



# CIPAC | 第十一届中国知识产权年会

11<sup>th</sup> CHINA INTELLECTUAL PROPERTY ANNUAL CONFERENCE

贯彻党的二十大精神，加快知识产权强国建设  
Implementing Guiding Principles of the 20<sup>th</sup> CPC National Congress,  
Moving Faster to Boost the Competitiveness of China in Intellectual Property

## 会议手册

2022年11月30日-12月2日

30<sup>th</sup> Nov- 2<sup>nd</sup> Dec, 2022

# CONTENTS

# 目录

01

日程

---

Schedule

31

主办方

---

Host

32

合作伙伴

---

Partners

38

专利商标参展商名录

---

Patent and  
Trademark Exhibitors

43

地理标志参展商名录

---

GI Exhibitors

47

中国地理标志产品撮合对接会参会名单

---

Company List in the Match-Making Fair  
of China's GI Products

# 贯彻党的二十大精神，加快知识产权强国建设

11月30日 上午

09:30—11:30 开幕式及主旨演讲

## 开幕式

(视频)

09:45—10:10

开 场 视 频

09:30—09:45

主持人：胡文辉 国家知识产权局党组成员、副局长

胡广杰 江苏省人民政府副省长

吴庆文 苏州市委副书记、市长

邓鸿森 世界知识产权组织总干事

申长雨 国家知识产权局党组书记、局长

## 主旨演讲

10:10—11:30

主持人：易继明 北京大学法学院教授、北京大学国际知识产权研究中心主任

大力发展知识产权金融，助力知识产权强国建设

刘连舸 中国银行党委书记、董事长

推动纳米科技专利成果转化，打造国家纳米产业创新高地

赵宇亮 中国科学院院士、国家纳米科学中心主任

全球创新和知识产权发展新趋势

刘 华 世界知识产权组织中国办事处主任

加强知识产权法治保障，助推企业创新发展

宋柳平 华为技术有限公司高级副总裁、首席法务官、首席合规官

用知识产权推动技术普惠，让全球更多消费者享受科技的美好

王 翔 小米集团合伙人、总裁

# 主论坛 启航新征程，知识产权的发展与未来

11月30日 下午 13:30—17:00

2022年是中国进入全面建设社会主义现代化国家、向第二个百年奋斗目标进军新征程的重要一年。随着我国经济社会发展迈入新的阶段，推动经济高质量发展已成为促进我国经济持续健康发展的必然要求，而创新是引领高质量发展的第一动力。在新发展阶段，人工智能、量子信息、集成电路、基因与生态技术将攻坚克难，信息技术、生物技术、新能源、新材料、高端装备等将推动产业升级。知识产权作为承载创新、激励创新的重要方式，已成为国家发展的战略性资源和国际竞争力的核心要素。世界经济格局、社会秩序等各方面的变化都相应地对各国现有的知识产权制度和规则带来了新的冲击，知识产权行业将如何顺应新时代的发展需求，为创新发展提供源源不断的动力？要如何落实《知识产权强国建设纲要（2021—2035年）》和《“十四五”国家知识产权保护和运用规划》相关部署，从而回应新技术、新经济、新形势对知识产权制度变革提出的挑战？如何更好地参与知识产权国际合作，扩大高水平对外开放，有效推动全球知识产权平衡、包容、可持续发展？本论坛将邀请知识产权、创新、科技领域的专家学者，共同关注“十四五”时期的知识产权发展，聚焦新形势下生机勃勃的创新产业，并探讨如何促进知识产权开放合作。

- 不破不立：创新与保护边界之间的碰撞
- 逆势生长：打破壁垒，创新缔造无限可能
- 奋楫逐浪：新时代的知识产权
- 互换共享：全球知识产权的分享与合作

**主持人：单晓光** 同济大学中欧创新政策与法律研究中心主任、上海国际知识产权学院教授

## 知识产权，赋能风电产业发展

**翟恩地** 金风科技集团总工程师兼中央研究院院长

## 持续投入，推动创新

**Ann Chaplin** 高通公司总法律顾问兼董事会秘书

## 多元化助力专利与技术许可，保护开放式创新，促进产业数字化升级

**樊志勇** 华为技术有限公司副总裁

## 知识产权领航高质量发展的中天故事

**谢书鸿** 中天科技集团总工程师、知识产权总监

## 新时代数字经济知识产权制度思考

**贾弘毅** 快手集团副总裁、联席公司秘书、总法律顾问

# 论坛一

## 凝聚合力，构建大保护格局

11月30日 下午 14:00—17:30

当前，全面加强知识产权保护被提升至国家战略高度。《知识产权强国建设纲要（2021—2035）》提出“健全统一领导、衔接顺畅、快速高效的协同保护格局”。《“十四五”国家知识产权保护和运用规划》进一步明确“加强知识产权全链条保护，统筹推进知识产权审查授权、行政执法、司法保护、仲裁调解、行业自律、公民诚信等工作”的基本原则。蓝图绘就，奋进其时，知识产权大保护格局正在构建：最高人民法院、国家知识产权局建立“总对总”知识产权纠纷在线诉调对接机制；最高人民法院、国家知识产权局建立“总对总”知识产权纠纷在线诉调对接机制；最高人民法院、国家知识产权局建立“总对总”知识产权纠纷在线诉调对接机制；最高人民法院、国家知识产权局建立“总对总”知识产权纠纷在线诉调对接机制；最高人民法院、国家知识产权局建立“总对总”知识产权纠纷在线诉调对接机制……政府各部门之间如何协作配合，解决权利人维权“举证难、周期长、成本高、赔偿低”的局面？各地方结合实际积极开展实践与尝试，2021年全国首个跨省域强化知识产权保护指导性文件出台，在推进区域知识产权联合保护方面具有何种示范作用？本论坛将邀请有关政府机构与企业代表共同探讨相关话题。

- 知识产权大保护实践
- 知识产权社会共治模式
- 技术类知识产权审判领域改革
- 知识产权司法、行政一体化保护探索

**主持人：冯晓青** 中国政法大学无形资产管理中心主任

### 全面强化知识产权全链条保护

**张志成** 国家知识产权局知识产权保护司司长

### 加强知识产权司法保护，优化创新法治环境

**李 剑** 最高人民法院民三庭副庭长

### 部门协同做好医药集中的专利保护工作

**王国栋** 国家医疗保障局医药价格和招标采购司副司长

### 信息通信领域标准专利最新趋势研究

**毕春丽** 中国信息通信研究院知识产权与创新发展中心副主任

### 中国地理标志保护模式

**易继明** 北京大学法学院教授、北京大学国际知识产权研究中心主任

### 数据财产化与知识产权制度构造

**冯晓青** 中国政法大学无形资产管理中心主任

### 国家知识产权治理现代化下的行政执法

**董 涛** 北京第二外国语学院法学教授

### 中国知识产权保护促进医药企业创新发展

**何小萍** 礼来公司助理副总裁、亚太地区知识产权负责人

### 知识产权大保护企业实践

**耿文军** 正大天晴药业集团股份有限公司副总裁

# 论坛二

## 创新驱动转型， 知识产权助力医药产业高质量发展

11月30日 下午 13:30—17:00

世界百年未有之大变局加速演变，新冠肺炎疫情影响广泛深远；国内医药卫生体制改革全面深化，健康中国建设全面推进。医药产业的内外部环境发生复杂而深刻的变化，新一轮技术变革和跨界融合加快，全球医药产业格局面临调整。政府机构如何更好实施药品专利纠纷早期解决机制，制定相关配套措施，激励创新并保障权利人合法权益？医药企业如何与科研院所优势互补，提高创新药开发成功率，降低产业化门槛，加速创新药成果转化？如何围绕新靶点、新机制、新技术、新药物进行专利布局，驱动医药企业转型？生物医药与新一代信息技术深度融合，知识产权的开放许可将如何帮助医药企业抓住机遇？医药企业如何在全球范围内进行稳健的知识产权布局，以更高水平参与国际产业分工协作？在中国疫情防控过程中，中医药得到了大量的临床应用，独具优势的中西医结合疗法也进入了全球视野，如何强化中医药知识产权保护，提振中医药产业发展？本论坛将针对以上议题开展讨论。

