



## POTABLE PESTICIDE

PHOTO BY ZHAO YUGUO / CHINA DAILY

Seventy-year-old retired science teacher Lei Qingfeng drinks a non-toxic pesticide he created to demonstrate its safety to farmers in Liaocheng, Shandong province. A main component of the patented eco-friendly substance is chitin extracted from the shells of crabs and shrimp.

# Executives: IP pivotal in 'Creative Hangzhou'

By XIE YU in Hangzhou  
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Companies in Hangzhou increasingly view intellectual property protection as a business incentive rather than defensive requirement, according to executives of manufacturing companies headquartered in the city.

"We consider IP protection a way of gaining profit," said Zhong Guoqing, chief vice-president of Supcon Group, the nation's biggest maker of automated control systems.

Zhong said Supcon invented China's first paperless data recorder in 1994, but did not realize the need for IP protection until two years later when copycat products flooded the market.

Supcon learned its lesson

and started to stress the importance of IP, setting up systems to support innovation and protection. The company has since been granted 349 patents, more than 40 trademarks and set several national and international standards.

Wang Weiyi, vice-president of hand and power tool maker GreatStar, has also learned the importance of close attention to intellectual property.

"As we expand our business to the United States and Europe, we have been dealing with more and more IP issues, which requires us to improve our awareness," said Wang.

The export-oriented company has a big share of the US and Europe tool markets, and generated more than 2.1 billion yuan (\$329.54 million) in revenue last year.

GreatStar has applied for 269 patents and been granted seven for inventions. All its proprietary IP has been commercialized.

But Wang pointed out that IP disputes can be baffling in foreign markets.

A US company recently sued GreatStar claiming its IP rights had been violated. "We were shocked at first, but after we consulted a lawyer, we found out our company is actually using a technique totally different from theirs," Wang said.

The case concluded in favor of GreatStar, showing the benefits of doing more research, Wang said.

The company now has advance warning of possible patent infringements during the design process.

But Wang said his company is still troubled by domestic patent infringement. Smaller local companies copy its designs while using low-quality materials to bring down the price.

"I hope the authorities strengthen law enforcement," he said.

Hangzhou Mayor Shao Zhanwei noted the city "has been actively developing high-tech industries, transforming and upgrading traditional industries, in which we emphasize innovation and IP protection".

He said the city government has issued a range of IP regulations including the only one in the nation that protects rights in the outsourcing industry. It has also set up a special fund to reward IP applications. Last

year, the local government spent more than 41 million yuan to promote and strengthen IP.

The city has also held an annual industrial design competition since 2007 called "Creative Hangzhou" to encourage original thinking and innovation.

Local companies filed nearly 40,900 patent applications last year, an increase of more than 38 percent over 2010.

Among them, more than 4,000 invention patents were granted, up 40 percent from 2010.

The city government's efforts have helped Hangzhou make the list of national IP model cities, said Tian Lipu, commissioner of the State Intellectual Property Office. SIPO unveiled the list in late April.

## Breaking the mold to protect copyrights

By ZHANG ZHAO  
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Twelve bronze sculpture molds were smashed to pieces by their creators during a ceremony on July 30 to show the artists' resolve in protecting copyrights.

The event in Yichuan county was part of Henan province's first sculpture show that started in February. Technicians made the molds with resin or silica gel based on clay or gesso models made by sculptors.

"If the molds are destroyed, we can never make exactly the same wax patterns for casting, which means we will never replicate the identical sculptures," said Wang Shengli, chairman of Jiamei Handicrafts Co Ltd.

The privately owned company was one of the organizers of the exhibition and was responsible for casting the sculptures.

"Making molds is the first step in making bronze sculptures," Wang said. "The casters put tremendous effort into achieving great charm in the final works."

Two county notaries were on hand to supervise the mold-smashing ceremony and certify the destruction.

"As a matter of fact, I feel very sad to see the molds smashed," said sculptor Yu Xiaoming, vice-director of Zhengzhou Sculpture and Fresco Institute. But along with many other sculptors and technicians, he did not hesitate to swing a hammer.

