

IP

Ancient crafts creating employment that turns around people’s lives

By HU YUYAN

Tian Xingmei, who previously couldn't work due to a physical disability, now earns about 2,000 yuan (\$290) a month creating embroidery at home for a local company in Guizhou province, Southwest China.

“My husband's salary used to be the only income for my family,” Tian told China Intellectual Property News. The job “has rekindled her hope for life,” according to the Beijing-based newspaper.

The company Tian works for, Wushuiyuntai Tourism Development, was established by Long Luying, a Guizhou-based master embroiderer and inheritor of the Miao ethnic group art.

Starting off with eight members of staff in 2006, the company has become a means for poverty alleviation. It now hires nearly 1,300 women embroiderers and generates 20 million yuan annually, China Intellectual Property News reported.

Guizhou province has been using its diverse pool of intangible cultural heritage, such as embroidery and lacquer art, to lift people out of poverty. To help women from rural areas find employment or start a business, Guizhou introduced the Jinxiu Initiative in 2013 to create craft jobs, according to China Radio International Online.

Long was working in a city before establishing Wushuiyuntai. When she found out that her hometown in Guizhou and local women's lives had changed little since she left, she quit her job and returned to start the business, according to China Intellectual Property News.

To help local women increase employment opportunities, Long launched an embroidery training program. More than 600 women have participated in the program over the past few years. Around 60 percent of them were from poor households, but many now earn more than 6,000 yuan a year doing embroidery for the company.

“What our company does is partly public welfare work, partly business,” Long told China Intellectual Property News. “While

60 percent

of the women in Wushuiyuntai Tourism Development's training program are from poor families

helping local women find work and increase their income, the company is also promoting the Miao embroidery.”

With the development of the company, Long has started to pay attention to intellectual property protection. This year, the company completed an online copyright registration for its products. The certificates granted to them are featured in promotional materials.

Another company in Guizhou that offers training and jobs to the poor is Dafang county-based Gao-guangyifeng Lacquerware Development. It was founded in 2013 by Gao Guangyou to promote Dafang lacquer art.

Gao is an inheritor of Dafang lacquer art, a State-level intangible cultural heritage item that has a history of more than 600 years, according to China Intellectual Property News.

Liu Jiang is one of the beneficiaries of the company. Liu lives in poverty after having a stroke years ago and has three grown-up children who were unable to find work. After learning about the situation, Gao invited Liu's children to take craft training by his company.

“Now they can make money and learn skills without leaving home and I'm so grateful to Gao,” Liu was quoted by China Intellectual Property News.

“Guizhou province has so far trained more than 100,000 practitioners of traditional crafts,” Li Shengxiang, an official with the Guizhou Provincial Department of Culture and Tourism, told China Intellectual Property News.

Promoting the development of traditional crafts of ethnic groups can bring out the potential of inheritors, enrich intangible cultural heritage products and create jobs for poor villagers, according to Li.



Women from the Miao ethnic group in Guizhou province showcase their traditional skills at an embroidery competition in 2018. HUANG XIAOHAI / FOR CHINA DAILY

Shield against infringement



Zhoushan Customs officials check a seizure of more than 10,000 auto components that violate the intellectual property rights of six major brands in Zhejiang province on July 30. YAO FENG/ FOR CHINA DAILY

Top IP offices agree to boost intl cooperation

Chinese, European, Japanese, Korean and US officials unite to aid efforts in pandemic fight

By HU YUYAN

huyuyan@chinadaily.com.cn

The heads of the world's five major intellectual property offices agreed to intensify cooperation in IP and the response to COVID-19 at their 13th annual meeting held in late July.

Officials from the China National Intellectual Property Administration, the European Patent Office, the Japan Patent Office, the Korean Intellectual Property Office and the United States Patent and Trademark Office — collectively known as the IP5 — met via video link to discuss the response to COVID-19, review recent progress and decide further action.

The five leaders expressed concern over the COVID-19 pandemic. They took stock of the measures taken by each office to mitigate the effects of the outbreak on applicants and promote innovation that will be instrumental in winning the battle against the virus.

These measures include providing assistance and relief to those affected by the outbreak and opening access to patent information, which presents a wealth of technological knowledge related to the diagnosis, prevention and treatment of COVID-19.

“A common challenge faced by the five offices during the pandemic is maintaining efficient and stable operations,” said Shen Changyu, commissioner of the CNIPA.

“As the world's five largest IP

“As the world's five largest IP offices, the IP5 should continue to strengthen cooperation in IP protection and work together to tackle the challenges posed by COVID-19.”

Shen Changyu, commissioner of the China National Intellectual Property Administration

offices, the IP5 should continue to strengthen cooperation in IP protection and work together to tackle the challenges posed by COVID-19,” Shen said.

Antonio Campinos, president of the European Patent Office, said the videoconference had historical significance. He expects the five offices to step up digitalization and allow closer cooperation by adopting new technologies.

Commissioner of the Japan Patent Office, Toshihide Kasutani, said by holding the virtual meeting amid the pandemic, the five offices demonstrated their commitment to promoting cooperation and innovation.

In a joint statement released on Tuesday, the five offices said IP

plays a key role in boosting economic recovery and creating employment, especially in a crisis.

They said they will continue to work with the World Intellectual Property Organization and support its activities to uphold and strengthen balanced IP systems.

The heads of office reaffirmed the importance of stakeholder engagement in IP5 cooperation and welcomed industry input in current and future IP5 initiatives.

“The five offices have maintained close communication with IP5 industry associations to keep them informed about both the offices' measures in response to COVID-19 and progress in IP5 projects,” the statement said.

The five offices reiterated their commitment to provide better services to users and the public, so as to enhance the role of IP in stimulating innovation and driving socioeconomic development.