- 药品专利纠纷早期解决机制的行政裁决与审理解读
- 生物医药企业创新与专利成果转化——合作与共生
- 技术创新与专利布局，驱动医药企业高质量发展
- 医药企业如何实现数智化转型升级

主持人：孙立冰 中国药科大学审计处处长

### 生物医药产业专利导航报告发布

#### 药品专利纠纷早期解决行政裁决制度与实施情况简介

蔡健炜 国家知识产权局知识产权保护司执法指导处四级调研员

#### 《药品专利纠纷早期解决机制实施办法》简介

杨云云 国家药监局药品注册司化药处 一级主任科员

#### 专利期与数据保护期的商业考量

姚丛 信达生物制药（苏州）有限公司执行总监

#### 中医药知识产权保护探索

郑永锋 天士力控股集团有限公司知识产权首席执行官

#### 恒瑞医药在专利布局方面的实践经验

马淑芹 恒瑞医药股份有限公司知识产权部总监

# 论坛三 推动知识产权金融创新，支撑实体经济发展

11月30日 下午 13:30—17:00

积极稳妥发展知识产权金融是提高知识产权转移转化成效，支撑实体经济创新发展的一项重要举措。政府机构、金融机构、创新主体等金融市场主体都积极探索构建成熟的知识产权金融模式与业态，知识产权金融由此呈现出多元化发展态势。金融创新和规范经营助力中国经济实现技术、产业、资金三者之间的良性循环。银行在有效控制风险的前提下，积极加大知识产权金融产品创新力度，推动质押融资工作，助力知识产权成果转化及“专精特新”企业高质量发展。本论坛将探讨在此背景下，金融机构和以“专精特新”企业为代表的中小微企业之间如何解决对接过程中的信息不对称问题，如何将银行信贷准入标准与科创企业需求进行匹配？银行和企业如何评估科技创新的价值和风险，为知识产权金融保驾护航？如何健全知识产权估值、质押和流转体系？知识产权保险、知识产权证券化等创新型金融产品如何支撑实体经济升级转型？本论坛将聚焦以上议题，邀请政府机构、金融机构、企业、科研机构、知识产权服务机构共同解读知识产权金融如何有效支撑实体经济发展，探讨企业应如何挖掘知识产权运营潜藏的资本能量。

- 质押融资助力“专精特新”企业提速增效
- 多管齐下——知识产权保险与证券化的创新
- 上市过程中知识产权核心问题解读
- 构建知识产权价值评估体系，筑牢金融防火墙

**主持人：**孙国瑞 北京航空航天大学知识产权与科技法研究中心主任、北京知识产权研究会会长

**致 辞**

雷筱云 国家知识产权局知识产权运用促进司司长

**致 辞**

李洪树 中国银行普惠金融事业部（乡村振兴金融部）资深业务经理

**“企业知识产权质押融资指数”发布仪式**

**打造知识产权金融生态圈，助力苏州产业创新集群发展**

施卫兵 苏州市市场监督管理局（苏州市知识产权局）党组成员、副局长

**知识产权融资为实体经济浇灌金融活水**

吴 骏 中国银行江苏省分行副行长

**保险护航知产，助力企业发展**

侯长磊 中国人民财产保险股份有限公司北京市西城支公司总经理

**科创板上市，企业 IP 护航**

李 刚 苏州敏芯微电子技术股份有限公司首席执行官

**知识产权证券化的起源和实践**

王 焱 中信证券债务融资业务线执行总经理

**科技创新与知识产权商业化**

吴成剑 杜比公司高级知识产权顾问

**企业科创能力评估的探索实践**

程 序 知识产权出版社有限责任公司研究发展部副主任

# 论坛四

## 数字经济下的商标注册与保护

12月1日 上午 09:00—12:00

全球数字经济体量不断增加，在国民经济中地位持续提升，已成为世界经济增长潜力所在。数字经济孕育了巨大的贸易市场空间，也对监管部门和市场主体提出了新的挑战。数字经济催生了很多新领域与新技术词汇，知识产权保护的新客体不断出现，“元宇宙”等新兴领域掀起商标注册热潮。如何规范引导新兴领域的商标注册，完善以强化保护为导向的商标审查政策？商标申请人如何选择数字经济新客体及新兴领域的注册类别，更好地适用于显著性条款？企业在数字经济领域合法商标注册和运营过程中，如何规避敏感词汇，确保新兴领域商标的稳定性？在商标使用中，侵权人通过关键词搜索，以数字化手段混淆市场、攀附商誉，如何制止此类案件的发生？电商平台如何通过规则和程序快速定位侵权产品，防止侵权造成更大的损失？本论坛将邀请政府机构、企业、电商平台、商标代理所围绕数字经济与商标申请保护的新课题展开探讨。

- 数字经济领域的商标注册与审查
- 规范新兴领域的商标注册与运营
- 电商维权途径与救济措施
- 加强监管，促进平台经济健康发展

**主持人：王莲峰** 华东政法大学知识产权学院教授、博士研究生导师、商标法研究所所长

### 数字经济与商标注册审查

**么勇** 国家知识产权局商标局审查一处副处长

### 数字经济时代的商标保护

**米默勤** 欧盟知识产权局知识产权专员

### 跨境电商出口知识产权保护的思考与实践

**陈超** 亚马逊公共政策及政府事务高级总监

### 如何规制商标恶意抢注

**张伟君** 同济大学法学院教授

### 商标到品牌——企业的全面维权之路

**于庚华** 北京小罐茶业有限公司法务部高级维权经理

### 数字经济时代商标注册的挑战、应对与展望

**王鹏** 阿里云中小企业应用事业部总经理

### 国誉的仿冒品对策——以电子商务为中心

**黑田智子** 国誉株式会社知识产权法务部部长

### 元宇宙世界的商标注册与保护

**祝明** 北京市铸成律师事务所中国区商标团队负责人



# 论坛五

## 地理标志保护与产业高质量发展

12月1日 上午 09:00—12:00

新时代背景下,我国政府高度关注地理标志保护与运用工作,《知识产权强国建设纲要(2021—2035年)》《“十四五”国家知识产权保护和运用规划》对地理标志立法、品牌建设、特色产业发展、产品互认互保以及国际化合作提出了新的发展要求,也为产业发展指明了方向。未来,地理标志保护和运用体系将进一步完善,地理标志保护将得到强化,地理标志产品的价值内涵进一步提升,地理标志与特色产业发展、生态文明建设、历史文化遗产和乡村振兴将进一步有机融合。机构改革后,地理标志保护工作有何新成绩?如何更好发挥地理标志保护在提高人民生活品质和促进高质量发展方面的作用?从脱贫攻坚到乡村振兴,从温饱解决到产业提振,地理标志如何促进产业升级?本论坛将以前沿的视角,为地理标志管理者、经营者提供最新的行业信息和政策解读。

