

# **2018 年上海知识产权白皮书**

## **White Paper on the Intellectual Property Development in Shanghai in the Year 2018**

上海市知识产权联席会议办公室

The General Office of Shanghai Intellectual Property Joint Committee

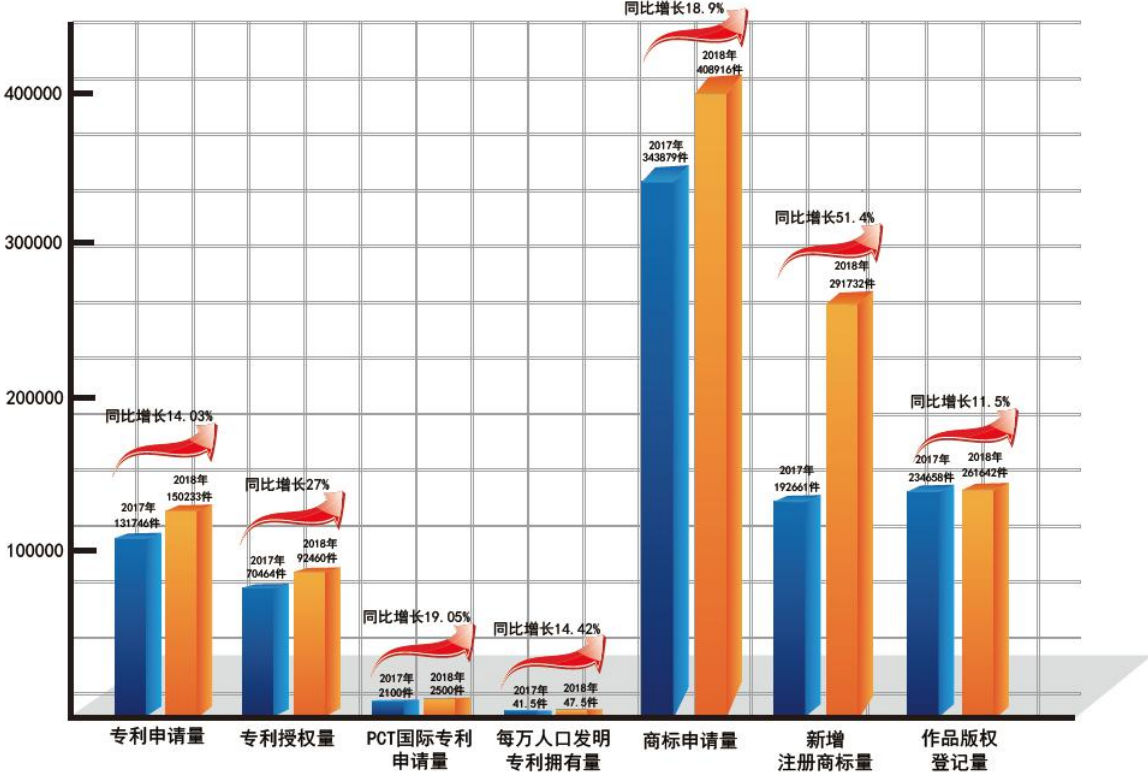
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2018年，上海全面贯彻落实党中央、国务院关于强化知识产权创造、保护、运用的一系列决策部署，以推进亚太地区知识产权中心城市建设为目标，以打造引领型知识产权强市为主线，聚焦深化改革开放、支撑科技创新和优化营商环境，深入推进实施国家知识产权战略，上海知识产权事业高质量发展取得显著进展。

### 一、知识产权创造实现提量增质

2018年上海知识产权创造情况



2018年，上海专利申请量150233件，专利授权量92460件，同比分别增长14.03%和27%，其中发明专利的申请量和授权量各为62755件和21331件，同比分别增长14.87%和3.14%；PCT国际专利申请

量 2500 件，同比增长 19.05%。至 2018 年底，上海有效发明专利拥有量 114966 件，同比增长 14.47%，每万人口发明专利拥有量为 47.5 件（按常住人口 2418.3 万人计算），居全国各省份排名第 2 位。上海商标申请量 40.89 万件，同比增长 18.9%；新增注册商标 29.17 万件，同比增长 51.4%；至 2018 年底，上海有效注册商标总量 114.93 万件，同比增长 30.8%。上海作品版权登记数 261642 件，同比增长 11.5%，并实现杂技艺术作品版权登记“零”突破。上海获得植物新品种权授权 12 项（农业 7 项和林业 5 项），获得（林业）植物新品种国际登录 6 个。

## 二、知识产权管理能级显著提升

**重构知识产权行政管理体制。**贯彻落实《上海市机构改革方案》，将市知识产权局的专利管理职责、市工商行政管理局的商标管理职责、市质量技术监督局的原产地地理标志管理职责整合，重新组建市知识产权局，由市市场监督管理局管理，实现了商标、专利、原产地地理标志的集中统一管理，有效提高了知识产权行政管理效能。

**完善知识产权工作相关政策。**市政府出台的“上海扩大开放 100 条”提出“加快建设开放共享、内外联动的高标准知识产权保护高地”的努力目标。市知识产权局修订《上海市专利资助办法》以及《上海市专利一般资助指南》，加大对高质量专利、国际专利申请的扶持力度。市工商局印发《关于开展重点商标保护工作的意见》和《〈上海市重点商标保护名录〉管理办法（试行）》，出台《关于开展商标海外维权工作

