

Intellectual Property Working Committee of Chinese Electronics Standardization Association

Working Program of “The great curriculum of intellectual property in electronics information industry”

I. Background and Significance

General Office of the State Council issued *the Action Plan for Deepening the Implementation of the National Intellectual Property Strategy (2014-2020)* (“the Action Plan” hereinafter), proposing deepening the implantation of the national intellectual property strategy, supporting the innovation driving development, promoting the transformation and upgrade of economy and the important goal of constructing the power of intellectual property.

In electronic information industry, on one hand, foreign multinational companies take advantage of intellectual property. On the other hand, domestic enterprises haven't sufficiently noticed the importance of intellectual property, as well as the inequality of the market competition environment, affecting the development and growth of the enterprise. It is imperative to strengthen the publicity and awareness of intellectual property for the whole industry.

II. Overall Objective

Establish the interactive, open, diverse and long-lasting platform of acquiring intellectual property by 3 years (2015-2017), focusing on the development needs of the electronic information industry,

generally improving the awareness of intellectual property in the whole industry, cultivating a number of excellent intellectual property talents, exactly enhancing the enterprises' ability of creating, managing, protecting and applying intellectual property.

—— Transmitting the signal that the Electronic Information Department of MIIT attaches great importance of intellectual property in the electronic information industry, promoting the image of government.

—— Playing the leveraging impact of intellectual property on the transformation, upgrade and innovative development, leading the enterprises to increase the investment in research and development by improving the competition through innovation, forming the orderly competition market environment.

—— Integrating the resources, constructing the multiple and long-lasting intellectual property platform for the industry circle to learn and communicate, establishing open and international experience-sharing mechanism, forming the interaction between the government, intellectual property organizations, academic institution and enterprises, providing intellectual property service for the development of enterprises.

—— Creating the atmosphere of respecting and learning intellectual property, commonly improving the enterprises' level of recognition and operation of intellectual property, cultivating a number of leading enterprises having intellectual property.

III. Organization Mechanism

The great intellectual property curriculum is jointly held under

the guidance of electronic department of MIIT, by the organization of intellectual property working committee of CESA and intellectual property management office of MIIT, and the combination of the resources of relevant ministries and commissions, local government, intellectual property organizations and the foreign and domestic enterprises, extensively adopting experts to give lectures from the foreign and domestic enterprises, intellectual property organizations and legislative, judicial and administrative departments.

IV. Operation Mode

i. Objects of Lectures

The objects of this great curriculum including: senior management of enterprises and organizations, responsible persons in charge of intellectual property and relevant technology of enterprises and organizations and relevant local government officers.

ii. Form of Lectures

The form of lectures adopts the multiple and open model. Four entity curricula, one or two enterprises' coaching curricula and lasting network curricula will be given every year.

1. Entity Curriculum

Four topics will be chosen and given lectures from wireless intelligent terminal, integrated circuit, etc. of the major industry every year. There will be more than 100 representatives from innovative enterprises and government of the industry invited in every activity.

2. Network Curriculum

Double on-line platforms – network and Wechat will be

established, achieving the seamless connection of entity curricula and network curricula by applying the Internet applications. The on-line platform is to be established in the first year, and the content of the four entity curricula will be uploaded in the network platform, interactive column will be created to enhance the long-term efficacy, openness and interaction of the curricula.

3.Coaching Curriculum for enterprises

On account to the enterprises' needs and the initial effects of the curricula, one or two enterprises chosen as representatives will be coached on special subjects, one or two curricula will be jointly held, making the curricula enter into the enterprises and play substantial effects.

iii. Experts Team

The great curriculum will vastly gather the resources and select experts from the foreign and domestic enterprises, special intellectual property organizations, legislative, judicial and administrative departments and academic institutions, building the experts team. The experts will cover the fields of judicial practice, corporate practice and industry policies, etc.

V. Main Content

The great curriculum will set the content from the perspective of macro-guide, universal basis and subject promotion, facing the needs of industry, based on the characteristic of industry, combining the demands of enterprises.

The entity curriculum will set the content at macro level, focusing on the significant intellectual property issues and common

demand of the industry. The network curriculum will set the content based on the basic theory of intellectual property, hot issues and some partial needs. The coaching curriculum for enterprises will set the content from the perspective of subjects' discussion and individual needs.