- 提升地理标志保护能力,护航地理标志高质量发展
- 保护地理标志,营造一流营商环境
- 培育地理标志品牌,助力乡村振兴
- 构建新发展格局,打造地标产品竞争新优势
- 增强地理标志公共服务能力

**主持人:黄贤涛** 北京海中知识产权咨询有限公司总经理

### 加强地理标志保护,助力高质量发展

**王琛** 国家知识产权局知识产权保护司地理标志和官方标志保护处处长

### 法国地理标志制度:助力乡村发展

**白峰朔** 法国驻华大使馆区域经济处农业参赞

### “地理标志+”阿里电商——数字化助力地标产品高质量发展

**左臣明** 阿里研究院高级专家、阿里新乡村研究中心主任、博士

### 地理标志产业运营的探索和实践

**白志昀** 中粮智慧科技发展(北京)有限公司执行董事、总经理

### 普惠数字社区,助力乡村振兴

**袭祥德** 快手科技内容策划总监

### 盱眙龙虾地理标志证明商标打造经验分享

**张承东** 江苏省盱眙龙虾协会副会长、江苏省节庆协会副会长兼秘书长

# 论坛六 用知识产权筑基，创移动通信未来

12月1日 上午 09:00—12:00

当前，以数字经济为代表的新经济快速发展，不断催生新产业、新业态、新模式。5G 作为激发数字经济产业变革的新一代信息技术，成为全球通信企业专利商业化竞争的主战场，提前谋划部署 6G 技术更是未来 20 年攻坚的关键。5G 专利技术的商业化应用正在推动移动通信技术与实体经济，特别是与制造业的深度融合，催生新的数字应用场景，为经济发展质量变革、效率变革和动力变革提供有力支撑。本论坛将基于最新移动通信技术的知识产权保护与运用，邀请运营商、芯片制造商、设备制造商和服务提供商等产业链上、中、下游企业，共同探讨标准必要专利（SEP）权利实施及战略布局；探寻创新保护和商业价值之间的平衡；研究如何利用产业链上游基础环境建设，进一步促进和推动移动通信技术应用和创新突破；探讨如何持续推进终端和应用场景通过专利商用化来改变商业模式，从而推动行业创新和数字化转型。

- 信息前瞻：新兴移动通信技术的全球知识产权战略和发展未来
- 协同发展：新兴移动通信技术专利运用丰富商业应用新场景
- 深度探讨：标准必要专利（SEP）的顶层设计与实施
- 互联互通：如何平衡创新与保护？

**主持人：李文宇** 中国信息通信研究院知识产权中心主任

**万物智慧互联新时代——无线技术创新与专利保护**

**汪昕** 华为技术有限公司无线技术知识产权部部长

**砥砺前行，开拓未来**

**Chris Longman** 高通公司副总裁及法律顾问、首席诉讼律师

**全球 5G 时代下共建知产大保护新格局**

**刘振** 小米集团法务部总经理

**基于成本费用归集的标准必要专利许可费率综合计算方法**

**宋河发** 中国科学院大学知识产权学院副院长，中科院知识产权研究与培训（中心）负责人

**SEP 生态系统的平衡——各国 SEP 政策探讨**

**陈新** 中国国际贸易促进委员会专利商标事务所专利电学处副处长

**中国标准必要专利纠纷的新趋势**

**张健** 汉坤律师事务所合伙人

# 论坛七 厚植商标保护沃土，激发市场新活力

12月1日 下午 13:30—17:00

商标助企，品牌兴市。企业的商标品牌建设离不开政府的政策支持与指导。近年来，我国部署实施商标品牌战略，严厉打击商标侵权行为；推进落实《商标侵权判断标准》与《商标一般违法判断标准》，加强知识产权执法标准与司法裁判标准的协调衔接；以“零容忍”的态度持续严厉打击商标恶意注册行为，常态化打击商标恶意囤积行为，营造公平有序的营商环境。为高质量推进品牌建设工作，如何加强驰名商标保护，夯实品牌建设基础？跨国企业如何更好地打造多元化的商标策略，在中国市场建立独特的品牌优势？中小企业以及初创企业如何有效建立商标体系，保护品牌建设成果？本论坛将邀请国家知识产权局、法院、国内外企业及行业协会代表共同探讨以上话题。

- 《商标侵权判断标准》《商标一般违法判断标准》的政策解读与执法标准
- 打击商标恶意注册和囤积行为的案例解读
- 驰名商标全链条保护
- 跨国企业商标战略
- 中小企业商标战略

**主持人：姜向伟** 西门子（中国）有限公司知识产权总监

## 加强商标行政保护，护航企业创新发展

**肖晨尊** 国家知识产权局知识产权保护司执法处三级调研员

## 商业标识与驰名商标保护

**宋健** 江苏省高级人民法院原资深法官、全国审判业务专家

## 商标侵权损害赔偿额计算

**刘莉** 江苏省高级人民法院知识产权审判庭法官

## 打击恶意抢注，优化营商环境

**柏亚军** 中国欧盟商会知识产权工作组主席

## 数字时代的商标及品牌管理

**朱逢春** 抖音集团商标及品牌管理高级法律顾问

## 打击商标恶意申请和囤积行为的案例解读

**刘永刚** 艾默生公司中国区知识产权总监

## 从品牌战略角度思考企业商标保护

**张须德** vivo 品牌保护总监

## “科沃斯”商标保护经验分享——以驰名商标保护为例

**岳强** 科沃斯知识产权总监

## 商标大数据如何支持企业的品牌战略

**孟潭** 权大师创始人 & 董事长

# 论坛八 优化法律制度，与创新同频共振

12月1日 下午 13:30—17:00

加快知识产权强国建设，必须要筑牢法律基石，构建门类齐全、结构严密、内外协调的法律体系。近年来，我国统筹推进专利法、商标法、反垄断法等法律法规的修订工作，探索制定地理标志、外观设计等专门法律法规，制定修改强化商业秘密保护方面的法律法规，最高人民法院陆续出台一系列有关知识产权保护的司法解释和指导文件，确立了全面加强知识产权保护的立法与司法主基调，释放着我国进一步加强知识产权保护、优化营商环境的决心与信心。在不断完善国内法律体系建设的同时，我国深度参与世界知识产权组织框架下的全球知识产权治理，今年加入的《海牙协定》将助力中国企业积极融入外观设计全球化体系。专利法、商标法再次修订，司法机构如何打磨司法的边界与尺度？如何推动形成尊重商业秘密的法治化营商环境？国内外企业在商业实践中应如何回应修法？新修订的反垄断法重点关注互联网、医药等民生保障领域，如何掌握知识产权保护与反垄断之间的平衡？《海牙协定》如何推动中国设计走向世界？本论坛将邀请国家知识产权局、法院、国内外企业代表共同解读以上问题。

- 知识产权法律法规修改要点解读
- 知识产权法律制度修订后的司法实践
- 《海牙协定》，助力外观设计高效的海外保护
- 知识产权领域的反垄断：促进创新成为重要目标
- 商业秘密的法律保护

