2019 年浙江省 知识产权保护与发展白皮书

2019 White Paper on Development and Protection of Intellectual Property in Zhejiang Province

浙江省知识产权强省建设工作联席会议办公室 office for IPJoint Meeting of Zhejiang Province

2019 年浙江省

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2019年,浙江省知识产权工作在省委省政府领导下,在国家知识产权局指导下,聚力高质量、竞争力、现代化,以打造引领型知识产权强省为目标,紧紧抓住机构改革后部门重构、体制重塑的契机,不断完善知识产权工作体系与机制,全力优化知识产权创新环境、保护环境、运营环境和事业发展环境,知识产权激励创新发展价值更加彰显,支撑全省经济高质量发展的作用更加突出,知识产权各项工作取得新的进展和成效。

Under the leadership of the provincial party committee and provincial government, and under the guidance of State Intellectual Property Office (SIPO), Zhejiang Province focused on high quality, competitiveness and modernization with the target of building a leading power province in intellectual property work in 2019. Zhejiang province seized the

opportunity of department restructuring and system rebuilding after the institutional reform to further improve the intellectual property working system and mechanism, and made every effort to optimize the environment for the innovation, protection, operation and business development of intellectual The value of intellectual property in property. stimulating innovation and its function in supporting the high quality economic development of the whole province became even more prominent. New progress and achievement were made in the various aspects of intellectual property work.

- 一、全面强化我省知识产权工作项层设计,加快建设 引领型知识产权强省
- I. Strengthen top-level design for all aspects of intellectual property work and accelerate the progress of building a leading power province in intellectual property
- 1. 出台《关于全面强化知识产权工作的意见》。省委 深改委第七次会议审议通过《关于全面强化知识产权工作 的意见》,并由省委办公厅、省政府办公厅印发实施。《意 见》提出要聚焦全面落实党中央、国务院《关于强化知识

产权保护的意见》的决策部署,充分发挥知识产权在高质量发展中的刚需、标配、基石作用,推进知识产权保护体系建设,强化知识产权高质量前瞻布局,提升知识产权运用效益和水平,强化知识产权管理服务支撑,到 2025 年底基本建成知识产权引领型强省。截止 2019 年底,全省 11个地市全部进入国家知识产权试点示范城市序列,是全国唯一一个实现设区市全覆盖的省份;知识产权示范城市达到 6 家,超过半数以上的县(市、区)进入国家知识产权强县培育序列;2019年新增国家知识产权示范企业 26 家、优势企业 167 家;新增商标品牌示范企业 118 家、品牌示范县(市、区)示范乡镇(街道)2个。全省创建省级商业秘密保护示范区7个,省级商业秘密保护示范站(点)153个,市级商业秘密保护示范站(点)700个。

1. Issue "Opinions on Consolidating All Aspects of Intellectual Property Work". The 7th session of the Leading Group for Comprehensively Continuing the Reform of Provincial Party Committee deliberated and adopted the "Opinions on Consolidating All Aspects of Intellectual Property Work", which was printed, issued and implemented by the General Office of Zhejiang Provincial Committee of CPC and the General Office of Zhejiang Provincial Government. The

"Opinions" proposed to focus on the decision and thorough implementation deployment of the of 66 Opinions on Strengthening Protection of Intellectual Property " issued by CPC Central Committee and the State Council, give full play to the role of intellectual property as the rigid demand, integral part and cornerstone in the high quality development, promote the development intellectual property protection system, intensify high quality prospective layout of intellectual property, improve the efficiency and level of intellectual property application, reinforce support for the intellectual property management and service and basically build a leading strong province in intellectual property by the end of 2025. As of the end of 2019, all the 11 prefectural cities in the province had been listed as National Intellectual Property Pilot Demonstrative Cities, making it the only province in China in which all cities with subordinated districts were in the list; there were 6 intellectual property demonstrative cities and more than half of the counties (cities, districts) were engaged in the development of National Power Counties in Intellectual Property. 2019 saw an increase of 26 national intellectual property demonstrative enterprises and 167 competitive enterprises; 118 trademark and brand demonstrative enterprises and 2 brand demonstrative counties (cities, districts), demonstrative townships and towns (neighborhoods). The province built 7 provincial—level demonstration areas, 153 provincial—level demonstrative stations (sites) and 700 municipal demonstrative stations (sites) for the protection work of trade secrets.

2. 积极推进知识产权治理体系和能力现代化。省经改组将"健全知识产权保护机制"列为浙江省 2019 年重点改革任务之一,由省领导领衔、省市场监管局牵头,会同省法院、浙江大学、中国计量大学等多家单位完成了知识产权保护机制课题的研究。2019 年省委经济工作会议、省政府工作报告明确将"中国(浙江)知识产权保护中心"建设列为年度重点工作任务,面向新一代信息技术和新能源战略性新兴产业,集中开展专利快速预审、快速审查、快速确权、快速维权以及专利导航运行等公益服务,发明、实用新型和外观设计专利授权周期大大缩短。加大力度推进建设浙江省知识产权研究与服务中心(国家知识产权局

专利局杭州代办处),建设国家知识产权局专利信息传播利用基地、中国电子商务领域专利执法维权协作调度中心、浙江省知识产权公共服务平台等平台载体,面向全省优化专利代办、优先审查、信息分析、侵权判定等知识产权服务。

2. Make great efforts to advance the modernization of the intellectual property governance system and The Leading Group for Economic capacity. Restructuring of Zhejiang Province took it as one of the key tasks of Zhejiang province to "improve the intellectual property protection mechanism" reform by provincial leaders, in 2019. Led Zhejiang Provincial Market Supervision and Administration Bureau coordinated with Zhejiang Provincial Higher People's Court, Zhejiang University, China Jiliang University and many other units to carry out the intellectual research property protection on 2019 Economic Work Conference mechanism. Provincial Party Committee and the Work Report of Provincial Government explicitly specified that the "China (Zhejiang) Intellectual construction of Property Protection Center" was the key task of the

The province focused on providing rapid year. preliminary examination, quick examination, fast confirmation and timely protection of the patents, the navigation and operation of patents and other services for new generation information public technology, new energy and other emerging sectors of strategic importance. The time for grant of patents for invention, utility model and appearance design was greatly reduced. Zhejiang made further efforts to construction of Zhejiang Province the advance Intellectual Property Research and Service Center (State Intellectual Property Office and Patent Office, Agency). Hangzhou The province built State Intellectual Property Office Patent Information Dissemination and Utilization Base, China Patent Law Enforcement, Rights Protection, Collaboration and Dispatching Center in E-commerce Sector, Zhejiang Intellectual Property Public Service Province Platform and other platforms to provide intellectual property services, such as optimizing patent agent, prioritized review, information analysis and judgment of infringement, throughout the province.

