

# White Paper on Intellectual Property Development and Protection in Jiangsu in 2020

The year 2020 is truly an extraordinary year. Under the leadership of the CPC Jiangsu Provincial Committee and Jiangsu Provincial People's Government, Jiangsu fully implemented the *Outline of the National Intellectual Property Strategy* and the *Outline of Jiangsu Intellectual Property Strategy*. The Province's intellectual property authorities made strenuous efforts to prevent and control the COVID-19 pandemic, support the resumption of work and production, promote innovative development, and optimize the business environment. Jiangsu made steady progress in the creation, protection and application of intellectual property and has gained a good start in promoting the establishment of a leading province in intellectual property in China.

## I. Notable Achievements in the Work of Establishing a Leading Intellectual Property Pilot Province

1. Coordinated efforts in shaping Jiangsu into a powerful intellectual property pilot province: In 2020, Jiangsu

accomplished the annual key tasks set out in the Jiangsu Provincial People's Government-China National Intellectual Property Administration (CNIPA) Consultation Meeting, made substantive progress in shaping itself into a leading intellectual property pilot province, and ranked among the top provinces in China in terms of comprehensive strength. Member units of the Leading Group for the Implementation of Jiangsu Intellectual Property and Trademark Strategy fulfilled their respective duties and joined hands to facilitate the development of a powerful intellectual property province in accordance with the *Jiangsu's Work Plan for Building a Powerful Intellectual Property Province in 2020* issued by the Leading Group. The Jiangsu Education Department continued to advance the reform of intellectual property management and rights distribution systems in higher education institutions. Sixteen Jiangsu colleges/universities were selected as China's first intellectual property pilot demonstration colleges/universities. The Jiangsu Provincial Department of Science and Technology highlighted intellectual property in its management of science and technology programs to help tech companies produce high-quality intellectual property. The Industry and Information Technology Department of Jiangsu included the provincial

industrial design competition in the special contest of "Zijin Award" for the first time to promote the integrated development of the Province's industrial design and manufacturing industry. The Department of Commerce of Jiangsu Province incorporated intellectual property protection in foreign trade into the *Action Plan of Jiangsu Province for High-quality Imports and Exports*, the *Measures for Supporting the Domestic Sale of Exports to Promote the Integrated Development of Domestic and Foreign Trade*, and other policies to improve the mechanism for cultivating brands for export in Jiangsu. The Jiangsu Provincial Government State-owned Assets Supervision and Administration Commission and the Intellectual Property Office of Jiangsu Province (JSIPO) jointly introduced 22 measures to help companies in Jiangsu secure high-quality intellectual property development. Jiangsu won a record-setting number of awards (113 awards, including 3 gold and 14 silver awards) in the 21st China Patent Awards competition, ranking third in China. The Phoenix Publishing & Media, Inc. and Yangzhou Municipal Public Security Bureau won the "China Copyright Gold Award".

2. Highlights in establishing powerful intellectual property cities: All prefecture-level cities in Jiangsu Province attached great

importance to intellectual property. Measures were taken based on local conditions to further improve the management and integrated development of the intellectual property. Nanjing accelerated the improvement of its service network for intellectual property rights protection assistance, pioneered the model of jointly building an intellectual property rights protection assistance sub-center with the city's judicial bureau, and realized the coverage of the intellectual property rights protection assistance network in all its districts. Wuxi set up an intellectual property service cluster, established the first municipal-level industrial intellectual property alliance, and launched the first intellectual property mixed insurance product and the first intellectual property asset appraisal liability insurance in China. Xuzhou built China (Xuzhou) Intellectual Property Protection Center with great efficiency. The Center passed JSIPO's pre-acceptance assessment and met the construction standards of the CNIPA for such centers. Changzhou set the standards on technical investigators' participation in intellectual property-related administrative enforcement operations in the issued *Measures of Changzhou for the Management of Intellectual Property Technical Investigators (Trial)*. Suzhou revised and implemented the

*Suzhou Patent Promotion Regulations* and was the first in making a groundbreaking achievement in intellectual property securitization. The city's practice of building a supply chain-wide and ecosystem-wide intellectual property operation service system was listed by the State Council as the "best practice case" for advancing the service trade innovation pilot program. Nantong actively promoted the national pilot for intellectual property investment and financing, and explored the "Nantong cooperation model" for intellectual property finance featuring risks shared between the government, the bank, and the guarantor. Lianyungang strengthened the protection of pharmaceutical enterprises' intellectual property, set up the Jiangsu Province Biomedicine and New Medical Device Industry Intellectual Property Rights Protection Assistance Station, which became one of the first four pilot entities in Jiangsu Province for industrial intellectual property rights protection assistance. Huai'an maintained its leading position among all prefecture-level cities in China in the number of geographical indications (GI) and trademarks. It held the Huaihe River Ecological Economic Belt Geographical Indication Brand Protection Alliance Inauguration & Live Promotion of "Premium Jiangsu Products" (Huai'an Session). To develop

agriculture with great brand values and enrich the people through GI products, Yancheng focused on improving the application of GI brands and actively explored new approaches for well-targeted GI-based poverty alleviation. Yangzhou made six major moves (namely, driving agricultural development through the innovation and entrepreneurship program, strengthening agricultural development through patents, helping agriculture prosper through brands, enriching farmers through GI products, assisting farmers through the Internet, and protecting farmers' rights and interests through intellectual property rights protection assistance programs) to boost rural revitalization. Zhenjiang released local standards for the patent infringement technology identification service, launched the invention patent stockpiling and trusteeship program, built the invention patent stockpiling and trusteeship service platform, and promoted the high-quality intellectual property development of the city. Taizhou set up an intellectual property dispute arbitration and mediation center as a new option for intellectual property rights holders to safeguard their rights and settle disputes. Suqian took the lead in realizing "the provision of all services via one service window" in Northern Jiangsu. The city actively explored a comprehensive intellectual property service

platform and promoted the extension of the service chain to counties, districts, and industrial parks.

