

2015年浙江省知识产权发展与保护状况 白皮书

2015年，浙江省知识产权系统围绕“四个全面”战略布局和五大发展理念，认真贯彻实施创新驱动发展战略和知识产权战略，以建设知识产权强省为目标，助力大众创业万众创新，努力发挥知识产权制度激励创新的基本保障作用，“十二五”发展规划各项目标如期实现，各项工作取得新进展。

一、知识产权管理机制不断完善

地方专利立法取得新进展，“十三五”规划和强省建设稳步推进，推进知识产权战略的工作举措相继出台，合力推进知识产权战略实施的统筹协调机制不断完善。

（一）政策法规体系不断健全

省十二届人大常委会表决通过了《浙江省专利条例》，2016年1月1日起正式实施，新条例为推进专利成果处置权、收益权制度，专利行政执法权等知识产权领域改革提供了坚实的法制保障。省委办公厅、省政府办公厅联合下发《关于加快推进创新驱动发展战略实施工作的通知》。省政府办公厅印发了《浙江省深入实施知识产权战略行动计划（2015-2020年）》，成为全国率先贯彻落实国务院深入实施知识产权战略行动计划的省份之一。省知识产权联席会议办

公室印发了《浙江省 2015 年知识产权战略工作实施要点》，联合省财政厅印发了《浙江省知识产权保护与管理专项资金管理办法》。省知识产权局启动知识产权“十三五”规划编制工作，全力谋划知识产权强省建设，规划由部门子规划上升为省政府重点规划；联合人民银行杭州中心支行等 6 家单位出台《关于进一步推进专利质押融资工作发展的若干意见》，加大对专利质押融资工作的顶层设计和政策支持。省工商局制订出台了《浙江省商标品牌示范企业评价管理办法（试行）》《浙江省商标品牌示范县（市、区）与示范乡镇（街道）评价管理办法（试行）》，深入推进商标品牌战略实施和商标品牌培育体系建设。

（二）统筹协调机制稳步推进

省知识产权局积极探索欠发达地区知识产权战略推进模式，根据地区特色产业布局，实施差异化专利战略推进工程，促进专利战略更好融入并服务于地方经济社会发展，推进地区协同发展。杭州海关推进杭甬两关执法统一协作机制，与宁波海关共同开展“中欧海关知识产权行动计划个案信息交换后续跟踪执法试点工作”；加强与浙江省各级公安部门执法协作，完善两法衔接合作机制。

二、知识产权创造能力不断增强

全省专利申请总量为 30.7 万件，授权总量 23.5 万件，分别较上一年度增长 17.5%和 24.7%，其中发明专利申请、

授权量分别为 6.8 万件和 2.33 万件,同比增长 29.8%和 74.3%,发明专利申请占比提高 8.7 个百分点,达到 22.0%;万人发明专利拥有量从上一年度的 9.57 件提高到 12.89 件;PCT 申请量 931 件,居全国第五位。全省新增注册商标 10 万件,总量逾 100 万件。新增地理标志证明商标 11 件,总量达 190 件。新增境外注册商标 3482 件,境外注册总量达 6.9 万件。为主制订国际标准 3 项、国家标准 44 项和行业标准 64 项,累计为主制修订的国际标准、国家标准和行业标准达 27 项、1201 项和 2494 项;全年共制定 40 项达到国际先进、国内一流的“浙江制造”标准,累计制定“浙江制造”标准 44 项。全省累计登记各类作品 15354 件,核准登记出版境外图书合同 352 件,办理涉外图书、音像制品、电子出版物制作合同登记 825 件,计算机软件著作权合同备案 138 件。新增‘嘉育 938’早籼稻、‘甬优 4350’籼粳杂交连作晚稻、‘丽蚕 1 号’蚕豆等 60 个植物新品种。

(一) 积极建设各类培育体系

省知识产权局继续推进专利工作从数量规模型向质量效益型转变,2015 年发明专利授权量增幅是 2014 年的 3.7 倍。省工商局在充分调研和测算的基础上,制定《浙江省商标品牌发展评价体系》,通过对各市商标品牌的注册、运用、培育和保护各环节工作成效更客观、更真实的评价,力争实现对各市商标工作水平评价结果的科学化和合理化。省版权

局持续推进软件正版化工作，切实巩固政府机关软件正版化工作成果。省质监局组织标准化研究机构、行业协会和企业开展“浙江制造”标准研制工作。

（二）主体培育力度不断加大

省知识产权局开展国家知识产权优势与示范企业申报和省专利示范企业认定复核工作，5家企业入选国家知识产权示范企业，40家企业入围国家知识产权优势企业，会同省经信委新认定省级专利示范企业109家；目前累计已有45家企业入选国家级示范企业和优势企业，省级专利示范企业超过1000家，企业参与知识产权管理规范家数达到872家。省经信委开展工业企业知识产权运用标杆示范活动，超威电源有限公司等3家企业入选2015年国家工业企业知识产权运用标杆名单。省质监局会同省科技厅组织开展省级技术标准研究创新基地建设，审核5家科研院所、7家单位、35家企业分别为年度省级技术标准综合研究基地、区域技术标准联合创新基地和企业技术标准创新基地。

三、知识产权运用能力不断增强

创建国家知识产权示范城市2个、国家知识产权试点城市2个、国家知识产权强县工程试点1个、国家知识产权强县工程示范区2个、国家首批知识产权区域布局试点1个；全国城市知识产权考核位居全国第四位，通过验收国家知识产权强县工程试点2个，通过国家知识产权试点园区考核工

作 1 个。全年专利质押贷款 240 笔，共 36.38 亿元，居全国第五；获评中国专利奖 34 项，其中金奖 2 项。全省累计开展商标质押贷款企业达 439 家，所涉商标达 1069 件，参与金融机构 100 家，其中成功办理登记备案的 382 件，实际贷款总额达 33 亿元。

（一）质押融资规模不断扩大

省知识产权局继续推动专利保险工作发展，完成 6 家专利保险试点县（市、区）验收工作。省工商局部署开展“商标质押百亿融资行动”，重点支持纳入省小微企业三年成长计划的企业，驰著名商标企业，发展潜力大、拥有自主知识产权的新兴企业，从事信息、环保、健康、旅游、时尚、金融、高端装备制造等重点产业的企业开展商标专用权质押贷款。

（二）知识产权运营深化试点

省知识产权局启动 2015 年产业知识产权运用基金试点省工作，推动以市场化方式开展知识产权运营体系建设；联合省财政厅制订《浙江省物联网产业知识产权运营基金试点方案建议书》，支撑物联网产业转型升级、提质增效，促进知识产权与产业发展深度融合。

（三）知识产权导航稳步推进

省知识产权局深入实施专利导航试点工程，推动杭州高新区、浙江省磁性材料行业协会启动实施国家专利导航工程；

新成立杭州高新区物联网产业知识产权联盟，完成6家知识产权联盟备案，鼓励行业知识产权优势企业组建知识产权联盟，形成知识产权竞争优势。**省经信委**推进浙江省民营企业集聚区知识产权协同运用能力培育项目列入《2015年工业和信息化部知识产权推进计划》，牵头成立浙江省知识产权综合服务联盟，提升企业知识产权协同运用能力和产业核心竞争力。

（四）知识产权评议有序推进

省知识产权局顺利完成2014年重大经济科技活动知识产权评议国家试点项目总结考核，成绩优秀，被纳入首批重大经济科技活动知识产权评议国家试点推广地区；推荐浙江大学等3家单位申报国家知识产权评议示范培育中介机构，浙江大学获批申报国家知识产权评议示范培育。