- 3.知识产权领域改革取得扎实成效。健全知识产权管理体系,知识产权强省建设工作联席会议成员单位调整至25家,印发实施了《2019年浙江省知识产权强省建设工作要点》;积极推进专利、商标、商业秘密等各项知识产权相关职能的融合,省市县所四级联动机制日益完善。强化知识产权队伍建设,目前全省共有执法编制干部5900多人,知识产权管理干部350多人,一个队伍管到底,有效弥补过去知识产权部门管理面窄且队伍力量薄弱的短板。不断提升知识产权管理效能,知识产权创造、保护、运用、管理与服务全链条打通,知识产权行政管理重心进一步下沉。
- 3. Solid results were made in the reform of property. intellectual Intellectual property management system was improved and the number of the member units of Provincial Office of Joint Meeting of Intellectual Property Power Province was adjusted to 25. The province issued and implemented "2019 Key Works in Building Zhejiang into Power Province in Intellectual Property"; vigorously promoted the integration of patents, trademarks, trade secrets and the functions of intellectual property, various increasingly improved the four-level interactive mechanisms (provincial, municipal, county and

institution levels) and strengthened intellectual property team construction. At present, the province totally has more than 5,900 law enforcement cadres and 350 cadres for intellectual property more than management. Each team thoroughly took its respective responsibilities, thus effectively making up the deficiency of intellectual previous property department in management and team strength. The efficiency of intellectual property management was continuously improved, the whole chain from the creation, protection, operation, management and service of intellectual property was linked up and the administration of intellectual property was further delegated.

- 二、着力构建知识产权高质量创造体系,支撑数字经济等重点产业发展
- II. Focus on building a high-quality intellectual property creation system and support the development of digital economy and other key industries
- 1. 知识产权创造成效显著。2019年,全省有效发明专利 16.06万件,同比增长 20.21%;每万人发明专利拥有量达到 28件,同比增长 18.6%,居全国第四位;数字经济领

域有效发明专利数 4.91 万件,同比增长 12.18%; PCT 国际专利申请量 2525 件,同比增长 63.3%,居全国第五位;新增注册商标 61 万件,商标有效注册量达 250.4 万件,居全国第二位;每百家企业商标拥有量 98.47 件;马德里商标国际注册申请 712 件,同比增长 19.3%,居全国第二位;登记一般作品 2.5 万件,软件著作权登记量位居全国第五位;新获授权农业植物新品种 55 个、林业植物新品种 67个,累计授权各达 408 个、236 个。



图 1: 浙江省有效发明专利状况



图 2: 浙江省有效注册商标状况

Remarkable results achieved in were intellectual property creation. In 2019, the province 160,600 valid patents had new for invention, increased by 20.21% year-on-year; the number of patents owned by every 10,000 persons increased by 18.6% year-on-year, ranking the fourth among all provinces in China; the number of valid patents for invention in the digital economy field was 49, 100, increased by 12.18% year-on-year; the number of PCT international patent applications was 2,525, increased by 63.3% year-on-year, ranking the fifth among all provinces in China; there were 610,000 new trademarks, with registered number of valid registered trademarks of up to 2,504,000, ranking the second among all provinces in China; the number of

trademarks owned by every one hundred enterprises was 98.47; the number of applications for international registration of Madrid trademark was 712, increased by 19.3% year-on-year, ranking the second in China; the number of the registered general works was 25,000, and the number of the registered software copyright China. the 5th in The number ranked of authorized new varieties of agricultural plants and forestry plants was 55 and 67 respectively, to a total of 408 and 236 respectively.

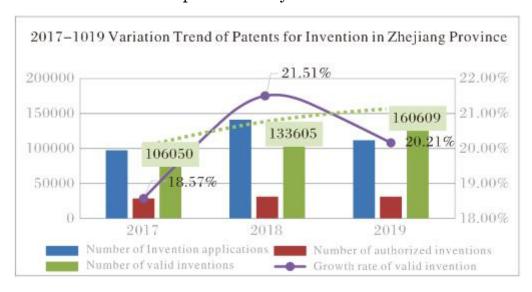


Figure 1 Status of Valid Patents for Invention in Zhejiang Province

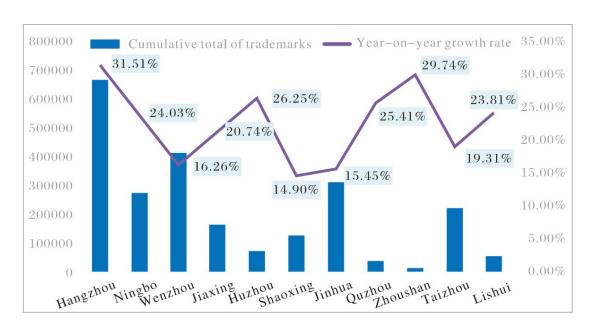


Figure 2 Status of Valid Registered Trademark in Zhejiang Province

创业创新主体内生动力持续释放。我省企业申请专利的企业数达 4.2 万家,同比增长 17.5%; 共申请专利 31.3 万件,占全省专利申请总量的 71.8%,比去年提升了 3.6 个百分点。企业共获得专利授权 21.2 万件,占全省授权总量的 74.2%,比去年提升了 2.1 个百分点; 其中企业发明专利授权 2.2 万件,占全省发明专利授权总量的 64.9%。龙头企业的引领带动作用进一步凸现,新华三技术有限公司、杭州迪普科技股份有限公司等发明专利 50 强企业共获发明专利授权 3802 件,同比增长 38.86%。

2019年浙江企业专利申请量十强榜单				
排名	企业	申请量	城市	
1	浙江绍兴苏泊尔生活电器有限公司	24998	绍兴	
2	宁波奥克斯电气股份有限公司	2292	宁波	
3	宁波方太厨具有限公司	1821	宁波	
4	杭州海康威视数字技术股份有限公司	1451	杭州	
5	网易 (杭州) 网络有限公司	971	杭州	
6	浙江吉利股份集团有限公司	893	杭州	
7	浙江大华技术股份有限公司	831	杭州	
8	华电电力科技研究院有限公司	755	杭州	
9	浙江亚夏装饰股份有限公司	739	绍兴	
10	支付宝 (杭州) 信息技术有限公司	586	杭州	
合计		12837	1	

图 3:2019 年浙江企业专利申请量十强榜单

The entrepreneurship and innovation entities continued to release their endogenous driving force. The number of enterprises that applied for the patents in the province was 42,000, increased by 17.5% year-on-year; a total of 313,000 patents were applied by enterprises, accounting for 71.8% of the province's total patent applications, increased by 3.6 percentage points over the previous year. A total of 212,000 were granted to enterprises, accounting for 74.2% of the province's total, an increase of 2.1 percentage points over last year. Among them, 22,000 patents for invention were granted to enterprises, accounting for 64.9% of the total granted patents for

invention in the province. The leading enterprises continued to prominent. The province's top 50 enterprises in term of patents for invention, including H3C Communication Technology Co., Ltd. and Hangzhou DPtech Technologies Co., Ltd., were totally granted 3,802 patents for invention, up 38.86% year-on-year.

