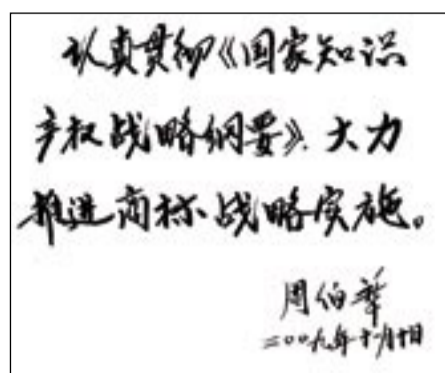


# Abstract of SAIC's annual development report of China's trademark strategy 2009



We are promoting the implementation of the trademark strategy in line with the Outline of the Intellectual Property Strategy.

Zhou Bohua  
November 10, 2009



The State Administration for Industry and Commerce (SAIC) holds a meeting to discuss the implementation of the national intellectual property strategy in Changchun. Minister Zhou Bohua of SAIC (middle) delivered a keynote speech at the conference.

## Preface

The year 2009 witnessed dramatic progress by China's Administration for Industry and Commerce (AIC) in dealing with the international financial crisis and serving China's stable and rapid economic growth.

## Chapter 1 Implementation of trademark strategy

1. Promulgate a five-year plan and concrete measures, establish a leading group, hold specific conferences and make full arrangements for implementing the trademark strategy.

1-1. Issue Guidelines in Promoting Trademark Strategy for implementing the Outline of National Intellectual Strategy.

1-2. Set up a working mechanism to carry out the trademark strategy.

1-3. Convene a nationwide AIC working conference to carry out the National Intellectual Property Strategy and to promote the Trademark Strategy.

1-4. Formulate supporting documents on Trademark Strategy and its implementation. Issue a plan for 2008 to 2012 to update trademark administration services to international level.

1-5 Support Trademark Strategy in Zhongguancun National Independent Innovation Model Park.

2. Organize trademark publicity events to raise social awareness about the Trademark Strategy. In 2009 SAIC organized a series of events for IP Publicity Week, which began on April 26.

3. Enhance instruction to local trademark administration, and achieve some initial success in carrying out the Trademark Strategy.

3-1. Promote implementation of the Trademark Strategy by improving the Trademark Strategy training.

3-2 Enhance instruction to local trademark administration, to support local government in carrying out the Trademark Strategy.

4. Prospect of trademark strategy development in 2010.

## Chapter 2 Trademark application and registration.

1. Information about trademark application and registration.

In 2009, the Trademark Office received 830,500 trademark applications, up 18.96 percent over the previous year, or 64,200 more than 2006.

2. Breakthrough in trademark examination.

2-1. Fulfill trademark examination target in 2009.

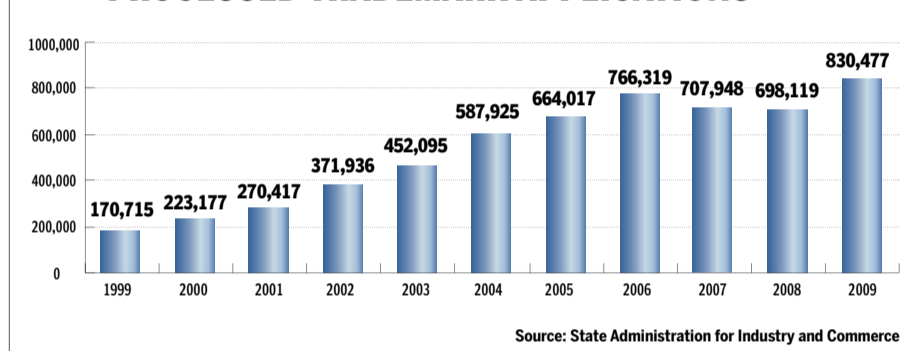
2-2. Significance of fulfilling 2009 targets.

3. Outstanding achievement in Madrid international trademark registration.

3-1 Improve Madrid international trademark registration.

3-2. Convene a symposium to commemorate the 20th anniversary of China joining the Madrid System.