## II. Steady Improvement in Main Indicators of Intellectual Property Creation

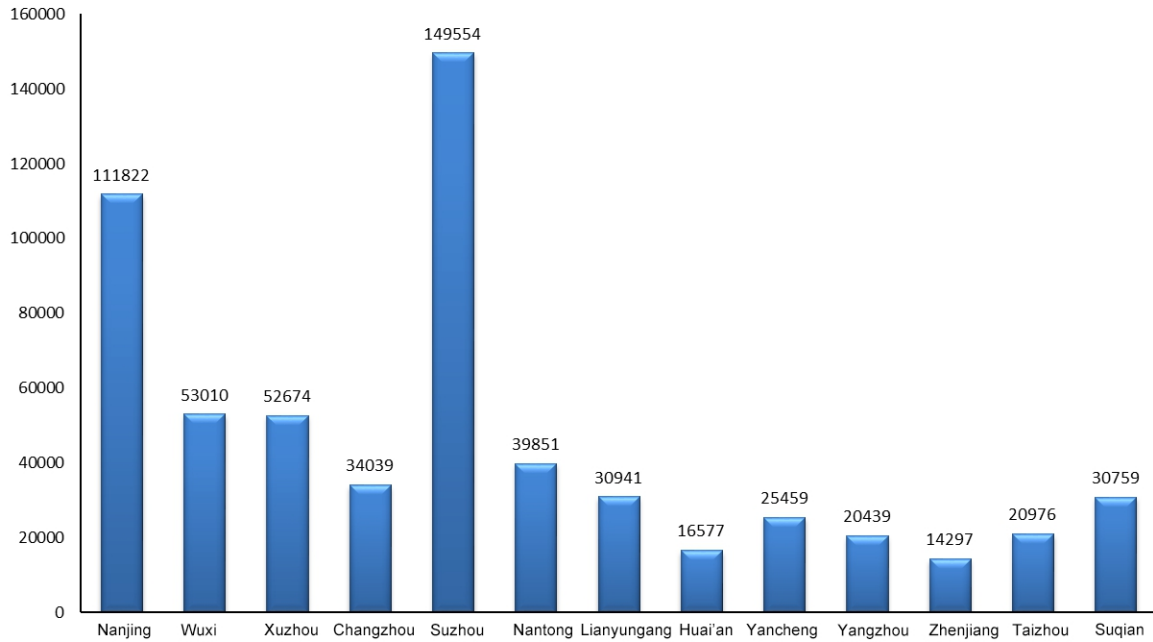
1. Trademark application and registration: In 2020, Jiangsu recorded 604,095 trademark registration applications, 378,754 were approved. The number of valid registered trademarks has reached 1,911,524. 1,398 applications were handed in for international trademark registration under the Madrid System were made.

Trademark application: In 2020, Jiangsu recorded 604,095 trademark registration applications, up 22.00% YoY.

Trademark registration: In 2020, Jiangsu recorded 378,754 trademark registrations, down 7.10% YoY.

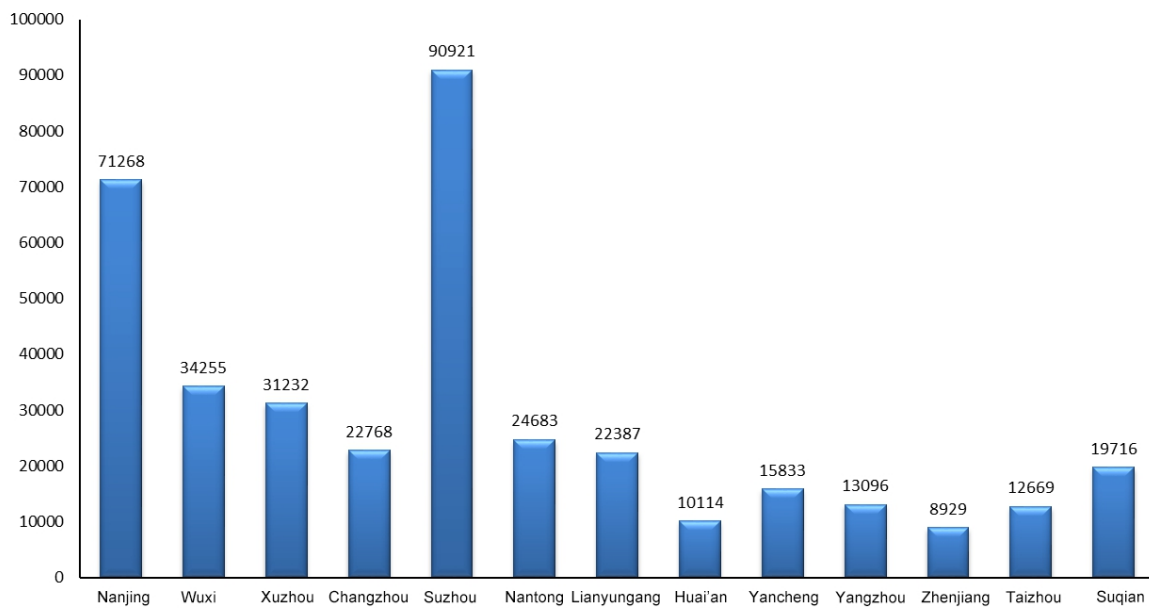
## Trademark Applications by Cities in Jiangsu in 2020

Unit: piece



## Trademark Registrations by Cities in Jiangsu in 2020

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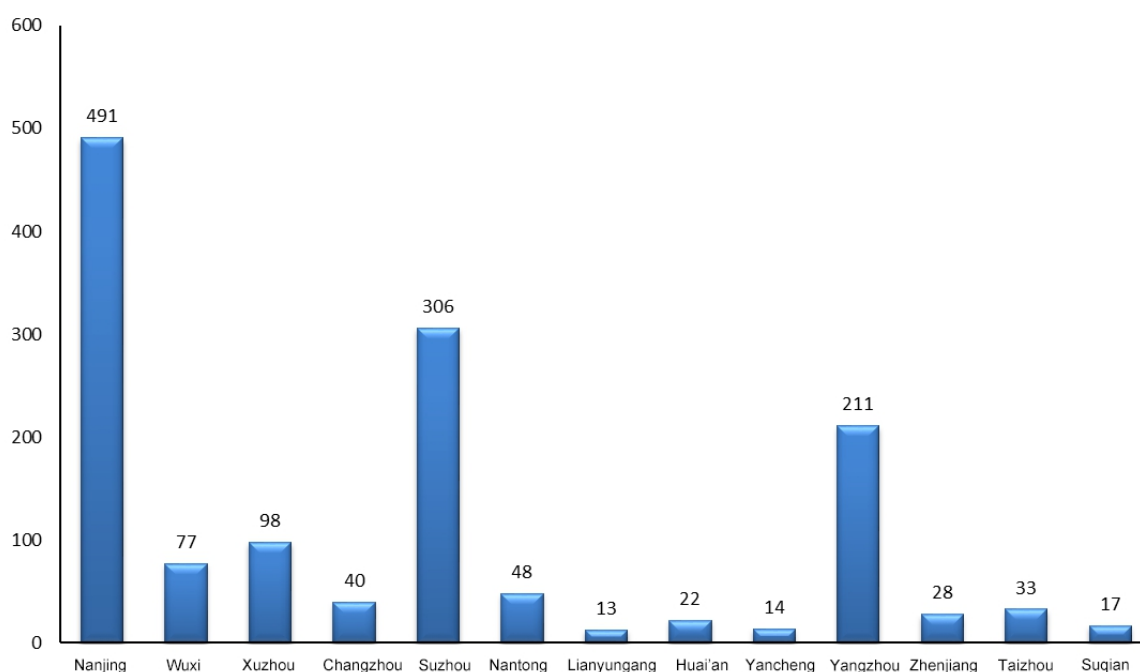




Applications for international trademark registration under the Madrid System In 2020: Jiangsu recorded 1,398 applications for international trademark registration under the Madrid System, up 66.83% YoY.