2019 Top 10 Zhejiang Enterprises in Patent Applications				
Rank	Enterprise	Number of Applications	Located City	
1	Supor Household Electric Appliance Co., Ltd. Zhejiang Shaoxing	24998	Shaoxing	
2	Ningbo Aux Electric Co., Ltd.	2292	Ningbo	
3	Ningbo Fotile Kitchen Ware Co., Ltd.	1821	Ningbo	
4	Hangzhou Hikvision Digital Technology Co., Ltd.	1451	Hangzhou	
5	Netease (Hangzhou) Network Co,Ltd.	971	Hangzhou	
6	Zhejiang Geely Holding Group Co., Ltd.	893	Hangzhou	
7	Zhejiang Dahua Technology Co., Ltd.	831	Hangzhou	
8	Huadian Electric Power Research Institution Co., Ltd.	755	Hangzhou	
9	Zhejiang Yasha Decoration Co., Ltd.	739	Shaoxing	
10	Alipay (Hangzhou) Information Technology Co., Ltd.	586	Hangzhou	
total		12837	/	

Figure 3: 2019 Top 10 Zhejiang Enterprises in Patent Applications

2. 开展高质量知识产权专项培育。以与国际先进水平同步为目标,围绕产业链核心技术和关键环节特别是数字经济、生命健康、物联网等"百千万亿"产业发展需求,积极培育高价值知识产权。2019年,实施省级产业规划类和企业运行类专利导航项目14项,7个省级企业运行类专

利导航项目通过专家组验收并在企业发展规划中得到推广运用;获第 21 届中国专利奖金奖 2 项、专利银奖 8 项、优秀奖 48 项;新增"浙江制造"标准 565 项、"品字标"企业 345 家。28 家企业入围工信部第四批单项冠军企业(产品),累计达 102 家,居全国首位;4 个"浙江制造精品",成功入围工信部 2019 年公共服务平台和智能制造系统解决方案供应商项目。

2. Launch special cultivation of high quality intellectual property. With the target of keeping pace with international advanced level, the province focused on the core technology and key links of the industrial chains, especially the demands for the development of digital economy, life health, IoT and other industries of high importance to actively cultivate high-value intellectual property. In 2019, the province implemented 14 provincial level patent navigation projects for industrial planning and enterprise operation. 7 provincial patent navigation projects for enterprise operation passed acceptance check by the expert panel and were applied and popularized in the enterprise development planning; The province won 2 gold awards, 8 silver awards and

48 excellence awards on the 21st China Patent Award; 2019 saw an increase of 565 standards "Made by Zhejiang" and 345 enterprises that were accredited with Chinese character "pin" (meaning "high quality"). 28 enterprises were shortlisted for the 4th Batch Champion Enterprises for Single Index of MIIT, with total number reaching 102, ranking the first in China; four competitive products "made in Zhejiang" were successfully shortlisted for 2019 MIIT Projects for Public Service Platform and Intelligent Manufacturing System Solution Providers.

2019 年新增国家级企业技术中心 13 家,总数达 131 家,继续保持我省在全国第二的领先地位;新培育国家技术创新示范企业 4 家,认定省级企业技术中心 102 家。省经信厅培育创建数字化设计与制造、机器人与智能装备、智能网联汽车、先进印染、高效电机等 5 家省级制造业创新中心;评选出 11 家浙江省人工智能领军企业(高校院所)、45 家行业应用标杆企业;验收完成的 6 个国家智能制造专项项目,涉及 42 件发明专利、20 个软件著作权、30 个行业标准。省司法厅会同省国资委推进国有企业公司律师工作,并推进 35 家大型民营企业探索建立公司律师制度,有效提升企业知识产权法律意识。省教育厅联合省市场监管

局推进高校知识产权规范化管理体系建设工作。

In 2019, the province newly built 13 national-level technical enterprise centers, bringing the total number to 131, maintaining the second position in China; it newly fostered 4 national technological innovation demonstrative enterprises identified 102 provincial level and enterprise technical centers. Department of Economy and Information Technology of Zhejiang fostered and built 5 provincial-level manufacturing innovation centers for digital design and manufacture, robot intelligent equipment, intelligent connected vehicles, advanced printing and dyeing and high efficiency motors; the department appraised and 11 leading artificial intelligence elected enterprises (colleges and universities) of Zhejiang 45 benchmarking enterprise Province and industrial application; checked and accepted 6 projects special intelligent national for manufacturing, involving 42 patents for invention, 20 software copyrights and 30 industrial standards. Department of Justice of Zhejiang Province, together

Supervision with State-owned Assets and Administration Commission promoted the work corporate lawyers in state-owned enterprises, and facilitated 35 large-scale private enterprises to explore the establishment of the corporate lawyer system to effectively enhance enterprises' legal awareness of intellectual property right. Zhejiang Department of Education, in collaboration with Market Supervision Provincial Zheiiang and Administration Bureau, promoted the construction of standardized intellectual property management a system in colleges and universities.

3. 完善经济科技活动知识产权评价机制。省市场监管局积极开展重大经济科技活动知识产权评议,推进知识产权与经济社会融合发展;制定实施全国首个标准化统计监测制度,对知识产权投入产出进行综合量化评估。发明专利、PCT 国际专利等纳入科技创新、数字经济"一号工程"、"营商环境"等重大战略部署关键指标。省统计局将专利、品牌、商标、标准等知识产权指标作为反映科技创新成果的指标纳入科技进步统计监测评价指标体系,并将"品牌企业和实施'浙江制造'标准企业销售占比"、"每万人发明专利拥有量"两个指标纳入《浙江省高质量发展指标体