The mold of Yu's work *Heavy Snow* was one of those destroyed.

Another local sculptor, Yang Zhiqiang, said that the market for bronze sculptures is becoming increasingly popular and fashionable among Chinese collectors.

"But at the same time, all kinds of copycat products have emerged to confuse collectors," he said. "And the artists who created the original work find it difficult to defend against."

Protecting the intellectual property rights of artists by destroying molds was a new initiative in Henan, but it is a common practice to ensure the number and authenticity of cast sculptures in Europe and the United States, where the markets are mature, Yu said.

In addition, Yu believes that the approach also protects the interests of collectors, and will help casting companies "upgrade from simply product copiers to artwork creators".

Cui Changsheng, one of

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WANG SHENGLI  
CHAIRMAN OF JIAMEI HANDICRAFTS  
CO LTD



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YANG ZHIQIANG  
SCULPTOR

the notaries on the scene, said Jiamei Handicrafts actually destroyed "what can make money for them".

"It shows foresight among the company's executives," he said.

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## ipscene

### 1 SHANDONG US patent legalities

A training program on the US patent system held recently in Qingdao attracted representatives from more than 50 local high-tech firms and patent agencies.

Experts briefed the audience on US legal issues including patent law revisions, infringement investigations by the country's international trade commission and IPR enforcement by customs.

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### 2 SHAANXI Times Square promotion

Master artists from the province showcased traditional craftsmanship and skills such as paper-cutting, clay sculpture and folk painting during a series of cultural events held at New York City's Times Square in mid-July.

The provincial tourism administration also made local Shaanxi cuisine, creating a feast for more than 300 visitors.

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### 3 JIANGSU Innovation questionnaire

In cooperation with a consultancy firm, Yangzhou's IP office and financial bureau have begun a survey on innovation capacity and investment in intellectual property in the city.

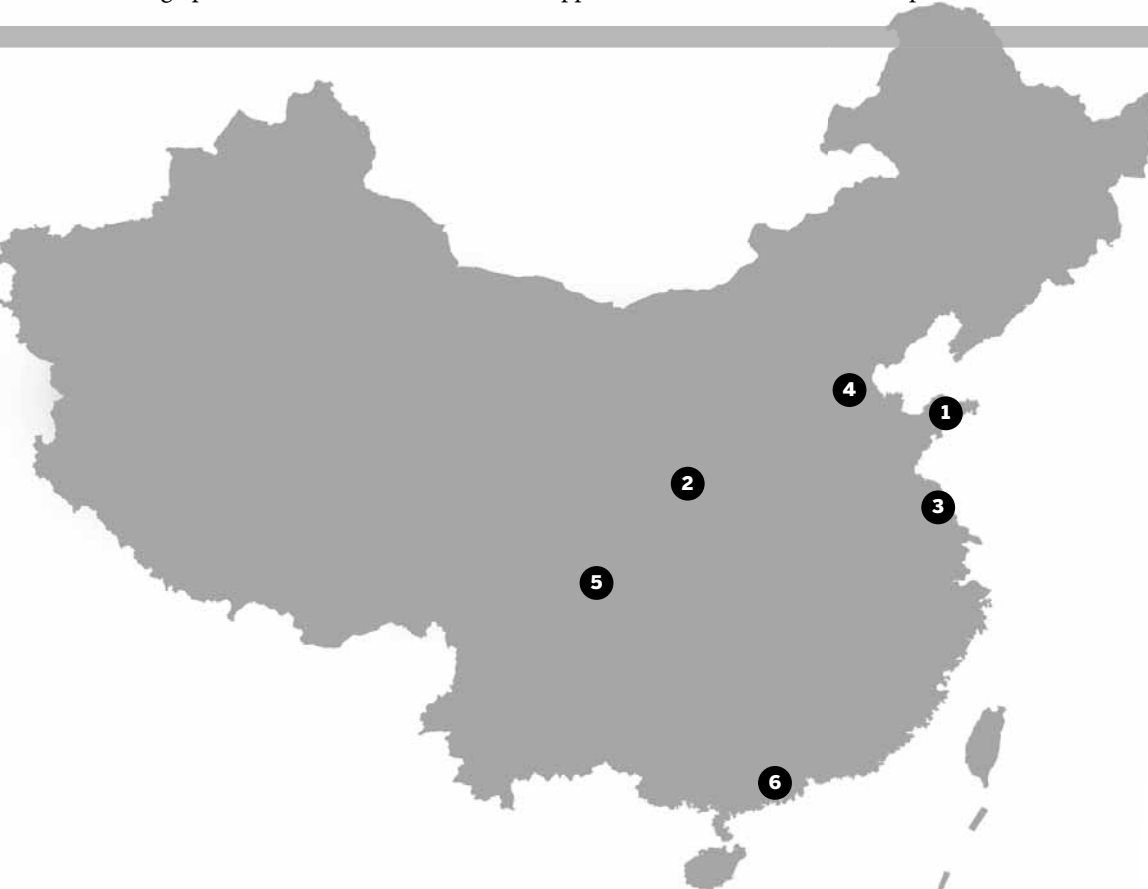
Questionnaires have been given to 300 local companies, 20 IP agencies and 20 universities to collect data, especially in the high-tech industry.