Applications for International Trademark Registration Under the Madrid System by Cities in Jiangsu in 2020

Unit: piece



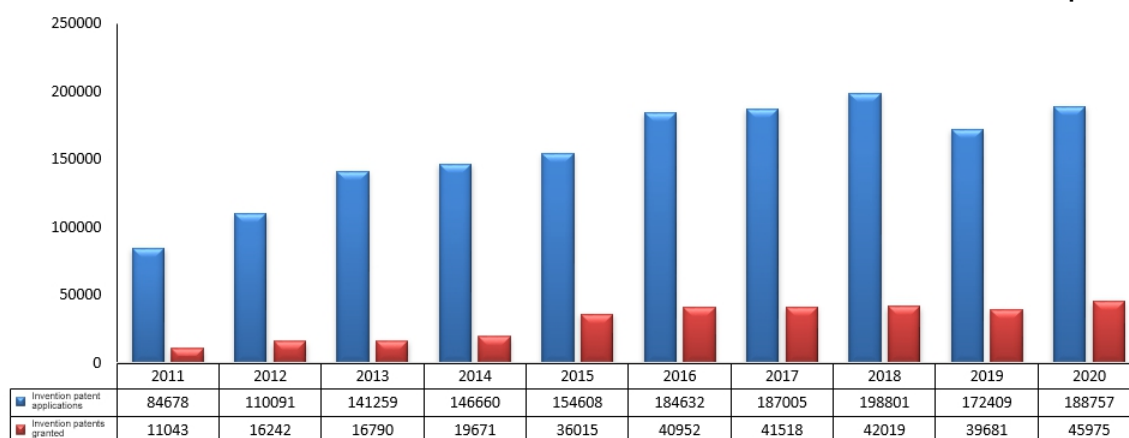
2. Patent application, granting and ownership: In 2020, Jiangsu recorded 751,654 patent applications. 499,167 were approved. 9,606 PCT applications were made. 36.14 invention patents per 10,000 people achieved. Patent applications submitted by enterprises and patents granted to enterprises accounted for

81.47% and 84.10%, up 2.13% and 4.75% compared to late 2019 respectively. The structure was further improved.

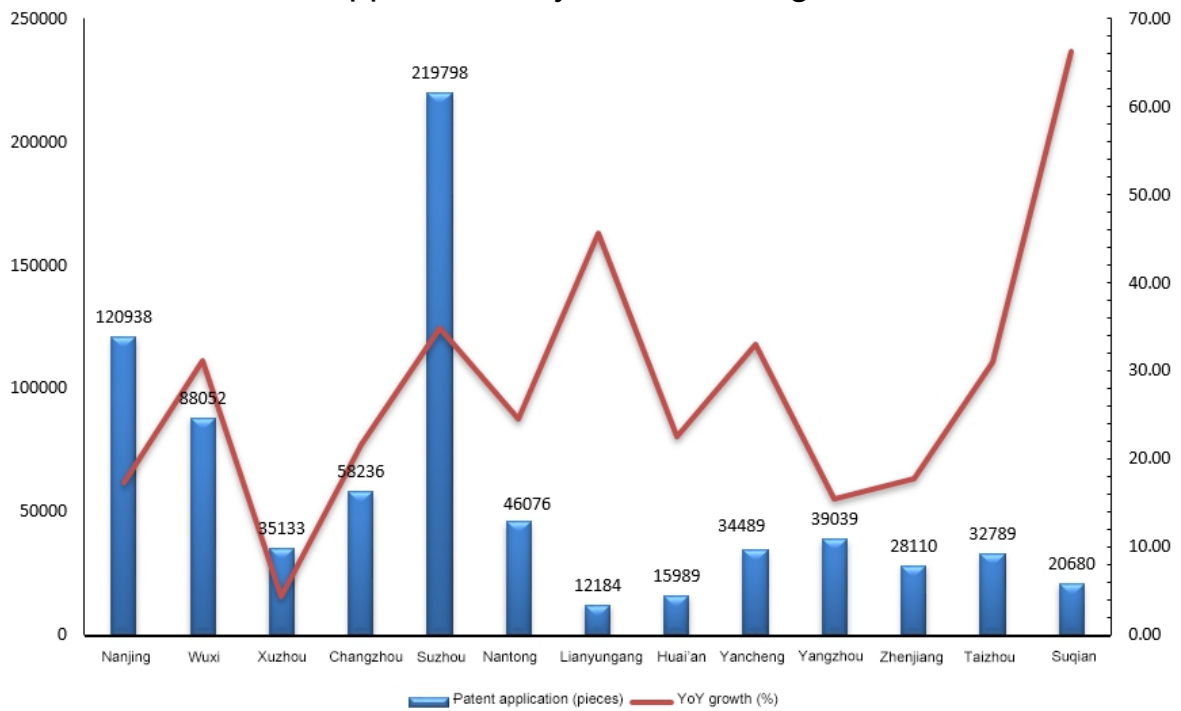
Patent application: In 2020, Jiangsu recorded 751,654 patent applications (up 26.49% YoY), including 188,757 invention patent applications (up 9.48% YoY, accounting for 25.11% of the total), 510,239 utility model patent applications (up 36.61% YoY, accounting for 67.88% of the total), and 52,658 design patent applications (up 8.92% YoY, accounting for 7.01% of the total).

Invention Patent Applications and Granting in Jiangsu 2011-2020

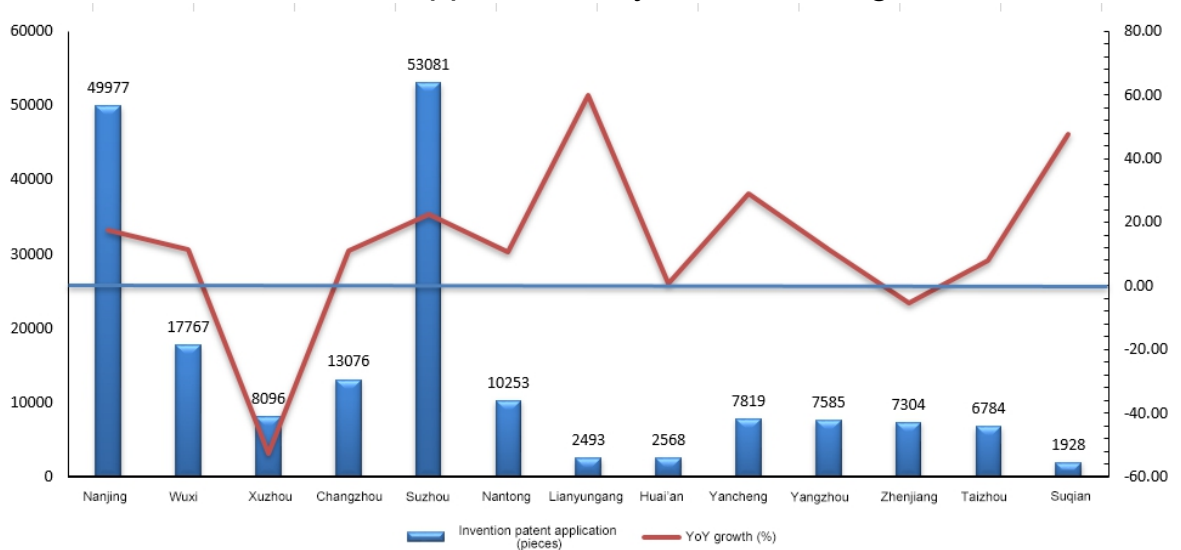
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Patent Applications by Cities in Jiangsu in 2020