（五）知识产权信息深入运用

省知识产权局网站共审核发布知识产权信息1013篇，全国知识产权政务信息工作位居全国第四位；“浙江省知识产权（专利）公共服务平台”建设稳步推进。**省公安厅**经侦总队认真履行公安部经侦局和阿里巴巴集团签订的《加强知识产权刑事保护合作备忘录》，积极参与部局阿里巴巴电商数据查询平台建设，基本实现快速审核、快速查询、快速反馈的工作目标，全年共完成数据查询351批次，涉及账户4607个，其中省内提交查询265批次，省外提交查询86批次。

省食品药品监督管理局建立浙江省食品药品安全信息公示平台，推进食品药品安全信用体系建设；推动行政处罚案件信息公开，全年各级食品药品监督管理部门适用一般程序作出行政处罚案件 14607 件，公开食品药品行政处罚案件信息 13719 件，公开率 93.92%。

（六）区域试点示范规模扩大

省知识产权局试点示范工作成效显著，推进金华、义乌开展国家知识产权示范城市建设，丽水、江山纳入国家知识产权试点城市，新昌县纳入国家知识产权强县工程试点，目前知识产权试点示范城市总数达到 10 家，覆盖率超过 90%，走在全国前列。省工商局评价认定了 2015 年度全省首批浙江省商标品牌示范县（市、区）、示范乡镇（街道）和示范企业，进一步发挥商标品牌示范引领作用。杭州余杭区、长兴县等通过国家知识产权强县工程示范单位认定；宁波市入选国家首批知识产权区域布局试点；长兴县、湖州吴兴区等国家知识产权强县工程试点顺利通过验收；完成 4 家 2014 年省区域示范创建单位工作方案辅导和 6 家 2015 年到期省知识产权示范创建县区的前期检查、考核验收工作。中国美术学院国家大学科技园通过国家知识产权试点园区考核工作。

四、知识产权保护能力不断增强

知识产权局系统专利执法案件共立案上报数为 8584 起，

同比增长 144%，其中侵权立案上报数为 7981 起，同比增长 169%，假冒立案 603 起，同比增长 66%；案件结案上报数为 8579 起，结案率 99.9%，案件总量、结案率以及侵权案办案量、电子商务领域办案量等多项指标位居全国第一。工商系统共查处各类商标违法案件 4138 件，案值达 11989 万元，罚没款 8467 万元，移送司法机关 93 起 97 人次。省质监系统查处假冒伪劣和侵犯知识产权案件 4510 件，涉案货值 7492.49 万元，罚没款 6305 万元，移送司法机关 21 起。版权系统全年共立案查处 30 件，移送司法机关 2 件，关闭网站 22 家，刑事处罚 1 件，行政处罚共 415538 元。食品药品监督系统共立案查处食品、药品、保健食品、化妆品、医疗器械违法案件 15977 件，其中，食品案件 13534 件，保健食品案件 165 件，药品案件 1397 件，医疗器械 576 件，化妆品案件 305 件；涉案金额 12062.43 万元，罚没款 20008.9 万元，捣毁非法生产窝点 191 个，移送公安机关涉嫌食品药品犯罪案件 599 件；全省共有 47 件列为省局挂牌督办案件，34 件列为国家总局督办案件，其中亿元以上案件 4 件。公安系统共立打击假冒伪劣和侵犯知识产权犯罪案件 1141 起，破案 1000 起，移送起诉 728 起，抓获犯罪嫌疑人 1310 人；另立非法经营涉烟类案件 166 起，立非法经营涉烟类案件 166 起，破案 124 起，移送起诉 103 起，抓获犯罪嫌疑人 198 名；共提请部局发起集群战役 51 起，部局部署落地打击 44 起，

战役发起数列全国第二，其中宁波镇海“5·12”案件集群战役被评为全国经典战役，打假工作全年绩效位列全国第二。检察系统全年共对侵犯知识产权犯罪案件批准逮捕 99 件 126 人，提起公诉 425 件 746 人，其中假冒注册商标案件 190 件 345 人，销售假冒注册商标的商品案件 119 件 231 人，非法制造、销售非法制造的注册商标标识案件 37 件 72 人，侵犯著作权案件 69 件 86 人，侵犯商业秘密案件 4 件 6 人，其他侵犯知识产权罪案件 6 件 6 人；立案监督 7 件 12 人；民事行政审判监督知识产权案件 4 件。法院系统共新收知识产权民事一审案件 16999 件，审结 15668 件，分别同比上升 23.2% 和 14.7%，其中审结涉外涉港澳台案件 387 件。共新收知识产权刑事一审案件 438 件，审结 442 件，分别同比下降 26.6% 和 25%。此外，分别新收和审结知识产权行政案件 12 件、10 件，同时审查执结了一批涉知识产权的非诉行政执行案件。农业系统按照农业部统一部署，开展打击侵犯品种权和制售假劣种子行为专项行动，严厉打击未审先推、套牌侵权行为，切实保护品种权人合法权益，维护我省良好的种子市场秩序。杭州海关共查扣涉嫌侵权货物 5680 批次，共 692.99 万件，价值人民币 1995.23 万元，成功保护了 24 个国家及地区的 768 项权利；积极引导省内自主知识产权在海关总署备案 1003 项，占备案总数的 34.68%，我省自主知识产权新增备案数量位居全国之首。

（一）维权援助体系加快完善

省知识产权局为推进和加强高新技术产业园区和特色工业设计示范基地知识产权维权援助工作，对全省批建运行一年以上的14家国家级、省级知识产权维权援助中心开展绩效评价，实施奖优惩劣；新认定浙江省（青山湖）等省级知识产权维权援助中心5家，目前国家级、省级维权援助中心已达26家。省质监局积极探索建立立体宏观打假维权体系。

（二）优化知识产权保护机制

省知识产权局与省高院会同省知识产权联席会议成员单位在总结原有诉调对接机制经验的基础上，积极推进和探索知识产权纠纷诉调对接多元化解决机制，打造专业并独立于行政、司法之外的第三方知识产权诉调对接公益平台，义乌市建立全国首个知识产权诉调对接中心和人民调解委员会，目前已调解各类知识产权侵权纠纷案件400余起，调解成功率达50%，创新知识产权民事纠纷多元化解决机制；推进企业专利保护工作端口前移，稳步推进重点企业（行业）专利保护联系制度试点工作，通过建立快速反应机制、长效服务机制、维权援助专家库等措施，重点面向浙江省战略性新兴产业中有重大影响的高新技术企业、专利示范企业，以及知识产权保护工作有特色的行业协会，大力开展重点企业（行业）知识产权保护帮扶工作。公安系统与阿里巴巴等

电商平台合作开展省、市、县三级联动的集群战役打击模式成效显著。

（三）行政司法协作继续加强

省高院在省联席会议成员单位配合下增补选任了第二批 115 名专业型人民陪审员参与审理知识产权案件，这些陪审员充分发挥其专业优势，解决了大量知识产权审判中的疑难专业问题，成为行政机关与司法机关之间良性互动的桥梁；主导推出“打造专业的第三方独立公益平台”的改革思路，力求在强化知识产权司法保护主导作用的同时，重塑知识产权多元化纠纷解决机制，并在义乌市开展了国内首家知识产权纠纷专业调解第三方独立公益平台的试点工作。省检察系统建立对知识产权案件的提前介入机制，引导侦查机关依法查明案情，及时收集、固定证据，并将推进知识产权检察工作和地方党委、政府工作实现有机融合，不仅有效保证了办案质量，也进一步保障和提升了办案效率。

（四）流通领域示范成效显著

省知识产权局针对商场、超市等流通领域假冒专利行为，加强组织领导，深挖假冒源头，严格执法程序，整合市、县（市、区）执法力量，联合开展查处假冒专利行为行动，整治期间，共查处假冒专利案件 220 余起；积极推进海宁皮革城开展国家知识产权保护规范化市场培育工作，杭州大厦集团等 4 家专业市场入围第二批国家知识产权保护规范化市场