的意见》，成立“上海商标海外维权保护办公室”，助力上海商标品牌加快海外发展和提升国际化水平。

**强化知识产权发展协同融合。**市知识产权联席会议全面部署上海加快建设“新时代引领型知识产权强市”工作任务。沪苏浙皖三省一市知识产权联席会议办公室在沪共同签署《长三角地区知识产权一体化发展合作框架协议》，聚焦区域知识产权发展共商、布局共进、保护共治、服务共享、人文共建等方面加强合作。市商务委深入组织开展打击侵犯知识产权和制售假冒伪劣商品工作，结合加强“上海购物”品牌建设，不断优化上海营商环境。市版权局与浦东新区知识产权局联合开展版权登记和上海自贸区版权服务中心筹建工作。

### 三、知识产权保护力度持续加大

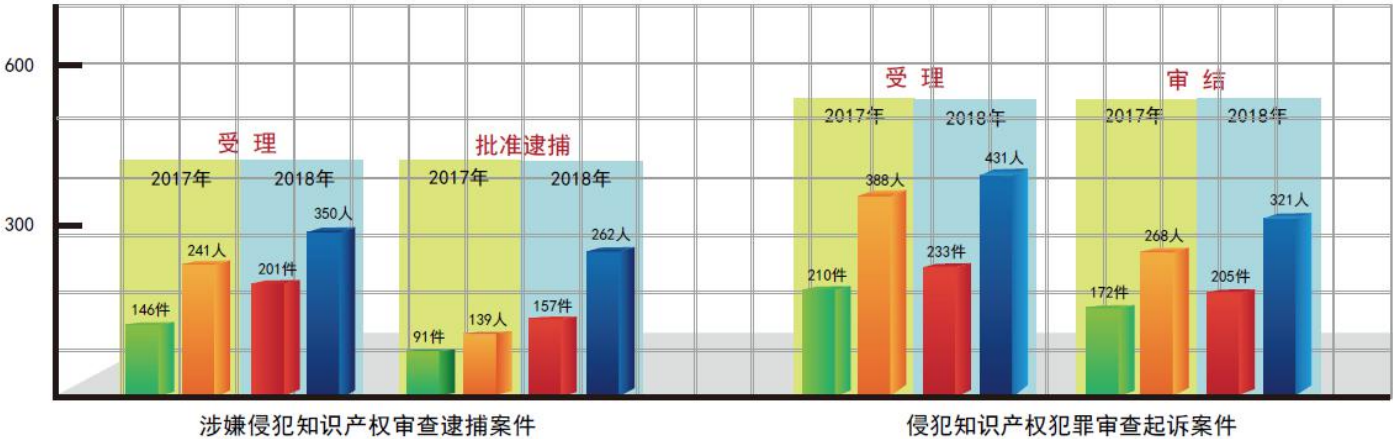
**知识产权司法保护作用突显。**2018年，市高级人民法院出台《关于加强知识产权司法保护的若干意见》，优化知识产权案件跨区划片集中指定管辖范围，上海基层人民法院知识产权审判庭由原来6个调整为4个。全年全市法院受理各类知识产权案件22984件，审结22384件，同比分别增加49.28%和46.11%。市人民检察院实践探索知识产权刑事案件合理赔偿机制，全面落实权利人权利义务告知制度。全年全市检察机关共受理涉嫌侵犯知识产权审查逮捕案件201件350人，批准逮捕157件262人，受理侵犯知识产权犯罪审查起诉案件233件431人，审结起诉205件321人。市司法行政部门积极发挥律师队伍在知识产权法治建设中的重要作用，全市律师办理知识产权民事案件9343

件，办理非诉讼知识产权法律事务 11928 件，全市 7 家知识产权司法鉴定机构办理涉及知识产权保护的司法鉴定案件 80 件，全市公证机构办理知识产权类公证 1246 件。

2018年上海法院知识产权案件审理情况



2018年上海检察机关办理知识产权案件情况



知识产权行政执法力度加大。2018 年，本市公安机关共立侵犯知识产权案件 341 起，破案 190 起，抓获犯罪嫌疑人 556 人，涉案总值

2 亿余元。专利管理部门全年开展 17 次执法检查，涉及商业单位 34 家以及商品 20 余万种；立案审理各类专利案件 385 件，同比增长 22%，立案查处假冒专利案件 121 件，作出行政处罚决定 11 件，罚没金额 26.4 万元；派员 289 人次入驻 53 个大型国际展览会，现场处理专利侵权纠纷投诉 215 件；在全市商业系统的 294 家单位 4961 家门店持续开展“销售真牌真品，保护知识产权”承诺活动。工商管理部门全年共查处商标侵权违法案件 1428 件，没收各类侵权商标标识和商品共计 16.04 万件（只），罚款 1520.68 万元，移送涉嫌商标犯罪案件 39 件；对全市 300 余家连锁企业商标使用行为开展“双随机”抽查。文化执法部门全年检查各类文化经营场所约 1.4 万家次，查处和取缔相关无证经营场所 94 处，收缴非法图书、音像制品等近 14 万件，办理版权行政处罚案件 58 件，罚款 159 万余元。城管执法部门查处涉及侵犯知识产权案件 105 起，查扣各类非法出版物 4090 件。上海海关共查获侵犯知识产权案件 374 起，涉案商品 545.57 万件，案值 6665.3 万元。