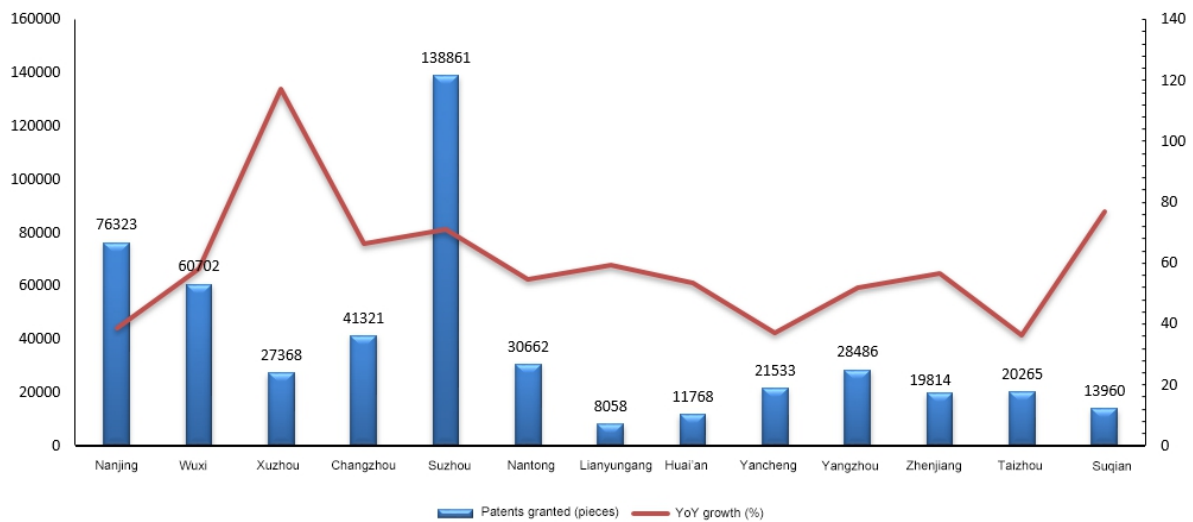
Invention Patent Applications by Cities in Jiangsu in 2020



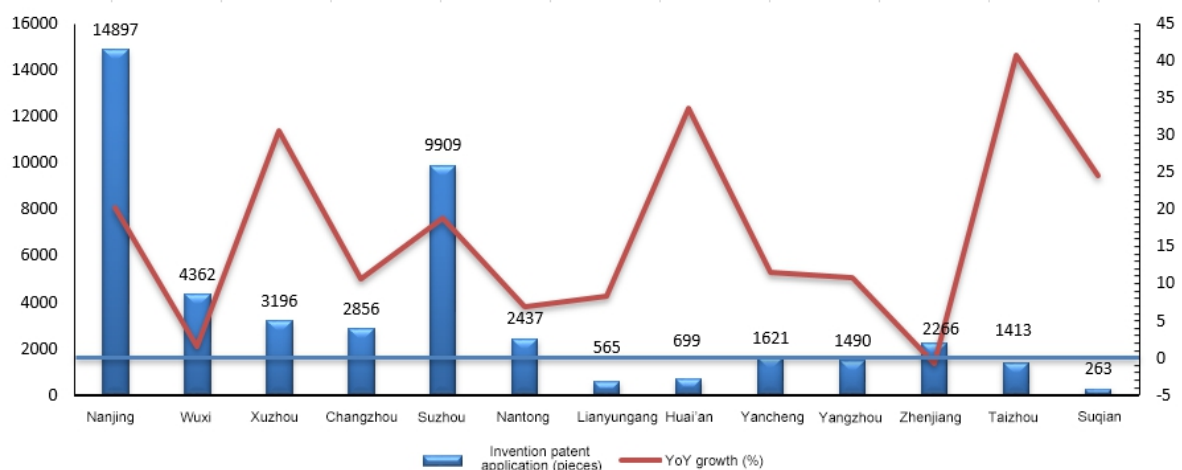
Patent granting: In 2020, Jiangsu granted 499,167 patents (up 58.77% YoY), including 45,975 invention patents (up 15.86%

YoY, accounting for 9.21% of the total), 405,885 utility model patents (up 74.11% YoY, accounting for 81.31% of the total), and 47,307 design patents (up 13.72% YoY, accounting for 9.48% of the total).

Patent Granting by Cities in Jiangsu in 2020



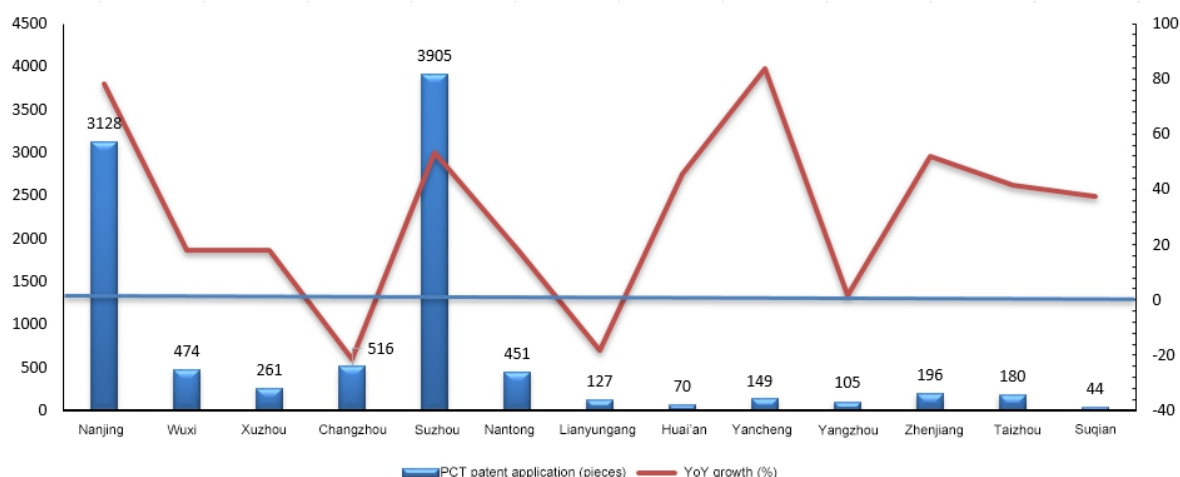
Invention Patent Granting by Cities in Jiangsu in 2020



PCT patent applications: In 2020, Jiangsu recorded 9,606 PCT

patent applications, up 44.78% YoY.