培育名录；联合**省商务厅**认定省级流通领域知识产权保护示范单位 1 家，试点单位 4 家，完成了 5 家省级流通领域知识产权保护试点单位的考核验收工作。

（五）专项保护行动成效显著

省“双打”办牵头**省公安厅**等成员单位及**阿里巴巴集团**，开展了“2015—云剑”专项行动，共立案侵犯知识产权类案件 169 起，破案 164 起，捣毁生产窝点 46 个，捣毁仓储窝点 198 个，抓获犯罪嫌疑人 300 名，直接查获现货案值（以正品计算）4.01 亿元，涉案总价值 8.17 亿元。**知识产权局系统**在全国第一个开展电子商务领域专利保护专项行动，行动期间，组织执法人员和知识产权维权援助中心工作人员 610 余人次，受理电子商务领域专利侵权投诉案件上报数为 1891 起，结案上报数为 1672 起（实际处理 23406 起），关闭、屏蔽或断开网店、商品链接 19419 个，受理和结案的电子商务领域专利侵权线上投诉案件 6.4 万起，其中上报的线上电商领域侵权案件数为 5980 起，关闭、屏蔽或断开网店或商品链接 3.9 万多个。**工商系统**开展商业秘密保护专项执法行动和“红盾护航”知识产权保护专项行动，在城乡结合部市场、网络市场、驰著名商标等重点领域部署开展专项行动。**版权系统**积极开展打击网络侵权盗版“剑网 2015”专项行动。**公安系统**继续强化浙商品牌保护工作，深化警企协作，追踪源头打击省外、境外侵犯我省品牌的制售假犯罪，其中“浪

莎”品牌假冒案涉案金额达 2500 余万元；继续深化和阿里巴巴集团的战略合作，创新实践互联网情报导侦新机制，持续推进互联网打假工作。**法院系统**审结了一批具有较大社会影响的知识产权案件，如华为公司诉中兴公司、阿里巴巴公司侵害发明专利权案、威海嘉易考公司诉永康市金仕德公司、天猫公司侵害发明专利权案、，德国施耐德公司诉陶绍鹤侵害商标权案等。**杭州海关**开展邮递渠道知识产权保护专项执法，行动期间，关区共在邮递渠道查获涉嫌侵权案件 57 起，货物 2042 批次，共 4793 件，货物批次数同比增加 40.5%；部署开展关区“清风”行动，严厉打击出口非洲、阿拉伯、拉美、“一带一路”沿线国家和地区的侵权假冒行为，累计采取知识产权保护措施 537 批次，共计 625 万余件，价值人民币 1935 万余元，成功保护了 24 个国家及地区的 768 项权利，维护中国制造的声誉；关区隶属义乌海关查获的出口侵权假药案获评“全国海关 2014 年知识产权保护典型案例”和外商投资协会优质品牌保护委员会“两法衔接典型案例”，义乌海关知识产权科获评第二届“中国商标金奖商标保护奖”，成为全国海关唯一获此殊荣的部门。**文化系统**在全省开展 2015 年“平安浙江”文化市场“清网”专项整治行动，重点整治网络文化环境，规范网络游戏、网络音乐等网络经营单位运营活动。**监系统**重点围绕涉及生命财产和人身健康安全及存在较多质量安全隐患的产品，组织开展了 5 次“蓝

剑系列”专项执法行动，出动执法人员 102464 人次，检查企业 36224 家，查处案件 4493 件，查获货值 7475.56 万元，罚没款 5859.83 万元，移交公安案件 23 起，对上述专项行动中发现的涉嫌知识产权侵权行为的，都依法作出了行政处罚，涉嫌犯罪的移交司法机关。联合公安部门运用“大数据”分析技术锁定目标，成功捣毁了杭州某涉嫌仿冒国际知名品牌围巾的集加工、包装、线上线下销售一条龙的大型制假窝点；联合江苏质监、公安，查处假冒杭州海康威视品牌的制假售假窝点，实现了“线索共享、数据追溯、落地执法”协作目标，对电商平台上质量违法的线下生产企业实现精确打击。食品药品监督管理局系统查办了湖州“3.6”特大网络制售假药案、嘉兴微整形假药械系列案、台州假冒系列化妆品案、江西南昌特大制售假药窝点案、余姚生产假冒药品化妆品案、金华义乌特大跨国网络销售假药案等一批侵犯知识产权的典型案件。

五、知识产权服务能力不断增强

杭州高新区成功获批建设国家知识产权服务业集聚发展实验区。全省新培育专利代理机构 4 家，新增分支机构 14 家（其中驻外省分支机构 3 家），全省代理机构达 56 家，分支机构达 72 家。全省律师共办理知识产权诉讼与非诉讼法律事务 4904 件，较 2014 年增长 58.5%；提供知识产权法律咨询和服务 2000 余人次。全省公证机构共办理各类知识产

权保护公证 16000 余件，同比增长 27.7%。“十二五”期间，专利代理市场主体、知识产权服务从业人员数量实现翻番；全省 304 家知识产权服务企业营收总额达到 10.44 亿元，年增幅超过 25%。

（一）加强知识产权指导服务

省知识产权局印发了《加强高新技术产业园区（科技城）知识产权工作的指导意见》，进一步明确了高新园区（科技城）知识产权工作机制、工作体系和服务体系建设、发展环境营造等方面的主要政策措施。省工商局积极开展对牵头联系品牌型“三名”工程企业走访和服务，针对公牛集团面临的商标侵权问题，积极组织相关处室及宁波市、温州市市场监管局开展对接，召开公牛集团商标保护工作座谈会，专题部署专项整治行动；对列入小微企业三年成长计划的自主创新型科技企业、经营模式创新型企业 and 现代农业种植养殖业骨干企业等给予重点指导和认定倾斜，并就各市负责培育的小微企业数量进行了任务分解。省高院下发《关于妥善处理知识产权重复侵权行为若干问题的纪要》、《关于老字号知识产权保护保护的纪要》、《关于适用简易程序审理部分知识产权民事纠纷案件的规定》等，以加强基础性审判指导工作。省司法厅指导全省公证机构采取培训、业务研讨等多种形式，提升公证从业人员知识产权保护公证的专业服务能力，提高知识产权办证质量和效率。

(二) 知识产权机构稳步发展

省知识产权局大力发展专利中介服务，举办专利代理机构岗位实务技能和上岗培训，开展专利代理机构规范化服务、诚信经营专项检查，提升专利代理行业执业水平；组织开展2015年全国专利代理人资格考试杭州考点工作，报考人数再创新高；培育了一批企业知识产权管理标准试点咨询服务机构；浙江省知识产权研究与服务中心设立全省首家贯标认证地方性办事机构“中知（北京）认证有限公司杭州办事处”。**台州市**被国家工商总局批复设立全国第一个商标质权登记申请受理点。**省司法厅**积极引导符合条件的律师事务所申请开办专利代理业务资格，培养精通法律和知识产权事务的复合型法律服务机构和专业人才。**省食品药品监督管理局**推动知识产权加快转化，推进政产学研金各板块联动，联合省内骨干企业搭建生物医药产业创新服务平台，为生物医药企业提供全产业链一站式服务。**省质监局**整合质监专业实验室资源，建成了全国质检系统首个检验检测实验室开放公共服务平台，实现“开放零距离，检测一站通”；启动实施为期两年的“服务企业助力众创”系列帮扶活动，全省质监技术机构共组织实验室开放服务50000批次，全省共有5123家外贸企业受到质监对口技术帮扶。服务“双创”的做法得到了国务院副总理刘延东同志和省委省政府主要领导的的批示肯定。