**主持人：姚欢庆** 中国人民大学民商事法律科学研究中心副主任、中国法学会知识产权法学研究会副秘书长

## 中国知识产权法律制度建设情况介绍

**方华** 国家知识产权局条法司条法一处处长

## 知识产权法治为科技自立自强保驾护航

**马一德** 中国科学院大学公共政策与管理 / 知识产权学院教授、博士研究生导师

## 新形势下企业商业秘密维权重难点问题

**徐驰** 思摩尔国际首席法务与知识产权官

## 《工业品外观设计国际注册海牙协定》与保护外观设计创新

**吕国良** 海牙体系专家

## 数据权益的反不正当竞争法保护

**何琼** 浙江省高级人民法院知识产权庭副庭长

## 新形势下企业商业秘密保护体系建设

**张永华** 北京市环球律师事务所合伙人

# 知识产权产品与服务发布

12月1日 下午 13:30—16:10

13:30—13:50	<b>高价值专利培育</b> 陈建民 北京高沃律师事务所诉讼总监
13:50—14:10	<b>专利大数据智能评估在科技与金融领域的实践与探索</b> 赵国璧 北京中知智慧科技有限公司产品服务中心负责人副研究员
14:10—14:30	<b>企业知识产权管理信息化方案</b> 余明伟 汉知宝科技 CEO
14:30—14:50	<b>专业品质 尚标服务</b> 林建胜 尚标知识产权集团董事长
14:50—15:10	<b>CAS STNext——促进医药知识产权发展</b> 钱欣 博士 美国化学文摘社高级客户成功专员
15:10—15:30	<b>基于 LexisNexis PatentSight 的碳中和专利全景分析</b> 卢宝锋 励德爱思唯尔信息技术（北京）有限公司
15:30—15:50	<b>Questel 一站式全球商标解决方案</b> 李景玉 Questel 商标业务销售总监
15:30—16:10	<b>中国专利年费管理自助平台产品发布</b> 卢宏伟 北京国专知识产权有限责任公司总经理助理

# 论坛九 “数”有所为，“智”链信息

12月2日 上午 09:00—12:00

随着技术的不断突破与对数据价值认知的不断提升，数据将成为企业的核心竞争力。知识产权数据及信息利用，是知识产权公共服务的重要组成部分，对于知识产权创造、运用、保护、管理和服务全链条的衔接起着重要的支撑作用。在新技术与新需求的推动下，知识产权公共服务体系不断完善，政府部门在提高信息化服务的智能化水平和提高知识产权公共服务可及性和普惠性等方面有何具体举措？创新企业如何将知识产权信息与政策、法律、市场、投资等信息结合并有效应用，发挥知识产权信息真正的价值和作用？知识产权大保护格局下，如何利用人工智能与大数据等技术手段打破部门壁垒，实现上下游信息互联互通？随着大数据处理技术、云计算、机器学习、自然语言处理、计算机视觉等核心人工智能技术不断发展，如何加强知识产权信息化、智能化工具开发，强化人工智能在企业知识产权信息领域的应用？知识产权服务机构如何升级产品及服务满足企业日新月异的需求？如何通过信息的智能整合以实现商业情报信息利用效益最大化？本论坛将邀请政府机构、创新企业、信息服务商共同探讨知识产权信息利用的前沿热点议题。

- 知识产权信息公共服务助推企业创新发展
- 探索专利信息背后的隐形情报
- 信息利用效益最大化
- 信息服务机构对人工智能与大数据的应用与探索
- 知识产权信息全链条服务

**主持人：王 淼** 青岛海尔科技有限公司标准与知识产权部总监

**提升知识产权信息传播利用效能，助力科技创新和高质量发展**

**王宝龙** 国家知识产权局公共服务司传播利用处副处长

**数字经济时代知识产权数据的价值体现**

**张 倩** 中国信息通信研究院知识产权中心创新发展研究部主任

**欧洲专利局关于第四次工业革命的数据研究**

**杨·梅尼耶尔** 欧洲专利局首席经济学家

**从专利费用管理到专利资产管理的信息化解方案**

**刘 洋** 北京国专知识产权有限责任公司总经理

**新形势下的法务管理数字化转型**

**孙 谷** 理想汽车（北京车和家信息技术有限公司）法务负责人 / 总法律顾问

**知识产权信息，激发高质量发展的新引擎**

**宋建福** 科睿唯安中国区企业事业部总经理

# 论坛十 激活知识产权运营动能，推进产学研用深度融合

12月2日 上午 09:00—12:00

形成以企业为主体、市场为导向、产学研用深度融合的技术创新体系需要完善技术创新市场导向机制，强化企业创新主体地位，促进各类创新要素向企业集聚。为了充分发挥产学研用模式协同效应，一方面，加速高校及科研院所的科技创新成果转化孵化与保护运用，完善从实验室到工业化的科技创新链条；另一方面，强调以战略性产业升级和特色优势领军企业需求为核心，推进协同联动的高价值发明专利培育工程，实现知识产权创造量质齐升。产学研用深度融合如何推动产业技术升级，加强基础前沿关键核心技术领域专利布局？高校自身的技术创新如何与企业和社会的需求对接，提升知识产权转移转化效能？如何推动企业、高校、科研机构有效健全知识产权管理制度，完善知识产权权益分配机制？如何培养综合型的知识产权人才，为产学研用深度融合开拓新思路？本论坛将针对上述议题，探讨产学研用深度融合模式下知识产权运营的特色。

- 提升高校专利转移转化效益，完善知识产权运营对接机制
- 打通产学研用模式的知识产权全链条
- 推进知识产权创造量质齐升，助力企业创新发展
- 促进产学研用深度融合，培养复合型知识产权人才

主持人：石 巍 山东大学法学院教授、博士研究生导师

## 知识产权转化运用推动政策与发展

陈明媛 国家知识产权局知识产权运用促进司运营体系处处长

## 充分激发高校科技创新活力，推动高校产学研深度融合和科技成果转化

金童童 教育部高等学校科学研究发展中心产学研合作研究发展处高级项目主任

## 守正创新、求实发展，奋力推进高校知识产权创新与科技成果转化新飞跃

金 隼 上海交通大学先进产业技术研究院院长、科学技术发展研究院副院长、机械与动力工程学院教授

## 专利许可价值对产学研的启示

徐 然 小米集团战略合作部总经理

## 践行知识产权全过程管理、护航知识产权运营

杜 伟 中国科学院大连化学物理研究所知识产权办公室主任

## 产学研合作下的高价值专利培育与应用——以中深层地热能为例

李 龙 江苏双良低碳产业技术研究院有限公司技术经理

## 知识产权信息服务助力院校专利质量提升

张长远 智慧芽院校业务大区经理

# 论坛十一 新业态崛起与知识产权前沿探索

12月2日 上午 09:00—12:00

近年来我国经济快速发展，市场主体大幅扩容，线上线下市场加速融合，催生了无数新领域、新业态。以人工智能、大数据、基因技术为代表的新业态崛起，导致了新类型知识产权问题大量涌现。相较于创新的速度，知识产权法律制度具有一定的滞后性。专利权客体认定、权利边界限定、商标滥用、权利垄断、监管尺度、司法判决等问题的出现，引发了知识产权保护制度如何更快适应新技术发展、如何合理利用多种知识产权手段保护创新的探讨和思考。本论坛基于新业态领域对知识产权保护提出的挑战，聚焦如何在保证安全性的前提下有效保护和利用智力劳动产生的数据信息？如何在保证新模式创新效率的前提下平衡智慧成果独占与共享的关系？监管部门要如何促进新业态有序规范发展？新业态领域的企业要如何制定和调整专利战略方向和管理模式？本论坛将邀请前沿技术和前沿问题的探索者探讨以上问题，共同推动新业态知识产权规则体系的构建。

