



NUMBER OF AGRICULTURE BASES MUSHROOMING

PHOTO BY WANG BIAO / CHINA DAILY

An agricultural expert (left) illustrates how to grow mushrooms in liquid in Fuyang, Anhui province. The city government has funded 29 agricultural bases with experts who provide training to local farmers and help foster agri-tech firms in sectors including wheat, vegetables, fruits, flowers, farm animals, aquatic products and herbs.

Court: Peking Opera logo violated artist's copyright

By ZHANG ZHAO
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A design company in Xiamen, Fujian province, recently lost a trademark suit when the court ruled that it had used a design for Peking Opera facial makeup as a part of its logo without the authorization of the makeup's designer.

Zhao Menglin is a painter and the editor of *Facial Makeup in the Peking Opera of China*, an album depicting 568 types of facial makeup designs used in the Peking Opera along with more than 20 portraits of Peking Opera characters.

The artist recently found that the trademark of Xiamen Century Sunshine Enterprise was using some elements from his work.

The logo is a combination of a Peking Opera makeup design on the left and a Venetian-style mask on the right, which "symbolizes internationalized development and orientation", according to the company's official website.

The left half of the logo is the facial makeup of Yeon Gae-so-

mun, a Korean military dictator in the seventh century who is also a character in a number of traditional Chinese operas and novels.

Except for some slight differences, the design is nearly identical to the 103rd entry in Zhao's album in terms of proportion, colors and curves, the court determined.

Zhao said that the company had never contacted him or asked for authorization before using his artwork in commercial activities, nor had they paid him any royalties, which constitutes infringement on his copyright.

He filed a lawsuit against Century Sunshine at the court of Xiamen's Siming district, seeking 200,000 yuan (\$31,400) as compensation.

The focus of the dispute was whether or not Zhao holds the copyright on the makeup designs in the book.

The defendant claimed that Zhao, as the editor, has the copyright on the book, but the copyright on the artwork in the book "belongs to no one"



A Peking Opera mask show on the street in Liaocheng, Shandong province. A court ruled that the design company's logo violated the rights of the original artist, who added his own original style to the traditional art form.

because the facial makeup in the Peking Opera "is a form of folk art passed from one generation to another over nearly 1,000 years, and every character in the operas has fixed facial makeup, with unique colors and design".

It also contended that the logo was designed by its

employees independently.

However, Zeng Zhengzhi, the judge in this case, ruled that although the facial makeup designs are part of the traditional art and every facial makeup has "a relatively fixed pattern", Zhao integrated his own innovations in terms of

the use of lines and proportion when he drew them in the book.

Therefore, the court concluded that Zhao has the copyright on the design and ruled that Century Sunshine should stop using the trademark and pay him 30,000 yuan in compensation.

Police awarded for fight against fakes

By WANG XIN
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John Anderson, the chairman of the Global Anti-Counterfeiting Group flew to Beijing last week to present an award to a division of China's Ministry of Public Security for its continuing efforts to crack down on fake merchandise.

The Economic Crime Investigation Division won this year's top prize in the National Public Body category at the group's awards in Paris in June.

"China remains a focus for all organizations fighting against the trade in counterfeit goods, and all like-minded organizations will welcome the developing positive IPR awareness in China," Anderson said.

China's police have long considered counterfeiting to be a severe crime that endangers the country's economic security, disrupts market order, and damages the health and safety of the public. Recognizing this threat, the ministry has strengthened transnational and multi-sector enforcement operations against counterfeits and piracy, said Meng Qingfeng, chief of the investigative division.

The ministry initiated a yearlong anti-counterfeiting campaign named "Drawing Sword" in November 2010. During the crackdown, police across the nation investigated 44,000 intellectual property infringement cases involving illegal goods worth more than 24 billion yuan (\$3.76 billion) in potential wholesale value and arrested about 55,000 suspects.

They have further stepped up the crackdown on IP crimes since March of this year, with a focus on large cases involving fake agricultural machines, farm chemicals, seed, food and medicines.

The number of cases investigated surged between January and May by 149 percent year-on-year to 15,000.

And the number of suspects arrested grew to 16,000, up 70 percent over the same period last year.

"The police will improve the mechanism of fighting counterfeits and continue to remain determined to crack down on crimes in a bid to maintain market order and guarantee people's health and safety," Meng said.

A survey conducted by the Quality Brands Protection Committee among its member companies — all of which have foreign investors — in May showed that 91 percent of the respondents found that Chinese police have improved the way in which they deal



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CHAIRMAN OF THE GLOBAL ANTI-COUNTERFEITING GROUP

with complaints, and 93 percent of those surveyed agreed that the police have improved enforcement efficiency.

More than one-third of the surveyed companies said they were "extremely" or "very" confident about the Chinese government's resolve in fighting counterfeits and piracy.

Anderson said the award is expected to further increase IP awareness among the general public.

Headquartered in Paris, the Global Anti-Counterfeiting Group is an international non-governmental organization specialized in IP protection and consisting of trade associations from nearly 40 countries and regions.

The annual Global Anti-Counterfeiting Awards recognize exceptional anti-counterfeiting work by official organizations, rights holders, associations and the media, according to the organization.

The awards were made to highlight special achievements by individuals, companies and organizations.

The General Administration of Customs also won the honor last year.