The study aims to interpret the relationships between IP, industrial production and the city's economic growth, which will provide a reference for policymakers, according to local authorities.

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### 4 BEIJING Sino-Angolan IP

The State Intellectual Property Office and the Angolan Institute of Industrial Property signed a memorandum of understanding last month in Beijing "laying the foundation for cooperation in the intellectual property field", said SIPO officials.



The agreement came during a visit by an Angolan delegation headed by the institute's Director General Barros Bebian Licenca. SIPO Commissioner Tian Lipu said his team is willing to share its experience and deepen cooperation with Angola for mutually beneficial development.

Angola will learn from China in patent examination, training and IP enforcement, Licenca said.

### CAS patent auction

The China Technology Exchange and the Institute of Computing Technology at the Chinese Academy of Sciences began a patent auction in July that will offer both online and over the counter pat-

ent trading through early November. More than 200 patents developed by the institute are for sale or on display to seek investors.

The patented technologies cover a wide range of sectors including integrated circuits, video processing, and Internet safety and management.

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### Global agency survey

China IP magazine and China Daily - IP Special have co-launched a survey of IP service agencies worldwide. The data collected will include information on agency strength,

scale, personnel structure, featured services and China-related business.

Based on survey results, an agency ranking will be announced during China IP's annual meeting.

A forum will be held at the end of this year to recognize outstanding agencies.

To download the survey questionnaire, please visit: ipr.chinadaily.com.cn or www.chinaipmagazine.com

### 5 SICHUAN Gold medal name

Ye Shiwen, winner of the 200 and 400-meter medley competitions at the ongoing London Olympics, could find her name on more than the front of the sports page if a Chengdu company is successful in its trademark application.

The company applied for a trademark on Ye's name for use on swimsuits just a month after she won a gold medal at the World Championships last July.

The company has passed preliminary trademark procedures and begun the required three-month public notification period.

But even if the trademark is granted, it would likely be revoked if Ye objects, legal experts said.

METROPOLITAN EXPRESS

### 6 GUANGDONG Fake BMW wallets

Enforcement officials in Baiyun district seized scores of wallets carrying the BMW logo during a recent raid at a local leather firm.

A suspect surnamed Chen has been arrested for hiring a company to make leather wallets with unauthorized brands such as Mercedes-Benz, Audi and Volkswagen, then selling the counterfeit.

Before he was arrested, Chen sold some 1,400 wallets worth at least 110,000 yuan (\$17,255).

Many internationally famous brands have been registered as trademarks for use on leather products, though they are rarely seen on the market, said local prosecutors.

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