

**2020 年浙江省  
知识产权保护与发展白皮书  
2020 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 IP Joint Meeting of Zhejiang Province**



# **2020 年浙江省 知识产权保护与发展白皮书**

## **2020 White Paper on Development and Protection of Intellectual Property in Zhejiang Province**

2020 年，浙江省知识产权工作在省委、省政府的坚强领导下，在国家知识产权局的正确指导下，忠实践行“八八战略”，奋力打造“重要窗口”，深入实施知识产权强省战略，持续深化知识产权领域改革，严格知识产权保护，积极促进知识产权创造运用，优化提升知识产权服务，“十三五”规划制定的“每万人发明专利拥有量”等 11 项约束性指标全部超额完成，引领型知识产权强省建设成效显著，为打造营商环境最优省、市场机制最活省、改革探索领跑省提供了战略性支撑。

Under the leadership of the provincial party committee and provincial government and under proper guidance of China National Intellectual Property Administration (CNIPA), Zhejiang Province earnestly implemented the “eight eight strategy” and made great efforts to build an “important window” for intellectual property work in 2020. The province continued to put into practice the strategy of building a power province in intellectual property, continued to deepen the reform in intellectual property field, took

rigorous measures for the protection of intellectual property, actively promoted the creation and application of intellectual property and optimized and upgraded intellectual property service. The province over-fulfilled all the 11 obligatory indicators for the “number of invention patents per ten thousand people” specified in the “13<sup>th</sup> five-year plan”, achieved remarkable results in building a leading power province in intellectual property and provided strategic supports for building a province with best business environment and with most flexible market mechanism, and the leading province in reform exploration.

## 一、统筹推进改革和政策制度创新，引领型知识产权强省建设全面开启

I. Promote reform and innovation of policy system in a coordinated way, initiate the building of a leading power province in intellectual property in an all-round way

### （一）强化知识产权工作统筹谋划

#### （i）Strengthen overall planning of intellectual property work

省委连续两年将知识产权列为全省经济体制改革重点，知识产权作为人才强省、创新强省首位战略的重要法治保障写入省委《关于建设高素质强大人才队伍，打造高水平创新型省份的决定》。省政府将《浙江省知识产权发展“十四五”规划》列入省级重点专项规划，每万人高价值发明专利拥有量作为“十四五”时期经济社会发展主要指标写入《浙江省国民经济和社会发展第十四

个五年规划和二〇三五年远景目标》，知识产权纳入平安浙江、市县督查激励重要事项。省发展改革委将提升“知识产权保护”便利度纳入《浙江省实施优化营商环境“10+N”便利化行动方案（2.0版）》，开展“一件事”改革和集成改革，深化优化营商环境“10+N”便利化行动，推进就近办、网上办、掌上办。省经信厅强化知识产权考核，将发明专利等指标纳入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、省级企业技术中心认定评价体系。省统计局强化知识产权数据统计监测，将知识产权指标纳入地方科技进步统计监测评价体系。

**Zhejiang Provincial Party Committee** gave priority to intellectual property in the economic system restructuring of the province for the 2<sup>nd</sup> year in a row. Intellectual property as the important legal guarantee for the primary strategy of building a power province based on talents and innovation has been written in the “Decision on Building a Powerful High Quality Talent Team and Building a High-level Innovation-driven Province” by the provincial party committee. **Zhejiang Provincial Government** considered the “14<sup>th</sup> Five-year Plan of Zhejiang Province for Development of Intellectual Property” as one of the key provincial special plans. The number of high-value invention patents per ten thousand people, as the main indicator of economic and social development in “the 14<sup>th</sup> five-year plan” period, was written into the “14<sup>th</sup> Five-year Plan and 2035 Vision of Zhejiang Province for National Economic and Social

Development”, and intellectual property became an important part of “Safe Zhejiang” initiative as well as of the city and county supervision and incentive. **Zhejiang Provincial Development and Reform Committee** incorporated the more convenient “intellectual property protection” into the “Plan of Zhejiang Province for Implementing ‘10+N’ Facilitation Actions to Optimize Business Environment ( 2.0 Version ) ” , launched “one-stop service for one issue” reform and integrated reform, continued to implement “10+N” facilitation actions to optimize business environment, and promoted nearby service, online service and palm-top service. **Department of Economy and Information Technology of Zhejiang** strengthened assessment of intellectual property, and incorporated invention patents and like indicators into the evaluation system for appraisal of provincial demonstrative enterprise in technological innovation, provincial-level excellent new industrial products, the first set of the products in equipment manufacturing industry and provincial level enterprise technology center. **Zhejiang Provincial Bureau of Statistics** strengthened the statistical monitoring of intellectual property data and incorporated the indicator of intellectual property into the local evaluation system for the statistical monitoring of scientific and technological progress.

(二) 完善知识产权政策法规体系

(ii) Improve intellectual property policy and regulation system

省政府与国家知识产权局开展局省合作会商，联合印发实施《共建引领型知识产权强省 2020-2021 年工作要点》，引领型知识产权强省建设全面开启。省政府出台《浙江省第 19 届亚运会知识产权保护规定》《浙江省实施制造业产业基础再造和产业链提升工程行动方案（2020-2025 年）》。省委办公厅、省政府办公厅制定《全面强化知识产权保护行动计划（2020-2021 年）》。省经信厅牵头推动《浙江省数字经济促进条例》地方立法，编制《浙江省国家数字经济创新发展试验区实施方案》。省市场监管局在全国率先推行《浙江省专利代理行业信用管理办法》，以专利代理行业信用监管为突破口，实施分级分类监管，列入国家首批试点；探索建立跨境电子商务知识产权保护规则，推进贯彻实施电子商务平台保护管理国家标准制定工作；印发实施《知识产权局市合作会商工作指引》《浙江省知识产权公共服务提升专项行动方案》《浙江省知识产权人才（专家）库管理办法》。省市场监管局、省财政厅修订出台《浙江省市场监管和知识产权专项资金知识产权分配因素实施细则》。省市场监管局、省教育厅、省科技厅、省地方金融监管局、浙江大学制定实施《浙江知识产权交易中心建设方案》。省版权局印发《浙江省 2020 年推进使用正版软件工作计划》，持续推进软件正版化工作。省科技厅研究制定《中国浙江网上技术市场 3.0 建设方案》。省农业农村厅印发《浙江省农产品地理标志提升发展三年行动计划（2020-2022 年）》《浙江省地理标志农产品保护工程实施办法》。省文化和旅游厅制定实施《浙江省省级非物质文化遗产代表性传承人管理办法》《浙江省省级非物质文化遗产代表性项目评估实施细则》

《浙江省省级非物质文化遗产代表性传承人评估实施细则》《浙江省省级文化传承生态保护区建设的意见》《浙江省文化和旅游IP综合评价指南（试行）》。省林业局印发《关于组织开展2020年打击侵犯植物新品种权和制售假劣种苗工作的通知》《关于开展林业植物新品种保护行政执法队伍建设情况调查的通知》，强化植物新品种执法保护。省法院研究制定《全面加强知识产权司法保护工作的实施意见》及具体细化方案，出台《关于规范律师调查令制度的办法》，修订《企业知识产权司法保护指导手册》。省法院、省检察院、省公安厅联合印发《关于知识产权刑事案件适用法律若干问题的会议纪要》。省邮政管理局牵头成立浙江省邮政快递业安全生产协调领导小组，印发《浙江省寄递渠道安全管理领导小组2020年工作要点》，将知识产权保护纳入重要内容，深化邮政快递安全综合治理。省教育厅调整对有关高校的发明专利申请补助政策，强化高校高质量知识产权创造运用。

**Zhejiang Provincial Government and China National Intellectual Property Administration** held bureau-province cooperation consultations and jointly printed and issued “2020-2021 Key Works for Co-building A Leading Power Province in Intellectual Property” and initiated the building of a leading power province in intellectual property in an all-round way. **Zhejiang Provincial Government** promulgated “Regulations of Zhejiang Province on Intellectual Property Protection for the 19<sup>th</sup> Asian Games” and “Action Plan of Zhejiang Province for Implementing Infrastructure Reconstruction and Industrial Chain Upgrading



Project for Manufacturing Industry (2020-2025)”. **General Office of Zhejiang Provincial Committee of CPC and the General Office of Zhejiang Provincial Government** formulated “Action Plan for Strengthening Intellectual Property Protection in An All-round Way (2020-2021)”. **Department of Economy and Information Technology of Zhejiang** coordinated and promoted local legislation of “Regulations of Zhejiang Province on Promotion of Digital Economy” and compiled “Plan of Zhejiang Province for Implementing National Pilot Zone for Innovation and Development of Digital Economy”. **Zhejiang Provincial Market Supervision and Administration Bureau** took the lead in implementing the “Measures of Zhejiang Province for Credit Management of Patent Agency Industry”, adopted hierarchical and classified management with credit supervision and management of patent agency industry as the breakthrough point, which had been enlisted as one of the national first batch pilots; the bureau explored to establish rules for the intellectual property protection for cross-border E-commerce, promoted the promulgation and implementation of national standards for the protection and management of e-commerce platforms; printed, issued and implemented “Guidelines for Bureau-municipal Intellectual Property Cooperation Consultation”, “Special Action Plan of Zhejiang Province for Improving Public Service of Intellectual Property” and “Measures of Zhejiang Province for Management of Intellectual Property Talents (Experts)

Pool”. **Zhejiang Provincial Market Supervision and Administration Bureau and Zhejiang Provincial Department of Finance** revised and issued “Rules of Zhejiang Province for Implementation Factors of IP Allocation for Market Regulation and IP Special Funds”. **Zhejiang Provincial Market Supervision and Administration Bureau, Zhejiang Department of Education, Zhejiang Provincial Department of Science and Technology, Zhejiang Provincial Bureau of Local Financial Supervision and Zhejiang University** formulated and implemented the “Plan for the Construction of Zhejiang Intellectual Property Transaction Center”. **Zhejiang Provincial Copyright Administration (ZCA)** printed and issued “Work Plan of Zhejiang Province for Promoting Use of Copyrighted Software in 2020” and continued to promote the use of copyrighted software. **Zhejiang Provincial Department of Science and Technology** studied and formulated “China ( Zhejiang ) Online Technology Market 3.0 Construction Plan”. **Zhejiang Provincial Department of Agriculture and Rural Affairs** printed and issued “Three-year Action Plan of Zhejiang Province for Enhancement and Development of Geographical Indication of Agricultural Products ( 2020-2022 ) ”, “Measures of Zhejiang Province for Implementation of Project for the Protection of Agricultural Products with Geographical Indication”. **Zhejiang Provincial Department of Culture and Tourism** formulated and implemented “Measures of Zhejiang Province for Management of

Representative Inheritors of Provincial Level Intangible Cultural Heritage”, “Implementation Rules of Zhejiang Province for Evaluating Representative Projects of Provincial-level Intangible Cultural Heritages”, “Implementation Rules of Zhejiang Province for Evaluating Representative Inheritors of Provincial-level Intangible Cultural Heritage”, “Opinions of Zhejiang Province on Construction of Provincial-level Cultural Inheritance Ecological Preservation Areas”, “Guidelines of Zhejiang Province for Comprehensive Evaluation of Cultural and Tourism IP ( Trial Implementation ) ”. **Zhejiang Provincial Forestry Bureau** printed and issued “Notice on Organizing and Launching Crackdown on Infringement of Rights to New Variety Plants and on Production and Sales of Faked and Substandard Seedlings in 2020” and “Notice on Investigation on the Construction of Administrative Law Enforcement Team for the Protection of New Varieties of Forestry Plants” to strengthen law enforcement and protection of new varieties of plants. **Zhejiang Provincial Higher People’s Court** studied and formulated “Opinions on Making Efforts to Strengthen Juridical Protection of Intellectual Property in An all-round Way” and detailed plans, promulgated “Measures for Standardizing Lawyer Investigation Order System” and revised “Guidebook for Judicial Protection of Intellectual Property for Enterprises”. **Zhejiang Provincial Higher People’s Court, The People’s Procuratorate of Zhejiang Province and Zhejiang Public**

**Security Bureau** jointed printed and issued “Minutes of Meeting on Several Issues Concerning Applicable Laws for Intellectual Property-related Criminal Cases”. **Zhejiang Provincial Postal Administration** coordinated to establish Zhejiang Province Leading Group for Coordinating Work Safety in Postal and Express Delivery Industry, printed and issued “Key Works of Zhejiang Provincial Leading Group for Safety Management of Delivery Channel in 2020” and gave priority to intellectual property protection to further the comprehensive management of postal and express delivery safety. **Zhejiang Department of Education** adjusted the subsidy policy for invention patent applications in relevant universities and strengthened the creation and application of high-quality intellectual property in the universities.