**知识产权综合治理水平提升。**市知识产权联席会议办公室组织开展首届“进博会”知识产权保护百日行动，实现知识产权保护“零投诉”。市公安局连续组织实施“云端”“亮剑”“春雷”等专项行动，严厉打击知识产权刑事犯罪行为。市知识产权局先后组织开展知识产权执法维权“雷霆”专项行动和“电子商务领域专利保护执法”专项行动，严厉打击专利侵权假冒、群体侵权、重复侵权等违法行为。市工商局分别组织开展高知名度商标保护专项行动、商标侵权“溯源”专

项行动、打击使用未注册商标违反《商标法》禁用条款行为“净化”专项行动，严厉打击商标侵权假冒、不正当竞争、侵犯消费者权益等违法行为。市版权局依托版权保护综合治理机制，巩固扩大软件正版化工作成果。市文化执法总队开展“剑网 2018”版权执法专项行动，加大对音像制品市场、线下书刊市场、网络售书平台、印刷企业执法监管力度。上海海关组织开展“中俄海关 2018 年知识产权保护联合执法行动”，针对侵犯国际足联及赞助企业相关知识产权行为开展重点打击。市知识产权局、市司法局、市高级人民法院拓宽知识产权保护社会治理渠道，完善纠纷多元化解决机制，全年全市各区知识产权纠纷人民调解委员会共受理相关申请案件 2157 件，调解成功 1497 件，调解成功率 69.4%；上海知识产权仲裁院、上海国际经济贸易仲裁委员会（上海国际仲裁中心）分别仲裁知识产权争议案件 191 件和 45 件。

#### **四、知识产权运用效益不断显现**

**知识产权资源运营流转活跃。**2018 年，国家知识产权局专利局上海代办处共办理专利权质押融资 82 笔，融资额 7.1 亿元。市知识产权局共完成专利实施许可合同备案 66 件，涉及合同金额 1.04 亿元；完成专利技术合同认定 26 项，涉及合同成交金额 3.67 亿元。全市共有 82 家企业的 971 件专利办理专利保险，投保额 3950 万元。上海知识产权交易中心知识产权意向挂牌项目 3200 余宗，成交 35 宗，成交额超过 2.18 亿元。

**知识产权助力企业创新发展。**截至 2018 年底，上海 5553 家高新

技术企业平均每家拥有授权专利 12.43 件(其中授权发明专利 3.2 件)。2018 年,国家知识产权局认定上海“国家知识产权优势企业、示范企业”14 家和 6 家;市知识产权局认定“上海市专利工作试点单位、示范单位”93 家和 33 家,认定“上海市知识产权试点园区、示范园区”5 个和 3 个;市版权局评定“上海版权示范单位、示范园区(基地)”11 家和 1 个。上海在第二十届中国专利奖评选活动中有 34 个项目获奖。

**知识产权促进品牌建设发展。**市工商局建成 18 个商标品牌指导站和 2 个商标品牌创新发展指导中心,同时将 219 件商标纳入《上海市重点商标保护名录》,并向社会公布。市经信委大力实施“提品质、增品种、创品牌”专项活动,开展无门槛、全覆盖的品牌培育试点示范活动。市质监局组建“上海品牌”国际认证联盟,56 家企业获得“上海品牌”认证。市经信委、市知识产权局联合主办以“全球城市与品牌经济”为主题的第四届中国品牌经济(上海)论坛。

## 五、知识产权服务体系日益完善

**优化知识产权行政服务能力。**国家知识产权局专利局上海代办处全年受理电子专利申请 3.3 万件,开通专利缴费信息网上补充及管理系统,专利业务办理便捷度得到提升。中国(浦东)知识产权保护中心正式运行,全年共受理专利预审案件 454 件,结案进审 213 件,通过快速审查授权 154 件;超过 300 家企业通过国家知识产权局专利快速审查备案。市工商局深化商标注册便利化改革,上海商标审查协作



中心全年实审初审量突破 120 万件，商标申请受理至初审的周期缩短至 5 个月，并先后设立上海商标审协中心奉贤受理窗口、马德里商标国际注册义乌联络部。

**提高知识产权运营服务水平。**国家知识产权运营公共服务平台国际运营（上海）试点平台启动建设，致力成为全球知识产权跨境交易的枢纽站和国际知识产权金融创新的策源地。市知识产权局、市财政局加强上海重点产业知识产权运营基金建设，新增募资 1385 万元，实际募资总额达到 6885 万元，新增储备项目 20 个。浦东新区承办国家知识产权局“知识产权走基层、服务经济万里行”上海站活动，为企业提供知识产权运营和保护服务。