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ipscene

1 HEILONGJIANG

EU patent office briefs locals

Some 150 representatives of local companies, intellectual property administrations and patent agencies from across the province attended a recent seminar on the European patent system in the provincial capital Harbin.

Co-hosted by the State Intellectual Property Office and the European Patent Office, the meeting aims to promote an understanding of the European patent system and help local companies compete abroad.

European experts exchanged insights with participants and briefed them on the system as well as application procedures and how to find out patent information.

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2 BEIJING

Major tech on fast track

The State Intellectual Property Office recently announced that a new regulation on the priority handling of patent applications for strategically important inventions will take effect on Aug 1.

The measure will enable filings for patents on "major inventions" to be processed within one year. It aims to develop green technologies and strategic emerging industries while promoting the commercialization of research results.

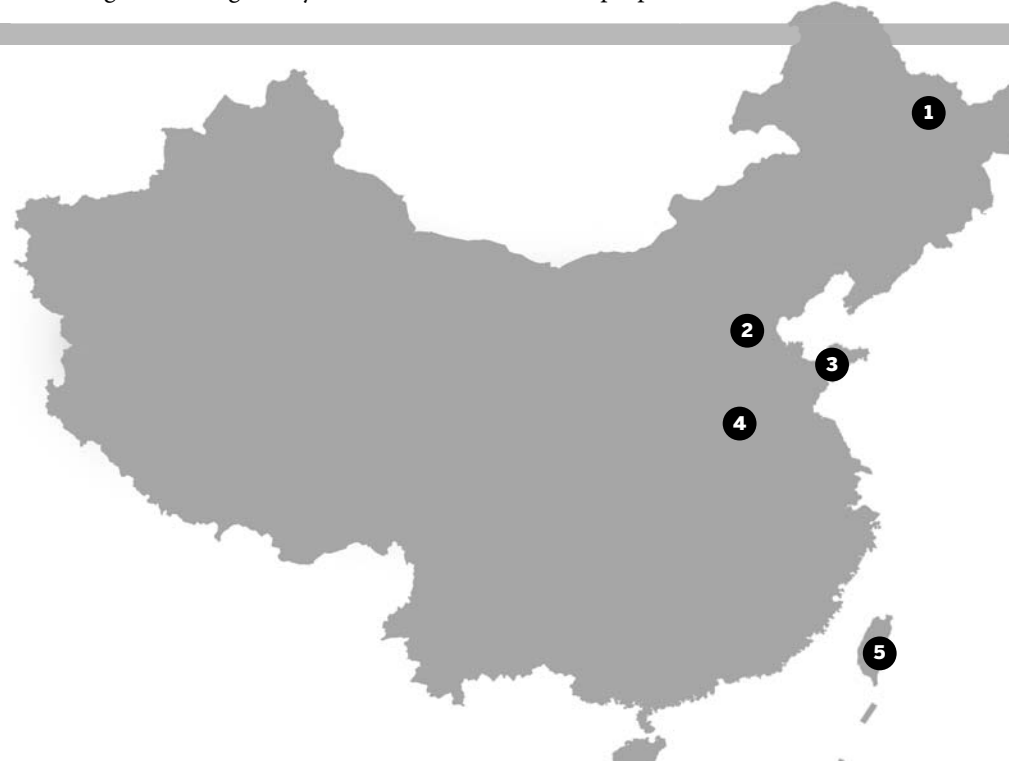
Beneficiaries include sectors such as environmental protection, energy conservation, information technology, advanced manufacturing, new materials, clean energy, and alternative-energy vehicles.

SCIENCE TIMES

Robots wow tech expo with ping pong

Two humanoid robots wowed attendees by playing table tennis together at a high-tech exhibition held from July 5 to 9 at the China National Convention Center.

XINHUA



Prosecution officials in Qingdao's Sifang district brought legal action against the defendants surnamed Zhang and Zheng in November 2011.

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4 HENAN

19 brands recognized

Nineteen local brands have been granted the status of well-known trademarks in the first half of this year, bringing the province's total to more than 100, according to the provincial administration for industry and commerce.

Zhengzhou, capital of the central Chinese province, contributed 30 items, accounting for nearly 29 percent of the total.

Local authorities have released a series of favorable policies to reward companies with trademarks that have gained the honor. As a result, there has been a boom in trademark registration, with the total number surpassing 140,000.

XINHUA

5 TAIWAN

More cross-Straits IP work to come

The Chinese mainland and the island have strong demand and enormous space for cooperation in the intellectual property service industry, a pillar of the IP system, said Tian Lipu, commissioner of the State Intellectual Property Office and president of the China Intellectual Property Society, at a recent forum on cross-Straits patent agency cooperation in Taipei.

Patent agencies form a core part of IP service businesses, Tian said, noting that Taiwan's residents have been eligible for the national patent agent qualification exam since 2011.

The collaboration between the two sides is expected to facilitate innovation, patent protection and the commercialization of research results, he said.

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3 SHANDONG

Two sentenced for fakes

Two suspects were recently handed sentences of up to three and a half years for the sale of counterfeit goods involving more than 233 million yuan (\$36.5 million) in potential profit.

This is the largest intellectual property infringement case the province has seen since a nationwide campaign named "Drawing Sword" was initiated to fight counterfeits and piracy in November 2010.

Ningbo customs in Zhejiang province found more than 30,000 counterfeit bags, wallets and caps bearing well-known international trademarks in six shipments of export-intended goods from a Qingdao company in April 2010.