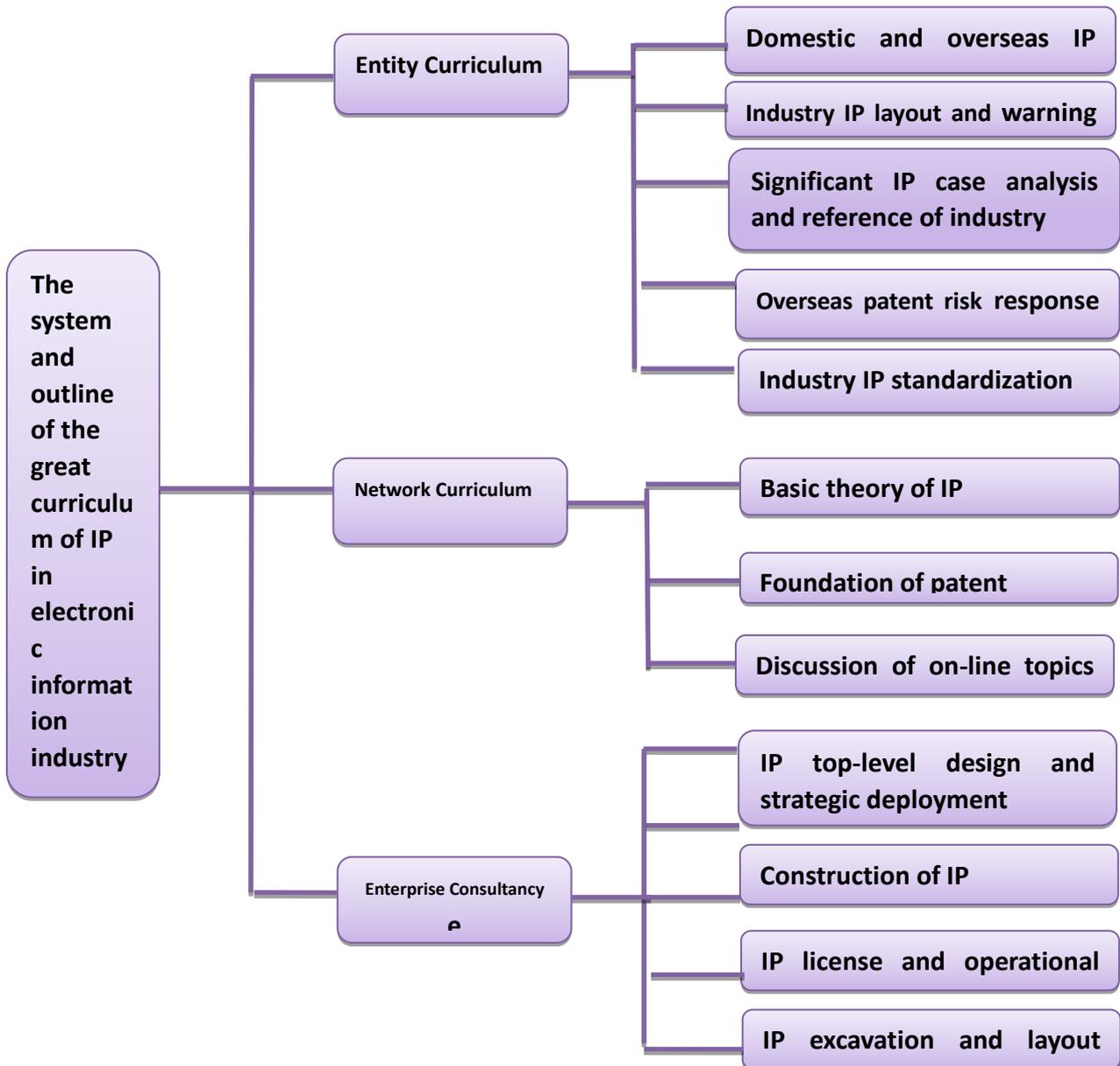


Fig.1 The system of the great curriculum of IP in electronic information industry

VI. Work Plan of 2015

Four entity curricula will be held this year; platform of network curriculum will be built up; on account of two or three demands of the industry, there will be approximately 100 enterprises offered curricula and two or three typical enterprises chosen as examples. Four entity curricula are to give lectures on the contents selected from the topics, such as mobile intelligent terminal, integrated circuit, LED, wearable devices, etc.

Annex1:No.1of the Great Curriculum of Intellectual Property in Electronic Information Industry

Annex2:Cooperation plan of “The great curriculum of intellectual property in electronics information industry”

IP Working Committee of CESA

IP Management Office of MIIT

January 23, 2015

**Launch Ceremony & No.1 of the Great
Curriculum of Intellectual Property in
Electronic Information Industry**

**IP Strategy in Smartphone Industry from the
Perspective of “Go Out”**

Plan

IP Working Committee of CESA

IP Management Office of MIIT

IP Center of MIIT

January 2015

I. Introduction of the Great Curriculum

The great curriculum of intellectual property in electronic information industry is a sort of studying-model curriculum as to adapt to the demands of the situation. Establish the interactive, open, diverse and long-lasting platform of acquiring intellectual property by 3 years (2015-2017), focusing on the development needs of the electronic information industry, generally improving the awareness of intellectual property in the whole industry, cultivating a number of excellent intellectual property talents, exactly enhancing the enterprises' ability of creating, managing, protecting and applying intellectual property.