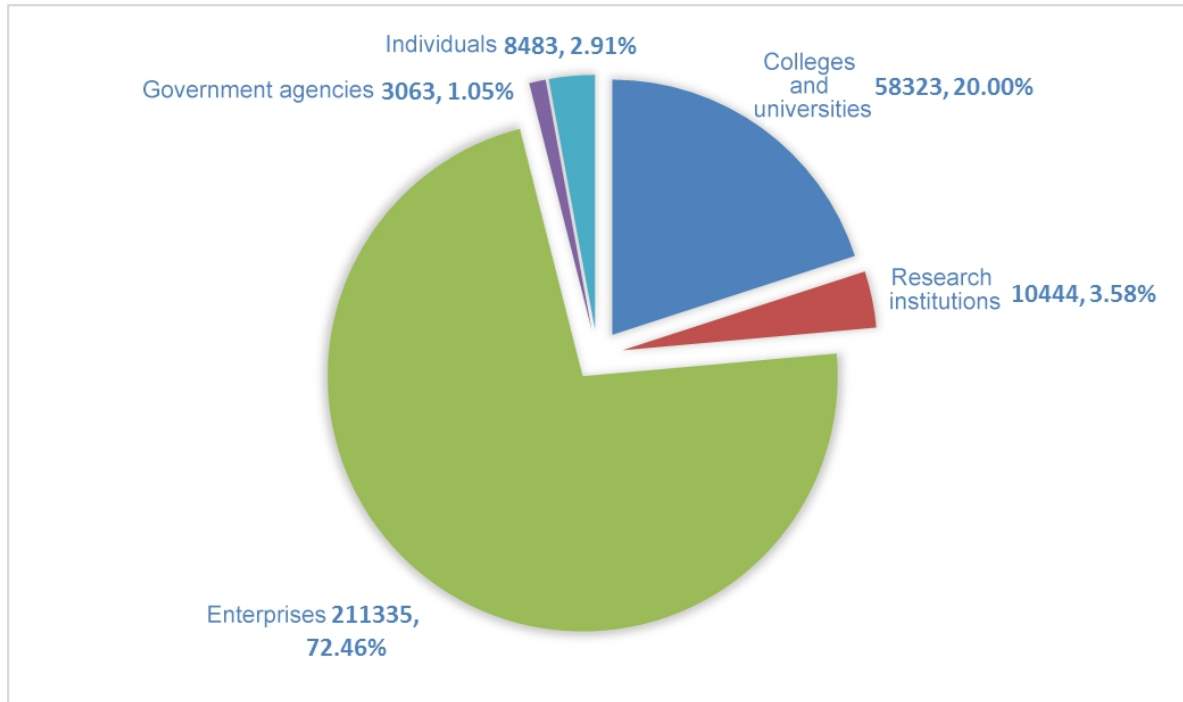
PCT Patent Applications by Cities in Jiangsu in 2020



Invention patent ownership: As of the end of 2020, Jiangsu recorded 291,648 invention patents, including 211,335 valid invention patents owned by enterprises (72.46% of the total), 58,323 by colleges and universities (20.00% of the total), 10,444 by research institutions (3.58% of the total), 8,483 by individuals (2.91% of the total), and 3,063 by government agencies and organizations (1.05% of the total). The number of invention patents per 10,000 people reached 36.14 in Jiangsu Province in 2020.

## Valid Invention Patents by Subjects of Rights Ownership in Jiangsu as of Late 2020

Unit: piece



## Invention Patents per 10,000 People by Cities and Regions in Jiangsu as of Late December 2020

Unit: piece

Region	Total population (Unit: 10,000)	Valid invention patents	Invention patents per 10,000 people	Subject of rights				
				Colleges and universities	Research institutions	Enterprises	Government agencies	Individuals
Nanjing	850	70428	82.86	31430	4954	31861	469	1714
Wuxi	659.15	32416	49.18	4989	1454	24679	494	800
Xuzhou	882.56	17063	19.33	4109	36	12259	74	585
Changzhou	473.6	19262	40.67	4418	888	13220	147	589
Suzhou	1074.99	74008	68.85	4051	1910	66854	145	1048
Nantong	731.8	26961	36.84	1178	328	23391	1080	984

Lianyungang	451.1	3917	8.68	230	244	3129	46	268
Huai'an	493.26	3420	6.93	622	147	2158	322	171
Yancheng	720.89	10362	14.37	833	90	8944	76	419
Yangzhou	454.9	8438	18.55	1357	174	6585	28	294
Zhenjiang	320.35	13358	41.7	4951	184	7784	112	327
Taizhou	463.61	9801	21.14	131	17	8461	67	1125
Suqian	493.79	2200	4.46	24	18	1997	3	158
*Others	/	14	/	0	0	13	0	1
Southern Jiangsu	3378.09	209472	62.01	49839	9390	144398	1367	4478
Central Jiangsu	1650.31	45200	27.39	2666	519	38437	1175	2403
Northern Jiangsu	3041.6	36962	12.15	5818	535	28487	521	1601
<b>Entire province</b>	<b>8070</b>	<b>291648</b>	<b>36.14</b>	<b>58323</b>	<b>10444</b>	<b>211335</b>	<b>3063</b>	<b>8483</b>

Note: (1) Source of total population data: *Jiangsu Statistical Yearbook 2020*

(2) \* refers to CNIPA data that cannot be classified.

3. Geographical indications registration: With the addition of 26 new GIs and trademarks and 19 new GIs for agricultural products in 2020, Jiangsu recorded a total of 349 registered GIs and trademarks, 91 valid GIs, and 98 GIs for agricultural products as of late December 2020.

#### Geographical Indications of Cities in Jiangsu

Unit: piece

Region	GI and trademark	GI product	Total	Ranking
Nanjing	11	4	15	10
Wuxi	15	9	24	6
Xuzhou	13	6	19	9
Changzhou	12	2	14	11

Region	GI and trademark	GI product	Total	Ranking
Suzhou	19	17	36	4
Nantong	29	13	42	3
Lianyungang	11	12	23	7
Huai'an	127	2	129	1
Yancheng	53	10	63	2
Yangzhou	25	5	30	5
Zhenjiang	11	3	14	11
Taizhou	15	6	21	8
Suqian	8	2	10	13
<b>Entire province</b>	<b>349</b>	<b>91</b>	<b>440</b>	<b>/</b>

4. Copyright registration, certification and agreement recordation: In 2020, Jiangsu registered 281,984 works (up 14.35% YoY) and 19,741 new registrants (up 58.30% YoY). The quality of registered works and the registrants' enthusiasm for registration further improved. Jiangsu also registered 1,451 copyright agreements, including 586 for introducing copyrighted books, 26 for certifying e-publication copyrights, and 625 for transferring copyrights of general works.



## Copyright Works Registered in Cities and Regions in Jiangsu

Unit: piece

Region	2020	2019	Growth Rate
Nanjing	39083	23079	69.34%
Wuxi	2554	1982	28.86%
Xuzhou	37461	33267	12.61%
Changzhou	2261	3293	-31.34%
Suzhou	50525	39050	29.39%
Nantong	55912	55538	0.67%
Lianyungang	21920	21982	-0.28%
Huai'an	23500	19939	17.86%
Yancheng	5016	5912	-15.16%
Yangzhou	5355	7250	-26.14%
Zhenjiang	3728	2977	25.23%
Taizhou	10157	9473	7.22%
Suqian	8638	7903	9.30%
Kunshan	10985	10910	0.69%
Taixing	2088	1650	26.55%
Shuyang County	2801	2402	16.61%
<b>Entire province</b>	<b>281984</b>	<b>246607</b>	<b>14.35%</b>

5. Plant variety rights application and granting: In 2020, Jiangsu recorded a total of 228 applications for new plant variety rights.

69 were approved.