- 系》。省经信厅进一步加强对省级企业技术中心企业、省技术创新示范企业、省级优秀工业新产品、装备制造业首台套产品知识产权指标的考核力度。省卫生健康委将发明专利等知识产权指标作为考核评价、职称评定等重要内容。
- Improve the mechanism for intellectual 3. property appraisal in economic, scientific and technological activities. Zhejiang Provincial Market Supervision and Administration Bureau actively carried out intellectual property appraisal in major economic, scientific and technological activities to promote the integrated development of intellectual economy and society; formulated property, implemented the first standardized statistical monitoring system in China to make a comprehensive quantitative evaluation of the input and output of intellectual property. Patents for invention, PCT international patents and others were incorporated key indicators of scientific the into technological innovation, "No. 1 Project" of digital "business environment" and other major economy, strategic deployments. Zhejiang Provincial Bureau of Statistics incorporated patent, brand, trademark,

standard and other intellectual property indexes into the scientific and technological progress monitoring and evaluation index system reflect to the in technological innovation, achievements and incorporated "the proportion of sales of branded enterprises and enterprises implementing standards made by Zhejiang " and "the number of patents for invention owned by every 10,000 persons" "Zhejiang Province High-quality Development Index System". Department of Economy and Information Technology of Zhejiang further intensified the evaluation of the intellectual property indexes of provincial level enterprise technology centers, demonstrative provincial enterprise for technological innovation, provincial level excellent new industrial products and the first set of the products in equipment manufacturing industry. Health Commission of Zhejiang Province took patent for invention and other indexes of intellectual property as the important contents of performance evaluation and assessment of professional titles.

三、深化完善知识产权保护机制,努力推进最优营商

环境建设

- III. Further improve intellectual property protection mechanism and strive to promote the construction of optimal business environment
- 1. 优化完善体制机制。省市场监管局制定出台了《关 于加强专利行政执法工作的指导意见》,专利行政执法权由 设区市下放至县(市、区)。进一步发挥中国电子商务领域 专利执法维权协作调度(浙江)中心作用,2019年,我省 处理阿里巴巴平台专利侵权判定咨询案件 168486 起;其中 备忘录签署单位25个省(市、自治区)和10个城市共处 理 23753 起案件, 较去年总数增加了 51.4%, 累计超 5万 件。推进中国温州(服饰)、义乌(小商品)、桐庐(制笔) 3家国家知识产权快速维权援助中心及27家省级维权援助 中心建设。强化国际贸易中的知识产权风险防控,以专利 海外维权为突破,持续跟进指导我省企业海外新材料专利 纠纷案。全程跟进"浙江石油"、"之江实验室"、第19届 亚运会等重点商标注册保护,组织起草《第19届亚运会知 识产权保护办法》。
- 1. Optimize and improve systems and mechanisms.

 Zhejiang Provincial Market Supervision and Administration Bureau formulated and promulgated "Guiding Opinions on Strengthening Patent

Administration and Law Enforcement" and the power for administration and 1aw enforcement patent was delegated from the cities with subordinated districts to counties (cities, districts). Attention was paid to give further play to the function of China E-commerce Sector Patent Law Enforcement and Rights Safeguarding Collaboration and Dispatching (Zhejiang) Center. In 2019, Zhejiang handled 168,486 cases of patent infringement judgment consultation on Alibaba platform; of which 23,753 cases were handled by units signed the memorandum in 25 that provinces (municipalities and autonomous regions) and 10 cities, an increase of 51.4% from last year's total, with accumulative total of over 50,000. The province pressed ahead the construction of 3 national centers for rapid assistance and safeguard of intellectual property rights in Wenzhou (apparel), Yiwu (small commodities) and Tonglu (brush making) and provincial centers for rapid assistance and safeguard of intellectual property rights. Also, the province intellectual strengthened the property risk prevention and control in international trade. With

overseas patent protection as a cutting point, the Bureau continued to follow up and guide Zhejiang-based enterprises in dealing with overseas disputes over patents for new materials, followed up throughout the registration and protection of key trademarks, such as "Zhejiang Petroleum", "Zhejiang Laboratory" and 19th Asian Games and participated in drafting of "Measures for Protection of Intellectual Property of the 19th Asian Games".

The diversified mechanisms for solving intellectual property disputes were improved.

Zhejiang Provincial Higher People's Court, Zhejiang Public Security Bureau and Zhejiang Provincial Market Supervision and Administration Bureau, for met several times to discuss the collaboration and interaction between administration and justice, and worked with Hangzhou Municipal Intermediate People' s Court and Hangzhou Arbitration Committee to issue "Minutes of Meeting on Establishing Mechanism for of Arbitration Diversified Participation in Settlement of Intellectual Property Disputes". Zhejiang Province Intellectual Property Protection Center, Research and Service Center assigned staffs to Hangzhou Municipal Intermediate People's Court to carry out pre-litigation mediation (arbitration) of patent cases. Great efforts were made in carrying out mediation and arbitration of civil litigation, disputes over intellectual property and in advancing the construction of the third-party platform for solving intellectual property disputes. The province totally has 10 litigation mediation and arbitration mediation centers and intellectual property circuit trial courts, which have mediated more than 8,000

of Justice guided Bar Association of Zhejiang Province, recommended members for Special Committee of Intellectual Property and acted as special online mediator on Hangzhou Internet Court to mediate intellectual property related litigation and disputes.

推进知识产权司法保护。2019年全省全面实施知 识产权民事、行政、刑事"三合一"审判,"三级联动、三 审合一、三位一体"的知识产权审判模式在我省已正式形 成。**全省法院**全年共收案 27706 件, 结案 29538 件, 同期 结案率达 106.61%; 案件自动履行率达 72.94%, 同比上升 近8个百分点;知识产权审判庭采用"三合一"方式顺利 审理知识产权刑事案件260件、行政案件41件。杭州、宁 **波知识产权法庭**与辖区内其他中院建立协作机制,设立巡 回审判点。**杭州知识产权法庭**先后在中国(浙江)知识产 权保护中心、湖州长兴和安吉、嘉兴南湖等地设立巡回审 判庭。全省公安机关共破获侵犯知识产权犯罪案件858起, 抓获犯罪嫌疑人 1997 人, 同比分别上升 11.2%、10.4%, 涉案金额逾12.7亿元;破获假冒浙商品牌案件286起,主 动实施跨区域作战 285 次; 年内立案查办商业秘密案件 20 起,超前两年立案数总和。全省检察机关全年共受理审查 逮捕侵犯知识产权案件 303 件,共受理审查起诉侵犯知识产权案件 441 件。**省法院、省检察院、省公安厅**联合召开全省知识产权刑事司法保护研讨会,进一步统一了思想,形成了共识,为一线办案提供指导。