II. The Subject of Great Curriculum

The first great curriculum aims at the IP demands - mobile intelligent terminal. On account of the opportunities and challenges facing in the process of “go out”, the new competition pattern of foreign and domestic enterprises and intellectual property strategy of the industry chain will be discussed.

III. Orientation of the Great Curriculum

Carry out the aim of the electronic department of MIIT focus on promoting the IPR competition of enterprises and environment of policy. The interaction between the government, intellectual property organizations, academic intuitions and enterprises will be formed. The

enterprises will be provided for the platform to communication of international experience. The intellectual property service will be provided for the enterprises' development.

Top-level. The experts and purpose are top-level. Domestic and foreign top talents will be invited to give lectures, deeply interpreting the IP strategy.

Openness. The entrance and mode are open. The great curriculum is held openly, which encourages industrial staff to attend. Both the internet and wechat platform will be constructed, applying the open mode to serve the industry.

Diversity. The mode of curriculum is diversified, combining the one-to many mode of the scene and one-to-one mode of online, carrying out continued lectures.

Pragmatism. The contents of curriculum and the discussion subjects are pragmatic. The contents of curriculum focus on the trait of the industry, providing the systematically practical intellectual property instructions to the industry.

IV. Date: 8:30-16:40 March 31, 2015

V. Venue: Beijing, Washoe Hotel (TBD)

VI. Curriculum Scale: 150-200

VII. Curriculum Organization

Guiding Unit: Electronic Information Department of MIIT

Organizing Unit: IP Working Committee of CESA

IP Management Office of MIIT

IP Center of MIIT

Mobile Intelligent Terminal Technology Innovation
and Industry Association

Executive Sponsors: Beijing Gangzheng Intellectual Property
Rights Advisory Services Limited

Supporting Media: China Electronics News, Electronics
Intellectual Property, China Intellectual Property News, Guangming
Daily, China Intellectual Property, People's Posts and
Telecommunications News, IPRdaily, etc. more than 10 mainstream
media

Network Media: Industry intellectual property data resources
platform、 official website of MIIT, official website and weibo of
SIPR

VIII. Guests to be Invited

Electronic and other relevant department of MIIT, Intellectual
Property tribunal of Supreme People's Court, State Intellectual
Property Office, State Administration of Industry and Commerce,
Electronic Technology Intelligence Research Institution of MIIT, etc.

Professors' representatives from Peking University and Renmin
University;

Experts' representatives from CESA, CCSA, etc.

Experts' representatives from domestic and foreign enterprises, academic institutions and law firms.

IX. Schedule

Time	Part	Content	Moderator
8:30—9:00	Sign		
9:00—9:40	Oration of Leaders	Leader guests to be invited: •Electronic Information Department of MIIT • Electronic Technology Intelligence Research Institution of MIIT • Intellectual Property tribunal of Supreme People's Court • State Intellectual Property Office •Others (10 minutes per speaker)	organizer
9:40—10:10	Launch Ceremony	Leaders from Electronic Information Department of MIIT, Electronic Technology Intelligence Research Institution of MIIT and others	
10:10—10:30	Initiative Ceremony	The publication of IP strategy action	
10:30—11:30	Presidents' Interview	Opportunities and challenges for the smartphone enterprises facing in the process of "go out" Presidents of main domestic and foreign enterprises are to be invited	Organizers
11:30—13:00	Lunch		
13:00—15:20	First Part	The international rule and the international IP experience from the perspective of "go out" in smartphone industry Experts to be invited: famous experts in industry, responsible person in charge of IP from domestic and foreign enterprises (5 minutes for moderator, 4 curriculum	Organizers

		experts, 30minutes/person, 15 minutes for answering questions)	
15:20—15:30		Break	
15:30—17:20	Second Part	IP protection and application strategy and practice for mobile enterprises · (patent arrangement, patent license and business,standardization and IPR policy,judicial action,etc) •Experts to be invited: court of justice,experts from SIPO,experts from law firm and patent agencies (5 minutes for moderator, 3 curriculum experts, 30minutes/person, 15 minutes for answering questions)	Organizers
17:20—17:30	Interaction	Discussion between the attending enterprises	
17:30-17:40		Conclusion	
17:40		End	

X. Contact

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