## 二、推动知识产权创造高质量发展，知识产权赋能产业升级成效显著

II. Promote high-quality development of intellectual property creation with remarkable effect in the upgrading of intellectual property enabled industries

### (一) 培育高价值知识产权

#### (i) Develop high-value intellectual property

省市场监管局组织开展知识产权质量提升专项行动，推进高价值知识产权培育平台建设；加快建设“快速预审”“优先审查”绿色通道，通过审查的高价值专利达 8115 件，同比增长 209.7%。省教育厅引导高校开展高质量知识产权创造，全省高校全年累计

申请专利 28292 件，授权专利 20905 件，增长 38.3%。省卫生健康委推动医疗机构开展高质量知识产权创造，全省医疗机构有效专利数达到 5600 余件，全省每万名卫技人员专利数达到 105 项，近三年平均增长率达到 18%。

**Zhejiang Provincial Market Supervision and Administration Bureau** organized and carried out a special action to improve the quality of intellectual property and promoted the construction of platform for the cultivation of high-quality intellectual property; the bureau accelerated the construction of the green channel for “fast pre-examination” and “priority examination”. 8,115 high-value patents passed examination in 2020, an increase of 209.7% year on year. **Zhejiang Department of Education** guided institutions of higher learning to create high-quality intellectual property. In 2020, institutions of higher learning in the province applied a total of 28,292 patents and granted a total of 20,905 patents, an increase of 38.3%. **Health Commission of Zhejiang Province** propelled medical institutions to create high-quality intellectual property. The number of valid patents created by the medical institutions throughout the province was up to more than 5,600, the number of patents per ten thousand medical technicians reached 105, with an average growth rate of 18% in the past three years.

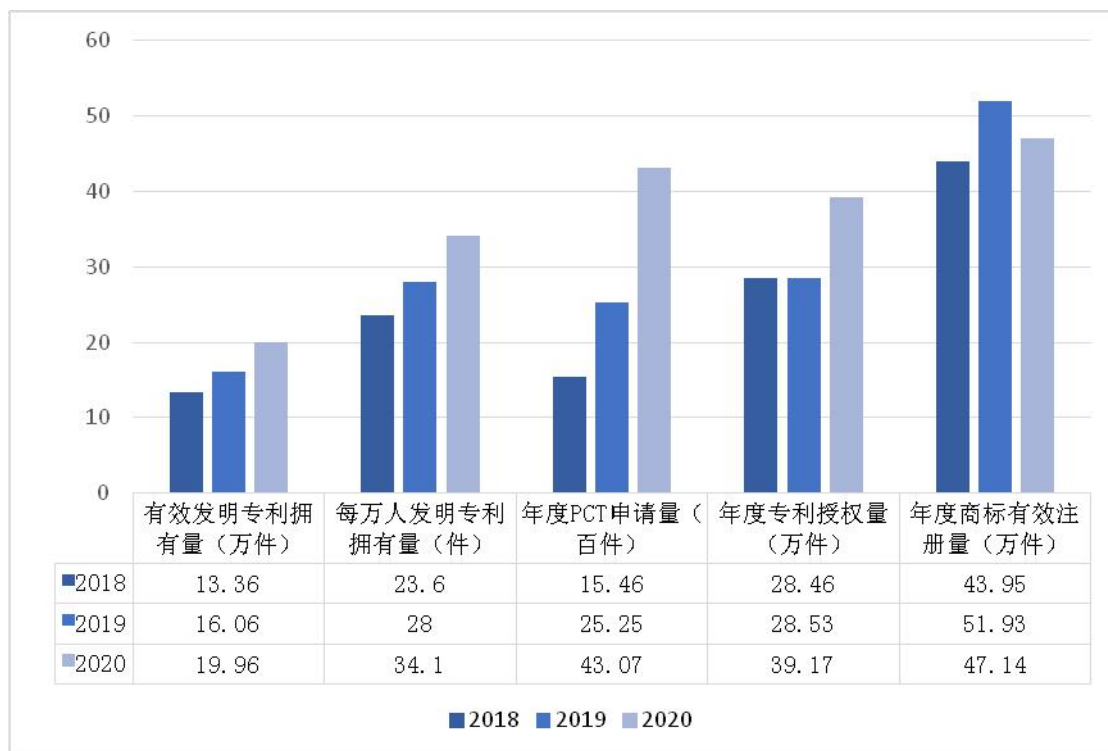


图 1 2018—2020 年浙江省专利商标创造情况

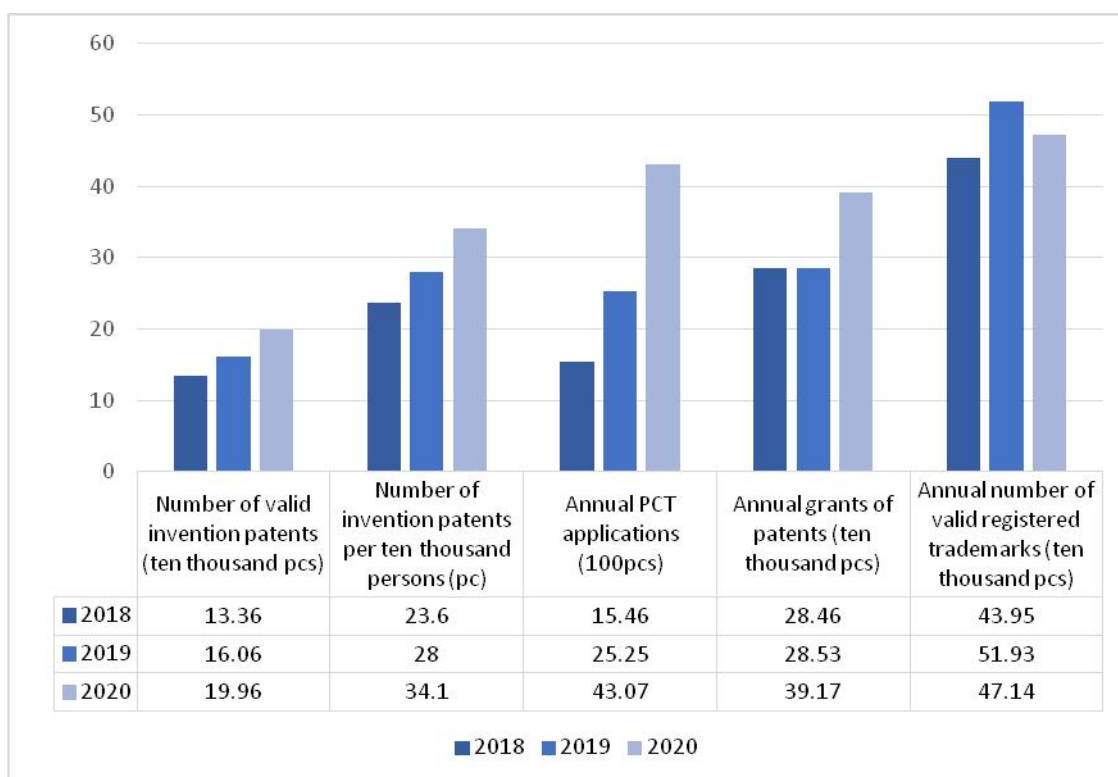


Figure 1 Status of Patent and Trademark Creation in Zhejiang Province From 2018 to 2020

2020 年全省有效发明专利总量达 20 万件，每万人发明专利拥有量达 34.1 件，数字经济有效发明专利达 6.5 万件，占有效发明专利的 32.5%。新增 PCT 国际专利申请量 4307 件，同比增长 70.6%，数字经济、生命健康领域国际专利布局占比达 52.6%。全省全年专利授权 39.2 万件，同比增长 37.3%，数量和增幅均创历史新高，发明专利授权比重达 12.7%。58 件专利获得中国专利奖，创历史新高。商标注册登记 56.6 万件，商标累计有效注册量达到 297.5 万件。浙江省企业新申请马德里商标注册 740 件，占全国总量近 1/10，累计申请量达 6535 件。新注册地理标志证明商标 18 件，累计注册地理标志证明商标达到 253 件，授权许可市场主体使用地理标志 2173 家。累计认定“浙江出口名牌”810 个，全省自主品牌出口占比达 12.5%。全年共登记作品 32590 件，同比增长 31.14%。新获授权林业植物新品种 42 件，累计 274 件，占全国授权数的 10.57%。

In 2020, the total number of valid invention patents in the province was 200,000, the number of invention patents owned by every ten thousand people reached 34.1, the number of valid invention patents in digital economy was 65,000, accounting for 32.5% of the total number of valid invention patents in the province. The number of new PCT international patent applications was increased by 4,307, up 70.6% year on year. The proportion of international patents in digital economy and life health field reached 52.6%.The province annually granted 392,000 patents, up 37.3%

year on year, both the quantity and rate of increase hitting a record high. The proportion of granted invention patents reached 12.7%. A record high of 58 patents won China Patent Awards. In 2020, A total of 566,000 trademarks were registered, bringing the accumulative total of valid registered trademarks to 2,975,000. Enterprises in Zhejiang Province applied for registration of 740 new Madrid trademarks, accounting for approximate 1/10 of the national total, bringing the cumulative total of the applications to 6,535. 18 new geographical indication certification marks were registered, bringing the cumulative total of geographical indication certification marks to 253. 2173 market entities were authorized to use geographical indications. A cumulative total of 810 “Zhejiang famous export brands” were identified. The export of proprietary brands in the province accounted for 12.5%. A total of 32,590 works were registered in 2020, up 31.14% year on year. 42 new varieties of forestry plants were authorized, bringing the cumulative total to 274, accounting for 10.57% of the total authorized number nationwide.