**推动知识产权服务机构发展。**全年新增专利代理机构 13 家和执业专利代理人 101 名。截至 2018 年底，全市共有专利代理机构 140 家和执业专利代理人 1270 名，共有商标代理机构 1990 家，包括经工商部门登记从事商标代理业务的服务机构 1456 家和从事商标代理业务的律师事务所 534 家。市知识产权局推动成立“上海市知识产权服务行业协会”，健全知识产权社会化治理、服务体系；加强对专利代理机构监管，组织开展《专利代理机构服务规范》贯标工作，对年检不合格的 11 家专利代理机构下达整改通知书。全年上海新增“全国知识产权服务品牌培育机构”5 家，累计已有 13 家；新增“全国知识产权分析评议服务示范机构、示范创建机构”3 家和 2 家。

## 六、知识产权发展基础更加巩固

**知识产权教育培训广泛开展。**市人社局、市知识产权局共同推动上海市“专利管理工程师”职称“由考转评”；在全市 31615 名专业技术人员中开展知识产权公需科目继续教育；有 2062 人通过培训与考试获得“上海市专利工作者”证书。上海国际知识产权学院分别完成与世界知识产权组织联合培养知识产权法硕士项目、国家教育部和国家知识产权局联合委托“一带一路”知识产权硕士项目。上海商标海外维权保护办公室举办“中国企业欧洲商标维权实务”专题培训。上海国际贸易知识产权海外维权服务基地与英国高校合作举办第二届“国际贸易知识产权海外维权高研班”。

**知识产权文化建设持续推进。**市知识产权联席会议办公室在全市范围内牵头组织开展以“倡导创新文化、尊重知识产权”为主题的 2018 年知识产权宣传周活动，发布《2017 年上海知识产权白皮书》，公布《2017 年上海知识产权十大典型案例》，制作《开启新时代引领型知识产权强市建设新征程》宣传片。市知识产权局、市教委共同认定 8 所学校为第二批上海市中小学知识产权教育示范学校。市知识产权局、中国国际进口博览局共同主办“知识产权保护护航首届中国国际进口博览会”主题论坛。市工商局、市版权局分别公布《2017 年度十大商标典型违法案例》和《上海 2017 年度十大版权典型案例》。

**知识产权国际合作成效显著。**市政府与世界知识产权组织签署《知识产权领域合作谅解备忘录补充协议》，在知识产权运用转化、人才培养、仲裁调解等方面深化合作。国务院知识产权战略实施工作部际联

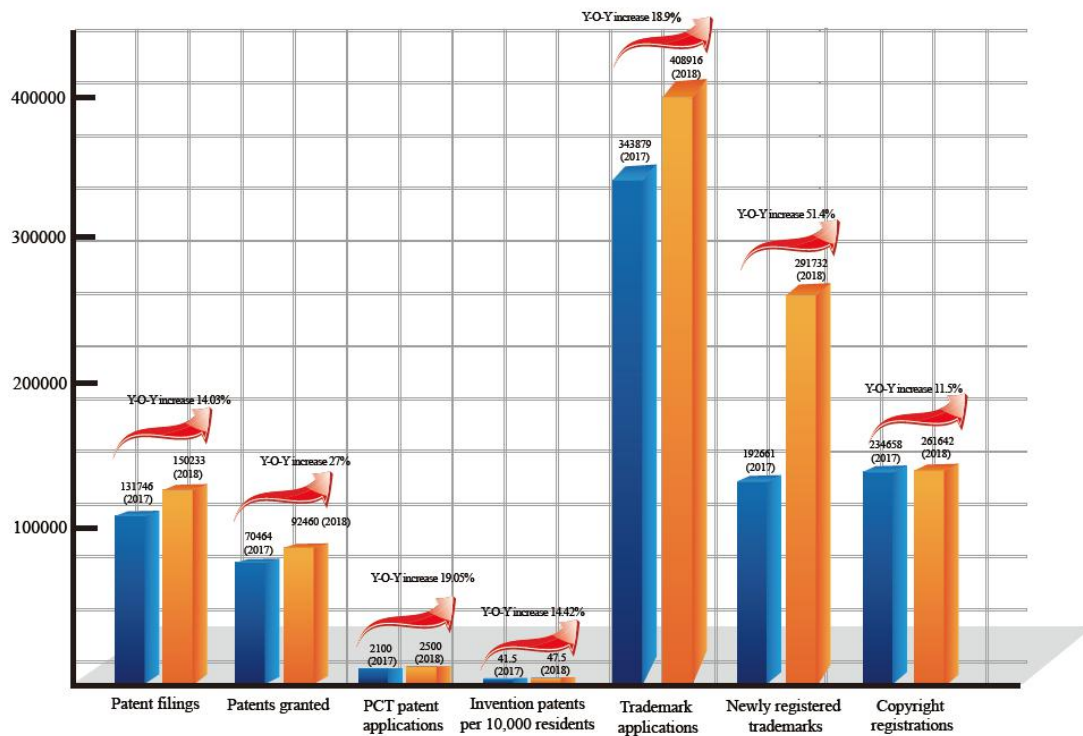
席会议办公室安排世界知识产权组织高级专家团在沪对中国地方层面实施国家知识产权战略 10 年情况进行考察评估。市知识产权局承办第十五届上海知识产权国际论坛暨全球知识产权保护和创新大会；推动首批世界知识产权组织技术与创新支持中心项目落户上海；与世界知识产权组织共同在沪举办知识产权服务体系有效运用高级研修班和知识产权调解与仲裁研讨会。市版权局承办世界知识产权组织和国家版权局电影的经济及文化价值与版权保护高端论坛。

# White Paper on Intellectual Property Development in Shanghai in the Year 2018

In 2018, Shanghai made significant progress in high-quality development of intellectual property cause by fully implementing a series of decisions and arrangements of the CPC Central Committee and the State Council to strengthen the creation, protection and utilization of IP, by embracing the goal of building Shanghai into an Asia-Pacific IP hub and a leading IP powerhouse, by focusing on reform and opening up of the country, supporting science and technology innovation and improving its business environment, and by deepening the implementation of the National IP Strategy.