- 新业态知识产权规则体系的构建
- 新业态领域知识产权保护与创新关系的平衡
- 基于新业态的知识产权战略和管理创新
- 前沿技术的知识产权保护实践分享

**主持人：崔玲玲** 百度集团专利事务部总经理

## 《专利审查指南》最新修改

**周胡斌** 国家知识产权局专利局审查业务管理部指南处处长、二级巡视员

## 创新医疗器械特别审查工作及对知识产权的相关要求

**贺伟罡** 国家药监局医疗器械技术审评中心副主任、高级工程师

## 知识产权开放合作推动 AI 产业高质量发展

**崔玲玲** 百度集团专利事务部总经理

## 基于新业态的知识产权战略和管理创新

**赵大武** 广州小鹏汽车科技有限公司知识产权总监

## 报告发布：人工智能领域高价值专利分析报告

**黄莹** 中国专利保护协会运营部主任

## 新业态下的知识产权新生态

**柏亚军** 西门子医疗中国知识产权部总监

## 新业态下的企业知识产权管理思考与实践

**卢苑** 快手集团知识产权总监

## 人工智能专利保护

**郑闽迦** IBM 亚太知识产权总监

## CRISPR 基因编辑技术专利的保护和使用

**王宽** 山东舜丰生物科技有限公司知识产权总监



## 地理标志 同期活动

## 中国地理标志产品撮合对接会

12月2日 下午 14:00—17:00 (闭门活动)

主办单位：中国银行股份有限公司苏州分行、知识产权出版社有限责任公司

本次撮合活动重点围绕地理标志产品进行专场需求对接，旨在为地理标志企业搭建沟通交流平台，实现产销对接以达到助力地理标志产业升级，落实乡村振兴战略的目的。活动将使用中国银行“中银e企赢”平台，全程线上进行。

## November 30

### 09:30-11:30 Opening Ceremony & Keynote Speeches

#### Opening Ceremony (Video)

09:45-10:10

**Coordinator :** Hu Wenhui, Member of the Leading Party Members' Group and Deputy Commissioner of the China National Intellectual Property Administration

Hu Guangjie, Vice Governor of Jiangsu Provincial People's Government

Wu Qingwen, Deputy Party Secretary of the CPC Suzhou Municipal Committee, Mayor of Suzhou Municipal People's Government

Daren Tang, Director General of the World Intellectual Property Organization

Shen Changyu, Secretary of the Leading Party Members' Group and Commissioner of the China National Intellectual Property Administration

### Keynote Speech 10:10-11:30

**Coordinator: Yi Jiming**

Professor of Peking University Law School, Director of Institute for International Intellectual Property of Peking University, IIPP

**Strive to Develop IP Finance to Boost the Competitiveness of China in IP Field**

**Liu Liang** Secretary of the Party Committee and Chairman of the Board of Directors of Bank of China

**Promote Commercialization of Nanotechnology Patents, Create National Highland for Innovation in Nanotechnology Industry**

**Zhao Yuliang** Member of CAS, Director-General, National Center for Nanoscience and Technology of China

**New Trend of Global Innovation and IP Development**

**Liu Hua** Director of the World Intellectual Property Organization Office in China

**Strengthen Rule-of-Law Safeguards for Intellectual Property to Boost the Innovation and Development of Enterprises**

**Song Liuping** Senior Vice President, Chief Legal Officer and Chief Compliance Officer of Huawei Technology Co., Ltd.

**Leverage IP to Promote Technology Inclusiveness for Consumers Around the World to Benefit from Sci-Tech**

**Wang Xiang** Partner and President of Xiaomi Group

## Main Session

## Marching on the New Journey: IP's Evolution and Prospect

November 30 13:30-17:00

The year 2022 is a significant year when China builds the modern socialist country in all aspects and embarks on the new journey towards the second centenary goal. As China is ushered into a new stage of social and economic development, the high-quality economic growth has become an integral precondition for China's sustainable and healthy economic development. As we all know, innovation is one of the most powerful drivers that boosts the high-quality development. In the new development stage, new breakthrough will be made in AI, quantum information, integrated circuit, gene and ecological technology; and IT, biological technology, new energy and materials, and high-end equipment manufacturing will propel industrial upgrading. In this context, IP, which plays an essential role in protecting and inspiring innovation, has grown into the strategic resource of national development and the central elements of international competitiveness. Since the changes in the economic landscape and social order across the world have brought new impacts upon the existing IP regimes and rules of all the countries, it is to be answered as to how IP industry evolves to accommodate the new era and become an inexhaustible source of power that drive the innovative development, how to implement the Outline to Boost China's Competitiveness in the Area of Intellectual Property (2021-2035) and the National Plan for the Protection and Utilization of Intellectual Property During the 14<sup>th</sup> Five-Year Plan Period so as to address the challenges faced by the intellectual property system in the context of new technologies, economy and situations, and how China plays a more active role in the international cooperation on intellectual property and pursue higher-standard opening up so as to advance the balanced, inclusive and sustainable IP development in the world. This session will invite the experts and scholars from IP, innovation and science & technology sectors to discuss about the IP development during the period of the 14<sup>th</sup> Five-Year Plan and explore the ways to enhance the opening-up and cooperation in IP, with a focus on the flourishing innovation industry.

- New forces emerge out of old ones: When innovation meets IP protection
- Growth despite difficulties: Innovation breaks barriers and brings about possibilities
- Forging ahead: Pursuing the sound IP development in the new era
- Exchange and sharing: International cooperation and sharing in ip industry

### **Coordinator: Shan Xiaoguang**

Director of Research Center of China-EU Innovation Policy and Law of Tongji University, Professor at Shanghai International College of Intellectual Property

### **Intellectual Property Enabling the Development of Wind Power**

**Zhai Endi** CTO and Dean of the Central Research Institute of Goldwind Science & Technology CO., Ltd.

### **Continue to Invest, Promote Innovation**

**Ann Chaplin** General Counsel & Corporate Secretary of Qualcomm Inc.

### **Diversified Ways to Help Patent & Technology Licensing, Protect Open Innovation and Promote Digital Upgrade of Industries**

**Fan Zhiyong** Vice President of Huawei Technologies Co., Ltd.

### **ZTT Story of Intellectual Property Piloting High-quality Development**

**Xie Shuhong** Chief Engineer and Intellectual Property Director of ZTT Group

### **Reflections on IP Regime for Digital Economy in New Era**

**Jia Hongyi** Vice-President, Joint Company Secretary, General Counsel of Kuaishou

# Breakout Session 1

## Strengthening Comprehensive IP Protection through Joint Efforts

November 30 14:00-17:30

It's of great significance to comprehensively enhance IP protection and elevate IP protection to the level of national strategy. According to the Outline to Boost China's Competitiveness in the Area of Intellectual Property (2021-2035), top priority should be given to "improve the coordinated protection pattern featured by unified leadership, smooth connection, and rapid and efficient operation". The National Plan for the Protection and Utilization of Intellectual Property During the 14<sup>th</sup> Five-Year Plan Period further clarifies the fundamental principle of "reinforcing the whole-chain IP protection and promoting IP examination and grant procedures, administrative law enforcement, judicial protection, arbitration and mediation, industry self-discipline, and citizen integrity". The general pattern of IP protection is being built. The Supreme People's Court and the China National Intellectual Property Administration ("CNIPA") have built an online mechanism of linking litigation and mediation with regard to IP disputes. The Supreme People's Procuratorate has established the IP Procuratorial Office, and 20 people's procuratorates at the provincial level have deepened the integrated fulfilment of responsibility for IP-related criminal cases, civil cases, and administrative cases. CNIPA promotes the inter-regional and inter-departmental coordination in IP protection through law enforcement and effectively leverages the functions of IP protection centers and fast-track IPR enforcement centers. How do the government departments collaborate to solve the problems faced by IP owners when defending their legitimate rights, including "difficulties in collecting evidence, burdensome procedures, high cost, and low compensation"? How the efforts of the local governments pay off in promulgating the first guidance document for strengthening IP protection across provinces in China last year and promoting the inter-regional IP protection? This session will invite the representatives from government departments and enterprises to deliberate on these topics.