## （二）推动区域产业高质量发展

### （ii）Promote high-quality development of regional industries

省市场监管局组建产业知识产权联盟 22 家，实现重点产业全覆盖；加快建立以产业数据、知识产权数据为基础的新兴产业知识产权预警决策机制，实施知识产权预警、专利导航项目 34 项。省版权局成功创建全国版权示范单位 4 家，推动授予全省 4



家单位成为全国版权示范单位，义乌市市场监管局入选中国版权金奖管理奖，温州市成功申报国家版权示范城市创建工作。省经信厅认定省级企业技术中心 101 家，平均有效发明专利拥有量 10.9 件，平均申请发明专利 6.2 件；组织实施 63 项产业链协同创新项目、20 项急用先行项目、135 项重点产业技术创新项目；组建浙江省人工智能产业技术联盟、省标准化技术委员会；杭州数字安防先进制造业集群建设入围国家工信部先进制造业集群竞赛名单；6 家纺织服装企业入选工信部重点跟踪培育纺织服装品牌企业，温州森马服饰的巴拉巴拉童装品牌成为亚洲童装第一品牌。省经信厅、省市场监管局合力推动专利密集型产业发展，将高质量知识产权创造纳入数字经济等重点产业高质量发展指标；成功培育 30 家“雄鹰企业”成为国家知识产权示范和优势企业，目前全省国家知识产权优势示范企业达到 400 家，贯标企业总数达到 2500 家。

**Zhejiang Provincial Market Supervision and Administration Bureau** organized 22 industrial intellectual property alliances, which involved all key industries; accelerated the establishment of intellectual property early-warning and decision-making mechanism for the emerging industries based on industrial data and intellectual property data, and implemented 34 intellectual property early-warning and patent navigation projects. **Zhejiang Provincial Copyright Administration** successfully created 4 copyright demonstration units, helped and granted 4 units

in the province to be national copyright demonstrative units. Yiwu market supervision bureau was conferred Management Prize for China Copyright Gold Award. Wenzhou city successfully applied for the establishment of National Copyright Demonstration City.

**Department of Economy and Information Technology of Zhejiang** accredited 101 provincial-level enterprise technology centers, which averagely owned 10.9 valid invention patents and averagely applied for 6.2 invention patents; organized and implemented 63 industrial chain collaborative innovation projects, 20 priority projects in urgent need, and 135 key industry technological innovation projects; and organized Zhejiang Province Artificial Intelligence Industry Technical Alliance and Provincial Technical Committee for Standardization; Hangzhou's construction of advanced digital security manufacturing cluster was shortlisted for advanced manufacturing cluster competition organized by Ministry of Industry and Information Technology; 6 textile and garment enterprises were selected as key traced and cultivated textile and garment brand enterprises by Ministry of Industry and Information Technology. Balabala Children's Wear under Wenzhou Semir Garment became the No.1 brand of children's wear in Asia.

**Department of Economy and Information Technology of Zhejiang, and Zhejiang Provincial Market Supervision and Administration Bureau** jointly promoted the development of

patent-intensive industries, incorporated high-quality intellectual property creation as one of the indicators for high-quality development of digital economy and other key industries; successfully cultivated 30 “Eagle Enterprises” to be national superior intellectual property demonstration enterprises. At present, there are 400 national superior intellectual property demonstration enterprises and 2,500 standard-implementing enterprises in Zhejiang Province.

### 三、多维并举实施最严格知识产权保护，法治化营商环境不断优化

III. Take multiple measures to ensure strictest intellectual property protection, further improve law-based business environment

#### (一) 强化知识产权司法保护

##### (i) Strengthen judicial protection of intellectual property

省法院大力推进知识产权审判智能化，实现知识产权审判全面无纸化，探索推进“跨区域一体化办案平台”；完善第三方电子存证证据等电子证据认定规则，引导当事人广泛运用区块链等技术手段获取、固定、提存证据；持续推进长期未结案专项清理行动，定期对长期未结案情况进行通报和督办；总结民事诉讼程序繁简分流改革试点经验，推动案件“繁简分流、轻重分离、快慢分道”；强化诉源治理，探索通过个案示范诉讼带动批量案件高效解决；面向 KTV 音乐著作权等类型化商业维权案件，建立健

全诉前调处化解机制；推广非专利技术类知识产权纠纷调解协议引导司法确认；积极适用惩罚性赔偿制度，严格依法加大对源头侵权、重复侵权、恶意侵权和规模侵权的赔偿力度；强化临时禁令措施，裁定支持行为保全申请的数量从 2019 年的 27 件增加到 2020 年的 74 件。2020 年，全省法院共新收知识产权一审案件 24833 件，审结 25540 件，其中民事一审案件 24327 件，审结 25053 件，刑事一审案件 474 件，审结 463 件，行政一审案件 32 件，审结 24 件。

**Zhejiang Provincial Higher People's Court** made great efforts to promote intelligent trial of intellectual property, fully realized paperless trial of intellectual property, and explored and promoted “integrated cross-regional case handling platform”; the court improved the rules for validation of third party electronic deposited evidences and other electronic evidences, guided relevant parties to extensively use block chain and other technological means to obtain, fix and deposit evidences; continued to carry out special actions to clear the cases that remained unsettled for a long time, reported their status and urged the handling of such cases on regular basis; the court summarized the experience of the reform pilot that separates complicated civil procedures from the simple ones and promoted “separation of complicated and simple cases, separation of minor and major cases, separation of fast and slow-handling cases”; strengthened management of source of litigation, and explored

efficient solution for a batch of cases by demonstrative litigation of individual cases; and established sound pre-litigation mediation and resolution mechanism for KTV music copyrights and other similar cases of commercial rights protection; the court promoted mediation agreement on non-patented technology intellectual property disputes as a guidance for judicial confirmation; actively applied the system of punitive compensation and increased compensation for infringement at source, repeated infringement, malicious infringement and large-scale infringement in strict accordance with law; and strengthened measures for interim injunctions. The number of rulings that support interim injunction applications increased from 27 in 2019 to 74 in 2020. In 2020, **all courts throughout the province** received a total of 24,833 new intellectual property cases of first instance, concluded 25,540 cases, including 24,327 civil cases of first instance with 25,053 concluded cases, 474 criminal case of first instance with 463 concluded cases, 32 administration cases of first instance with 24 concluded cases.

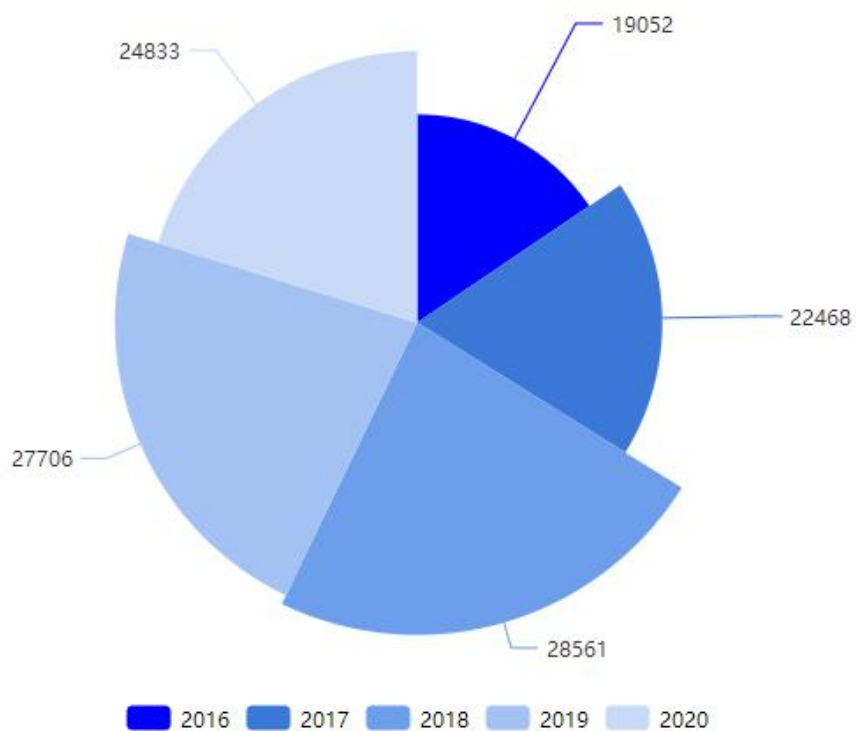


图 2 2016—2020 年浙江省知识产权一审案件收案数情况

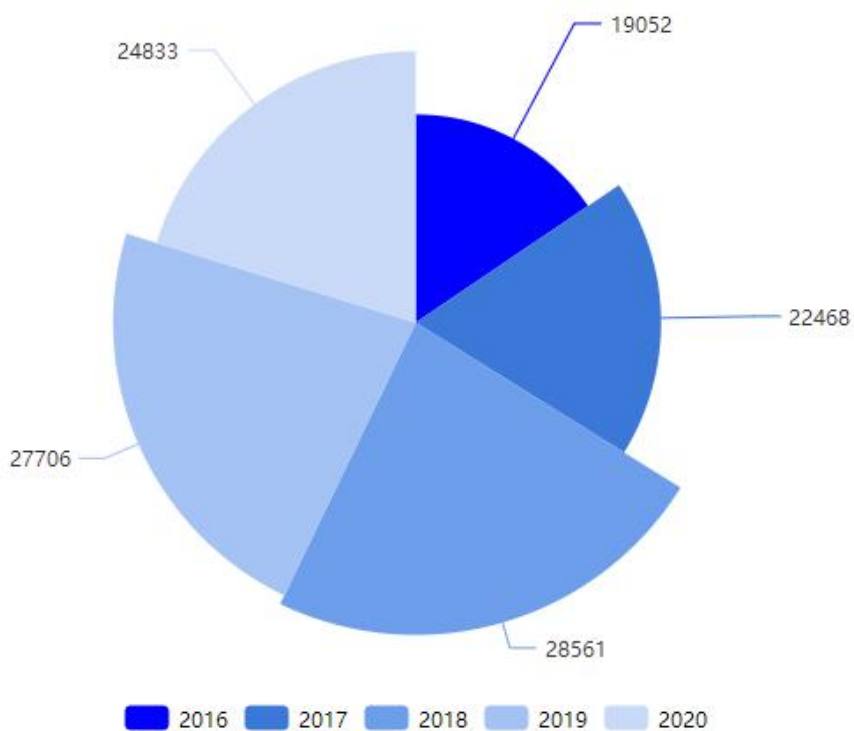


Figure 2 Number of Received Intellectual Property Cases of First Instance in Zhejiang Province from 2016 to 2020

省公安厅部署开展“蓝剑 2020”专项行动，全省共破获各类侵权假冒犯罪案件 1033 起，抓获犯罪嫌疑人 2325 人，同比分别上升 24.6%和 13%，捣毁各类制假售假窝点 945 个，涉案金额逾 5 亿元。其中，破获假冒“浙商”品牌案件 203 起，涉及 50 余个知名“浙商”品牌。先后组织杭州、温州、绍兴、丽水等地公安机关对服装、电子产品、酒及包材等领域的重大线索开展研判，靶向生成重大区域犯罪团伙线索 30 余个，共计破获案件 120 余起。建立打击侵犯商业秘密犯罪的全省联动反应机制，遴选 20 名业务专家组成联动反应团队，对 13 起商业秘密案件开展集中会诊，成功侦破 5 起。

**Zhejiang Public Security Bureau** deployed and carried out special action of “blue sword 2020”, cracked a total of 1,033 criminal cases of various infringements and counterfeiting throughout the province, arrested a total of 2,325 criminal suspects, up 24.6% and 13% respectively, destroyed 945 dens for production and sales of various counterfeited products, with involved amount of more than 500 million Yuan, and cracked 203 cases of fake “Zhejiang merchants” brands, involving more than 50 well-known “Zhejiang merchants” brands. The bureau successively organized public security organs in Hangzhou, Wenzhou, Shaoxing, Lishui and other places to study and judge the important clues in fields of garments, electronic products, liquors and packing materials, generating more than 30 targeted clues for large-scale regional criminal gangs and uncovering more than 120 cases. The provincial

linkage response mechanism for cracking down on the crime of infringing trade secrets was established and 20 business experts were selected to form a linkage response team to carry out centralized consultation of 13 cases related to trade secrets, of which, 5 cases were successfully cracked.