图 4: 2019 年浙江省知识产权各类一审案件收案数情况

2. Promote the judicial protection for intellectual property. In 2019, the province fully implemented civil, administrative and criminal combined intellectual property trial mode. The "three-in-one" intellectual property trial mode featuring "linkage of three levels, combination of civil, administration and criminal trials" had officially developed in Zhejiang province. In 2019,

all courts throughout the province totally received 27, 706 concluded 29, 538 cases, cases, with case-closing rate of the same period of up to 106.61%; automatic case performance rate of 72.94%, increased by nearly 8 percentage points year-on-year. The property tribunal intellectual successfully 260 adjudicated criminal concerning cases intellectual property and 41 administrative cases by adopting the "three-in-one" mode. Intellectual property courts in Hangzhou and Ningbo established collaboration mechanism with other intermediate courts within the jurisdiction to set up the circuit trial points. Intellectual Property Court of Hangzhou successively set up circuit courts in China (Zhejiang) Intellectual Property Protection Center, Changxing and Anji in Huzhou, and Nanhu in Jiaxing. All public authorities throughout the security province uncovered 858 criminal cases of intellectual property infringement and arrested 1,997 suspects, increased by 11.2% and 10.4% year-on-year respectively, with the involved amount of more than 1.27 billion Yuan; cracked 286 cases involving the counterfeiting of

Zhejiang merchant brands and had initiated 285 times trans-regional cooperation in the crackdown. In 2019, the Bureau filed, investigated and handled 20 cases related to trade secrets, exceeding the total number of cases in the previous two years. All procuratorial organizations throughout the province annually accepted, investigated and arrested 303 cases of intellectual property infringement, and accepted, investigated and prosecuted 441 cases of intellectual property infringement. Zhejiang Provincial Higher People's Court, The People's Procuratorate of Zhejiang Province and Zhejiang Public Security Bureau jointly held a seminar on the criminal justice protection of intellectual property in the province, further unified the thoughts, reached a consensus and provided guidance for the frontline case handling.

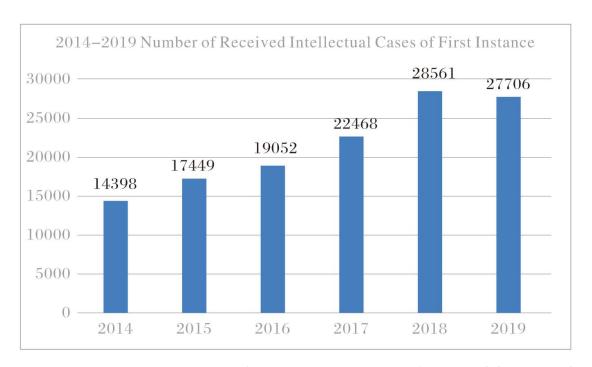


Figure 4 2019 Number of Received Intellectual Property Cases of First Instance in Zhejiang Province

3. 强化知识产权行政保护。省市场监管局组织开展"亮剑 2019"保护知识产权综合执法暨"铁拳"行动,全省各级市场监管部门共立案查处各类知识产权违法案件 3366件,涉案金额 6964. 5 万元,罚没 5820 万元,为企业挽回直接经济损失 1208 万元;开展专利代理行业"蓝天"专项整治行动,共排查四种违法行为线索代理机构、代理师 260家次,立案查处 3 起、约谈整改 16 起。省版权局部署打击网络侵权盗版"剑网 2019"专项行动,截至 2019 年底,全省共立案查处各类侵权盗版案件 55 件,移送司法机关 9件,行政处罚共 32 万元。杭州海关在货运渠道查扣侵权货物 180. 4 万件,价值约 985. 3 万元,涉及 19 个国家和地区的 299 项知识产权;在寄递渠道查扣侵权货物 2. 8 万件,

价值约 15.6 万元,涉及 7 个国家和地区的 47 项知识产权。 **宁波海关**全年共采取知识产权保护措施 846 起,共查获侵 犯知识产权案件 439 起,同比增长 2.3%,案值约 6468.1 万元,查扣各类侵权货物约 1220.4 万件。

3. Strengthen administrative protection of intellectual property. Zhejiang Provincial Market Supervision and Administration Bureau organized and carried out "drawing sword 2019" comprehensive law enforcement for the protection of intellectual property and the "iron fist" action. Market regulators at all levels throughout the province filed, investigated and handled 3,366 cases of IPR violations of various kinds, with involved amount of 69.645 million Yuan and forfeiture of 58.2 million Yuan, recovering direct economic losses of 12.08 million Yuan. The "Bluesky" special rectification action in the patent agency industry altogether investigated 260 lead agencies and agents with four unlawful acts, filed and looked into 3 cases and required 16 to rectify. Zhejiang Provincial Copyright Administration (ZCA) deployed the special action of "sword net 2019" to crack down internet infringement

and piracy. As of the end of November 2019, the province totally filed and looked into 55 cases of infringements and piracy of various types, transferred 9 cases to the judiciary organs, with a administrative penalty of 320,000 total Yuan. Hangzhou Customs seized through freight channel 1,804,000 pcs of infringing items valued about Yuan, involving 299 intellectual 9, 853, 000 properties in 19 countries and regions, and seized through courier delivery channel 28,000 pcs of infringing items valued about 156,000 Yuan, involving 47 intellectual properties in 7 countries and regions. Ningbo Customs adopted 846 measures for intellectual property protection, tracked down 439 cases of intellectual property infringement, increased by 2.3% year-on-year, with value of about 64.681 million seized about 12.204 million Yuan, and of DCS infringing items of various kinds.

4. 开展特定领域知识产权保护。省法院贯彻实施《电子商务法》,制定《涉电商平台知识产权案件审理指南》。 省公安厅依托阿里巴巴集团大数据平台,研发智能监测模型,批量输出我省23个知名品牌被侵犯知识产权犯罪线索 61 条,共有 9 批次侵权线索推送外省公安机关。省司法厅、公安厅、检察院、法院等联合开展全省商业秘密案件调研,形成《浙江省商业秘密保护现状调研报告》,联合举办浙江省首届商业秘密保护论坛,并向省人大提交了《关于加强商用秘密保护,助力浙江企业创新发展的建议》。省市场监管局率先探索电商领域知识产权侵权纠纷检验鉴定技术支撑体系建设,主动对接全国网络交易检测平台和浙江省工商司法鉴定中心,制定《电子商务领域知识产权侵权纠纷咨询服务规范》地方标准;积极引导、监督、督促阿里巴巴电子商务平台建立电商领域专利保护机制。浙江省知识产权研究与服务中心编制了《电子商务领域专利执法维权操作指南》,规范和统一电商领域专利执法维权办案模式和标准。

4. Carry out intellectual property protection in specific area. Zhejiang Provincial Higher People's Court implemented "E-commerce law" and formulated "Guideline for Trial of Intellectual Property Cases Involving E-commerce Platform". Zhejiang Public Security Bureau relied on the big data platform of Alibaba Group to research and develop intelligent monitoring models, and obtained 61 clues for the intellectual property infringement of 23