（三）加强知识产权人才培养

省知识产权局会同省人社保厅推进在《浙江省专利条例》中增加专利与人才评价相衔接的制度安排；充分发挥国家知识产权培训浙江基地和温州中小微企业知识产权培训基地的作用，共组织开展各类知识产权培训 40 余期，受训 5000 余人次；选派 17 位知识产权高层次骨干人才参加 2015 年度知识产权高层次人才赴外培训，完成 2016 年高层次人才培养方案制定工作；启动知识产权人才信息库建设，积极推进知识产权专家库、师资库和智库建设，提高人才分类管理和挖掘利用水平。省司法厅邀请高校、司法部门和资深专业律师为年轻律师授课，帮助年轻律师提高知识产权法律业务水平和实务能力，全年开展知识产权相关培训 100 余场。省公安厅专题举办了全省经侦部门知识产权犯罪侦查业务培训班。省人社保厅会同省科技厅出台《浙江省自然科学研究系列中、高级专业技术资格评价条件》，为“从事专利服务的专业技术人员”单独设置评价条件；将知识产权能力提升列为我省企业家人才培养培训的重点内容，举办“经济新常态下的知识产权管理高研班”；加强博士后人才科技创新能力培养，进一步落实博士后科研成果知识产权保护和流转政策。

六、知识产权文化环境不断完善

全省知识产权文化环境不断完善，依托国家知识产权培训（浙江）基地、国家中小微企业知识产权培训（温州）基

地，“十二五”期间培训知识产权实务型人才3万人次以上。

（一）加强知识产权调查研究

省知识产权局积极开展《浙江省知识产权强省建设的途径及政策研究》等重点课题调研。省高院改变以往审判与调研相对分离的工作格局，组建两大合议庭，以“扁平化”管理模式强化法官团队在案件审理和审判调研中的主体作用，发挥合议庭成员的调研积极性；针对涉市场开办者知识产权纠纷频发、相关司法裁判规则不明晰的现状，重点开展《关于市场开办者知识产权侵权责任的调研》，总结了涉市场开办者知识产权纠纷中存在的突出问题，明确了相应的司法理念和裁判规则，并提出了对策和建议。省检察院在办案中加强对本地区侵犯知识产权犯罪案件情况的调查研判，围绕网络知识产权保护、企业知识产权涉法需求和相关法律适用疑难等问题摸清第一手情况，掌握第一手信息，确保办案工作有的放矢，突出打击效果。省公安厅承接上一年度打假专项工作和“网上打假专项行动”积累的丰富实战经验，深入分析研究互联网犯罪活动的规律和特点，充分发挥与阿里巴巴集团战略合作优势，会同集团安全部门，以大数据和云计算技术为支撑，以职业犯罪、团伙犯罪为重点目标，探索建立阿里巴巴电子商务平台涉假“头部”人员数据分析模型，经实战检验，首批“头部”线索落地打击率达45.79%。

（二）加强知识产权合作交流

省知识产权联席会议办公室在“4.26”期间，牵头召开了2015年长三角地区知识产权发展与保护状况新闻发布会，发布《2014年浙江省知识产权保护状况白皮书》。省版权局做好新闻出版“走出去”工作，组团赴斯里兰卡、马来西亚举办“浙江版权贸易图书展”；组团参加第22届北京国际图书博览会；举办浙江-英国“新媒体时代的版权与创意产业”交流活动；组织召开向周边国家和“一带一路”沿线国家“走出去”工作会议。公安系统打击跨国跨境知识产权犯罪，其中“万宝路”、“多彻斯特”品牌假烟案，是近年来全国公安机关缴获规模假烟生产线最完整、假烟现场缴获量最多的案件。省司法厅指导省律协在嘉兴举办以“‘走出去’战略背景下的律师服务”为主题的第五届浙江律师论坛，论坛邀请了省政府法制办、北京大学、北京、上海、香港知名律师事务所的代表，与本省300余名律师代表共同探索“走出去”战略背景下法律服务的新思路、新举措。

（三）推动知识产权宣传普及

省“双打”办联合省政府新闻办印发了《2015年度打击侵权假冒工作宣传计划》，规范全省打击侵权假冒工作宣传工作；“清风行动”、“云剑行动”受到中央电视台、人民日报、新华社、中国日报、中新社等19家媒体的专题采访，在社会造成较好影响。省知识产权局协调知识产权联席会议成员单位集中开展“4.26”知识产权宣传周活动，大力营造

尊重知识、崇尚创新、诚信守法的知识产权文化氛围。省工商局结合4·26知识产权宣传周和3.15国际消费者权益日纪念等活动，扩大全省“双打”行动影响；部署开展的“商标质押百亿融资行动，助力小微企业成长”和“我省境外商标注册位居全国第一”两项工作得到新华社、浙江日报、浙江卫视等主流媒体广泛宣传。省版权局开展“建设知识产权强国，支撑创新驱动发展”为主题的知识产权宣传周活动；与中国美院联合主办了浙江省第三届“知识产权杯”创意设计大赛；在杭州市公交车上刊登打击盗版广告，利用两辆公交车外观和25辆车内拉手配上“保护正版，打击盗版”字样及图片，进行广泛版权保护知识宣传；参与2015年长三角知识产权发展与保护状况新闻发布会，介绍我省版权产业的发展状况；在“4·26”世界知识产权日前后集中开展侵权盗版及非法物品集中销毁活动，如杭州主会场销毁各类侵权盗版的音像制品软件及电子出版物、非法图书报刊、非法游戏机等11万余件。省科技厅、省司法厅与省知识产权局联合举办了主题为“优化知识产权环境，支撑创新驱动发展”的“2015年知识产权宣传巡回演讲活动”，100余名律师组成宣讲团走访省内各高新园区、工业设计示范基地以及园区（基地）内的重点科技企业，针对企业知识产权相关问题“传经送宝”。省高院连续第七年邀请日本贸易振兴机构等境外组织驻华机构代表，以及新华社、香港文汇报等境内外新闻

媒体参加 2015 年浙江法院知识产权审判工作会议，召开了 2015 年浙江法院知识产权审判新闻发布会，公布 2014 年全省十大知识产权典型案例。省检察院于 2015 年 1 月召开了全省检察机关推进知识产权等三项检察工作情况的新闻发布会，集中公开了一批典型案例，20 余家新闻媒体进行了宣传报道。省公安厅联合浙江电视台《经侦前沿》栏目就知识产权保护专题做了四期节目，宣传有关知识产权保护知识。杭州海关充分发挥义乌“中国海关知识产权保护展示厅”的宣传“新阵地”作用，宣传普及知识产权海关保护政策法规，促进全社会知识产权保护意识的提升。

Intellectual Property Development and Protection in Zhejiang Province in 2015

In 2015, the system of Zhejiang Provincial Intellectual Property Office, surrounding the "Four comprehensive" strategic layout and five great development logos, carried out innovation-driven development strategy and IPR strategy. Aiming at constructing IPR powerful province, seriously, the system supported mass enterprising and innovation and energetically played the basic safeguarding role of IPR system inspiring innovation. All objects of "12th Five-Year Period" Plan were realized in time, and all work obtained new progress.

I. IPR Administrative Mechanism Steadily Improved

New progress was made in the aspect of local patent legislation. "13th Five-Year Period" Plan and strengthening Zhejiang Province construction were steadily boosted. Measures to promote IPR strategy were successively promulgated. All these unifying mechanisms of jointly promoting IPR strategy implementation were steadily improved.