省法院、省检察院、省市场监管局推进长三角知识产权司法保护一体化，探索建立一体化会商、跨区域协作、信息资源共享等工作机制。省法院、省司法厅、省检察院、省公安厅开展知识产权审判“三审合一”机制改革专题调研，解决基层公、检、法诉讼程序、证据规则、民刑衔接、捕诉分离、跨区域移送问题，开展侵犯知识产权刑事案件权利人诉讼权利义务告知试点工作。

**Zhejiang Provincial Higher People's Court, The People's Procuratorate of Zhejiang Province and Zhejiang Provincial Market Supervision and Administration Bureau** promoted the integration of juridical protection of intellectual property in Yangtze River Delta, explored the establishment of such working mechanisms as the integrated consultation, the cross-regional collaboration, and the information and resource sharing. **Zhejiang Provincial Higher People's Court, Department of Justice of Zhejiang Province, The People's Procuratorate of Zhejiang Province and Zhejiang Public Security Bureau** carried out special investigation on the reform of “three-in-one” mechanism for intellectual property trials, solved problems concerning the legal proceedings of public security organs, procuratorates and courts, the



rules of evidence, the connection between civil and criminal procedures, the separation of arresting from prosecution, cross-regional transfer, at grass-roots level. Efforts were made to establish pilots to inform litigation rights and obligations to the right holders of the criminal cases of intellectual property infringement .

(二) 加强知识产权行政执法

( ii ) Strengthen administrative enforcement of law on intellectual property

省市场监管局全年专利行政执法办案 16519 件，结案 15989 件，查处商标违法案件 4006 件，案值达 7038.1 万元，罚没金额 9450.58 万元；推动设立中国（杭州）知识产权保护中心和中国安吉（绿色家居）、中国桐乡（现代服饰）、中国海宁（纺织服装与家居）、中国绍兴柯桥（纺织）知识产权快速维权中心，累计设立国家知识产权保护中心、快速维权中心 10 家及海外知识产权纠纷应对指导分中心 2 家；知识产权侵权纠纷检验鉴定技术支撑体系建设加速推进，承担国家知识产权局重大专利专项《专利侵权纠纷行政裁决简易程序》研究并顺利结题；培育国家级、省级知识产权保护规范化市场 18 家；创新电商领域线上线下一体化打击模式，指导中国电子商务领域专利执法维权协作调度（浙江）中心与全国 25 个协作省市深化跨区执法维权协作长效机制，全年移交电商领域专利案件 21347 件。

**Zhejiang Provincial Market Supervision and Administration Bureau** annually handled 16,519 cases and concluded 15,989 cases of administrative law enforcement on

patents, investigated and handled 4,006 cases of trademark offenses , with a total case value of up to 70,381,000 Yuan, and the penalty of 94,505,800 Yuan; the bureau promoted the establishment of China ( Hangzhou ) Intellectual Property Protection Center, as well as Fast Intellectual Property Rights Protection Center for China Anji ( Green Home Products ) , China Tongxiang ( Modern Garments ) , China Haining ( Textile, Garments and Home ) and China Shaoxing Keqiao ( Textile ) , established a total of 10 national intellectual property protection centers and fast intellectual property protection centers and 2 overseas intellectual property disputes handling and guidance sub-centers. The bureau accelerated the construction of the technical supporting system for the inspection and identification of disputes on intellectual property infringement, undertook and successfully completed the study of “Summary Procedures for Administrative Ruling on Patent Infringement Disputes” specially promulgated for major patents of China National Intellectual Property Administration; developed 18 national and provincial level standardized markets in intellectual property protection; innovated the online-offline integrated case cracking mode for e-commerce field, guided China E-commerce Patent Law Enforcement and Rights Protection Coordinated Dispatching ( Zhejiang ) Center to further improve the long-term mechanism for cooperation on cross-regional law enforcement and rights protection with 25 cooperative provinces and cities, and handed over 21,347 patent-related cases in the e-commerce field all year round.

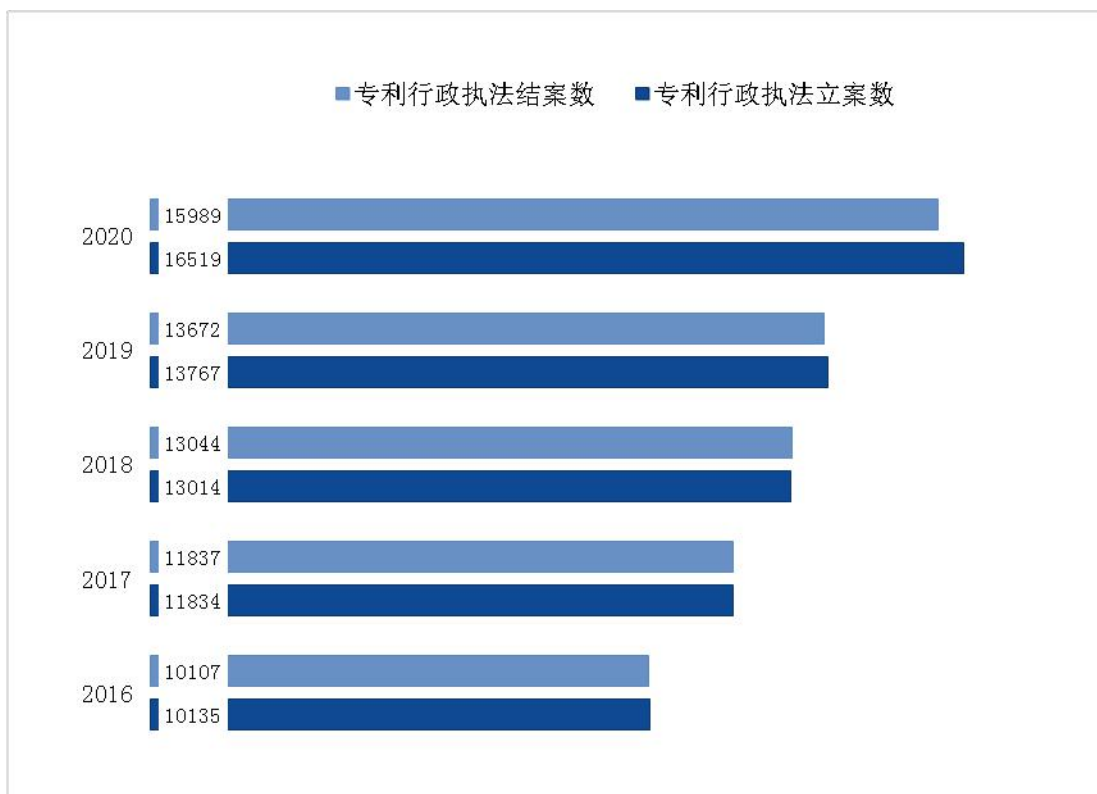


图3 2016—2020年专利行政执法立案和结案情况

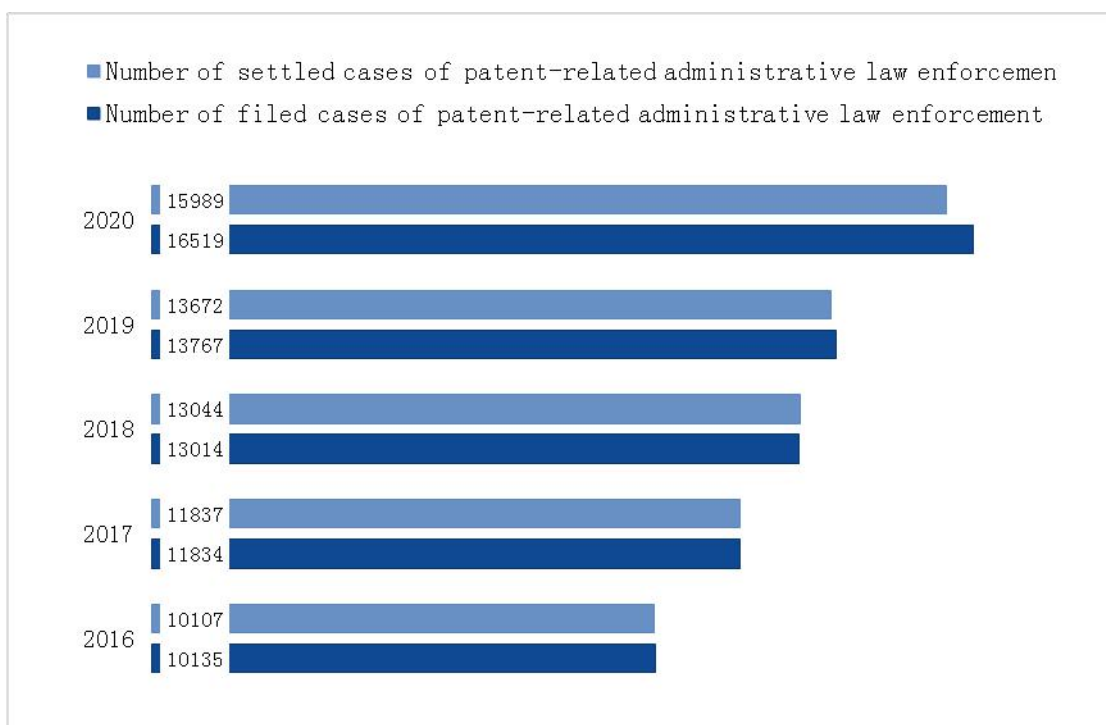


Figure 3 Status of Filed and Settled Cases of Patent-related Administrative Law Enforcement from 2016 to 2020