To this end, the five offices will continue to develop initiatives and share best practices to spur innovation and support inventors and the international IP community who are contributing to economic and social recovery, the statement said.

They will also introduce initiatives to advance cooperation in emerging technologies, enhance the harmonization of practices and procedures, strengthen work-sharing efforts and increase access to patent information.

The five offices began cooperating in 2007 to improve the efficiency and quality of patent examination. The IP5 together handled around 85 percent of the world's patent applications in 2019, according to the CNIPA.

Briefly

BEIJING

Trademark reviews key part of reform

China will increase the efficiency of trademark applications by shortening reviews to within four months by the end of 2020, according to the Trademark Office of the National Intellectual Property Administration. Cui Shoudong, head of the office, announced the news at the launch of an annual campaign to reform trademark registrations last week. Since the COVID-19 pandemic, the office has accelerated epidemic-related trademark reviews, the official said.

XINHUA

New group for online gaming copyright

The Copyright Society of China has established a new committee to deal with online game copyright issues. The aim is to promote the healthy development of China's gaming industry. The online game copyright affairs committee was officially created in Beijing on Sunday. It is dedicated to promoting the use, protection and management of online game copyrights and maintain self-discipline in the industry. Companies, institutions and individuals in the online-game copyright field may voluntarily join the committee.

XINHUA

Games' livestreaming value surges 60%

Some 300 million users registered on video game livestreaming platforms in China in 2019. The growing market is worth 20.81 billion yuan (\$2.99 billion), a surge of 57.8 percent from 2018, according to a report released by market consultancy iResearch recently. The report cited the cooperation between Tencent Games and Kugou Livestream as a model of livestreaming authorized copyright games. The market is forecast to expand to nearly 40 billion yuan in 2021, according to the report.

IPRCHN.COM

SHANGHAI

More protection for standardized GI use

The Shanghai Intellectual Property Administration has rolled out a plan to enhance the protection of geographic indications. Rights owners are encouraged to establish a monitoring and tracing system based on big data technology. Enforcement officials are to carry out more regular inspections and launch special crackdowns to fight GI infringements, according to the plan. Local officials and trade associations are to provide training to increase consumers' awareness of GI and help set up a database.

CHINA INTELLECTUAL PROPERTY NEWS

SICHUAN

Ten demo operation centers to be named

Sichuan plans to name up to 10 demonstration centers of intellectual property market-oriented operations by 2023. A company affiliated with Sichuan University in Chengdu, the provincial capital, which focuses on tech commercialization, is to be the first. In such centers, a coordinated innovation system will be established, ranging from industry, academia and research to financing and IP services, local officials said.

NIPSO.CN

GUANGDONG

Help for firms to keep trade secrets

Guangdong's first trade secret protection center was unveiled in Shenzhen in late July. The center will explore a trade secret protection mode to be promoted to other regions of the province, assisting companies with their protection measures, setting up a joint conference mechanism among various government departments to address related issues and founding a think tank for data analysis, local officials said.

IPRCHN.COM

Beautiful innovation by university students goes commercial

LANZHOU — Tang Ying, a junior student at the College of Chemistry and Chemical Engineering at Northwest Normal University, has been conducting experiments over the past year with her fellow students to create lipsticks using new materials.

“Girls outnumber guys at my school and when girls get together we fancy making lipsticks and clay masks by ourselves,” Tang said.

Beginning at the end of 2018, Tang and her classmates tried to add new materials such as palygorskite, a kind of fibrous clay mineral found widely in Northwest China's Gansu province, to lipsticks.

“Amounts of palygorskite in the self-developed lipsticks have been moderate, below 10 percent of the total ingredients,” said Zhang Zhe, an associate professor at the university, which is located in the city

of Lanzhou, capital of Gansu.

“Tests have certified the safety of the edible lipsticks. With less pigment, they're healthier, while the color is brighter and can last longer,” Zhang said.

By the end of 2019, students at the university had developed a variety of makeup and skin care products. These included the palygorskite-based lipsticks, lip balms and clay masks, which were patented with the help of the students' lecturers.

The university also established a high-tech industrial research institute in Baiyin, a city neighboring Lanzhou, to explore the market for the products made by its students and to encourage them to innovate.

“The university aims to use the institute to show off its high-tech achievements and its role as a cradle of innovation, which can pro-

mote the socioeconomic development of Gansu,” said Dong Chenzhong, vice-president of the university.

With the help of the research institute, Tang and her fellows passed a pilot test and managed to register a company. They are now preparing to enter the market.

“The products will be mass produced in factories elsewhere. In the meantime, we've got more than 1,000 orders for the lipsticks,” said Xu Lei, a postgraduate at the university who is in charge of the company. He added that more than 20 of their employees are students or recent graduates.

Recently, Xu and his team celebrated as orders kept pouring in. For their next step, Xu said they planned to develop eye shadow, mascara and hair dye with the use of palygorskite. “These products

“The university aims to use the institute to show off its high-tech achievements and its role as a cradle of innovation, which can promote the socioeconomic development of Gansu.”

Dong Chenzhong, vice-president of Northwest Normal University

cut the distance between the public and new chemical materials. This is how technology makes life better.”

Zhang Xiaolu, a resident in Lanzhou and a graduate of the university, bought the newly developed lipstick from a social media platform. “For those of us who have long left the campus, these products remind us of the college's more than 100-year history and the academic spirit. It's very meaningful.”

Featuring coats of arms, mottoes and images of iconic buildings, diverse cultural and creative products made by colleges and universities, which range from cosmetics, postcards to notebooks and key rings, have become popular among not only alumni but ordinary consumers across the country.

XINHUA