### III. Intensified Intellectual Property Right Protection

1. Enhanced legal protection environment of intellectual property rights: The CPC Jiangsu Provincial Committee and the Jiangsu Provincial People's Government incorporated intellectual property protection performance into the Province's business environment evaluation system. The General Office of the CPC Jiangsu Provincial Committee and the General Office of the Jiangsu Provincial People's Government issued the *Opinions on Implementing Measures to Strengthen Intellectual Property Protection*. The Jiangsu Provincial People's Congress listed the *Regulations of Jiangsu Province on Intellectual Property Promotion and Protection* in its legislative plan for 2021 to accelerate the legislative process of the Regulations.

2. Improved law enforcement capability: The JSIPO issued the *Regulations of Jiangsu Province on Patent/Trademark Administrative Law Enforcement (Provisional)*, brought together law enforcement backbones, experts, and scholars to compile and publish the *Practices of Patent/Trademark Administrative Law Enforcement*, and trained 430 law enforcers in four sessions. It also organized the development of the provincial patent administrative law enforcement and case-handling

system, organized the review of the provincial patent/trademark administrative law enforcement archives, and guided and supervised the law enforcement practices of the Province's intellectual property offices.

3. Notable deterrent effects of administrative enforcement: **The Jiangsu Provincial Administration for Market Regulation and the JSIPO** launched province-wide special patent/trademark rectification actions attended by law enforcers at the provincial, municipal and county levels. In 2020, Jiangsu recorded 12,152 patent/trademark administrative law enforcement cases, achieving positive growth. **Jiangsu Copyright Office** has launched the Week for Combating Internet Copyright Infringement and Piracy for three consecutive years. The Bureau, the Jiangsu Provincial Public Security Department, the Jiangsu Internet Information Office, and the Jiangsu Communications Administration jointly issued the *Jiangsu Province's Implementation Plan for the Special Action "Netsword" Against Online Copyright Infringement in 2020* to crack down on copyright infringement and piracy from five aspects, namely, e-commerce platforms, audio-visual works, social platforms, online education, and the consolidation of copyright rectification achievements in key areas. In 2020,

Jiangsu registered a total of 390 patent infringement and privacy cases, including 127 administrative penalty cases, 40 criminal cases, and 223 mediation cases. During its special inspections on seed markets in key regions, the **Jiangsu Provincial Department of Agriculture and Rural Affairs** dispatched 13,650 law enforcers across the Province for 6,149 inspection trips to seed production and operation entities, and investigated a total of 142 seed cases. **Jiangsu Provincial Forestry Bureau** guided the crackdown on the production/sale of fake and inferior seeds/seedlings as well as violations of the rights to new plant varieties. The forestry organs across the Province established and closed 15 seeds/seedlings cases, imposed fines of RMB 345,000, and transferred one case to the judicial organ. By coordinating administrative law enforcement with criminal justice and taking an intelligence-led investigation approach, **Jiangsu Provincial Public Security Department** achieved remarkable results in a series of special actions, such as "Kunlun 2020", "Huhang 2020", and "Lanjian Operation" to crack down on law violations in food, medicine, environment, wildlife, and other areas related to people's livelihood. In 2020, the Province's public security organs investigated 3,079 infringement and counterfeiting cases, solved 2,128 cases,

arrested 5,691 suspects, and destroyed 485 counterfeiting dens, involving an amount of more than RMB 1.17 billion. The Ministry of Public Security sent six congratulatory messages to commend their outstanding performance, which is among the best in China. Seizing the opportunity of the "Longteng Operation 2020", **Nanjing Customs** strengthened the analysis, surveillance, and inspection of high-risk commodities and routes based on specific commodities at each port. Thanks to the effort, the high incidence of infringement in import and export was curbed. In 2020, Nanjing Customs registered 362 suspected infringement cases, seized 365,500 commodities worth RMB 1.0393 million in 3,231 batches.

4. Enhanced judicial protection: Jiangsu gave full play to the leading role of the judiciary in intellectual property protection and continued to promote the strictest judicial scrutiny. In 2020, **courts** across the Province accepted 24,869 intellectual property cases (up 22.88% YoY), including 23,965 civil cases, 834 criminal cases, and 70 administrative cases. A total of 20,859 cases were concluded (up 17.80% YoY), including 20,149 civil cases, 654 criminal cases, and 56 administrative cases. In 2020, the Province's **procuratorial organs** approved the arrest of 321 suspects in 189 intellectual property

infringement cases, and instituted 703 public prosecutions against 1,750 suspects. Jiangsu actively applied the punitive damage system to steadily improve the efficiency of intellectual property protection. In 2020, courts in Jiangsu Province applied punitive damages in more than 50 cases, with the maximum sum of recompense RMB 40 million. In addition, the Province's courts continued to improve their supports for rights holders' claims to significantly raise the cost of infringing. In 2020, courts in Jiangsu Province sentenced damages of RMB 500,000 to RMB 1 million in 64 cases, RMB 1 million to RMB 3 million in 59 cases, RMB 3 million to RMB 5 million in 18 cases, RMB 5 million to RMB 10 million in 7 cases, and more than RMB 10 million in 9 cases. Among them, the number of cases in which over RMB 3 million of punitive damages were sentenced was 12 more than last year.

5. Deepened multi-level cooperation in intellectual property right protection: Jiangsu and other 12 provinces or municipalities, including Beijing, Tianjin, Hebei, and Shanghai, held a conference on intellectual property right administrative protection cooperation in Wuxi. Jiangsu, Shanghai, Zhejiang, and Anhui signed the *Memorandum of the People's Courts and the Intellectual Property Offices in the Yangtze River Delta on*

*Promoting the Integrated Protection of Technological Innovation through Intellectual Property Rights in the Yangtze River Delta.* The JSIPO, the Jiangsu Provincial Public Security Department, and the Jiangsu Provincial Administration for Market Regulation jointly set up the Office for Coordinating Administrative Enforcement and Criminal Justice for Intellectual Property Protection in Jiangsu Province and signed the *Agreement on Coordinating Administrative Enforcement and Criminal Justice for Intellectual Property Protection in Jiangsu Province.* The JSIPO, along with Jiangsu High People's Court, Jiangsu Provincial Public Security Department, and Nanjing Intellectual Property Court, also established a mechanism for cooperation in case-handling procedures normalization and exchanges.

6. Achievements in the establishment of intellectual property right protection institutions: Approval was granted for building the Jiangsu Intellectual Property Protection Center, Jiangsu Branch of the National Overseas Intellectual Property Dispute Response and Guidance Center, and Nantong and Xuzhou intellectual property protection centers, making Jiangsu the home to five national intellectual property protection centers (the number is among highest in China). The year 2020 also

witnessed the addition of five intellectual property rights protection assistance stations for specialized markets and four intellectual property rights protection assistance stations for the Province's advanced manufacturing clusters. In 2020, the Province's intellectual property rights protection assistance agencies answered 9,361 inquiries, served 5,354 enterprises, transferred 1,859 cases, accepted 810 rights protection assistance cases, mediated 688 intellectual property disputes, and issued 3,025 advisory opinions on e-commerce patent infringement judgments. The agencies also attended the 16th China (Wuxi) International Design Expo, the 11th Taizhou International Medical Expo, and other major events and exhibitions. During the 127th and 128th online Canton Fairs, they provided intellectual property services, inspected 83,523 exhibits, and checked 12,484 exhibits.