## PROCESSED TRADEMARK APPLICATIONS



## Chapter 3 Trademark administrative enforcement

1. Protect logos for the Shanghai World Expo and create favorable environment for IPR protection.

2. Ensure continued protection of Olympic logos.

3. Strengthen instruction to AICs on trademark enforcement.

4. Strengthen cooperation and exchange with other departments.

5. Summary of the trademark cases investigated by AICs at all levels.



Officials of the local industrial and commercial administration help jasmine farmers learn about geographical indications in Jiangsu province.

## Chapter 4 Trademarks for agricultural products and GI

1. Complete agricultural product trademark and geographical indication examination mechanism and increase work in this area.

2. Actively promote the mechanism of enriching farmers by trademark so as to promote agricultural development.

3. In-depth research, training and public education campaign on agricultural product trademarks and geographical indications.

4. Promote public understanding of geographical indications and trademark for agricultural products.

5. Host international seminars on geographical indications, thereby increasing international exchange and cooperation on geographical indications.

## Chapter 5 Determination and protection of well-known and famous trademarks

1. Determination and protection of well-known trademarks.

1-1 Determine well-known trademarks in accordance with the law.

1-2 Issue rules on how to determine well-known trademarks.

1-3. Formulate measures on regulating examination of cases related to well-known trademarks.

1-5. Hold China's well-known Trademark Exhibition at 10th Western China International Economy and Trade Fair.

2. Determination and protection of famous trademarks.

2-1 Efforts made in legislation for determining and protecting famous trademarks in various regions.

2-3 Protect famous trademarks in various regions.

## Chapter 6 Trademark IT development

1. Introduction.

2. Disseminate trademark information to promote the trademark strategy.

2-1. Develop statistical system for releasing information of a trademark when first registered.

2-2. Strengthen statistics and analysis, to provide data to support decisions relating to trademark examination.

2-3. Complete online service software and open online trademark application to all trademark agents.

2-4 Prepare for the third-term system software upgrading and construction to reach international level.

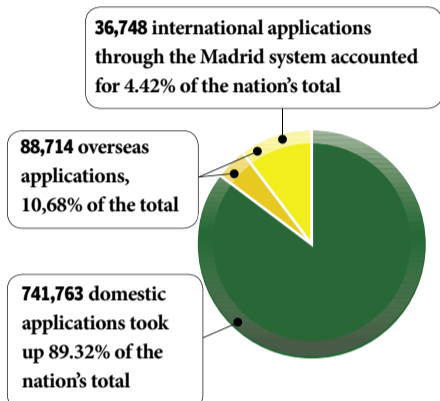
## Chapter 7 Trademark review and adjudication

1. Strictly stick to the targets and give prominence to key areas.

2. Clear out backlog cases and shorten the pending period.

2-1. Deepen the tapping potentials and create a new record in case settlement.

2-2. Completely resolve the review cases



for refusal.

2-3. Reverse the backlog status of complicated cases and shorten the pending period.

3. Actively participate in the administrative proceedings of trademarks.

4. Fulfill the functions of administrative reconsideration.

5. Complete the acceptance of application document for new trademark review cases.

6. Study how to reach an international standard of trademark review and adjudication.

7. Strictly implement the well-known trademark determination.

8. Make progress in the information construction.

9. Promote the revision of trademark law.

10. Carry out promotional and communication activities in multiple ways.

10-1. Organize promotional activities.

10-2. Organize effective communication channels with courts and relevant departments.

10-3. Continue to promote foreign exchange on trademark issue.

## Chapter 8 Trademark legislation

1. New progress made in revising Trademark Law.

1-1. Proceed with the revision of the Trademark Law, in order to provide adequate legal assurance for the implementation of the trademark strategy.

1-2. Encourage the legislative process of the Regulations for Trademark Agents.

2. Regulate internal procedures of trademark work.

3. Deal with administrative change and proceedings.

## Chapter 9 Trademark agents

1. Information about trademark agencies.

2. Strengthen administrative control over trademark agents and help protect the right of trademark applicants.

2-1. Give impetus to the legislative process of the Trademark Agents Ordinance.

2-2. Revise the Measures on Administration of Trademark Agents, and thus the capacity of administrative control.

2-3. Come up with new measures for

supervising trademark agents and strengthening investigation for illegal practices.

2-4. Formulate Measures on Administration of Credit Information of Trademark Agents to explore how to establish credit evaluation system for trademark agencies.

2-5. Unify standard and regulation procedure, to further improve trademark agents record management system.