(1) Policy and law system steadily improved

The 12th Standing Committee of Zhejiang Provincial People's Congress voted and passed "Patent Ordinance of Zhejiang Province" that went into effect on January 1, 2016. The new ordinance provides a consolidated legal safeguarding in promoting the reform in IPR field such as the power of appointment of patent result, usufruct system, and the power of patent administrative enforcement. General offices of Zhejiang Provincial Committee of CPC and Zhejiang provincial government jointly issued "the Notice on the Implementation of Accelerating innovation-driven development strategy". The general office of Zhejiang provincial government issued "the Plan of Thoroughly Implementing IPR Strategy Activity in Zhejiang Province

(2015-2020)", becoming one of the earliest provinces to carry out State Council's plan of thoroughly implementing IPR strategy activity. The Office of Zhejiang Provincial IPR Joint Meeting issued "2015 Implementation Outline of IPR Strategy Work in Zhejiang Province", and jointly with Zhejiang Provincial Department of Finance issued "Procedures of Zhejiang Province on Special Funds for IPR Protection and Administration". Zhejiang Provincial Intellectual Property Office started the compilation of IPR plan during "13th Five-Year Period" and planned the construction of IPR powerful province. The plan was promoted from sub-plan at department level to the keystone plan at provincial level. The Office, jointly with 6 units such as The People's Bank of China, Hangzhou Central Branch, formulated and promulgated "Several Opinions on Further Promoting the Development of Patent Collateral Financing", increasing the top-layer design of patent collateral financing and policy support. Zhejiang Provincial Department of Commerce formulated and promulgated "Review and Management Procedures for Trademark and Brand Exemplary Counties in Zhejiang Province (Trial)" and "Review and Management Procedures for Trademark and Brand Exemplary Counties (Cities and Districts) and Townships (Street) in Zhejiang Province (Trial)", thoroughly promoting the implementation of trademark and brand strategy and the construction of trademark and brand strategy cultivating system.

(2) Coordination mechanism steadily boosted

Zhejiang Provincial Intellectual Property Office actively explored the mode of IPR strategy promotion in less developed regions, carried out industrial layout according to the characteristics of the regions, boosted patent strategy to fuse into and serve for local economic and social development and coordinated development between regions. Hangzhou Customs promoted the coordinating mechanism between Hangzhou and Ningbo Customs, and jointly carried out "Pilot work of case information follow-up tracing law enforcement of Sino-European Customs IPR activity plan", and strengthened the coordinated action with public security departments at all levels in Zhejiang Province and improved the connecting and cooperating mechanism between the two legal systems.

II. Ability of IPR Creation Steadily Strengthened

The whole province applied for 307,000 patents, granted 235,000 patents, increasing 17.5% and 24.7% respectively over the previous year, of which invention patent application and grant were 68,000 and 23,300, growing 29.8% and 74.3% respectively over the previous year. The rate of invention application increased by 8.7%, reaching 22.0%; 10,000 people's amount of invention patent possession grew from 9.57 in the previous year to the 12.89; PCT application was 931, taking the 5th place in the whole county. 100,000 registered trademarks were added in the whole province to reach 1,000,000 in total; 11 geographical indication certificate marks were added to reach 190 in total; 3482 overseas registered trademarks were added to reach 69,000 in total; Zhejiang Province as the backbone compiled 3 international standards, 44 national standards and 64 professional standards, accumulating 27, 1201 and 2494 of those standards respectively. In addition, Zhejiang Province compiled 40 "made in Zhejiang" standards that were internationally advanced and first-class at home, accumulating 44 of that standard. The whole province accumulatively registered 15354 works, approved the registration of 352 oversea book contracts, and registered 825 contracts of foreign related book, audio & video product and E-journal, and filed 138 contracts of computer software copyright. 60 new varieties of plant were added, such as 'Jiayu 938', 'Yongyou 4350' indica Japonica hybrid late rice and 'Lican 1' broad bean.

(1) Actively constructing various cultivating system

Zhejiang Provincial Intellectual Property Office continuously promoted the transformation of patent work from quantity scale to quality benefit, and the growth of invention grant in 2015 was 3.7 times that in 2014. Zhejiang Provincial Department of Commerce, based on full investigation and calculation, formulated "the System of Appraising the Development of Trademark and Brand in Zhejiang Province". By more objective and more realistic appraisal of work results in all links such as registration, application, cultivation and protection of trademark and brand in all cities,

the Department attempted to realize the scientific and reasonable appraisal of trademark work level in all cities. Zhejiang Provincial Copyright Office continuously promoted software authorization and consolidated the achievement of software authorization in government. Zhejiang Provincial Administration of Quality Supervision, Inspection and Quarantine organized standardization institutions, guilds and enterprises to carry out the research of "made in Zhejiang" standards.

(2) Mainbody cultivating power steadily strengthened

Zhejiang Provincial Intellectual Property Office carried out the application of national IPR advantage enterprises and exemplary enterprises and the review of accrediting provincial patent exemplary enterprises. 5 enterprises were selected as national IPR exemplary enterprises. 40 enterprises were selected as national IPR advantage enterprises. 109 enterprises were accredited as provincial patent exemplary enterprises jointly with Zhejiang Provincial Economy & Informatization Committee. Up to now, there are accumulated 45 enterprises selected as national IPR exemplary enterprises and advantage enterprises, and more than 1000 enterprises selected as provincial patent exemplary enterprises, and the enterprises participating in IPR administrative norms reached 872. Zhejiang Provincial Economy & Informatization Committee carried out the action of industrial enterprises IPR application benchmark demonstration, and 3 enterprises such as Chaowei Power Co. Ltd were listed in 2015 national industrial enterprise IPR application benchmarks. Zhejiang Provincial Administration of Quality Supervision, Inspection and Quarantine, jointly with Zhejiang Provincial Science and Technology Department, organized and carried out the construction of technology standard research innovation bases, looked through 5 research institutes, 7 units and 35 enterprises for annual provincial technology standard research innovation bases, regional technology standard united innovation bases, and enterprise technology standard innovation bases.

III. Ability of IPR Application Steadily Strengthened

Zhejiang Province established 2 national IPR exemplary cities, 2 national IPR experimental cities, 1 pilot county of national IPR-strengthening-county engineering,

2 exemplary regions of national IPR-strengthening-county engineering, and 1 pilot region of first batch of national IPR regional layout. In the national city IPR examination, Zhejiang Province took the fourth place in the whole country. Zhejiang Province also checked and accepted 2 pilot counties of national IPR-strengthening-county engineering and passed the examination of National IPR Demonstration Experiment Park in 1 park. The yearly patent pledge loans were 240 items, totaling RMB 3.638 billion that took the fifth place in China. The province was awarded 34 prizes of China Patent including 2 gold prizes. The whole province accumulated 439 enterprises of trademark pledge loans that related to 1069 trademarks and 100 financial organizations. 382 items were successfully registered and filed, involving RMB 3.3 billion of loans.

(1) Pledge loan scale steadily enlarged

Zhejiang Provincial Intellectual Property Office continuously promoted the development of patent insurance, and completed the check and acceptance of 6 patent insurance experimental counties (cities, districts). Zhejiang Provincial Department of Commerce planned and carried out "RMB 10 billion trademark pledge loans activity" to support the enterprises included in the "3-year plan of small and micro businesses in Zhejiang province", well-known trademark enterprises, burgeoning enterprises with developing potential and proprietary IPR, and the enterprises in key industries of IT, environment protection, health, tourism, fashion, finance and high-end equipment manufacturing to obtain trademark pledge loans.

(2) Deepening the experiment of IPR operation

Zhejiang Provincial Intellectual Property Office started the work of 2015 experimental province of industrial IPR application funds, and promoted the construction of IPR operational system in marketing mode. Jointly with Zhejiang Provincial Department of Finance, the Office formulated "the Proposal for experimental scheme of Zhejiang provincial Internet of things industry IPR application funds" to support the transformation and upgrading of Internet of things industry, quality and efficiency promotion, and boost the deepening fusion of IPR and industrial development.

(3) IPR navigation stably boosted

Zhejiang Provincial Intellectual Property Office thoroughly implemented patent navigation experiment engineering, promoted Hangzhou High-tech Development Zone and Zhejiang Provincial Guild of Magnetic Materials to start national patent navigation engineering: established the union of IPR of Internet of things industry in Hangzhou High-tech Development Zone, completed the filing of 6 IPR unions, encouraged IPR advantage enterprises to establish IPR unions and form IPR advantage in competition. Zhejiang Provincial Economy & Informatization Committee promoted the IPR coordinated application ability cultivation project in Zhejiang provincial private enterprise gathering area to enter "2015 IPR Promotion Plan of Ministry of Industry and Information Technology", led the establishment of Zhejiang provincial IPR comprehensive service alliance to promote enterprise's IPR coordinated application ability and industrial core competence.