图 4 2016—2020 年浙江省商标违法案件案值和罚没款情况

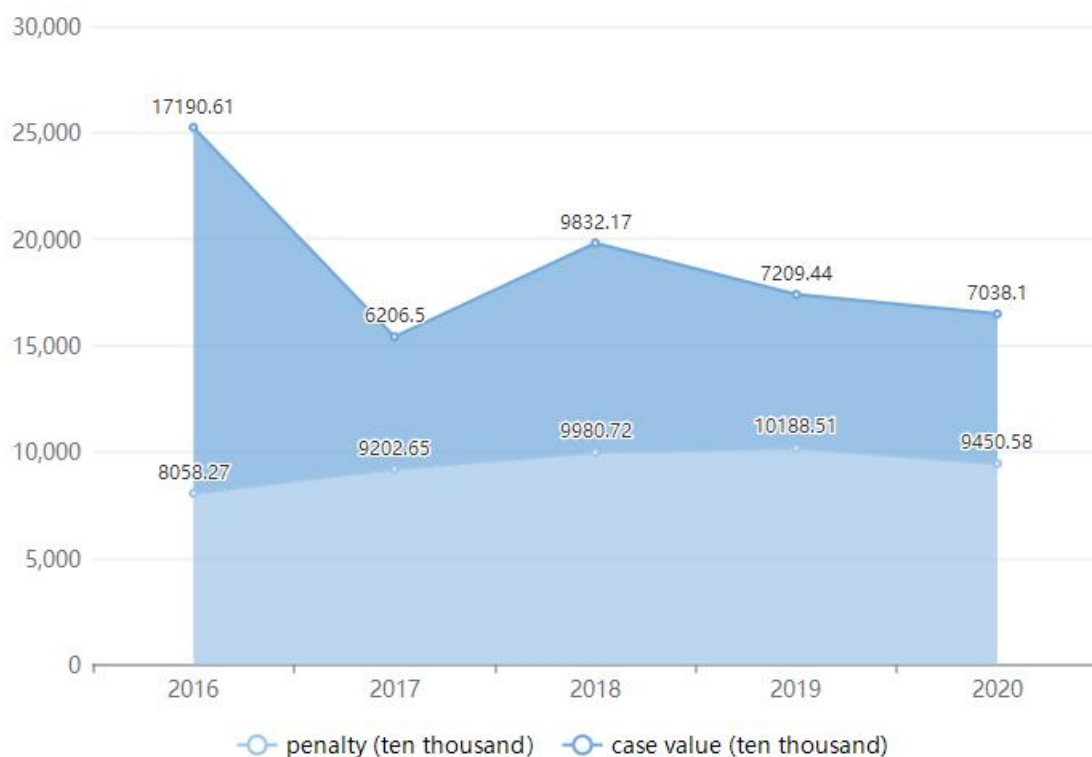


Figure 4 Status of Case Values and Penalties for Trademark Offenses in Zhejiang Province from 2016 to 2020

省版权局开展版权市场的日常巡查，出动检查人员 61858 人次，出动检查单位 36242 家次，查处违规单位 721 家次；举报（督查）受理 61 件，行政处罚立案调查 735 件，警告 359 家次，罚款 205.05 万元，停业整顿 14 家次。省委网信办开展打击网络侵权盗版“剑网”专项行动，处置相关商品 6500 余件。省农业农村厅、省林业局组织开展保护林业植物新品种权工作，依法打击未经品种权人许可生产或销售林业授权品种繁殖材料、假冒林业授权品种、销售林业授权品种时未使用其注册登记名称的行为。省药监局组织全省药品监管部门共查办侵权假冒案件 699 起，其中生产销售假药 58 起，货值金额 38.3 万元；生产销售劣药 183 起，货值金额 84.27 万元；生产销售不符合标准的医疗器械 305 起，货值金额 467.5 万元；生产销售假冒化妆品 153 起，货值金额 197.97 万元。杭州海关开展知识产权海关保护“龙腾行动 2020”“蓝网行动”“净网行动”，密切关注贸易方式、运输渠道侵权风险，重点打击防疫物资、个人护理用品侵权假冒行为，累计查扣侵权货物 3325 批次，256.37 万件。宁波海关共查获涉嫌侵权货物（物品）479 批次，案值约 3013 万元，查扣各类侵权货物（物品）约 1319 万件，向公安机关通报涉嫌侵犯知识产权犯罪案件线索 27 起，案件数量、案值等主要业务指标在全国 42 个直属海关中名列前茅；开展“龙腾行动 2020”专项行动，加强对输往北美、欧洲、南美、非洲、“一带一路”沿线国家和地区的侵权货物的针对性监管。省邮政管理局加强零散用户交寄物品验视把关力度，开展实名收寄专项整治活动，全省共出动执法人员 1913

人，检查邮政、快递企业 809 家次，立案 39 起，率先开展服务站经营快递新业态领域知识产权保护工作。

**Zhejiang Provincial Copyright Administration** carried out daily inspections of copyright market, mobilizing inspectors of 61,858 person times and dispatching inspection units of 36,242 unit times, investigated and punished illegal units of 721 unit times; handled 61 reported ( supervised ) cases, imposed administrative punishment and filed investigation on 735 cases, gave warnings to 359 unit times, imposed a total fine of 2,050,500 Yuan, and had the business of 14 unit times suspended for rectification. **Internet Information Office of Zhejiang Provincial Party Committee** launched the special action of “Sword Net” against online infringement and piracy, and disposed more than 6,500 related commodities. **Zhejiang Provincial Department of Agriculture and Rural Affairs, and Zhejiang Provincial Forestry Bureau** organized and made efforts to protect the rights to new varieties of forestry plants, and cracked down on such behaviors as the illegal production and sales of propagating materials of authorized forestry varieties without permission of the right holders of the varieties, the counterfeiting of authorized forestry varieties, and the sales of authorized forestry varieties without using their registered names. **Zhejiang Provincial Food and Drug Supervision Administration** organized the food and drug supervision departments throughout the

province to investigate and handle 699 cases of infringement and counterfeiting, including 58 cases of fake medicine production and marketing, with nominal value of 383,000 Yuan; 183 cases of inferior drug production and marketing, with nominal value of 842,700 Yuan, 305 cases of substandard drug production and marketing, with nominal value of 4,675,000 Yuan; 153 cases of counterfeited cosmetics production and marketing, with nominal value of 1,979,700 Yuan. **Hangzhou Customs** carried out “Dragon Action 2020” , “Blue Net Action” and “Network Purifying Action” for customs protection of intellectual property, paid close attention to the risk of trade mode and transportation channel infringement, focused efforts on cracking down on infringement and counterfeiting of epidemic prevention materials and individual nursing articles, examined and detained infringed cargoes of 3,325 batches, totaling 2,563,700 pcs. **Ningbo Customs** seized a total of 479 batches of suspected infringing goods ( articles )with case value of about 30.13 million Yuan, examined and detained about 13.19 million pieces of infringing goods ( articles ) of various kinds, reported 27 clues of criminal cases of suspected infringement of intellectual property to the public security organs, ranking top among 42 customs directly under GACC in term of number of cases, case value and other major business indexes; Ningbo Customs carried out special “dragon action 2020” and strengthened the target supervision and

management of infringing cargoes exported to North America, Europe, Africa, countries and regions along “Belt and Road”. **Zhejiang Provincial Postal Administration** strengthened inspection of goods delivered by individual users, carried out special rectification about real-name receipt and delivery, dispatched 1,913 law enforcement officers who inspected postal and express delivery enterprises of 809 unit times and filed 39 cases, and took the lead in the intellectual property protection of express delivery operated by service stations as a new business form.

四、构建多元化知识产权运营体系，知识产权综合运用规模不断扩大

IV. Build diversified intellectual property operation system, continue to expand the comprehensive application of the intellectual property

(一) 加强知识产权转化运用

( i ) Strengthen commercialization and application of intellectual property

省市场监管局指导杭州、宁波、台州市三地顺利通过国家知识产权运营服务体系重点城市中期检查。省科技厅、省教育厅、省市场监管局指导成立省高校院所技术转移联盟，89家高校和科研院所、34家科技型企业、21家科技中介和创投机构成为联盟第一批成员单位；浙江知识产权交易中心全年成交各类知识产权和科技成果产权2770项、专利2281件、金额5亿元。省



科技厅深入推进国家科技成果转移转化示范区建设,共推动 3360 个授权发明专利产业化,完成技术交易总额 1527.68 亿元;加快建设网上技术市场 3.0 和国际版建设,开展 2020 网上技术市场活动周;开展“浙江拍”25 场次竞价(拍卖)活动,科技成果成交数量 340 项,成交总额 4.11 亿元。

**Zhejiang Provincial Market Supervision and Administration Bureau** guided Hangzhou, Ningbo and Taizhou to successfully pass the in-process examination of key cities in the construction of national intellectual property operation and service system. **Zhejiang Provincial Department of Science and Technology, Zhejiang Department of Education and Zhejiang Provincial Market Supervision and Administration Bureau** provided guidance in the establishment of Zhejiang Provincial University and Institutions Technology Transfer Alliance. 89 colleges, universities and scientific research institutions, 34 technology-based enterprises, 21 scientific and technological intermediaries and venture capital institutions became the first membership units of the alliance; Zhejiang Intellectual Property Transaction Center annually transacted 2,770 intellectual properties of various kinds and the property rights of scientific and technological achievements and 2,281 patents, with total amount of 500 million Yuan. **Zhejiang Provincial Department of Science and Technology** further advanced the construction of national demonstration area for transfer and commercialization of scientific

and technological achievements, promoted the industrialization of 3,360 granted invention patents, and completed technology transaction volume of 152,768 million Yuan; the department accelerated the construction of 3.0 version and international version of online technology market, carried out 2020 weekly online technology market activity; launched 25 “Zhejiang Auctions” that sold 340 scientific and technology achievements, with a total turnover of 411 million Yuan.

省经信厅成功推荐台州学院项目入选 2020 年度知识产权推进计划项目；新培育创建省级制造业创新中心 4 家，推动已认定的 15 家创新中心开展知识产权创造转化工作，累计突破核心领域技术 71 项，转化 50 项，成果转化收入超 2 亿元，共拥有专利 1380 件，其中发明专利 440 件，牵头、参与制定标准 30 项。省教育厅在省重点建设高校、省市共建高校统筹成立 11 个校级知识产权管理与运营领导小组、科技成果转移转化领导小组，实现理工类重点建设高校全覆盖；推动杭州电子科技大学率先在省内成立技术转移有限公司；推动浙江大学、15 所省重点建设高校及省市共建高校设立地方研究院或技术转移中心 393 个。省卫生健康委组织中国（浙江）卫生健康科技研发转化平台与余杭区政府合作推进实体化运行，汇聚医疗卫生单位、科研院所、高等医学院校、医药企业等单位 1700 家，汇聚科研项目 50000 余项，专利 4000 余项；与中国技术交易所合作开展规范化技术服务，提供临床试验、伦理等医研企协作服务，开展成果转化、临床试验、横向合作合同登记，登记备案临床试验机构 41 家，临

床试验 1450 项，横向项目 682 项，项目金额累计达 8.99 亿元；为地方政府推介项目 30 余项，成功落地 10 项，智能配液机器人项目估值达 3 亿元。

**Department of Economy and Information Technology of Zhejiang** successfully recommended project of Taizhou University as one of 2020 Intellectual Property Promotion Programs; cultivated and built 4 provincial innovation centers for the manufacturing industry, helped 15 accredited innovation centers to carry out intellectual property creation and commercialization, and broke through a total of 71 technologies in core fields and commercialized 50 technologies, with revenue from commercialization of more than 200 million Yuan. The department owned a total of 1,380 patents, including 440 proprietary invention patents, and was in charge of or participated in the formulation of 30 standards. **Zhejiang Department of Education** coordinated the establishment of 11 university-level leading groups for the commercialization of intellectual property as well as for the transfer and commercialization of scientific and technological achievements in key provincial universities and the universities co-built by the province and the City, involving all key universities of science and engineering in Zhejiang Province; the department helped Hangzhou Dianzi University to build the first limited company for technology transfer in Zhejiang Province; facilitated Zhejiang University, 15 key provincial universities and the universities co-built by the province

and the city to establish 393 local research institutions or technology transfer centers. **Health Commission of Zhejiang Province** organized the cooperation between China ( Zhejiang ) Health Science and Technology R&D and Commercialization Platform and Yuhang District Government to promote the brick & mortar operation, aggregating 1,700 medical and health units, scientific research institutions, medical colleges and universities and pharmaceutical enterprises and converging more than 50,000 scientific research projects and more than 4,000 patents; the commission cooperated with China Technology Exchange to provide standardized services for technology transaction, provided services for collaboration between medical institutions, research institutions and enterprises in clinical tests and ethic, registered contracts for achievement commercialization, clinical tests and horizontal cooperation, registered and filed 41 clinical test organizations, 1,450 clinical tests and 682 horizontal projects, with total project amount of up to 899 million Yuan; the commission recommended more than 30 projects to local government, of which, 10 were successfully implemented. The estimated value of intelligent liquid distribution robot project was up to 300 million Yuan.