- Practices of comprehensive IP protection
- Social co-governance mode of IP
- Reform of trial practices in technology-involved IP
- Exploration of integrated judicial-administrative IP protection mechanism

### Coordinator: Feng Xiaoping

Head of the National Key Discipline of Intellectual Property Law of CUPL

### Strengthen Complete Chain Protection of Intellectual Property Comprehensively

**Zhang Zhicheng** Director General of the Intellectual Property Protection Department, CNIPA

### Strengthen Judicial Protection of Intellectual Property and Optimize Rule-of-Law Environment for Innovators

**Li Jian** Deputy Chief Judge of Intellectual Property Division of the Supreme People's Court

### Collaborative Efforts for Patent Protection in Centralized Medical Procurement

**Wang Guodong** Deputy Director of the Department of Pharmaceutical Prices, Bidding and Procurement at the National Healthcare Security Administration

### The Latest Trends of Standard Patents in the Field of Information and Communications

**Bi Chunli** Deputy Director of the Intellectual Property and Innovation Development Center of China Academy of Information and Communications Technology

### Regime of Geographical Indication Protection in China

**Yi Jiming** Professor of Peking University Law School, Director of Institute for International Intellectual Property of Peking University, IIPP

### Data Propertization and Intellectual Property System Built Therefor

**Feng Xiaoping** Head of the National Key Discipline of Intellectual Property Law of CUPL

### Administrative Law Enforcement under Modernized National Intellectual Property Governance

**Dong Tao** Professor of Law at Beijing International Studies University

### IP Protection in China to Promote Innovation and Development of Pharmaceutical Enterprises

**He Xiaoping** Associate VP-Assistant General Patent Counsel, Eli Lilly and Company

### Practice of Comprehensive IP Protection in Enterprises

**Geng Wenjun** Vice President of Chia Tai Tianqing Pharmaceutical Group Co., Ltd.

# Breakout Session 2

## Innovation Driving Transformation, IP Boosting the High-Quality Development of Medical Industry

November 30 13:30-17:00

The world is experiencing accelerated changes unseen in a century and the COVID-19 pandemic is exerting a far-reaching and profound influence. China's medical and healthcare system reform is deepened on a full scale and the scheme of building healthy China is advanced in all aspects. The internal and external environments of medical industry have witnessed complicated and profound changes. A new wave of technological changes and cross-boundary integration are quickening their paces, and the medical industry across the globe is faced with restructuring. How should the government departments more effectively implement the early settlement mechanism for the disputes concerning the drugs-related patents, formulate the related measures to inspire innovation, and safeguard the IP owners' legitimate rights and benefits? How will the pharmaceutical companies and the scientific research institutions complement each other to increase the success rate in the development of innovative drugs, lower the threshold for industrialization, and accelerate the commercialization of innovative drugs? How the patent strategy will be developed related to the new targets, mechanisms, technologies and drugs, so that the transformation of pharmaceutical enterprises are achieved? With the deep integration of biomedicine and the new-generation IT, how will open IP license help the pharmaceutical enterprises seize the opportunities? How will the pharmaceutical enterprises build the prudent IP landscape across the world to participate in coordination and cooperation at a higher level? In the course of the Covid-19 response of China, the traditional Chinese medicine has been widely clinically applied, and the integrated therapy of Chinese and Western medicines with unique advantages also won the global attention, and in this context, how should we strengthen the IP protection of traditional Chinese medicine and boost the industrial development of traditional Chinese medicine? This session will deliberate on these topics.

- Interpretation of administrative decisions in the early settlement mechanism of drug patents-related disputes
- Innovation of pharmaceutical enterprises and the transformation of patents - cooperation and coexistence
- Technological innovation and patent portfolio planning to drive the high-quality development of pharmaceutical enterprises
- Digital and intelligent transformation and upgrading of the pharmaceutical companies
- Exploration of the IP protection of traditional Chinese medicine

### **Coordinator: Sun Libing**

Director of the Audit Office of China Pharmaceutical University

### **Report on Biomedical Industry Patent Navigation Launch**

#### **Introduction to Administrative Ruling System and Practice of Early Resolution of Disputes over Drug Patents**

**Cai Jianwei** Fourth-level Researcher, the Law Enforcement Guidance Office of the Intellectual Property Protection Department, CNIPA

#### **Introduction to the Implementation Measures for the Mechanism for Early Settlement of Drug Patent Disputes**

**Yang Yunyun** First-level Principal Staff Member of the Division of Chemical Drugs, Department of Drug Registration, NMPA

#### **Patent Term and Data Exclusivity in Business Decision Making**

**Yao Cong** Executive Director & IP Head of Innovent Biologics

#### **Exploration on Intellectual Property Protection of Traditional Chinese Medicine**

**Zheng Yongfeng** Chief Intellectual Property Officer, Tasly Holding Group Co., Ltd.

#### **Practical Experience of Hengrui Pharmaceuticals in Patent Portfolio Planning**

**Ma Shuqin** Director of Intellectual Property Department, Hengrui Pharmaceuticals Co., Ltd.

# Breakout Session 3

## Boosting Innovations in IP Financing, Bolstering Development of Real Economy

November 30 13:30-17:00

The active and steady development of IP finance is a significant measure for improving the effects of IP transfer and transformation and bolstering the innovative development of real economy. The financial market entities including government agencies, financial institutions and innovation entities are sparing no efforts to build full-fledged IP financing models and formats. Therefore, IP finance has seen a diversified development trend. The financial innovation and the well-regulated operation are beneficial for achieving the positive cycle of technology, industry, and capital in China. With risks well controlled, the banks are pumping more efforts into the innovation of IP financing products, enhancing the contribution of pledge financing to IP transformation and propelling the high-quality development of the specialized and sophisticated SMEs. In this context, how should the financial institutions and the micro, small and medium-sized enterprises such as the specialized and sophisticated SMEs fill the information gap between both sides? How should the bank credit access standard be aligned with the demands of technological innovation enterprises? How do banks and enterprises evaluate the values and risks of technological innovation to ensure the development of IP financing? How will the IP valuation, pledging and circulation system be improved? How the innovative financial products such as IP insurance and IP securitization address the needs for transformation and upgrading of real economy? Focus on the above topics, this session will invite the representatives from government agencies, financial institutions, enterprises, scientific research institutions and IP service agencies to discuss how the IP finance vigorously supports the development of real economy and explore how the enterprises tap into the capital potentials in IP monetization.