(4) IPR review boosted in an orderly manner

Zhejiang Provincial Intellectual Property Office smoothly completed the sum-up and acceptance of national experimental project of 2014 IPR appraisal in major economic and technological activities, and obtained excellent marks and was selected in the first batch of national experimental region of IPR appraisal in major economic and technological activities. The Office recommended 3 units such as Zhejiang University to apply for a mediation agency of national IPR appraisal demonstration and cultivation, and Zhejiang University was satisfiegly approved to apply for a mediation agency of national IPR appraisal demonstration and cultivation.

(5) IPR information applied in depth

Zhejiang Provincial Intellectual Property Office examined and publicized 1013 IPR information in its website, and its work of national IPR administrative information ranked the fourth place in the whole country. The construction of "Zhejiang Provincial IPR (Patent) Public Service Platform" was stably promoted. Economic Investigation Corps of Zhejiang Provincial Public Security Department seriously executed "Cooperation memoire of strengthening IPR criminal protection" signed between Economic Investigation Department of Ministry of Public Security

and Alibaba Group, actively participated in the construction of Ministry-Alibaba E-commerce data query platform, basically realized the working goal of fast examination, fast query and fast feedback. In the whole year, the platform completed 351 batches of data query revolving 4607 accounts, of which 265 queries were submitted by Zhejiang province and 86 queries by other provinces. Zhejiang Provincial Food & Drug Administration established the public notification platform for food & drug safety in Zhejiang province, and promoted the construction of food & drug safety credit system. The Administration also promoted the publication of administrative penalty information. In the whole year, the food & drug administration at all levels made 14607 cases of administrative punishment, published the information of 13719 cases of food & drug administrative punishment, and the rate of publication reached 93.92%.

(6) Regional experiment demonstration scale enlarged

Zhejiang Provincial Intellectual Property Office obtained obvious result, and promoted the construction of national IPR demonstration city in Jinhua and Yiwu cities. Lishui city and Jiangshan city were selected as national IPR experimental cities. Xinchang city was included in the experiment county of national IPR-strengthening-county engineering. So far the sum of IPR experiment and demonstration cities in Zhejiang province reached 10 cities, and the coverage factor was in excess of 90%, ranking ahead in the whole county. Zhejiang Provincial Department of Commerce accredited the first batch of 2015 provincial trademark and brand demonstration county (city, district) and demonstration township (street) and demonstration enterprise, further playing the role of trademark and brand demonstration and leading, determined 20 counties (cities, districts) in the first batch as first trial units.

Zhejiang Provincial Intellectual Property Office, in order to promote and strengthen IPR protection support in high-tech industrial parks and characteristic industrial design demonstration bases, carried out performance appraisal in 14 national and provincial IPR protection supporting centers that was approved and operated for more than one year, and implemented the policies of rewarding good and

punishing bad. The Office newly accredited 5 provincial IPR protection supporting centers. So far there are accumulated 26 such national and provincial supporting centers. Zhejiang Provincial Administration of Quality Supervision, Inspection and Quarantine actively explored and established the spatial macroscopical anti-counterfeiting system.

(2) Optimizing IPR protection mechanism

Zhejiang Provincial Intellectual Property Office and Zhejiang Provincial Higher People's Court, jointly with provincial IPR joint-meeting member units, based on summing up the experience of previous lawsuit-mediation joining mechanism, actively promoted and explored diversified settling mechanism of lawsuit-mediation joining for IPR disputes, created a commonweal platform of specialized third-party IPR lawsuit-mediation joining independent from administration and jurisdiction. Yiwu city established the first national IPR lawsuit-mediation joining center and people's mediation committee, and mediated more than 200 cases of various IPR infringement disputes with a success rate of 62%. They promoted the interface of enterprise patent protection to move forward, stably promoted the experimental work of patent protection communicating system in major enterprises (industries) , by establishing quick response mechanism, long-term service mechanism and IPR protection supporting experts database, energetically carried out IPR protection support to high-tech enterprises, patent exemplary enterprises and guild well protecting IPR in strategic emerging industries of Zhejiang province. The provincial public security system cooperated with E-commerce platform such as Alibaba Group to launch series campaigns at provincial, municipal and county levels, obtaining significant achievement.

(3) Coordination between administration and jurisdiction continuously strengthened

Zhejiang Provincial Higher People's Court, in cooperation of provincial joint-meeting member units, additionally empaneled the second batch of 115 specialized people's assessors to participate in the hearing of IPR cases. These assessors fully played their specialty advantage in solving the doubtful specialty

problem in IPR hearing, and became a benign interactive bridge between administrative organs and judicial organs. The Court dominantly proposed a reformation thought of "creating a specialty third-party individual commonweal platform", tried to strengthen the dominant function of IPR judicial protection and rebuild the mechanism to solve the diversified IPR disputes, and carried out the experiment of the first national third-party individual commonweal platform of IPR disputes mediation in Yiwu city. The provincial procuratorate system established the early intervention mechanism of IPR cases, guided investigating organs to find out details of a case by law, collected and consolidated testimony in time, promoted the organic fusion between IPR procuratorial work and local Party committee and government, not only effectively guaranteed the working quality of case handling, but also ensured and promoted the efficiency of case handling.

(4) Significant demonstration achievement in circulation field

Zhejiang Provincial Intellectual Property Office, against the activity of counterfeit patent in circulation field such as bazaars and supermarkets, strengthened organizational leadership, deep excavated the source of counterfeit goods, strictly executed enforcement procedures, integrated the enforcement power of city, county (city, district) and jointly carried out the action of investigating counterfeit patents. During the renovation, the Office investigated and prosecuted more than 220 cases of counterfeit patent, actively promoted Haining Leather Town to carry out the national IPR protection normalized market cultivation. 4 specialized markets such as Hangzhou Tower Group entered the list of the second national IPR protection normalized market cultivation. Jointly with Zhejiang Provincial Department of Commerce, the Office accredited 1 unit of IPR protection demonstration unit in circulation field in Zhejiang province and 4 experimental units, and completed the check and acceptance of 5 IPR protection experimental units in circulation field in Zhejiang province.

(5) Significant achievement of special protection action

The provincial administrative office of "double battling" led member units such as Zhejiang Provincial Department of Public Security and Alibaba Group to carry out

the "2015- cloud-sword" special action, investigated 169 cases of IPR infringement, solved 164 cases, smashed 46 dens of production and 198 dens of warehousing, captured 300 crime suspects, and directly seized spot goods worth RMB 401 million (calculated according to quality goods) and involving RMB 817 million. The system of Zhejiang Provincial Intellectual Properties Office carried out the special action of E-commerce patent protection first in China. During the action, the system organized 610 person-times of law enforcement and IPR protection supporting centers, accepted and heard 1,891 reported cases of complaint of IPR infringement in E-commerce field, solved 1,672 reported cases (actually handling 23,406 cases), closed, screened or disconnected 9,419 web stores or goods links, accepted and solved 63,000 online reported cases of complaint of patent infringement in E-commerce field including 5,980 cases of online reported infringement in E-commerce field, and 39,000 web stores or goods links closed, screened or disconnected. The system of provincial administration for industry and commerce carried out the "red-shield escort" special action for IPR protection, and deployed special action in key fields such as rural-urban fringe markets, online markets, and well-known trademark and famous trademark. The provincial copyright system actively carried out the "Sword Net 2015" special action of combating online copyright piracy. The provincial public security system continuously strengthened the protection of brands of Zhejiang businessmen, deepened the coordination between police and enterprises, and traced the source to battle the crimes of making and selling counterfeit goods outside our province using the brand of our province. For example, the system cracked the case of faking "LANSWE" brand involving RMB 25 million. The system continuously deepened the strategic cooperation with Alibaba Group, innovated and experienced the new mechanism of Internet information assisted investigation and promoted the anti-counterfeiting battle on the Internet. The provincial court system concluded a batch of IPR cases that were of great social impact, such as Huawei Co. prosecuting Zhongxing Co., Alibaba Co. violating invention patent, Jiayikao Co. in Weihai city prosecuting Jinshide Co. in Yongkang city, Tmall Co. violating invention patent, German Schneider Co. prosecuting Tao Shaohe violating trademark right. Hangzhou