## I. IP Creation Up in Quantity & Quality

An Overview of IP Creation in Shanghai in 2018



In 2018, the total number of patent filings and patents granted in Shanghai reached 150,233 and 92,460, up by 14.03% and 27% respectively year on year. The number of invention patent filings and invention patents granted reached 62,755 and 21,331, up by 14.87 % and 3.14 % respectively. The number of PCT patent filings reached 2,500,

up by 19.05%.

By the end of 2018, the number of valid invention patents in Shanghai was 114,966, up by 14.47%. The number of invention patents per 10,000 residents in Shanghai reached 47.5 (calculated on the basis of 24.183 million permanent residents in Shanghai), making Shanghai the second highest nationwide in this index. Trademark applications in Shanghai reached 408,900, up by 18.9%. Registered trademarks increased by 291,700, up by 51.4%.

By the end of 2018, the total number of valid registered trademarks in the city stood at 1.1493 million, up by 30.8%. The number of copyright registrations in Shanghai was 261,642, up by 11.5%. Acrobatic work was registered as a copyright for the first time in Shanghai. 12 new plant varieties were granted to Shanghai applicants (7 in agriculture and 5 in forestry), and another 6 (in forestry) obtained international registration of new plant varieties.

## **II. Significantly Enhanced IP Administration**

**Rebuilding the IP administrative framework.** In accordance with *the Government's Institutional Reform Plan of Shanghai*, Shanghai Intellectual Property Administration (SIPA) was restructured, integrating the functions of patent administration from SIPA, trademark administration from Shanghai Administration for Industry and Commerce, appellation of origin administration from Shanghai Administration of Quality and Technical Supervision. The re-organized SIPA, supervised by Shanghai Administration for Market Regulation, administers trademark, patent and appellation of origin in one entity, thus making IP administration much more efficient.

**Perfecting IP-related policies.** *The 100 New Measures for a More Open Shanghai* issued by the Shanghai municipal government put forth the goal of “building a high-level intellectual property rights protection institution that is open, shared, and linked between the internal and the external”. SIPA revised *the Measures of Shanghai Municipality on Patent Funding* and *the Guidelines of General Patent Funding in Shanghai* to provide stronger support for high-quality patent and PCT patent application. Shanghai Administration of Industry and Commerce issued *Opinions to*

*Protect Key Trademarks, the (Interim) Administrative Measures to implement the Catalogue for Protecting Shanghai's Key Trademarks, and Opinions on Conducting Overseas Trademark Protection*, established “the Shanghai Office for Overseas Trademark Protection”, so as to enhance the international reach and globalization level of Shanghai's trademarks and brands.

**Deepening concerted and integrated IP development.** Shanghai IP Joint Committee adopted a comprehensive action plan to accelerate Shanghai's building into “a leading IP powerhouse in the New Era”. The Office for Intellectual Property Joint Committee of the Shanghai municipality, Jiangsu, Zhejiang and Anhui provinces jointly signed the *Framework Agreement on Integrated IP Development and Cooperation in the Yangtze River Delta Region* in Shanghai, focusing on enhancing cooperation in areas of joint consultation, implementation of strategies, joint governance, service sharing and cultural building in this region. As an effort to improve Shanghai's business environment, Shanghai Municipal Commission of Commerce strengthened the fight against IP infringements and the production and sale of counterfeit and shoddy goods, as a part of the efforts for “Shopping Shanghai” brand-building. Shanghai Copyright Bureau and Pudong IP Administration jointly conducted copyright registration work and prepared for the building of the Copyright Service Center of Shanghai Free Trade Zone.