(二) 加大知识产权投融资力度

(ii) Intensify intellectual property investment and financing

省市场监管局、人行杭州中心支行、浙江银保监局创新科技信贷产品服务，引导金融机构研究扩大知识产权质押物范围，探

索不同种类无形资产打包组合质押；创新知识产权融资模式，实现知识产权质押融资服务窗口设区市全覆盖，专利质押融资金额达 401.07 亿元，同比增长 132.29%，商标质押融资金额达 200.54 亿元，均位居全国第一。省委组织部、省市场监管局、杭州未来科技城创新推出“双高双百亿”金融计划，为 2 万余个高层次人才、高价值知识产权创业项目获得意向授信额度 220 亿元。省财政厅、人行杭州中心支行、浙江银保监局探索投贷联动业务，推动省内部分银行创新“选择权贷款”“银投联贷”等产品，分享企业成长期的股权增值收益，全省通过投贷联动业务模式累计发放贷款 240.1 亿元；支持科技型企业发债融资，全省债务融资工具发行 4081 亿元，同比增长 52%；支持 10 家科技创新企业和科技平台发行债务融资工具 79 亿元，募集资金定向用于科技创新等用途。

**Zhejiang Provincial Market Supervision and Administration Bureau , The People’s Bank of China, Hangzhou Center Sub-Branch and Zhejiang Banking and Insurance Regulatory Bureau** innovated services for sci-tech credit products, guided financial institutions to study and expand the scope of intellectual property pledges, and explored combined and package pledge of different types of intangible assets; innovated intellectual property financing modes and realized full coverage of intellectual property-pledged financing service windows in all cities with municipal districts, with patent-pledged financing amounting to 40,107 million Yuan, an increase of 132.29% year on year,

trademark-pledged financing amounting to 20,054 million Yuan, both ranking first in China. **Organization Department of Zhejiang Provincial Party Committee, Zhejiang Provincial Market Supervision and Administration Bureau and Hangzhou Future Sci-tech City** innovatively launched the financing program of “twenty billion Yuan for high-level talents and high-value intellectual property projects”, and obtained intentional credit line of 22 billion Yuan for more than 20,000 high-level talents and high-value start-up intellectual property projects. **Zhejiang Provincial Department of Finance, The People’s Bank of China, Hangzhou Center Sub-branch and Zhejiang Banking and Insurance Regulatory Bureau** explored investment and loan linkage operation, facilitated some banks in the province to innovate “option loan”, “bank investment and loan linkage ” products and shared the benefits from equity appreciation during the growth period of the enterprises. The province issued loans of 24.01 billion Yuan by means of investment and loan linkage; supported technology-based enterprises to issue bonds for financing, with the province’s total issuance of debt financing instruments of 408.1 billion yuan, up 52% year on year; and supported 10 scientific and technological innovation enterprises and sci-tech platforms to issue debt financing instruments of 7.9 billion Yuan. The capital such raised was used for scientific and technological innovation and other purposes.

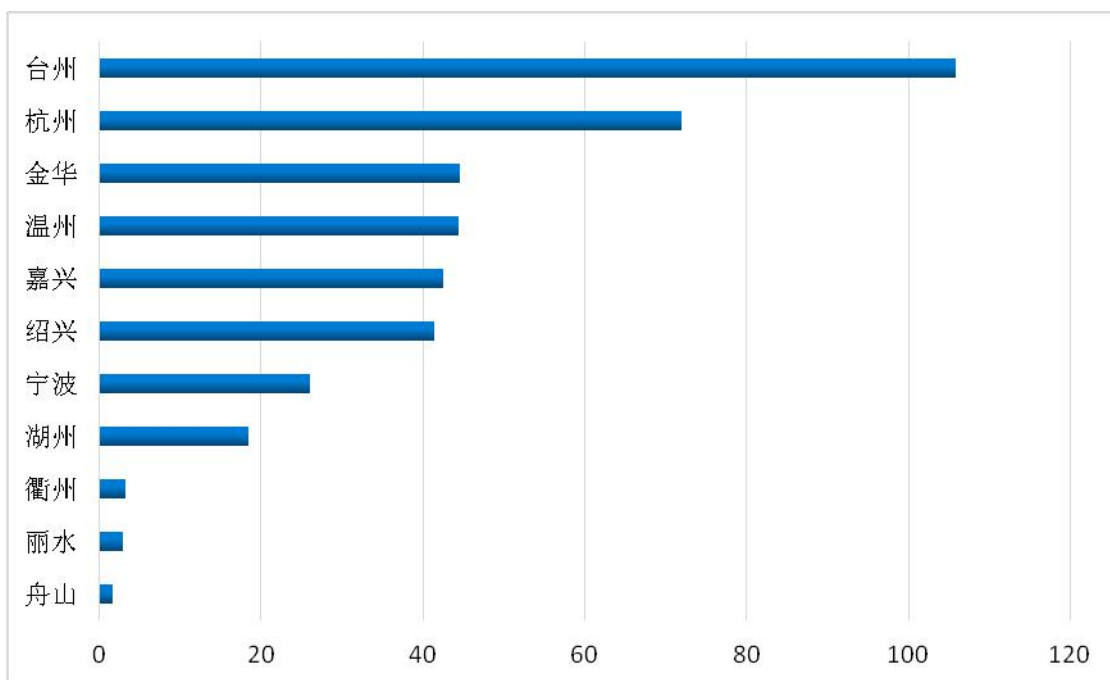


图 5 2020 年浙江省专利质押登记融资金额情况（亿元）

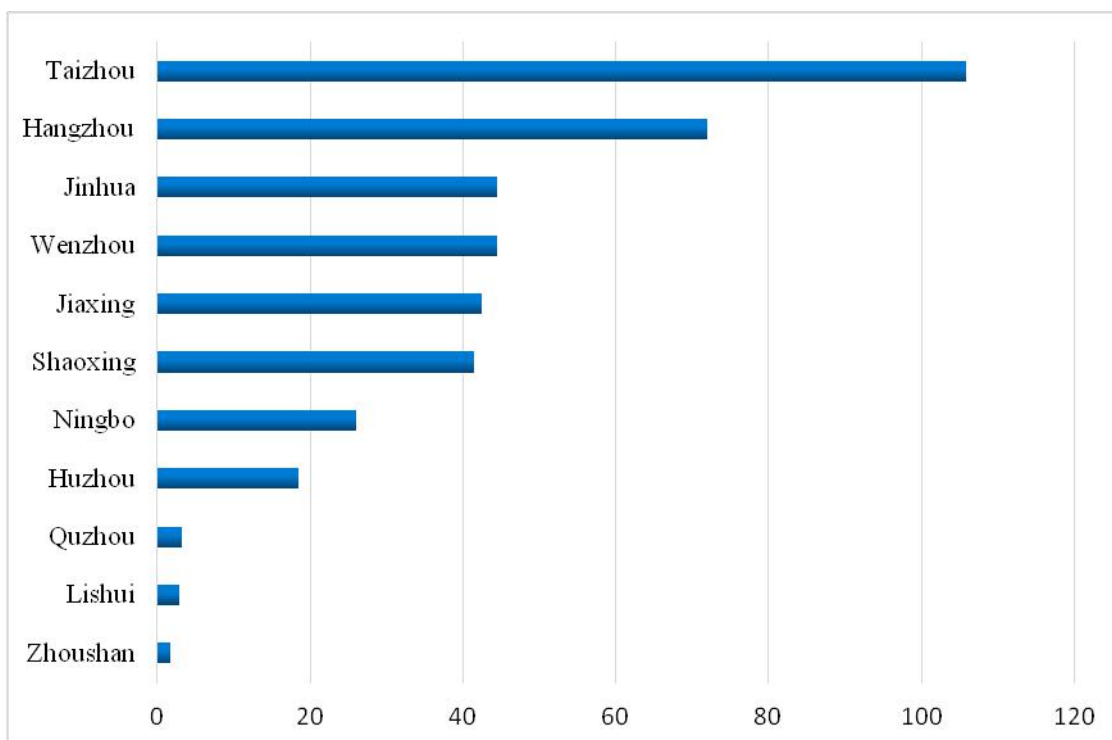


Figure 5 Amount of Registered Patent-pledge Financing in 2020 (100 Million Yuan)