Customs carried out the special law enforcement of IPR protection in post channel. During the action, the Customs seized 57 cases of suspected infringement in post channel, totaling 4793 goods in 2042 batches that grew 40.5% over the previous year. The Customs deployed "cool breeze" action in the Customs Surveillance Zone to severely blow the counterfeiting in exporting to Africa, Arabia, Latin America and the countries and regions along "the Belt and Road", accumulatively took IPR protection measures for 537 batch-times involving 6.25 million goods and RMB 19.35 million, successfully safeguarded 768 rights of 24 countries and regions and the reputation of Made-in-China. Yiwu Customs in Hangzhou Customs' surveillance zone seized the case of exporting infringed fake drug and hence was appraised in national Customs as "2014 classic case of IPR protection" and "classic case of two laws" conferred upon by High quality brand protection committee of Foreign Investment Association. The IPR section of Yiwu Customs was awarded "China Trademark Gold Prize: Trademark Protection Prize" in the second session, becoming the single unit to win the glory in national Customs. The provincial system of culture carried out the construction of "2015 Safe Zhejiang" cultural market by conducting special actions of "Cleaning Web" in the whole province, concentratedly regulated online cultural environment and standardized the operation of online game business and online music business. The provincial system of quality supervision, concentratedly surrounding the products that threatened people's life, properties and health safety, or had many hidden troubles in quality or safety, organized "Blue Sword" special action for 5 times, dispatched 102,464 person-times, inspected 36,224 enterprises, investigated and prosecuted 4,493 cases, seized the goods worth RMB 74,755,600, confiscated RMB 58,598,300, transferred 23 cases to public security. For any activity suspected of IPR infringement in the above-mentioned actions, the system made administrative penalties by law, and the cases suspected of crime were transferred to judicial authorities. Hangzhou municipal quality supervision officials, applying "Big data" analysis technology to lock objects, The system, jointly with public security department, applied "big data" analyzing technology to lock objects, and successfully smashed a large den of counterfeiting international well-known brand scarf with serial procedures of

processing, packaging and selling online and offline. Jointly with Jiangsu provincial departments of quality supervision and public security bureau, the system investigated and prosecuted a den of making and selling goods counterfeit Hangzhou Hikvision brand, realized the coordination goal of "clue sharing, data tracing, and landing enforcement" and realized precision strike to the production enterprises of quality violation in E-commerce platforms. The provincial system of food and drug administration investigated and prosecuted a lot of classic cases of IPR infringement, such as the "3.6" especially important case of online making and selling fake drugs in Huzhou city, the serial cases of fake medical instruments of cosmetic surgery in Jiaxing city, the serial cases of fake cosmetics in Taizhou city, specially important case of making and selling fake drugs in Nanchang city of Jiangxi province, the case of making and selling fake drugs and cosmetics in Yuyao city, specially important case of online selling of fake drugs in Yiwu city.

IV. Ability of IPR Service Steadily Strengthened

Hangzhou High-tech Industrial Development Zone was successfully approved as an agglomeration development experimental zone of national IPR service industry. The whole province added 4 newly cultivated patent agencies and 14 affiliates (including 3 affiliates residing in other provinces), reaching 56 patent agencies and 72 affiliates in the whole province. The lawyers in the province transacted 4,904 cases of IPR lawsuit and nonlitigious legal matters, growing 58.5% over 2014, and provided IPR legal advice and service for 2000 person-times. The public notary organs in the whole province handled 16,000 various notarization of IPR protection, growing 27.7% over the previous year. During the "12th Five-Year" period, patent agencies and IPR service employee doubled their quantity. 304 IPR services in the whole province obtained the operational revenue of RMB 10.44 billion, growing 25% over the previous year.

(1) Enhance IPR guidance service

Zhejiang Provincial Intellectual Property Office issued "Guidance to IPR work in

High-tech Industrial Development Zone (technology town)", further defined the IPR work mechanism and system in high-tech industrial development zone (technology town) and the main policies and measures in the aspects of service system construction and developing environment creation. Zhejiang Provincial Administration for Industry and Commerce actively visited "famous enterprise, famous product and famous entrepreneur" engineering enterprises and provided service for them. To solve the trademark infringement in front of Bull Group, the Administration actively organized relevant divisions and Ningbo and Wenzhou municipal market supervision bureaus to handle the problem together, held a symposium of Bull Group trademark protection work, and deployed special rectification. The Administration gave concentrated guidance and accrediting inclination of independent innovation technological enterprises listed in 3-year growth plan of small and micro businesses, operation mode innovation enterprise and backbone enterprises in modern agricultural planting and breeding industries, and decomposed the quantity of small and micro businesses to be cultivated by relevant cities. Zhejiang Provincial Higher People's Court issued "the Summary of Several Issues in Properly Coping with Repeated IPR Infringing Activities", "the Summary of IPR Protection of Time-Honored Brands" and "the Provision on Adopting Simple Procedure to Hear Part of IPR Civil Dispute Case" to strengthen the guidance to fundamental trial. Zhejiang Provincial Department of Justice guided the notarization institution in the whole province to adopt many modes such as training and business discussion to promote the practitioners' special service ability of IPR protection notarization and improve the quality and efficiency of IPR notarization.

(3) IPR organs stably developed

Zhejiang Provincial Intellectual Property Office energetically developed patent intermediary service, held the practical skills training for patent agencies position, conducted special examination of standardized service and honest operation, and improved the certified level of patent agency industry. The Office organized the work of Hangzhou examination point of 2015 national patent agent qualification examination, and the applicants set a new record. The Office cultivated a batch of

experimental consulting services of enterprise IPR administration standard. Zhejiang Provincial IPR Research and Service Center established the first local office in China to conduct the certification of implementing standard -- Hangzhou office of Zhongzhi (Beijing) Certification Co. Ltd. Taizhou city was approved by State Administration for Industry and Commerce to establish the first application acceptance point of trademark mortgage registration in the whole country. Zhejiang Provincial Department of Justice actively guided qualified law firms to apply for patent agency eligibility, and cultivated hybrid legal services and experts that were familiar with law and IPR affairs. Zhejiang Provincial Food and Drug Administration promoted IPR transformation and the linkage between government, industry, university, institute and finance, united backbone enterprise in the province to build a service platform of biopharmaceuticals industry innovation, and provided one stop service of the whole industry chain for biopharmaceutical industry. Zhejiang Provincial Administration of Quality Supervision, Inspection and Quarantine, integrating the resource of specialty labs of quality supervision, inspection and quarantine, established the first public service platform of inspection and testing laboratory in China, and realized "0-distance public and one-stop testing". The Administration started 2-year serial supporting action of "services helping mass innovation"; the technical organs of quality supervision, inspection and quarantine in the whole province organized lab opening service for 50,000 times, and 5,123 foreign trade enterprises received the correspondent technical help from the organs. The services for mass entrepreneurship and innovation got the approving comments of vice Premier Liu Yandong and main leaders of provincial CPC committee and government.