- Pledge financing improving the quality and efficiency of specialized and sophisticated SMEs
- Multiple innovation approaches to IP insurance and securitization
- Interpretation of the IP-related questions in the listing process
- Establishing IP valuation system and cementing financial firewall

### **Coordinator: Sun Guorui**

Professor at Law School of Beihang University, Director of Intellectual Property and Science and Technology Law Research Center, President of Beijing Intellectual Property Research Association

### **Address**

**Lei Xiaoyun** Director General of Intellectual Property Utilization Promotion Department, CNIPA

### **Address**

**Li Hongshu** Executive Manager of Inclusive Finance Department (Rural Revitalization Finance Department), Bank of China

### **Enterprise IP Pledge Financing Index Launch**

### **Create IP Financial Ecosystem to Grow Industrial Innovation Cluster in Suzhou**

**Shi Weibing** Member of the Party Leadership Group and Deputy Director of the Market Supervision and Management Bureau (Intellectual Property Office) of Suzhou

### **Intellectual Property Financing Channels More Financial Resources to Real Economy**

**Wu Jun** Vice President, Bank of China Jiangsu Branch

### **Insurance Safeguarding Intellectual Property and Promoting Corporate Development**

**Hou Changlei** General Manager, PICC Property and Casualty Company Limited Beijing Xicheng Branch

### **Intellectual Property Escorts Enterprises to the Science and Technology Innovation Board**

**Li Gang** CEO of Memsensing Microsystems (Suzhou, China) Co., Ltd.

### **Commencement and Practice of Intellectual Property Securitization**

**Wang Yan** Executive General Manager of the Debt Financing Business Line of CITIC Securities

### **Technical Innovation and IP Commercialization**

**Wu Chengjian** Senior IP Counsel, Dolby

### **Exploration and Practice of Enterprise Sci-Tech Innovation Capability Evaluation**

**Cheng Xu** Deputy Director of R&D Department of Intellectual Property Publishing House Co., Ltd.

# Breakout Session 4

## Trademark Registration and Protection in Context of Digital Economy

December 1 09:00-12:00

The digital economy keeps expanding and plays a growing role in national economy across the world, proven to be the new growth driver of the world economy. The digital economy breeds a huge trade market but poses a new challenge for regulatory authorities and market entities. What's more, it has introduced many new fields and new technical terms, so new objects of trademark protection are emerging. The new fields including "metaverse" spark the passion for the trademark registration. How are the trademark registration in the emerging fields well regulated? How are the trademark examination policies improved to strengthen IP protection? How do the trademark applicants select the new objects of digital economy and the registration type in the emerging fields to better comply with the distinctiveness clause? How do enterprises avoid new sensitive words in the legitimate trademark registration and business running process to ensure trademark stability in the emerging fields? How is the infringement be prevented where the infringing party resorts to the keyword search and digital means, resulting in brand confusion and theft of goodwill? How do the e-commerce platform rapidly locates infringing products through protocols and programs to prevent greater losses from infringement? The session will invite the representatives from government, enterprises, e-commerce platforms and trademark agencies to explore the new topics related to digital economy and trademark application and protection.

- Trademark registration and examination in digital economy
- Regulating trademark registration and operating in the emerging fields
- Rights enforcement and remedies in E-commerce
- Strengthening regulation and promoting healthy development of platform economy

### **Coordinator: Wang Lianfeng**

Professor, Doctoral Supervisor, Director of the Institute of Trademark Law at IP School, East China University of Political Science and Law

### **Digital Economy and Trademark Examination**

**Yao Yong** Deputy Director of the First Examination Division of the Trademark Office, CNIPA

### **TM Protection in the Context of Digital Economy**

**Benoit Misonne** IP Attaché to the Delegation of the European Union to China Detached from the European Union Intellectual Property Office (EUIPO)

### **Reflection and Best Practices of IP Protection in Cross-border Ecommerce Export**

**Conan Chen** Senior Director, Public Policy & Government Affairs, Amazon China

### **Measures for Regulating Malicious Trademark Squatting**

**Zhang Weijun** Professor of IP and Competition Law Research Center in Tongji University

### **From Trademark to Brand—A Pathway of Full IPR Enforcement for Enterprises**

**Yu Genghua** Senior Manager of Rights Enforcement, Legal Department, Beijing Xiao Guan Cha Co., Ltd.

### **Challenges, Responses and Prospects for Trademark Registration in the Digital Economy Era**

**Wang Peng** General Manager of Alibaba Cloud SME Applications Division

### **Anti-Counterfeit Measures of KOKUYO—Focusing on E-Commerce**

**Tomoko Kuroda** Director of Intellectual Property Legal Department, Kokuyo Co., Ltd.

### **Trademark Registration and Protection in Metaverse**

**Zhu Ming** Head of the Trademark Team of Chang Tsi & Partners

# Breakout Session 5

## GI Protection and High-Quality Industrial Development

December 1 09:00-12:00

In the new era, Chinese government attaches great importance to the protection and utilization of geographical indications. The Outline to Boost China's Competitiveness in the Area of Intellectual Property (2021-2035) and the National Plan for the Protection and Utilization of Intellectual Property During the 14<sup>th</sup> Five-Year Plan Period set up new goals in legislation for geographical indications, brand building, development of characteristic industries, mutual recognition and protection of products, and international cooperation, with the future of the industrial development charted. In the future, the protection and utilization system of geographical indications will be further improved. The geographical indications will be under better protection, and products bearing geographical indications will have their intrinsic values enhanced. There will be the organic combination of geographical indications with the development of characteristic industries, the ecological civilization construction, the historical and cultural heritage, and the rural vitalization. Since CNIPA restructuring in 2018, what has new progress been made in the protection of geographical indications? How are the role of geographical indication protection better leveraged in enhancing people's life quality and advancing the high-quality development, and from poverty alleviation to rural vitalization and from addressing the basic everyday needs to boosting industrial development? How could geographical indications promote the industrial upgrading? With a foresighted perspective, this session will provide the latest industry information and the policy interpretations for the administrators and operators of geographical indications.

- Enhancing GI protection, promoting high-quality development of GI
- Protecting GI to create the best business environment
- Building GI brands and supporting the rural vitalization
- Creating the new development paradigm and developing the new advantages of GI products in competition
- Strengthening the GI public service capacity

### **Coordinator: Huang Xiantao**

General Manager of Beijing Hicn Intellectual Property Consulting Co., Ltd.

### **Enhance GI Protection to Promote High-Quality Development**

**Wang Chen** Director of the Geographical Indications and Official Signs Protection Division of the Intellectual Property Protection Department, CNIPA

### **GI in France: A Tool for Rural Development**

**François Blanc** Agricultural Counsellor, Regional Economic Department, French Embassy in China

### **High-Quality Development of GI Products with Digital Capability**

**Zuo Chenming** Senior Expert of AliResearch, Director of Ailibaba Research Center for Rural Dynamics

### **Exploration and Practice in Industrial Operation of Geographical Indications**

**Bai Zhiyun** CEO of COFCO ZHIHUI Ltd.

### **Inclusive Digital Community to Boost Rural Revitalization**

**Xi Xiangde** Content Planning Director of Kwai Technology Co., Ltd

### **Experience in Creating GI Certification Marks for Lobsters in Xuyi County**

**Zhang Chengdong** Vice President of Jiangsu Xuyi Lobster Association, Vice President and Secretary-General of Jiangsu Festivals & Events Association



# Breakout Session 6

## Consolidating the Foundation with IP, Creating Promising Prospect for Mobile Communication

December 1 09:00-12:00

Currently, the new economy, especially digital economy, is expanding rapidly and keeps spawning new industries, new business forms and new business models. As the new generation of information and communication technology (ICT) that ignites the industrial reform of digital economy, 5G is the main arena where the world's leading communication enterprises face intense competition over patent commercialization. The early planning and deployment of 6G technologies will be the key area in which great efforts should be made in the next two decades. The application of 5G patent technologies promotes the merging of ICT with real economy, especially manufacturing industry, and generates the new digital application scenarios, thus offering a vigorous support for economic development by improving quality, efficiency and driving force. With the focus on the IP protection and application of the latest mobile communication technologies, this session will bring together experts from the enterprises along the whole industry chain, including operators, chip manufacturers, equipment manufacturers and service providers to exchange views on the right implementation and strategic layout of standard-essential patents (SEP), seek the balance between innovation protection and commercial value. Besides, this session will explore how to leverage the construction of upstream basic environment along the industry chain and further promote the application and innovation of mobile communication technologies. This session will also discuss how the patent commercialization contributes to the transformation of the business models in terms of terminals and application scenarios, and thus promotes the industrial innovation and digitalization.