Zhejiang-based famous brands through batch output. 9 batches of the infringement clues were forwarded to public security organs of other provinces. Department of Justice of Zhejiang Province, Zhejiang Public Security Bureau, The People's Procuratorate of Zhejiang Province, Zhejiang Provincial Higher People' s Court, etc. jointly carried out investigations of trade secret cases throughout the province and worked "Survey Report on Current Situation of Trade Secrets Protection in Zhejiang Province" and jointly held 1st Zhejiang Trade Secret Protection Forum, and submitted "Suggestion of Strengthening Protection of to Facilitate Innovation Business Secret Development of Zhejiang-based Enterprises" to the Zhejiang Provincial People's Congress. Zhejiang Provincial Market Supervision and Administration Bureau took the lead in exploring the construction of the technology supporting system for the inspection and appraisal of intellectual property infringement disputes in the E-commerce sector. The Bureau took the initiative to connect with the nationwide network transaction and testing platform and Zhejiang

Judicial Authentication Center for Industry and Commerce, formulated the provincial standard of "Codes for Consultation Service for Intellectual Property Infringement Disputes in E-commerce Field"; actively guided, supervised and urged Alibaba E-commerce platform to establish patent protection mechanism in the field of E-commerce. Zhejiang Province Intellectual Property Research and Service Center complied "Instructions for Patent Law Enforcement and Rights Protection in E-commerce Sector" to regulate and unify the modes and standards of patent law enforcement and rights protection in the E-commerce sector.

- 四、积极构建知识产权运营体系,助推民营经济发展 转型升级
- IV. Endeavor to build an intellectual property operation system, promote the transformation and upgrading of private economy
- 1. 推进知识产权运营服务体系建设。努力营造知识产权运营生态环境,加强专业化运营平台建设,探索建设支撑区域特色产业发展的知识产权运营服务体系。台州市成为继宁波、杭州后,浙江省第三个国家知识产权运营服务

体系建设重点城市。**杭州市**出台《杭州市知识产权强市实施意见》《杭州市知识产权运营服务体系建设方案》等系列政策文件,通过创机制、建平台、促产业,不断提升知识产权创造质量,全方位推进知识产权运用。

Promote the construction of intellectual 1. property operation and service system. Great efforts were made to create the ecological environment for the intellectual property operation, strengthen the building of specialized operation platform, explore and build intellectual property operation and service system that supports the development of regional characteristic industries. Taizhou city became the third key city in the construction of national intellectual property operation and service system in Zhejiang Province after Ningbo and Hangzhou. Hangzhou City issued a series of policies and documents, such "Opinions on Building Hangzhou into Intellectual Property Power City" and "Plans of Hangzhou for Construction of Intellectual Operation and Service System". By creating mechanism, building platform and facilitating industry, Hangzhou continuously enhanced the quality of intellectual property creation and promoted the comprehensive application of intellectual property.

- 2. 促进知识产权转移转化。省科技厅制定发布《关于 加快推进我省技术转移体系建设的实施方案》,谋划建设全 球技术交易大市场、中国(浙江)科技成果交易中心、网 上技术市场 3.0,全年成交科技成果 1297 项,涉及专利 1043 件。省经信厅加快建设制造业创新中心,已认定的10家创 新中心累计突破核心领域技术 63 项, 转化 43 项, 成果转 化收入约8482万元,获得专利151件。浙江知识产权交易 中心累计集聚可交易专利数量 5 万多件,成交科技成果 2492 项,成交金额 6.67 亿元。省卫生健康委把每百名卫 技人员科研成果转化指标纳入医院等级评审标准; 重点建 设中国(浙江)卫生健康科技研发与转化平台,汇聚卫生 健康领域专利3800余项;全年累计举办创新成果对接会 25 场, 达成科技成果转化62 项, 交易金额总计4900余万 元,估值超过15亿元。
- 2. Facilitate the transfer and transformation of the intellectual property. Zhejiang Provincial Department of Science and Technology formulated and issued "Implementation Plan on Accelerating the Construction of Technology Transfer System in Zhejiang Province" and planned to build large-scale

global technology trading market, China (Zhejiang) Scientific and Technological Achievements Trading Center and 3.0 Version of Online Technology Market. 1,297 scientific In 2019. and technological achievements were traded, involving 1,043 patents. Department of Economy and Information Technology of Zhejiang accelerated the construction of manufacturing innovation centers. The 10 accredited innovations centers broke through 63 technologies in transformed 43 with income core areas, from achievement transformation of 84.82 million Yuan and obtained 151 patents. Zhe jiang Province Intellectual Property Exchange Center had a collection of more than 50,000 tradable patents, transacted 2,492 scientific and technological achievements with transaction amount of 667 million Yuan. Health Commission of Zhejiang Province incorporated the index of the transformation of scientific and technological achievements of every one hundred heath technicians criteria hospital into the for grading; the commission focused on the construction of China (Zhejiang) Health Science and Technology Research,

Development and Transformation Platform and gathered more than 3,800 patents in the health field. The commission annually held 25 innovative achievements matchmaking meetings, realized the transformation of 62 scientific and technological achievements, with total transaction amount of more than 49 million Yuan and estimated value of over 1.5 billion Yuan.

3. 创新知识产权金融内容。省金融监管局、省市场监管局、人行杭州支行等部门共同推进知识产权质押融资和知识产权信用贷款,促进知识产权与金融资源的有效融合,缓解创新型企业融资难问题。2019年,全省专利权质押登记金额达到172亿元,同比增长68%;商标权质押额超过80亿元,同比增长40.3%,质押登记数增长33.6%,占全国同期办理总量的45.8%,连续三年居全国首位,率先实现县(市、区)知识产权金融业务全覆盖。



担保债权额(万元) ■登记企业数(家) 300000 900 所涉商标数(件) 789 800 250000 700 200000 600 520 500 150000 379 400 310 100000 293 300 252 200 178 173 50000 -68 100 14 13_{0} ··· 28 · · · · 14 🔌 杭州 宁波 温州 嘉兴 湖州 绍兴 金华 衢州 舟山 台州

图 5: 2019 年浙江省专利质押融资情况

图 6:2019 年浙江省商标质押融资情况

3. Innovate the contents of intellectual property financing. Zhejiang Provincial Financial Supervision Bureau, Zhejiang Provincial Market Supervision and Administration Bureau, the People's Bank of China, Hangzhou Branch and other units jointly promoted intellectual property-pledged financing and property credit intellectual loan expedite to effective integration of intellectual property and financial resources and relieve financing pressure for innovative enterprises. In 2019, the registered amount of patent right pledge in the province reached 17. 2 billion Yuan, increased by 68% year-on-year, the

amount of trademark right pledge exceeded 8 billion year, increased by 40.3% year-on-year. The number of registered pledges was increased by 33.6%, accounting for 45.8% of total number of registered pledges in the same period in China, ranking the first in the country for three consecutive years. Zhejiang was the first province in China to realize full coverage of intellectual property financing industry in all counties (cities, districts).