(3) Enhance IPR Talent Cultivation

Zhejiang Provincial Intellectual Property Office, jointly with Zhejiang Provincial Department of Human Resources and Social Security, proposed to add the institutional arrangement of patent related talent review in "Patent Enactment in Zhejiang Province", and fully played the role of national IPR training Zhejiang base and Wenzhou small and medium sized enterprises IPR training base, organized 40 various IPR training courses involving 5,000 person-times. The Office selected 17

IPR high-level backbone personnel to participate in training abroad in 2015 and formulated 2016 high-level talents training scheme. The Office started the construction of IPR talent information database, actively promoted the construction of IPR expert database, teacher information database and think tank, and improved talent classification management and mining utilization level. Zhejiang Provincial Department of Justice invited university, judiciary and senior lawyers to give lectures to young lawyers to help them improve IPR business level and ability, and held 100 IPR related training courses in 2015. Zhejiang Provincial Public Security Department specially held the training course of IPR crime detection for economic reconnaissance units in the whole province. Zhejiang Provincial Department of Human Resources and Social Security, jointly with Zhejiang Provincial Science and Technology Department, formulated "the Prerequisite for appraising senior and semi-senior professional technical qualification in natural science research in Zhejiang Province" and individually set the prerequisite for appraising "professional technician in patent service". The Department listed IPR ability in the major content of entrepreneur talent cultivation in the province, held "the advanced research seminar of IPR management under economic new normal". The Department also drafted the 13th five-year plan of postdoctoral work, and further implemented the policies of research result IPR protection and circulation for postdoctors.

VI. IPR Cultural Environment Steadily Improved

The cultural environment in the whole province has been steadily improved. Relying on the national IPR training (Zhejiang) base and national small and medium sized enterprise IPR training (Wenzhou) base, the province trained IPR practical talents for more than 30,000 person-times during the "12th five-year" period.

(1) Strengthen IPR Investigation

Zhejiang Provincial Intellectual Property Office actively carried out the investigation of keystone task of "Research of the Road and Policy of IPR Boosting Zhejiang Province". Zhejiang Provincial High People's Court changed the working

style of separating judgment and investigation, established two collegial panels to strengthen judiciary team's principal role in case hearing and trial investigation with "delayering" management mode, and played the investigation enthusiasm of collegial panel members. In front of the condition that market organizers often met frequent IPR disputes and were not clear about judicial judgment rules, the system concentratedly carried out the investigation of the liability of market organizers in IPR tort, summed up the outstanding problems of market organizers in IPR disputes, defined relevant judicial ideas and judgment rules, and proposed correspondent countermeasures and suggestion. Zhejiang Provincial Procuratorate strengthened the investigation of IPR infringement in the province and the judgment of these cases, surrounding the problems of online IPR protection and enterprise requirement for IPR and relevant law, found out the first hand situation and mastered the first hand information, guaranteed the case handling targeted and stressed the battling result. Zhejiang Provincial Public Security Department accumulated rich experience in striking counterfeit and "special action of online striking counterfeit" last year, analyzed in depth the rules and characteristics of Internet crime activities, brought the advantage of strategic cooperation with Alibaba Group into full play. Jointly with the security of the Group, based on the big data and cloud computation, aiming at career crime and gang crime, the Department attempted to establish data analysis model of counterfeit information in Alibaba E-commerce platform, and tested in experience, the successful striking rate using the model for the first batch of case clue reached 45.79%.

(2) Enhance IPR Cooperation and Exchange

The provincial IPR joint meeting office held press conference of "2015 Situation of IPR Development and Protection in Yangtze River Delta" during "4.26" week, and published the white book "the State of Intellectual Property Protection in Zhejiang Province in 2014". Zhejiang Provincial Copyright Office has well done the work of "press going abroad", organized a delegation to hold the "Zhejiang Copyright Trade and Book Show" in Sri Lanka and Malaysia and participate in the 22nd Beijing International Book Fair. The Office also held the activity of "Zhejiang-England

copyright and originality industry in new media era", and held work meetings to study how to go abroad to neighboring countries and the countries along the Belt and Road. The provincial public security system fought against cross-border IPR crimes including the case of counterfeit "Marlboro" and "Dorchester" cigarette that captured the most completed production line for counterfeit cigarette and seized the most counterfeit cigarette in the field in China. Zhejiang Provincial Department of Justice guided the provincial bar association to held the 5th Zhejiang Lawyer Forum themed with "Lawyer service under the background of going-abroad strategy" in Jiaxing city, and the forum invited the representatives from Legal Affairs Office of the provincial government, Beijing University, and famous law firms in Beijing, Shanghai and Hong Kong to explore the new idea and new measures of legal service under the strategic background of going abroad together with 300 lawyers representatives in Zhejiang province.

(3) Promote IPR Propagation and Popularization

The Provincial "Double-Striking" Office, jointly with provincial information office, issued "the propagation plan of striking IPR infringement and counterfeit in 2015". "Cool Breeze Action" and "Cloud Sword Action" were interviewed by 19 media such as CCTV, People's Daily, Xinhua News Agency, China Daily and China News Agency, which produced good impact in the society. Zhejiang Provincial Intellectual Property Office, in coordination with IPR joint meeting member units, concentratedly carried out the campaign of "4.26 IPR Propaganda Week", and energetically created an IPR cultural atmosphere of respecting knowledge, upholding innovation, honesty and law-abiding. Zhejiang Provincial Administration for Industry and Commerce, utilizing the commemorative activities of 4.26 IPR Propaganda Week and 3.15 international consumer rights day, expanded the influence of "Double-Striking" action in the whole province. The two events of "trademark collateral financing of RMB 10 billion" and "trademark registration abroad by Zhejiang province ranking the first in China" won the broad propagation from several mainstream media such as Xinhua News Agency, Zhejiang Daily, and Zhejiang Satellite TV Station. Zhejiang Provincial Copyright Office carried out the campaign

of IPR Propaganda Week themed with "constructing IPR powerful country, and supporting innovation-driven development". Jointly with China Academy of Art, the Office held the Third Session of Zhejiang "IPR Cup" creative design competition. The Office published the advertisement of striking copyright piracy in the buses of Hangzhou city by posting the words and pictures of "protect genuine, fight against piracy" outside two buses and on the handles in 25 buses for broad propagation of copyright protection. The Office participated in 2015 News Release Conference for IPR Development and Protection in Yangtze River Delta Region and introduced the development of copyright industry in Zhejiang province. Before and after "4.26 World IPR Day", the Office concentratedly carried out the concentrated destruction of infringed, pirated and illegal goods. For example, Hangzhou main conference hall destroyed more than 110,000 infringed or pirated audio & video products, software, E-journal, illegal books and magazines, and illegal game boys. Zhejiang Provincial Science and Technology Department, Zhejiang Provincial Department of Justice and Zhejiang Provincial Intellectual Property Office jointly held the campaign of 2015 IPR propagation lecture tour themed with "optimizing IPR environment, supporting innovation-driven development", and more than 100 lawyers formed propaganda groups to give lectures in various high-tech parks, industrial design bases and key technological enterprises therein in Zhejiang province, and passed on their valuable experience related to IPR in enterprises. Zhejiang Provincial Higher People's Court invited the representatives of oversea organizations residing in China such as Japan External Trade Organization in the continuous 7th year as well as news media both at home and abroad such as Xinhua News Agency, Hong Kong Wen Wei Po to participate in the meeting of 2015 Zhejiang court IPR judgment work, and publicized 2014 top-ten IPR classic cases in Zhejiang province. Zhejiang Provincial Procuratorate held a news release conference to publicize the work of procuratorate organs in the whole province in promoting three IPR-related tasks, and concentratedly published a batch of classic cases. More than 20 news media reported the conference. Jointly with Zhejiang TV "Economic detection front" column, Zhejiang Provincial Public Security Department made four sessions of program themed with IPR

protection to propagate IPR protection knowledge. Hangzhou Customs brought the propagating "new front" of Yiwu "China Customs IPR Protection Gallery" into full play, popularized the Customs policies and regulations of IPR protection and promoted IPR protection consciousness of the whole society.