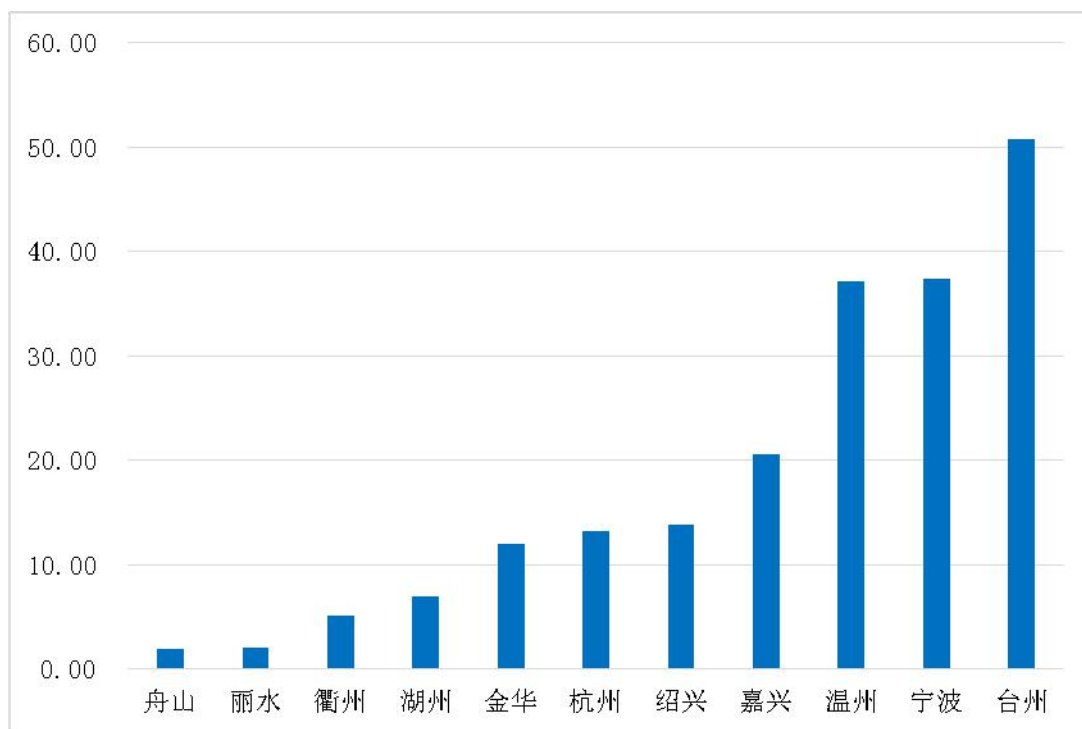


图 6 2020 年浙江省商标质押登记融资金额情况（亿元）

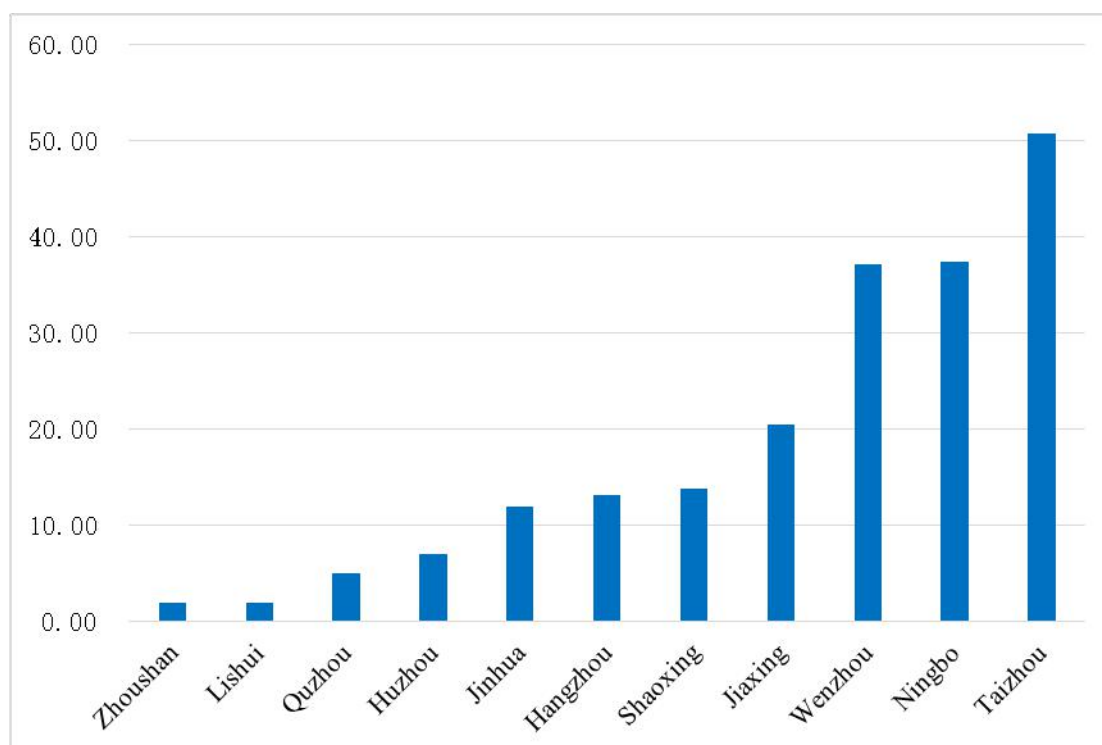


Figure 6 Amount of Registered Trademark-pledged Financing in 2020  
(100 Million Yuan)



## 五、全面构建知识产权全链条服务体系，知识产权管理服务能力持续提升

V. Build full-chain intellectual property service system in an all-round way, continuously enhance the capacity for intellectual property management and services

(一) 提升知识产权公共服务能力

(i) Enhance the capacity for public services of intellectual property

省市场监管局推广知识产权“最多跑一地”，推进知识产权“一件事”公共服务平台建设，27个事项纳入一网通办，服务创新主体15000家次；“杭州高新区（滨江）推进知识产权集成服务改革”入选2020年度浙江省改革创新最佳实践案例评选之优秀实践案例；畅通专利优先审查、快速预审与商标申请绿色通道，通过表单化管理为重点产业、企业提供分类分级服务；新建省级知识产权服务业集聚示范区8家，累计13家，建成省级品牌指导服务站204家；3家机构列入第4批技术与创新支持中心（TISC）筹建机构名录；浙江大学图书馆被认定为高校国家知识产权信息服务中心，累计拥有国家知识产权信息公共服务网点5个；创新“互联网+”知识产权服务模式，实现全省知识产权信息化管理系统上线运行，服务企业13000余家；成立省知识产权标准化技术委员会。省版权局加强浙江版权保护与服务网网站建设，推动浙江版权保护与服务网受理作品登记网上办理工作；建立健全重点市、县（市、区）的区域性版权中介服务机构和行业

维权组织，逐步在全省范围内形成规范有序的版权维权协作网络、协作机制；设立海宁市版权服务工作站，包含“海宁市许村家纺版权服务中心”和“海宁国际影视版权服务中心”两分站；指导温州版权工作服务站瑞安分站暨瑞安市版权服务中心在阁巷高新产业小微园正式挂牌成立。省司法厅开发建设“浙江公证服务平台”；完善“12348 浙江法网”企业经营法律风险点预警提示平台。省大数据局完善知识产权信用评价相关数据，配合有关部门建立健全侵权假冒线索智能发现机制；依托省信用信息库归集 9906.2 万个主体的 41.6 亿条数据，包含 1254.2 万条企业和个人失信数据，较 2019 年增长 19.2 亿条，增长率达 85.7%。省科技厅加强技术转移服务机构建设，累计建立全省国家技术转移机构 27 家、省级重点科技中介服务机构 101 家，60 余所高校和 80 余所科研院所建立技术转移、科技成果转化高校。省科技厅、省大数据局开发科研诚信信息管理系统，构建企业、社会组织和科研人员的科研诚信指标体系。省法院完善“三服务”长效机制，在 21 家重点企业、科研院所等单位建立省级知识产权司法保护调研联系点。

**Zhejiang Provincial Market Supervision and Administration Bureau** promoted “one-stop services” of intellectual property, promoted the construction of intellectual property public service platform that could provide “one-stop service for one issue”, which involved online services of 27 issues and provided services for innovative entities of 15,000 unit times;

“Promotion of Reform of Intellectual Property Integrated Service in Hangzhou Hi-tech New District ( Binjiang District )” was appraised as the excellent practical case of 2020 Zhejiang Best Reform and Innovation Practical Cases; the bureau provided green channels for the priority examination and rapid pre-examination of patents, and application of trademarks, and provided classified and graded services for key enterprises and industries through form-based management; the bureau built 8 new provincial level demonstrative clusters for intellectual property service industry, bringing the total to 13, and built 204 provincial level brand guidance service stations; 3 institutions was enlisted as one of the 4th batch of Technology and Innovation Supporting Centers ( TISC ) ; Library of Zhejiang University was identified as University-based National Intellectual Property Information and Service Center with a total of 5 national intellectual property information public service outlets; the bureau innovated “internet+” intellectual property service mode, realized online operation of information-based intellectual property management system throughout the province, serving more than 13,000 enterprises; and established provincial intellectual property standardization technical committee. **Zhejiang Provincial Copyright Administration** made greater efforts on the construction of website for copyright protection and service in Zhejiang Province, and promoted online registration of works on the website;

established sound regional copyright intermediary service agency and industrial rights protection organizations in key cities and counties ( cities, districts ) , gradually developed a standardized and orderly copyright protection collaboration network and collaboration mechanism throughout the province; established Haining Copyright Service Workstations, including “Haining Xucun Village Home Textile Copyright Service Center” and “Haining International Film and TV Series Copyright Service Center”; guided official establishment of Rui’an Sub-station of Wenzhou Copyright Work Station and Rui’an Copyright Service Center in Gexiang Small and Micro Hi-tech Enterprise Park. **Department of Justice of Zhejiang Province** developed and built “Zhejiang Notary Service Platform”; improved the platform for early warning and promption of the legal risks in enterprise operation on “12348 Zhejiang Legal Service Website”. **Zhejiang Provincial Big Data Development Administration** improved the relevant data of intellectual property credit rating, cooperated with relevant departments to establish and improve the mechanism for intelligent discovery of infringement and counterfeiting clues; relied on provincial credit information library to collect 4.16 billion entries of 99,062,000 entities, including 12,542,000 entries of discredited enterprises and individuals, increased by 1.92 billion entries, an increase of 85.7% over 2019. **Zhejiang Provincial Department of Science and Technology**

made greater efforts on the building of technology transfer service institutions, established a total of 27 national technology transfer institutions and 101 key provincial science and technology intermediary service institutions throughout the province. More than 60 universities and more than 80 scientific research institutes had established technology transfer and research finding commercialization centers. **Zhejiang Provincial Department of Science and Technology and Zhejiang Provincial Big Data Development Administration** developed research integrity information management system and built index system for research integrity of enterprises, social organizations and researchers. **Zhejiang Provincial Higher People’s Court** improved long-term mechanism for “three services” and built provincial level research and contact centers for the juridical protection of intellectual property.