2-6. Improve management of complaints and reports against trademark agents.

3. Improve self-discipline of the trademark agent industry.

3-1. Continue to enhance management and self-discipline of trademark agent industry, and thus to promote healthy development of the industry.

3-2. Enhance trademark agent training to improve quality and service of the entire industry.

3-3. Strengthen international exchange and cooperation in the trademark agent industry.

## Chapter 10 Local trademark progress

1. Implement the trademark strategy to serve social and economic development.

2. Protect exclusive rights of trademark holders to create a favorable environment for economic development.

3. Follow the requirements and plans of SAIC and carrying out IPR protection for Shanghai Expo.

4. Strengthen the protection for agricultural product trademarks and geographical indications so as to guarantee the work related to agriculture, rural areas and farmers.

5. Give AIC full responsibility of the administrative services to enterprises and the society at large.

6. Strengthen trademark publicity, professional training and improve trademark supervision.

## Chapter 11 Exchanges and cooperation with Hong Kong, Macao and Taiwan

1. Launch exchanges and improve cooperation with Hong Kong, Macao and Taiwan.

2. Enhancing administrative protection of trademarks from Hong Kong, Macao and Taiwan in accordance with law.

## Chapter 12 International exchanges and cooperation

1. Encourage multilateral exchanges and cooperation.

2. Encourage bilateral exchanges and cooperation.

3. Establish working relations with foreign embassies in China.

4. Improve the international competitiveness of Chinese enterprises.

## Chapter 13 Trademark publicity

1. Publicity Week on Intellectual Property Rights Protection 2009.

2. Exhibition of China's well-known trademarks in Western China International Fair in Chengdu.

3. Hold a themed exhibition to celebrate the 60th anniversary of the founding of the PRC and implementing of the Outline and the Trademark Strategy.

4. Hold a press conference on trademark registration examination.

5. Trial online publicity on trademarks.

6. Answer consultation calls.

## Chapter 14 Team building

1. Implement the requirement from the Central Party Committee, which provides a strong organizational framework for Trademark Work.

2. Reinforce leadership and team building up at CTMO level and its divisions.

4. Improve the Party's working style and governance to better its service.

For details, please visit <http://www.chinadaily.com.cn>

## Trademarks - connecting the world

-- A review of the achievements in the development of trade marks in China

商标 — 将世界联系在一起 — “中国商标成就”宣传报道活动

Organized by: The State Administration of Industry and Commerce of the P. R. China and China Daily

In a bid to present the development in the field of trademarks in China and the achievements the nation has made in protecting trademark rights, China Daily and the State Administration of Industry and Commerce of the People's Republic of China will jointly hold a series of promotional events. This series strives to reflect the economic and social development in the New China through the achievements and implementation of China's trademark policies and strategies, especially the "Outline of the National Intellectual Property Strategy" issued in June, 2008.

The series will start on 26 April and end on 31 October this year, occurring simultaneously with 2010 Shanghai World Expo. It will cover the theme by reports, supplements and World Expo Specials in China Daily, video talks on [www.chinadaily.com.cn](http://www.chinadaily.com.cn), exhibitions, forums, an online survey and the annual report of China's trademark strategies of 2009.

For more information please call 86 10-64995840 or email to [xuluzhou@chinadaily.com.cn](mailto:xuluzhou@chinadaily.com.cn).

主办：国家工商行政管理总局、中国日报社

为加大商标战略宣传力度，总结、展示中国商标事业建设、发展的成就，从中国商标事业发展的视角，呈现中国经济发展、社会进步、国力增强的变化；贯彻落实《国家知识产权战略纲要》，大力推进商标战略实施，国家工商行政管理总局和中国日报社决定通过中国日报和上海世博会的对外宣传平台，在上海世博会期间共同举办“中国商标成就”系列宣传报道活动，宣传中国商标战略，宣传中国商标成就，向全世界派发“中国商标”名片。

活动自2010年4月26日开始至10月31日结束。活动将以系列报道、视频访谈、展示、论坛、在线调查、2009年中国商标战略年度发展报告发布等多种形式展开，对外宣传我国国家及各省、市商标管理机构和企业事业单位，在中国商标事业建设、发展，商标专用权保护过程中取得的成就；是2010年以前中国商标事业建设、发展的回顾、总结和宣传。

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