### **III. Stronger IP Protection**

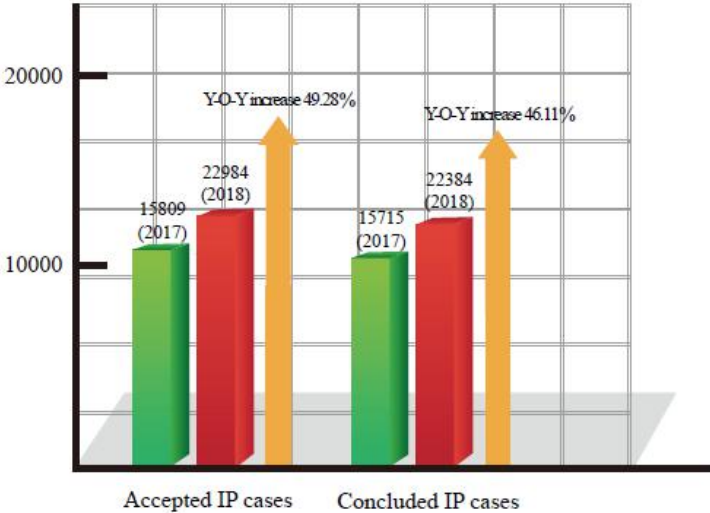
**The prominent role of judicial protection for IP is accentuated.** With the introduction of *the Several Opinions to Strengthen the Judicial Protection of IP* by Shanghai High People's Court in 2018, IP cases handling was further concentrated into several IP tribunals by different regional jurisdictions, and the number of IP tribunals in Shanghai's grassroots people's courts was reduced from six to four. In 2018, the court system in Shanghai accepted total filings of 22,984 IP cases and concluded 22,384 IP cases, with a year-on-year increase of 49.28% and 46.11% respectively.

Shanghai People's Procuratorate explored the set-up of the reasonable compensation mechanism for IP criminal cases, and fully implemented the notification system of procedural rights and obligations for right-holders. In 2018, Shanghai's prosecutorial

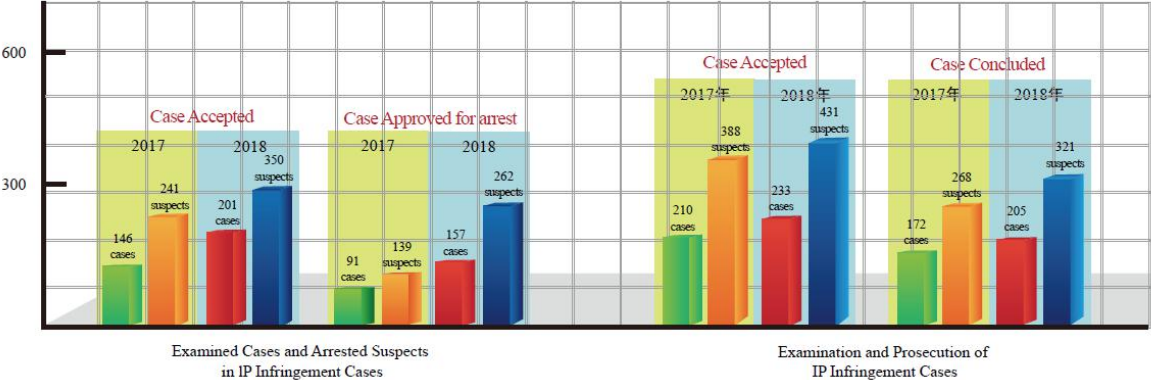
organs examined arrest applications from 201 cases of suspected IP infringement involving 350 suspects. A total of 262 suspects from 157 cases were approved for arrest. These organs also processed 233 criminal prosecution cases of IP infringement with 431 defendants. A total of 205 cases and 321 defendants were tried and handed rulings.

Shanghai’s administrative authorities of justice tapped into lawyers’ role in deepening the rule of law in IP. In 2018, lawyers in Shanghai represented in 9,343 IP civil cases, and were involved in 11,928 non-litigated IP legal affairs. Seven IP judicial appraisal offices in the city provided IP judicial appraisals for 80 cases. Shanghai’s notarial Institutions processed 1,246 IP-related.

Trial of IP Cases in Shanghai Courts in 2018



Processing of IP Cases by Shanghai Procuratorial Organs in 2018



**Shanghai strengthened IP administrative law enforcement.** In 2018, Shanghai

Police placed on file 341 IP infringement cases, solved 190 cases, and arrested 556 criminal suspects, involving a total value of more than 200 million RMB. Shanghai's Patent administrative agencies launched 17 enforcement inspections throughout the year, which involved 34 commercial institutions and examined patent information for more than 200,000 types of commodities. These agencies placed on file and prosecuted 385 patent cases through judicial channels, up by 22% year on year. They also investigated and processed 121 counterfeit patent administrative cases, made administrative penalties decisions on 11 cases amounting to fines of 264,000 RMB in total. They also dispatched 289 officers to 53 large-scale international exhibitions and handled 215 patent infringement complaints on site. They pushed 294 commercial units in the city to continue running the activity of "Pledging to Sell Authentic Products Only and Protecting IP Rights" in their 4,961 stores.

Shanghai Administration of Industry and Commerce investigated and settled 1,428 trademark infringement cases in the whole year and confiscated 160,400 pieces (sets) of goods & labels with infringed trademarks and imposed total fines of 15.2068 million RMB. Moreover, 39 suspected trademark criminal cases were transferred to the police. More than 300 chained businesses in Shanghai received inspections on the "Double-Random" sampling mode with regards to their trademark use.

Shanghai's cultural law enforcement agencies inspected various types of cultural business sites for 14,000 times. A total of 94 sites without proper business permits were shut down, and 140,000 pirated books and audio-video products were confiscated. 58 copyright administrative offenses were established with penalties of more than 1.59 million RMB handed out. Urban management authorities cracked down on 105 cases of IP infringements and seized 4,090 illegal publications of various types. Shanghai Customs tracked down 374 IP infringement cases with 5.4557 million pieces of related goods involving 66.653 million RMB.