(二) 促进知识产权服务业健康发展

( ii ) Promote sound development of intellectual property service industry

省市场监管局编制《专利代理行业双随机检查工作指引》，全面推行专利代理机构“双随机、一公开”制度，实现 184 家代理机构全覆盖检查；查办专利代理违法案件 3 起，罚没款 95 万元，均成为全国典型案例；制定出台《恶意申请商标注册案件办理指引》，指导绍兴、浦江等地查办“李文亮”商标恶意申请系列案件，

是全国市场监管部门首次运用《规范商标申请注册行为若干规定》对商标申请人开出罚单；组织开展知识产权服务业统计调查，调查有效率达到 80%；新设 100 家专利代理机构及分支机构，累计设立 448 家；顺利完成全国专利代理师资格考试杭州考点组织工作，全省 2651 人参考，比上一年度增加 215 人。省司法厅开展司法行政系统“法雨春风”法律服务月活动，办理涉企公证 8866 件，司法鉴定 5587 件，法律援助 10655 件；开展《浙江省民营企业发展促进条例》进园区活动 688 场，覆盖企业 19.6 万家，线上直播受众达 430 余万人。省商务厅加强涉外知识产权纠纷预警、防范和重大事项进展情况通报工作，全年联合多家全国性商协会组织线上线下案件应诉协调会 41 场次；开展“浙”里有“援”法律服务专项行动，答复解决 2600 余个法律问题，服务延伸惠及 16000 余家企业；与市场监管部门开展横向协作，加强对重大展会参展企业核查工作。杭州海关持续实施出口知识产权优势企业培塑计划，服务省内自主知识产权企业创新创造，2020 年新增培塑具有行业代表性与示范性的出口知识产权优势企业 7 家，关区重点培塑企业达 42 家。宁波海关遴选 7 家拥有国内自主知识产权的外向型企业成为“龙腾行动”重点培塑企业。杭州海关、宁波海关引导企业申请海关保护备案，全年全省知识产权海关备案数占全国的 30.8%，同比增长 20.1%。

**Zhejiang Provincial Market Supervision and Administration Bureau** compiled “Guidelines on Double-Random Examination of Patent Agency Industry”, fully implemented the rule

of “random selection of inspected objects, random selection of inspectors, and public report of inspection results” for all 184 patent agencies in the province; investigated and handled 3 violations of law by patent agencies with a penalty of 950,000 Yuan, which became a typical case in China; the bureau formulated and issued “Guidelines on Handling Cases Related to Malicious Application of Trademark Registration”, guided Shaoxing, Pujiang and other regions to investigate into and handle a series of cases on malicious application of “Li Wenliang” Trademark. This was the first time for market supervision and administration departments in China to fine the trademark applicants according to “Several Provisions on Regulation of Trademark Application and Registration”. The bureau organized and carried out statistical survey on intellectual property service industry, with an effective rate of up to 80%; set up 100 new patent agencies and branches, bringing the total to 448; successfully completed the organization of Hangzhou Examination Site of National Patent Agent Qualification Examination, which was participated by 2651 candidates, an increase of 215 over the previous year. **Zhejiang Department of Justice** launched Monthly “Breeze of Law” Legal Services in the judicial administration system, handled 8,866 enterprise-related notaries, 5,587 judicial appraisals and 10,655 legal aids; carried out 688 activities to introduce “Regulations of Zhejiang Province on Promoting Development of Private Enterprises” into the park, which involved

196,000 enterprises, with online webcast audiences of up to more than 4.3 million. **Zhejiang Provincial Department of Commerce** strengthened early warning and prevention of foreign-related intellectual property disputes, as well as the report of the progress of major issues, collaborated with multiple national business associations to organize 41 online and offline coordination meetings on litigation response of cases in 2020; carried out special action to provide legal service and aids in Zhejiang Province, responding to and solving more than 2,600 legal questions and extending services to more than 16,000 enterprises. The department carried out lateral collaboration with market supervision and administration departments to strengthen verification of enterprises participating in major exhibitions. **Hangzhou Customs** continued with the plan of cultivating and developing enterprises with advantages in intellectual property exports, provided services for innovation and creation of enterprises with proprietary intellectual property in the province. In 2020, seven new representative and exemplary enterprises with advantages in intellectual property exports were developed, bringing the total number of enterprises under key cultivation in the customs area to 42. **Ningbo Customs** selected 7 export-oriented domestic enterprises with proprietary intellectual property rights as the key enterprises for development and cultivation in the “Dragon Action”. **Hangzhou Customs and Ningbo Customs** guided enterprises to apply for the filing for



customs protection. In 2020, the number of customs filings of intellectual property in the province accounted for 30.8% of the total number in the whole country, with a year-on-year increase of 20.1%.

## 六、大力加强知识产权人才与文化建设，全民知识产权保护意识不断增强

VI. Make greater efforts to develop intellectual property talents and culture, public awareness of intellectual property protection increased continuously

### (一) 加大知识产权人才培育力度

(i) Make greater efforts to cultivate intellectual property talents

省市场监管局加快国家知识产权培训（浙江）基地和国家知识产权中小微企业培训（温州）基地建设，全年培训各类知识产权专业人才 6000 余人；建成浙江省知识产权人才（专家）库，首批 50 位专家入库。省司法厅举办知识产权人才培训班，组织 150 余名律师对知识产权法学理论实务进行专题学习；推荐义乌市知识产权局公职律师参加全国首届公职律师培训班；加大公证服务知识产权保护示范机构培育力度，为技术创新和知识产权保护提供在先权证明、侵权证据保全等公证服务；开展民营企业“法治体检”、外经贸“云”上法律服务月、外经贸法律讲堂、知识产权法律事务系列培训等活动，提供专业指导和法律服务 3000 余次，全年服务企业 16.63 万余家，解决问题 5.5 万余个，授课活动 20 场，培训人员 1.3 万余人。省商务厅组织广交会知识产权培训 7 场；举办 2020 年“品质浙货 行销天下”外贸云课堂系列培训

活动，开展 21 场外经贸法律讲堂，为全省 100 余家企业、3000 余人提供对外贸易和知识产权保护指导和服务。省卫生健康委承办全国中医药传统知识收集整理培训班。省林业局组织各市、县（市、区）110 余人参加全省林木种苗与植物新品种保护培训。省法院举办两期知识产权审判业务培训班，制定人才库使用细则；在杭州、宁波知识产权法庭健全技术调查官制度，探索建立技术调查官人才共享机制。杭州海关结合工作特点，采用钉钉直播等线上形式，重点针对进出口企业、报关代理企业、高新技术企业、跨境电商平台等开展知识产权保护培训，累计组织 7 场，894 人参加；运用中国海关知识产权保护展示中心（义乌）实体平台开设知识产权保护课堂，累计培训各类群体 30 余批 2000 余人。宁波海关举办多次知识产权企业培训会，对宁波关区企业知识产权保护进行政策辅导和宣讲；携手“阿里巴巴一达通”开展知识产权线上大讲堂，为该平台 4000 多家小微企业开展培训；与宁波市知识产权协会合作，在“宁波知识产权百家堂”为 1600 余人培训。

**Zhejiang Provincial Market Supervision and Administration Bureau** accelerated the construction of national intellectual property training ( Zhejiang ) base and national intellectual property training ( Wenzhou ) base for micro, small and medium-sized enterprises and annually trained more than 6,000 intellectual property professionals of various kinds; and built Zhejiang Province Intellectual Property Talents ( Experts ) Pool, which has introduced first 50 experts. **Department of Justice of**

**Zhejiang Province** offered training courses for the intellectual property talents specially organized more than 150 lawyers to study the legal theories of intellectual property and recommended public defenders of Yiwu Intellectual Property Office to attend China 1<sup>st</sup> Public Defender Training Course; the department made greater efforts to cultivate demonstrative institutions for intellectual property protection in notary services, provided notary services, such as proof of prior right and preservation of evidences of infringement, for technological innovation and intellectual property protection; carried out a series of training, such as “examination of rule of law” for private enterprises, monthly legal service on “cloud” for foreign trade and economies, legal lectures for foreign trade and economics, and legal affairs about intellectual property, provided more than 3,000 professional guidance and legal services, annually served more than 166,300 enterprises, solved more than 55,000 problems, offered 20 lectures and trained more than 13,000 personnel. **Zhejiang Provincial Department of Commerce** organized 7 intellectual property training for Canton Fair; held 2020 “Worldwide Marketing of Quality Zhejiang Products ” Foreign Trade Class on Cloud and a series of other training, offered 21 lectures on foreign trade laws, provided foreign trade and intellectual property protection guidance and services for more than 100 enterprises and more than 3,000 personnel in the province. **Health Commission of Zhejiang Province** undertook national

training courses on collection and collation of TCM traditional knowledge. **Zhejiang Provincial Forestry Bureau** organized more than 100 persons from various cities, counties ( cities, districts ) to participate in the provincial training on the protection of forest seedling and new plant varieties. **Zhejiang Provincial Higher People's Court** held two sessions of training for intellectual property adjudication and formulated detailed rules for the use of talent pools; improved system of technical investigators in intellectual property tribunals in Hangzhou and Ningbo and explored the establishment of talented technical investigators sharing mechanism. **Hangzhou Customs** carried out intellectual property protection training, especially for import and export enterprises, customs clearance agencies, new high-tech enterprises and cross-border e-commerce platforms, through Dingding and other webcast based on the characteristics of the work, and totally organized 7 sessions of training with a total of 894 participants; Also, Hangzhou customs offered intellectual property protection classes through the physical platform of China Customs Intellectual Protection Exhibition Center ( Yuwu ) and has trained more than 2,000 persons of various groups in more than 30 sessions. **Ningbo Customs** organized many training sessions for intellectual property enterprises and provided policy guidance and publicity on intellectual property protection for enterprises in Ningbo Customs Area; worked with "Alibaba Onetouch" to carry out online lectures

on intellectual property and carried out training for more than 4,000 small and micro enterprises on the platform; Ningbo Customs cooperated with Ningbo Intellectual Property Association to provide training for more than 1,600 persons in “Ningbo Intellectual Property Lecture Hall”.

(二) 加强知识产权宣传交流工作

(ii) Make efforts to promote publicity and exchanges of intellectual property

省知识产权强省建设工作联席会议办公室举办“4.26”知识产权宣传周开幕式，编制发布《2019年浙江省知识产权发展与保护白皮书》，发布新型冠状病毒防控专利专题库并向社会免费开放。省知识产权强省建设工作联席会议各成员单位发布《2019年浙江法院知识产权司法保护十大案件》《2019浙江知识产权司法保护分析报告》《企业知识产权司法保护指导手册》《如何认识植物新品种》《知识产权保护手册——商标注册篇》《2019年浙江省商标品牌发展报告》等，先后组织开展浙江省第八届“知识产权杯”创意设计大赛、卫生健康知识产权网络直播，开设《经侦前沿》栏目和“三知论坛”“浙知沙龙”“知识产权司法保护政协委员客厅”“天一论坛”“瓯越论坛”，开展知识产权万里行、入园惠企、知识产权保护主题宣讲等活动，大力宣传普及知识产权文化。

**Office of Joint Conference for Building a Power Province in Intellectual Property** held the opening ceremony for the “4.26” weekly activity of intellectual property publicity, compiled

and published “2019 White Paper for Development and Protection of Intellectual Property in Zhejiang Province”, released patent database for the prevention and control of COVID-19 and made it available for free public access. **Membership Units of Joint Conference for Building a Power Province in Intellectual Property** released “2019 Zhejiang Top 10 Majors Court Cases on Juridical Protection of Intellectual Property”, “2019 Analysis Report of Zhejiang Province on Juridical Protection of Intellectual Property”, “Guidebook for Judicial Protection of Intellectual Property for Enterprises”, “How to Know New Plant Varieties”, “Manual for Intellectual Property Protection- Trademark Registration Chapter”, “2019 Report on Development of Trademarks and Brands in Zhejiang Province”, etc., successively organized and carried out 8<sup>th</sup> Zhejiang Province “Intellectual Property Cup” Creative Design Competition and Health Intellectual Property Webcast, started “Economic Investigation Front” column, “Sanzhi Forum”, “Zhezhi Saloon”, “Meeting Room of CPPCC Members on Judicial Protection of Intellectual Property”, “Tianyi Forum”, “Ouyue Forum”, launched such activities as “Intellectual Property, A Long Way to Go”, “On-site Service for Intellectual Property-pledged Financing”, and Promotion on Intellectual Property Protection to greatly promote and popularize intellectual property culture.