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**SIPO Releases Five Year Plan for Patent Examination**

SIPO has released the 12<sup>th</sup> Five Year Plan for patent examination, from 2011-2015. The Five Year Plan reviews challenges and opportunities for China's patent examination, and lays out strategies for concept and overall deployment during the five year period. By the end of 2015, China's patent examination is expected to have concluded 1.85 million inventions, 3.2 million utility models and 3 million designs, making it on par with the world's leading IP offices.

[http://english.sipo.gov.cn/news/official/201106/t20110624\\_608414.html](http://english.sipo.gov.cn/news/official/201106/t20110624_608414.html)

**China's Customs Honored for IPR Protection**

On June 8<sup>th</sup>, the Global Anti-Counterfeiting Group (GACG) awarded China's General Administration of Customs for protecting IPR. According to the GACG, Chinese customs authorities illegally seized 58 million goods in 9,227 batches of cargo, violating IPR laws and regulations. The GAC's exceptional IPR enforcement was one of the main reasons why it received the award.

[http://english.sipo.gov.cn/news/iprspecial/201106/t20110624\\_608413.html](http://english.sipo.gov.cn/news/iprspecial/201106/t20110624_608413.html)

**China's First IPR Exchange Opens to Ease Financial Difficulties for SMEs**

A pilot IPR exchange opened on Saturday in Tianjin, allowing investors to buy IPR shares and help small and medium sized enterprises (SMEs) lessen their financial burdens. The Tianjin Binhai Intellectual Property Exchange International, operated by the government-backed Northern Technology Exchange Market and the Tianjin IPR Service Center, is the first of its kind in China and is considered to be a "financial innovation" by the Tianjin municipal government.

Financing shortage has become one of the biggest problems for China's technology companies in their struggle to transfer IPRs. A survey conducted by the Tianjin Municipal Science and Technology Commission in 2010 showed that 63.79 percent of Tianjin's technological enterprises were dealing with financing shortage, "more than 15 percent of the respondents said they wanted funding and support from the government, and about 17 percent wanted credit aid from banks." "This is headline news for China's SMEs," said Tianjin's deputy mayor Cui Jindu.

[http://english.sipo.gov.cn/news/iprspecial/201106/t20110613\\_606696.html](http://english.sipo.gov.cn/news/iprspecial/201106/t20110613_606696.html)

**ZTE Leaps to Top with 974 PCT Applications in Q1**

As shown by the latest statistics from the World Intellectual Property Organization (WIPO) on May 25, ZTE has filed 947 PCT applications in the first quarter of this year, putting them at the top of international patent applications. ZTE says that US and European markets are the most important for the company's overseas expansion. In total, the company has filed 35,000 international patent applications, 90% of which are invention patents.

[http://english.sipo.gov.cn/news/iprspecial/201106/t20110620\\_607180.html](http://english.sipo.gov.cn/news/iprspecial/201106/t20110620_607180.html)

**Football Legend Maradona Sues Chinese Online Games Company**

Argentine football legend Diego Maradona has recently sued "The 9 Limited", a Chinese online games company, for using Maradona's image to endorse a new football themed game called "Winning Goal". While The 9 Limited claimed that Maradona had signed a contract June last year, Maradona said he had never even been contacted by the company and refused to accept the company's apology. "It is our duty to safeguard Maradona's legitimate rights," said Tang Qinghui, Maradona's attorney. "I hope there will be a good end."

[http://english.sipo.gov.cn/news/iprspecial/201106/t20110620\\_607198.html](http://english.sipo.gov.cn/news/iprspecial/201106/t20110620_607198.html)

### **L'OCCITANE Alleges CAMENAE over Trademark Infringement**

L'OCCITANE sued Guangzhou Meiyue Cosmetics, Guangzhou Jinyue Trading Company and a Beijing department store for infringing L'OCCITANE's trademark and sought 500,000 yuan in damages after discovering counterfeit L'OCCITANE products for sale. L'OCCITANE obtained the "NO. G887132" trademark in May 2006. "CAMENAE Lavender Essential Oils", which were sold at the Beijing department store, not only used a similar trademark, but it also used the natural produce symbols granted by the French Standardization Association. In response, the defendants claimed Jinyue had filed a design application of the product and package that did not infringe L'OCCITANE's trademark.

[http://english.sipo.gov.cn/news/iprspecial/201106/t20110620\\_607184.html](http://english.sipo.gov.cn/news/iprspecial/201106/t20110620_607184.html)