**Shanghai made notable progress in comprehensive IP governance.** The General Office of Shanghai IP Joint Committee ran the 100-day IP-protection campaign in the first China International Import Expo (CIIE). There was zero complaint about IP infringement in the CIIE. Shanghai Police launched a series of campaigns including "the Cloud Action", "the Bright Sword Action", and "the Spring Thunder Action" to



crack down on IP criminal offenses. SIPA conducted “the Thunder Action” on IP law-enforcement and a specialized campaign on “Patent Protection and Law-Enforcement in E-Commerce”. These actions have effectively curbed patent infringement and counterfeiting, group infringement and repetitive infringement and other illegal activities.

Shanghai Administration of Industry and Commerce ran a specialized campaign to protect famous trademarks, another specialized campaign “Tracing the Source” to curb trademark infringement, and a third specialized campaign “Purification” to crack down on the use of unregistered trademarks in violation of *the Trademark Law*. These efforts have effectively addressed issues of trademark infringement, counterfeiting, unfair competition, and infringement of consumers' rights and interests.

Shanghai Copyright Bureau, based on the comprehensive governance mechanism for copyright protection, consolidated and extended achievements in promoting the use of legal software. Shanghai Cultural Law Enforcement Agency conducted the “Sword-Network 2018” campaign on copyright law-enforcement targeting the audio-visual markets, offline book and magazine markets, online book-selling platforms and printing enterprises. Shanghai Customs conducted the “Sino-Russian Customs Joint IP Law-Enforcement Campaign 2018”, focusing on curbing infringements on FIFA and its sponsors' IPs.

SIPA, Shanghai Bureau of Justice and Shanghai High People's Court expanded social governance channels for IP protection and improved the mechanism for diversified dispute resolution. The people's mediation committees for IP disputes from various districts of Shanghai processed 2,157 IP mediation applications, successfully mediated 1,497 cases, and the success rate of mediation is 69.4%. Shanghai Arbitration Court of Intellectual Property and Shanghai International Economic and Trade Arbitration Commission (Shanghai International Arbitration Center) presided over 191 and 45 IP arbitration cases respectively.

#### **IV. Unleashing the Potential and Gaining Dividends from IP Utilization**

**Shanghai saw increasingly active IP resource operation and transactions.** In 2018, the Shanghai Agency of the Patent Office of the National IP Administration

processed 82 cases of patent pledge loans, which led to a total financing of 710 million RMB. SIPA put on record 66 patent licensing contracts involving 104 million RMB. SIPA verified 26 patents and technology contracts, involving a total contract value of 367 million RMB. Eighty-two enterprises in Shanghai insured their 971 IPs, with total premiums of 39.5 million RMB paid. The Shanghai IP Transaction Center listed more than 3,200 intent-to-sell IP projects, from which 35 deals were made, valued at 218 million RMB.

**IP is driving corporate innovation and development.** By the end of 2018, 5,553 high-tech enterprises in Shanghai owned an average of 12.43 patents (including 3.2 invention patents). In 2018, the National IP Administration recognized fourteen “Enterprises with IP Advantages at the State-Level” and six “IP Demonstration Enterprises” in Shanghai. SIPA recognized 93 “Shanghai Patent Pilot Organizations” and 33 “Shanghai Patent Demonstration Units”, five “Shanghai IP Pilot Campuses”, and three “Shanghai IP Demonstration Zones”. Shanghai Copyright Administration recognized 11 “Shanghai Copyright Demonstration Units” and one “Shanghai Copyright Demonstration Zone (Base)”. 34 projects from Shanghai won prizes in the 20<sup>th</sup> China Patent Award competition.

**IP is driving brand development.** Shanghai Administration for Industry and Commerce launched eighteen “Trademark and Brand Guiding Centers” and two “Trademark and Brand Innovation and Development Guiding Centers”. It also listed 219 trademarks into *the Catalogue for Protecting Shanghai’s Key Trademarks* and shared this *Catalogue* with the public. Shanghai Municipal Commission of Economy and Informatization ran a campaign with the goal of “improving product quality, increasing product variety and building brands”. This campaign featured a number of demonstration activities to nurture and grow brands. All brands in Shanghai were encouraged to participate in these activities with no access limits. Shanghai Administration of Quality and Technical Supervision established “the Shanghai Brand” International Certification Alliance and 56 enterprises were awarded “the Shanghai Brand” certification. Shanghai Municipal Commission of Economy and Informatization and SIPA jointly hosted “the 4<sup>th</sup> China Brand Economy (Shanghai) Forum” under the theme “Global Cities and Brand Economy”.

## **V. A More Comprehensive IP Service Network**

**Shanghai delivered stronger IP administrative services.** In 2018, the Shanghai Agency of the Patent Office of the National IP Administration processed 33,000 cases of electronic patent applications, and launched the online information supplement and management system for patent's payment information, thus greatly facilitating patent processing.

In 2018, the fully operational China (Pudong) Intellectual Property Protection Center processed a total of 454 patent pre-examinations in the whole year and advanced 213 applications. 154 patents were granted through the expedited examination channel. More than 300 enterprises were registered at the expedited patent-examination track at the National IP Administration.