#### IV. Use of Intellectual Property Rights

1. Steady progress in intellectual property running: Jiangsu made steady progress in improving its intellectual property running service system. By the end of 2020, a total of 36,486 patents (the third highest number among provinces in China) were transferred in Jiangsu, including 6,337 patents transferred by colleges and universities (the highest among all provinces in



China). The Jiangsu Provincial Department of Science and Technology, Jiangsu Education Department, and the JSIPO jointly organized the Province's first patent auction season event, in which 85 patents were sold through online auction and agreements, with a total turnover of RMB 23.135 million.

2. Progress in financial innovation through use of intellectual property: Jiangsu conducted research on the demand for intellectual property pledge financing, launched special service campaigns (such as the "one-stop pass, province-wide services" (an event for province-wide bank-enterprise cooperation) and "Zhixin IP financial service express") across the Province, and coordinated in intellectual property pledge financing projects. In 2020, Jiangsu recorded intellectual property pledge financing of RMB 15.272 billion (up 72.37% YoY) and 1,799 pledge projects (up 60.91% YoY), ranking first among provinces in China. Jiangsu promoted financial product innovation and issued China's pioneering bond that uses intellectual property for credit enhancement under innovation and entrepreneurship and epidemic prevention and control programs. "Dongtai Watermelon", Zhenjiang Jinshan Cuiya Tea", and "Yangshan Juicy Peach" were signed for insurance against loss incurred by infringement upon GIs. The first

overseas infringement liability insurance in Jiangsu Province was taken out in Wujiang, Suzhou, and China's first intellectual property assets appraisal liability insurance was taken out in Wuxi.

3. Benefits from patent navigation and early warning analysis system: Jiangsu launched the patent navigation program in 10 tech sectors of the Province's key industries, including marine engineering equipment, smart grid, and new energy vehicles. Based on its research on the development of the Province's key industries and their position in China and the world, Jiangsu put forward suggestions on the government's industrial policies, regional investment attraction, industry development direction, and enterprise and market layout to promote the development of the Province's intellectual property-intensive industries. JSIPO completed the transformation of major scientific and technological achievements of Jiangsu Provincial Department of Science and Technology and the intellectual property appraisal for an entrepreneurship and innovation talent program of the Organization Department of the CPC Jiangsu Provincial Committee. These tasks involved 11,490 patents. Jiangsu held six conferences to release patent early warning analysis results and provided patent early warning analysis

reports and patent databases for nearly 300 enterprises.

## V. Promotion for Enterprise IP Work

1. Constructing enterprises with IP strengths: With the focus on the use of patent information and the two-wheel drive of patents and trademarks to meet the requirements of functional changes and system integration, the JSIPO supported 66 entities in implementing its enterprise intellectual property strategy promotion programs. It added high-value patent protection, industrial development promotion, and other related tasks in its high-value patent cultivation program, and set up 14 new high-value patent cultivation demonstration centers. The JSIPO urged enterprises, especially high-tech enterprises, enterprises above the designated size, listed enterprises, and military enterprises, to implement intellectual property management standards. With the addition of 4,593 enterprises implementing the standards in 2020, Jiangsu is at the forefront of China in the number of such enterprises. Cumulatively, Jiangsu recorded 159 national intellectual property demonstration enterprises and 487 enterprises with competitive edges, with the total number (646) higher than that of any other province in China. Jiangsu came out top in CNIPA's nation-wide assessment on enterprises' intellectual property.

2. Cultivation of trademarks: JSIPO further implemented the GI and trademark registration program. In 2020, it supported Taizhou Association of Culinary, Siyang Peach Industry Association, and other eight entities in GI and trademark registration to drive the development of local specialty industries. The JSIPO also supported 10 entities, including Jiangsu Zhongyang Group Co., Ltd. and Jiangsu Hexian Food Group Co., Ltd., in protecting and using GIs to improve regulation and rights protection. The JSIPO launched the live promotion of "premium Jiangsu products" online in Yangzhou, Taizhou, Huai'an, and Yancheng to market local GI products. It pushed the signing of the *Geographical Indication Brand Cooperation Framework Agreement* between Taizhou City of Jiangsu Province and Xianyang City of Shaanxi Province, and guided Huai'an in leading the establishment of the Huaihe River Ecological Economic Belt Geographical Indication Brand Protection Alliance and Industrial Development Research Center. A total of 14 GI products, such as "Yangzhou Lacquerware", "Donghai Crystal", and "Yixing Purple Clay Pottery" of Jiangsu Province were included in the China-EU Agreement on Geographical Indications. Jiangsu thus became China's top-performing province in the number of GI products of

the same category in the Agreement.

3. Clear focus on the support for export enterprises: With the launch of the "Longteng Operation" on customs protection of intellectual property, Nanjing Customs continued to improve the system for facilitating the communication between the customs and companies for intellectual property protection, and provided "one-on-one" services for key enterprises in the customs area to help solve their intellectual property problems during import and export. In 2020, Nanjing Customs singled out 30 key enterprises for the "Longteng Operation 2020", including the 22 ones participating in the "Longteng Operation 2019" and 8 new enterprises, covering precision instruments, large machinery manufacturing, medical equipment, scientific and technological innovation, and other pillar industries of Jiangsu Province.

4. Innovative e-commerce platform management: In 2020, Jiangsu took the lead in formulating the regulations on e-commerce platform management, i.e. *Jiangsu Province E-commerce Platform Management Regulations (Trial)*, with a whole chapter dedicated to intellectual property protection, clarifying e-commerce platform operators' responsibilities in intellectual property management. The Jiangsu Provincial Administration for Market Regulation and its counterparts of

Shanghai, Zhejiang, and Anhui formulated the *Guidelines for the Administrative Regulations of E-commerce Platforms in the Yangtze River Delta Region* to guide e-commerce platforms in establishing intellectual property administrative regulations and improving their management level. The document has received positive responses from well-known e-commerce platforms in the Yangtze River Delta region.

## VI. Higher Quality and Efficiency of Intellectual Property Services

1. Convenient and efficient public services: Jiangsu made efforts to promote the "Internet plus government services" approach and adopted online application and review for all of its programs. It sped up the pace of building a provincial intellectual property big data platform, launched a public intellectual property service platform for COVID-19 epidemic prevention and control, and provided patent information services and priority review pathways for anti-epidemic research and production. The volume of services handled online across the Province increased by 59.90% YoY and that of priority review increased by 91.40% YoY. In 2020, Jiangsu was the first in China to process the requests related to patent, trademark, and GI services through one service window. With

the addition of the Huai'an trademark service window, Jiangsu now has eight service windows for handling trademark registration applications. The JSIPO and the Suzhou window were granted permission to register the pledge of exclusive rights to trademarks. In Jiangsu, two institutions were selected among the fourth-batch WIPO Technology and Innovation Support Center (TISC) candidate institutions and six (the highest number than any other province in China) colleges/universities were among the second batch of higher education institutions serving as national intellectual property information service centers. The Office of the Leading Group of the CPC Jiangsu Provincial Committee for the Rule of Law nominated the JSIPO's one-stop trademark service window for the "Govern for the People" award. The "typical case of how digital intellectual property information service platforms assist higher education institutions in making research management decisions" of Nanjing Tech University, which is among the first batch of national intellectual property information service centers, was listed as an excellent case for intellectual property information services.