Figure 5 2019 Status of Patent-pledged financing in Zhejiang province

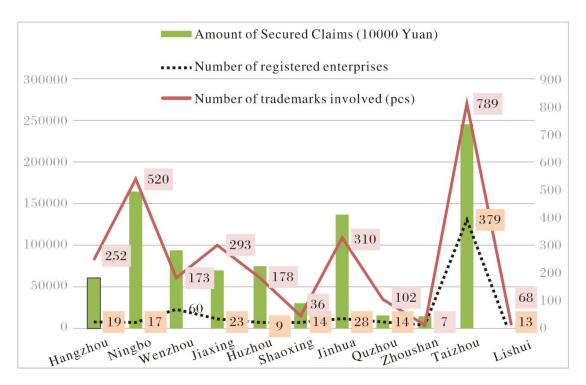


Figure 6 2019 Status of Trademark-pledged Financing in Zhejiang Province

五、进一步深化"最多跑一次"改革,提升知识产权综合服务管理能力

- V. Further deepen the reform of "one-stop" service and enhance the capacity for the comprehensive service and management of intellectual property
- 1. 持续深化知识产权领域"最多跑一次"改革。知识产权服务事项"一网通办"、"一站式服务"和"知识产权一件事"等改革深入推进。区域示范创强、专利质押登记等8个知识产权管理事项实现网办。商标注册登记受理窗口实现设区市全覆盖,业务范围扩展至24项。发明专利优先审查初审全程网上、掌上办理,初审时效缩短50%,数

量增加 120%。我省市场监管系统进一步统筹 22 家基层维权援助工作站、116 家商业秘密保护联络站及 12 家商标注册受理窗口工作升级,全面推进覆盖乡镇、面向企业一线的品牌指导服务站 2.0 版建设工作。杭州未来科技城、杭州高新区(滨江)建成全省首批"全门类、一站式、全链条"知识产权综合服务中心,实现了"一地一次"甚至"网上零跑"即能完成知识产权申请、运营、维权、培训等服务;杭州高新区(滨江)知识产权综合服务中心目前已进驻了浙江省知识产权研究与服务中心(国家知识产权局专利局杭州代办处)、商标局商标质押登记浙江受理点、商标局杭州高新区(滨江)商标受理窗口、版权服务窗口、知识产权图书馆等公共服务机构。

1. Further deepen "one-stop service" in the field of intellectual property. The province continued to advance the reform of "one-website service", "one-stop service" and "integrated service" for intellectual property services. 8 intellectual property management affairs including demonstration of regional powers and registration of patent pledges could be handled online. Trademark registration window is accessible to all cities with subordinated districts and the scope of service was

extended to 24 categories. The whole process of priority examination and initial examination of the patents for invention could be handled online or smart phones. The time for initial examination was reduced by 50% and the quantity was increased by 120%. The market regulatory system of Zhejiang Province further coordinated the upgrading of works at 22 grassroots workstations for assisting rights safeguarding, 116 liaison stations for protecting trade secrets and 12 trademark registration windows, comprehensively promoted the construction of 2.0 version of brand guidance service stations for enterprises in the towns and townships. Hangzhou Future Sci-tech City, Hangzhou Hi-tech District (Binjiang District) built the first comprehensive "one-stop, full-chain and complete-range " intellectual property service center in the province. The intellectual property application, operation, rights safeguarding, training and other services can be obtained with least efforts online. Many public service or even institutions, including Zhejiang province intellectual property research and service center

(State Intellectual Property Office and Patent Office, Hangzhou Agency), Trademark Office Zhejiang Service Outlet for Trademark Pledge Registration, Trademark Office Hangzhou Hi-tech District (Binjiang District) Trademark Service Window, Copyright Service Window, Intellectual Property Library, have now settled at Hangzhou Hi-tech District (Binjiang District) Intellectual Property Comprehensive Service Center.

2. 不断加强知识产权公共服务能力建设。省市场监管 **局与省科技厅**联合下发《关于加强质量基础"一站式"服 务平台建设支撑产业创新服务综合体发展的意见》, 依托国 家质检中心和省级质检中心等质量基础设施,为新列入的 省级创新综合体配套建设质量基础服务平台。全省新增专 利代理机构 49 家,累计达 158 家。省科技厅、经信厅等部 门联合培育创建了集知识产权公共服务功能的产业创新服 务综合体 47 家。义乌市成为全国首个开展马德里商标国际 注册申请受理业务的县级市。顺利推进高校国家知识产权 信息服务中心、世界知识产权组织技术与创新支持中心 (TISC) 落地浙江。浙江省知识产权(专利)公共服务平 台完成二期建设,为各类用户提供专利检索数据 42734 万 条,分析专利数据共计108万条,知识产权评议服务114 次,推送专利侵权预警信息30余万条。杭州高新区(滨江)

获批全省首个国家知识产权服务业集聚发展示范区,成为核心创新技术向国际竞争优势转化的"第一站"。杭州未来科技城、温州知识产权服务园、温州高新区知识产权大港湾、湖州市德清县等4家首批省级知识产权服务业集聚发展示范区,围绕集聚知识产权服务机构、集聚知识产权服务专业人才、搭建知识产权全流程服务平台、着力提升公共服务水平。

2. Continue to strengthen the capacity building in public service of intellectual property. Zhejiang Provincial Market Supervision and Administration Bureau and Zhejiang Provincial Department of Science " Opinions Technology jointly issued and on Strengthening the Construction of 'One-stop' Service Platform for Quality Infrastructure Support the Development of Industrial Innovation Service Complex", and relied on national quality inspection center and provincial quality inspection center and other quality infrastructures to build the supporting quality infrastructure service platform for new provincial innovation complexes. The number of patent agencies in the province was increased by 49 to 158. Zhejiang Provincial Department of Science

and Technology, Department of Economy and Information Technology of Zhejiang and other departments jointly cultivated and established 47 industrial innovation service complexes with intellectual property public service function. Yiwu City became the first to launch the county-level city international registration, application and acceptance of Madrid trademarks in China. The city successfully enabled the establishment of National Intellectual Property Information and Service Center and World Intellectual Property Organization Technology and Innovation Supporting Centers in Colleges and Universities in Zhejiang. Upon completion, Phase II project of Zhejiang Intellectual Property (Patents) Public Service Platform had provided 427.34 million entries of patent retrieval data for various users, totally 1.08 million entries of analyzed patent data. times intellectual provided 114 of property commenting services, released more than 300,000 entries of patent infringement warnings. Hangzhou Hi-tech District (Binjiang District) was approved as first national demonstration the for the area

agglomeration development of intellectual property service industry in Zhejiang Province, and became the "first model" to transform core innovative technology to international competitive edge. Four first batch provincial demonstrative areas for the agglomeration development of intellectual property service industry, namely Hangzhou Future Sci-tech City, Wenzhou Intellectual Property Service Park, Wenzhou Great Hi-tech District Intellectual Property Deging County of Huzhou, focused Harbor, intellectual property concentrating service institutions and professionals to build intellectual property package service platform and made great efforts to improve public services.