Shanghai Administration of Industry and Commerce deepened the reform to facilitate trademark registration in 2018. Shanghai Trademark Review Coordination Center conducted more than 1.2 million first actual reviews for trademarks, and the processing time from trademark application to the first review was reduced to five months. The Fengxian Window of Shanghai Trademark Review Coordination Center and Yiwu Liaison Center for Madrid Trademark Registration were established.

**Shanghai improved its IP operation and service efficiency.** The construction for the Shanghai Pilot Platform of the State IP Operation Public Service Platform has commenced. It will become a hub for global cross-border IP transactions and the birthplace for global IP-related financial innovation. SIPA and Shanghai Financial Bureau strengthened the IP Operation Fund for Key Industries in Shanghai, and injected an additional 13.85 million RMB into the Fund. The total capital of the Fund reached 68.85 million RMB. 20 new projects were added to the Fund's operational scheme in 2018. Pudong New Area launched the campaign on behalf of the National IP Administration in Shanghai — "IP Public Education to Serve the Economy Far and Wide". This campaign aimed at providing companies with IP utilization and protection services.

**Shanghai's IP service agencies continued to flourish.** Shanghai had 13 new patent agencies and 101 new patent attorneys, making the total number of patent agencies

140, the overall headcount of patent attorneys 1,270, and the total number of trademark agencies 1,990 by the end of 2018. The 1,990 trademark agencies includes 1,456 trademark agencies registered at various administrations for industry and commerce and 534 law firms engaging in trademark agency business.

SIPA promoted the establishment of the Shanghai IP Service Industry Association, so as to improve the overall framework of socialized governance and service mechanism for IP. SIPA also strengthened supervision over patent agencies, implemented the standards from *the Patent Agencies' Service Norm*, and issued rectification notices to 11 patent agencies that failed the annual inspection.

In 2018, five more “Nationwide IP-Service-Brand Nurturing Agencies” were created in Shanghai, pushing the number up to 13 in the city. Three more “Nationwide IP Analysis & Appraisal Service Demonstration Units” and two more such nominations were established in Shanghai.

## **VI. A Stronger Infrastructure for IP Development**

**Shanghai saw extensive IP educational and training outreach.** With the efforts of the Shanghai Human Resources and Social Security Bureau and SIPA, accreditation for the professional title of “Patent Management Engineers” shifted from examination to evaluation, and was applied across the whole city. The two agencies also ran a continuing education course on IP for 31,615 technical personnel across the city, from which 2,062 obtained the certificate of “Shanghai Patent Practitioner” after attending this course and being qualified for its graduation exam.

Shanghai International College of Intellectual Property of Tongji University successfully ran the WIPO-Tongji Master’s Degree Program in Intellectual Property Law and the “Belt and Road” Master’s Program of Intellectual Property, the latter was entrusted by Ministry of Education and National IP Administration. Shanghai Office for Overseas Trademark Protection conducted the training on “European Trademark Protection Practice for Chinese Enterprises”. Shanghai International Trade Service Base for Overseas Intellectual Property Rights Protection ran the 2<sup>nd</sup> Executive Course on International Trade IP Programme (ITIP) with a UK university.

**Shanghai continued to promote IP cultural building.** The General Office of

Shanghai IP Joint Committee spearheaded “the 2018 IPR Publicity Week” under the theme “promoting the culture of innovation and respecting intellectual property” across the whole city. It also published *the White Paper on Intellectual Property Development in Shanghai in the year 2017* and *the 2017 Ten Typical IP Cases in Shanghai*. It produced an educational video entitled *Building Shanghai a Leading IP Powerhouse in the New Era*.

SIPA and Shanghai Municipal Commission of Education recognized eight schools as the second-batch IP-Education Model Primary and Middle Schools in Shanghai. SIPA and China International Import Expo Bureau jointly hosted the Forum on “IP Protection Safeguarding the First CIIE”. Shanghai Administration for Industry and Commerce and Shanghai Copyright Bureau published *the Top Ten Typical Trademark Infringement Cases in 2017* and *the Top Ten Typical Copyright Cases in 2017 in Shanghai* respectively.

**Shanghai’s IP international cooperation achieved notable results.** Shanghai municipal government and the WIPO signed *the Supplementary Agreement to the Memorandum of Understanding (MOU) on Cooperation in the Field of Intellectual Property* to deepen cooperation between Shanghai and the WIPO in IP utilization and transfer, talent training, arbitration and mediation, etc. The Office of the Inter-Ministerial Joint Conference on the Implementation of the Intellectual Property Strategy of the State Council invited WIPO experts to conduct a ten-year review and inspection on the implementation of the National IP Strategy at the local level in Shanghai.

SIPA assisted the organization of the 15<sup>th</sup> Shanghai International Intellectual Property Forum & Global IP Protection and Innovation Development Conference. With SIPA’s support, the first batch of WIPO Technology and Innovation Support Center (TISC) projects were landed in Shanghai. SIPA and WIPO jointly organized workshops on exploring the effective use of WIPO’s global IP services and IP arbitration and mediation service. Shanghai Copyright Bureau supported the WIPO and the National Copyright Administration of China in organizing “the High-Level Forum on the Cultural and Economic Importance of Film and the Role of Copyright”.