changzhou. These training sessions helped to produce valuable training material for the development of web-based training modules, for co-ordinated use across China by MOST and building on the "Tele-Learning System" developed by MOST under the SME Information Network. [Read more.](#)

## STUDY TOUR - Revision of the Chinese Patent Law, 23 October - 1 November 2008

As part of its support to China's revision of the Patent Law, IPR2 supported a delegation of officials from the Legislative Affairs Commission (LAC) of the Standing Committee of the National People's Congress (NPC) on a study tour to Berlin, Düsseldorf, Munich and Madrid from 23 October to 1 November 2008.

The study tour sought to address final questions put forward by the LAC drafting team, in particular on Europe's Patent Law systems and up and coming reforms, as China progresses with the third revision of its Patent Law. The revision aims to improve and strengthen patent protection in China in line with the goal of constructing an "innovative country" as outlined in the National IPR Strategy, as well as bring it fully in line with WTO requirements. [Read more.](#)

Most recently, on 17 December 2008, as part of IPR2's broader engagement with Chinese academic institutions, Mr Andreas Obst, IPR2 long-term expert, delivered a lecture to Peking University's Masters of Law (IP) students on 'EU-China co-operation on IP laws in practice: Revision of the Chinese Patent Law'. [View presentation.](#)

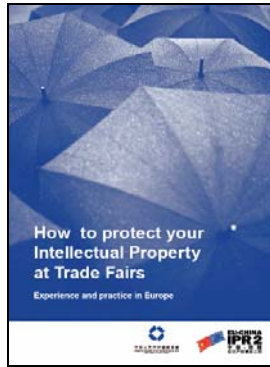
## UP & COMING ACTIVITIES

Some of the foreseen activities for early 2009:

- Training programme on patent enforcement in co-operation with the State Intellectual Property Office
- Seminar on combating counterfeit spirits in co-operation with the State Administration for Industry and Commerce
- Roadmaps for IP Protection in China – Patents, Copyrights; in Europe – Community Trademark and Design registration
- Stakeholder Briefing, Beijing

**More details to be provided in January 2009.**

## PUBLICATIONS



### Launch of the IPR2 Brief

IPR2 launched the **first issue** of the Project's quarterly newsletter covering IP issues, Project activities, networks and news. If you would like hard copies for your office, please let us know [info@ipr2.org](mailto:info@ipr2.org). The second issue will be available at the end of January 2009. **View [Issue 1](#)**

### How to Protect Your IP at Trade Fairs

The condensed version of the recent study on How to Protect Your IP at Trade Fairs: Experience and Examples in Europe Trade Fairs is now available in English. An elaborated version, complete with annexes of legislative references for 7 European country profiles (France, Germany, Italy, the Netherlands, Spain, Switzerland and the United Kingdom) will be published in early 2009. **View [www.ipr2.org/tradefair](http://www.ipr2.org/tradefair)**

### Roadmaps for IP Protection

The first two issues of the IPR2 Roadmaps for IP Protection - Trademark Protection in China and Customs Enforcement in China - remain available to download free-of-charge. If you would like hard copies for your organisation or to distribute to your network, please let us know [info@ipr2.org](mailto:info@ipr2.org). **View [www.ipr2.org/roadmap](http://www.ipr2.org/roadmap)**

## CONTACTS

For more information on the EU-China IPR2 Project visit the web site: [www.ipr2.org](http://www.ipr2.org)

Requests for further information, comments and questions are invited at [info@ipr2.org](mailto:info@ipr2.org).

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The European Patent Office (EPO) is the European implementing organisation for IPR2, with the support of the EPO Member States in specific fields and the Office for the Harmonisation of the Internal Market (OHIM) on trademark and design.

[www.epo.org](http://www.epo.org) and [www.oami.europa.eu](http://www.oami.europa.eu)



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MINISTRY OF COMMERCE OF THE PEOPLE'S REPUBLIC OF CHINA

The Department of Treaty & Law, Ministry of Commerce of China (MOFCOM) is the Chinese implementing organisation ([www.mofcom.gov.cn](http://www.mofcom.gov.cn)).



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