六、全力加强知识产权文化建设,不断增强全民知识 产权保护意识

- VI. Make every effort to enrich intellectual property culture and continue to raise the public's awareness of intellectual property protection
- 1. 开展知识产权宣传活动。省知识产权强省建设工作 联席会议办公室组织开展"4. 26"知识产权宣传周活动, 在建立长三角地区知识产权保护协作机制、建设长三角地

区知识产权服务体系、推动长三角地区知识产权海外资源 共享等方面达成一致。第十届中国知识产权年会在浙江杭 州成功举办。省市场监管局组织开展"5.10"中国品牌日 宣传活动,发布《2018年度商标品牌发展报告》;制作商 业秘密保护警示动漫,动员全省各地在各种媒介广泛宣传, 增强宣传有效性。省版权局成功举办浙江省第七届"知识 产权杯"创意设计大赛。省法院通过组织旁听典型案件庭 审、召开新闻发布会、发布知识产权保护十大案件和知识 产权司法分析报告等形式,充分展示浙江法院知识产权司 法保护成果。省教育厅组织高校积极参加第五届中国"互 联网+"大学生创新创业大赛上,我省获17项金奖,占总 数的14%。

1. Carry out intellectual property promotion. Zhejiang Provincial Office of Joint Meeting of Intellectual Property Power Provinces organized and launched "4.26" intellectual property promotion week and reached a consensus on such aspects as establishing collaboration mechanism for intellectual property protection in the Yangtze River delta area, building intellectual property service system in the Yangtze River delta area and promoting the sharing of overseas intellectual property

resources in the Yangtze River delta area. Hangzhou city successfully hosted The 10th China Intellectual Property Annual Conference. Zhejiang Provincial Market Supervision and Administration Bureau and Hangzhou City organized and carried out "5.10" China Brand Day Campaign and issued "2018 Yearly Report on Trademark and Brand Development"; produced animation to raise the awareness of the protection of trade secrets and mobilized all regions throughout the province to make extensive promotion through the medias with a purpose to enhance various the effectiveness of the promotion. Zhejiang Provincial Copyright Administration successfully held 7th Zhejiang Province "Intellectual Property Cup" Creative Design Competition. Zhejiang Provincial Higher People 's Court fully displayed the achievements of courts in Zhejiang in juridical protection of intellectual property by arranging sitters-in on trial of typical cases, holding press conference, releasing top 10 cases for the protection intellectual property and the intellectual of property judicial analysis reports. Zhejiang

Department of Education organized colleges and universities to actively participate in the 5th China "Internet+" College Students Innovation and Entrepreneurship Competition, on which, Zhejiang Province won 17 gold medals, accounting for 14% of all medals presented.

2. 加强知识产权人才培养与对外合作交流。省市场监 管局举办 2019 年度赴美培训班; 举办知识产权保护国际高 级实务研修班,邀请美国、德国、日本、台湾等著名企业、 律所的专家,为200位省内各地市场监管部门、高等院校、 科技企业、中介服务机构的知识产权业务管理人员授课。 省版权局组织浙江版权贸易图书展代表团对摩洛哥、荷兰 两国出版界进行了访问交流,与两国政府及出版界同仁进 行了广泛的交流和版权贸易业务洽谈、在孔子学院设立"百 柜工程-悦读浙江"图书专柜。省教育厅将知识产权教育纳 入中小学地方德育教材: 浙江省杭州市文三教育集团文苑 小学成功获批第四批全国中小学知识产权教育试点学校: 推荐教育部备案,将中国计量大学知识产权专业立项为省 级一流本科专业建设点。省司法厅举办全省海事海商和知 识产权律师领军人才培训班,共 200 余名涉外知识产权律 师参加培训。省法院先后举办两期业务培训班,共有200 余名知识产权审判人员参加培训。**省卫生健康委**推进海外

中医药中心建设,"中国一以色列中医药中心、中国一罗马尼亚中医药中心、中国一白俄罗斯中医药中心"被列入 2019年度国家中医药管理局中医药国际合作专项建设项目。

2. Strengthen training of intellectual property professionals and improve foreign cooperation and exchanges. Zhejiang Provincial Market Supervision and Administration Bureau held 2019 training course for IP talents going to the United States; held international advanced practical workshop for the protection of intellectual property, and invited experts from famous enterprises and law firms in the United States, Germany, Japan and Taiwan to give lectures to 200 intellectual property business from market regulators, colleges and managers universities, sci-tech enterprises, intermediary service agencies in the various regions in Zhejiang Zhejiang Provincial Copyright Province. Administration organized the delegation of Zhejiang Copyright Licensing Business and Book Fair to make exchange visit to the publication circles of Morocco Netherlands. The delegation had and extensive communication with the governments of the both

countries and the peers in the publication circle, negotiated on copyright trading business, and set up a special shelf for books published in Zhejiang at the Institute. Zhejiang Confucius Department of **Education** incorporated the intellectual property education into the local moral education textbooks for primary and secondary schools; Wenyuan Primary School of Hangzhou Wensan Education Group in Zhejiang Province was successfully approved as the 4th batch experimental school intellectual national for property education in primary and secondary schools. the The Department recommended to Ministry of approve the Intellectual Property Education to China specialty of Jiliang University as the provincial level first-class undergraduate major construction point. Zhejiang Department of Justice organized training courses for leading professionals maritime affairs, maritime of commerce and intellectual property lawyers. More than 200 foreign intellectual property lawyers attended the training. Zhejiang Provincial Higher People ' Court successively organized two professional training

sessions, with a total of more than 200 intellectual property judges attending the training. Health Commission of Zhejiang Province promoted the construction of overseas TCM center. "Sino-Israel TCM Center, Sino- Romania TCM Center, Sino- Belarus TCM Center" were listed as the special construction projects for International Cooperation in TCM under the State Administration of Traditional Chinese Medicine in 2019.