2. Standardized social IP services: Jiangsu launched the "Blue Sky" special action in the patent agency industry to crack down

on squatting of trademarks such as "火神山" (Huoshenshan, name of prefab hospital for COVID-19 patients treatment) and "钟南山" (Zhong Nanshan, name of China's top epidemiologist) during the pandemic. The Province urged trademark agencies to conduct self-inspection. A total of 2,257 agencies across the Province signed the self-inspection form and 2,156 agencies signed the commitment letter of credit. Jiangsu organized 182 first-timer patent agents to take oath in Nanjing and Suzhou, in an effort to form an industry culture featuring honesty, high quality, and self-discipline and build up Jiangsu's patent agency brand.

3. Steady promotion in service regulation: Using spot checks featuring "random selection of both inspectees and inspectors and the public disclosure of inspection results", Jiangsu inspected 15 patent agencies, 13 branch patent agencies, and 192 trademark agencies in 2020. The JSIPO investigated 31 epidemic-related trademark agency clues provided by the CNIPA, talked to the responsible persons of 13 relevant trademark agencies, established and closed nine cases, doled out administrative penalties in seven cases, and imposed fines of RMB 130,000. It also verified three batches of 121 pieces of information about unqualified patent agents provided by the



CNIPA, established and closed 10 cases, doled out administrative penalties in the 10 cases, and imposed fines of RMB 375,000.

## VII. Positive Results in Intellectual Property Publicity and Talent Training

1. Highlights of IP publicity: Jiangsu advocated innovation culture. Through innovation in content, form, and method, the Province improved its intellectual property publicity effect and created a good atmosphere for intellectual property protection. The Office of the Leading Group published "Annual Top 10 Typical Intellectual Property Cases of Jiangsu Province" for 14 consecutive years. The Jiangsu High People's Court issued the *Blue Paper on Judicial Protection of Intellectual Property Rights* for 11 consecutive years. The Jiangsu Provincial Administration for Market Regulation released its "Top 10 Typical Intellectual Property Protection Cases 2020" and "10 Typical International Intellectual Property Cases 2020". The JSIPO compiled and released the *Jiangsu Regional Trademark and Brand Development Index Report (2019)*. The Jiangsu Provincial Bureau of Press and Publication planned to shoot a series of promotional films entitled *My Copyright Stories*. Various departments organized a series of publicity activities on April 26

World Intellectual Property Day and May 10 China Brand Day. Using national/provincial media platforms and new media platforms such as WeChat official accounts, Douyin, and Vlog, the departments promoted Jiangsu Province's strict intellectual property protection through a full array of activities, including press conferences, public service advertising, related sports events, and essay solicitation.

2. Multi-pronged talent training: In 2020, the Organization Department of the CPC Jiangsu Provincial Committee organized the rotational training, which included intellectual property-related knowledge, for "young and middle-aged officials" in the Party School of the CPC Jiangsu Provincial Committee. JSIPO Director Zhi Suping was invited and delivered a report entitled "Intellectual Property and Innovative Development" for more than 300 trainees, which effectively improved the intellectual property awareness of grassroots officials. The JSIPO trained 2,658 people through its intellectual property training for executives of enterprises, especially high-tech enterprises and private tech enterprises. It held two training sessions in 2020 for more than 280 administrative officials from the Province's intellectual property authorities. JSIPO held a training class to prepare 139 trainees face-to-face

and more than 240 trainees online for the patent agent qualification examination. In 2020, Jiangsu maintained its leading position in the pass rate for the examination. The JSIPO and the Jiangsu Education Department jointly trained more than 100 innovation and entrepreneurship teachers in higher education institutions and over 120 intellectual property teachers in primary and secondary schools. The JSIPO organized the selection of the third batch of the Province's leading talents (48 persons) and backbone talents (241 persons) in the field of intellectual property. The JSIPO facilitated the development of its intellectual property talent training bases, issued the *Administrative Measures for Intellectual Property Research and Talent Training Institutions in Jiangsu Province (Trial)*, and established two new provincial-level intellectual property training bases.

#### VIII. Expanded and Deepened International Intellectual Property Exchanges and Cooperation

1. Extensive communications. The JSIPO received visitors from the National Committee on US-China Business Council (USCBC) and the Nanjing Branch of the European Union Chamber of Commerce in China (EUCCC) and answered questions raised by the representatives of foreign-funded

enterprises. The representatives were deeply impressed by Jiangsu's strict intellectual property protection and the government's people-first approach. The USCBC and the EUCCC both sent acknowledgement letters after the visit. In cooperation with the Department of Commerce of Jiangsu Province and the Jiangsu Provincial Association of Enterprises with Foreign Investment, the JSIPO briefed representatives of foreign-funded enterprises about the current status and latest policies of Jiangsu's intellectual property protection and distributed the English, Japanese, and Korean editions of the *Guidelines for the Registration and Protection of Intellectual Property Rights of Foreign-funded Enterprises in Jiangsu Province (2020)*, Chinese and English editions of the *Top 10 Typical Intellectual Property Cases of Jiangsu Province in 2019*, and other documents.

2. Advanced international cooperation. The Jiangsu Provincial People's Government, the CNIPA, and the Ministry of Science and Technology held the 16th China (Wuxi) International Design Expo and held the award ceremony for the 21st WIPO-CNIPA Award for Chinese Outstanding Industrial Design in a city other than Beijing for the first time. Daren Tang, the new WIPO director general, addressed the ceremony via video

connection. The Jiangsu Provincial Department of Commerce and the CCPIT Jiangsu Sub-Council held online the 2020 International Intellectual Property Application & Project Cooperation Conference to promote Jiangsu's superior intellectual property protection environment. The event witnessed the unveiling of 62 intellectual property cooperation projects and helped reach cooperation in new energy vehicles and joint training of intellectual property talents.

3. Continued efforts in international intellectual property rights protection: Jiangsu actively responded to changes in the international situation, deepened international exchanges and cooperation, pulled together domestic and overseas resources, optimized international and domestic environments for intellectual property protection, and served opening-up at a higher level. The Department of Commerce of Jiangsu Province improved its international trade friction response mechanism and promoted the upgrade of Jiangsu's station for fair trade and response to U.S. Section 337 investigations to a national station for trade friction response. The Jiangsu Provincial Department of Justice signed contracts for building nine new overseas legal service centers. The JSIPO strove for building local sub-centers of the National Overseas Intellectual Property

Dispute Response & Guidance Center in Jiangsu. It organized specific online training for Jiangsu's 13 advanced manufacturing clusters on prevention and control of overseas intellectual property risks and established a mechanism for collecting information and giving early warning regarding Jiangsu enterprises' foreign-related intellectual property disputes. During the epidemic prevention and control period, the JSIPO sent letters to the Province's ventilator and medical device manufacturers to remind them of foreign-related intellectual property risks and improve their awareness and ability to avoid and minimize the risks.