- Information foresight: Global IP strategy and prospect of the emerging mobile communication technologies
- Coordinated development: New commercial application scenarios enriched by the use of the emerging mobile communication technology patents
- Intensive discussion: Top-level design and implementation of the standard-essential patents (SEP)
- Interconnection: Ways to balance innovation and protection

### **Coordinator: Li Wenyu**

Director of the Intellectual Property Center of China Academy of Information and Communications Technology (CAICT)

### **New Era of Internet of Everything—Wireless Technology Innovations and Patent Protection**

**Wang Xin** Director of the Wireless Technology Intellectual Property Department Huawei Technologies Co., Ltd.

### **Strive Forward in Innovation and Usher in the Future**

**Chris Longman** Vice President and Legal Counsel of Qualcomm

### **Building a Landscape of Comprehensive Protection of New Intellectual Property in the Global 5G Era**

**Liu Zhen** General Manager of Legal Department of Xiaomi Group

### **Calculation of SEP Royalty Rates Based on Cost Accumulation**

**Song Hefa** Deputy Dean of the School of Intellectual Property, University of the Chinese Academy of Sciences, Head of the Intellectual Property Research and Training (Center) of the Chinese Academy of Sciences

### **Balance of SEP Ecosystem—Discussion on SEP Policies in Various Countries**

**Chen Xin** Deputy Director of Electrical Patent Department, CCPIT Patent and Trademark Law Office

### **New Development of SEP Disputes in China**

**Zhang Jian** Partner of Han Kun Law Offices

# Breakout Session 7

## Boosting Market Vitality by Strengthening Trademark Protection

December 1 13:30-17:00

Trademarks improve enterprises' competitiveness and brands forge a prosperous market. An enterprise can hardly build its trademark and brand successfully unless government offers support and guidance. In recent years, China has introduced and implemented the trademark and brand strategy. Specifically, efforts were made to crack down on the trademark infringements, advance the implementation of the Establishment Standard for Trademark Infringement and the Judgment Standard for the Common Trade Infringements, and improve the coordination and linkage between IP law enforcement standard and judicial adjudication. A series of campaigns were launched to combat malicious brand registration and hoarding with a "zero-tolerance" stance to create a fair and orderly business environment. In this context, to promote the high-quality brand building work, how do we reinforce the protection of famous trademarks and consolidate the foundation of brand building? How can multinationals establish their unique brand advantages in China's market by developing diversified trademark strategy more effectively? How can small and medium-size enterprises and start-ups create their trademark systems to defend the results of their brand-building work? This session will invite the representatives from CNIPA, court, domestic and foreign companies, and industry associations to discuss about these topics.

- Interpretation of policy and enforcement criteria of the Establishment Standard for Trademark Infringement and the Judgment Standard for the Common Trade Infringements
- Interpretation of the cases of malicious trademark registration and hoarding
- Whole-chain protection of the famous trademarks
- Trademark strategies of multinationals
- Trademark strategies of SMEs

### Coordinator: Jiang Xiangwei

IP Director of Siemens Ltd., China

### Enhance Administrative Protection of Trademarks to Escort Innovation and Development of Enterprises

**Xiao Niezun** Third-level Researcher of the Law Enforcement Guidance Office of the Intellectual Property Protection Department, CNIPA

### Protection of Business Marks and Well-known Trademarks

**Song Jian** Former Senior Judge of Jiangsu Higher People's Court, Expert in Trial Practice Nationwide

### Calculation of Damages for Trademark Infringement

**Liu Li** Judge of the Intellectual Property Tribunal, the Higher People's Court of Jiangsu Province

### Crack Down on Malicious Squatting for Better Business Environment

**Bai Yajun** Chair of Intellectual Property Rights Working Group, European Union Chamber of Commerce in China (European Chamber), Head of IP China, Siemens Healthineers

### Trademark and Brand Management in the Digital Age

**Zhu Fengchun** Senior Legal Counsel of Trademark & Brand Management, Douyin Group

### Crack Down On Malicious Trademark Applications and Trademark Hoarding

**Frank LIU** Senior IP Manager of Emerson Electric (China) Holdings Co., Ltd.

### Branding Strategy-Based Reflections on Trademark Protection of Enterprises

**Zhang Xude** Director of Brand Protection, VIVO

### Trademark Protection in ECOVACS—Protection of Well-known Trademarks

**Yue Qiang** Intellectual Property Director, ECOVACS Robots

### How does Trademark Big Data Support Brand Strategy of An Enterprise

**Meng Tan** Founder & Chairman of QuanDaShi

# Breakout Session 8

## Improving Legal System, Keeping Pace with Innovation

December 1 13:30-17:00

It's imperative to cement the legal basis and construct the legal system featuring comprehensive elements, rigorous structure and internal-external coordination to boost China's competitiveness in the area of IP. In recent years, great efforts have been made to amend the Patent Law, the Trademark Law, the Anti-monopoly Law, and other laws and regulations, and attempts have been made to formulate some special laws and regulations on geographical indications and designs and amend laws and regulations related to protecting trade secrets. The Supreme People's Court issued a series of judicial interpretations and guidance documents on IP protection and established the guiding principle of strengthening legislative and judicial work in IP protection to show China's resolution and confidence in enhancing IP protection and improving the business environment. Besides, China has got deeply involved in the global IP governance within the framework of World Intellectual Property Organization. China's entry to Hague Agreement in 2022 will help Chinese enterprises get admitted to the global system of designs. In the context of the amendments to the Patent Law and the Trademark Law, how can judicial organs identify their reach of law enforcement? How do we facilitate the formation of a rule-of-law business environment where trade secrets are respected? How should domestic and foreign enterprises respond to the amended laws in business practices? How will the law enforcers strike a balance between IP protection and anti-monopoly practice now that the new Anti-monopoly Law focuses much more on the people's daily life including Internet and medicine? How do we better introduce Chinese designs to the world under the framework of the Hague Agreement? The Session will invite the representatives from CNIPA, the people's courts and the leading companies in China and abroad to answer above questions.

- Interpretation of the key amendments to IP laws and regulations
- Judicial practices following the amendments to IP laws and regulations
- Hague Agreement to support the efficient protection of designs abroad
- Anti-monopoly practices in IP: Promoting innovation as an important goal
- Legal protection of trade secrets

### **Coordinator: Yao Huanqing**

Deputy Director of the Research Center of Civil and Commercial Jurisprudence of Renmin University of China

### **Construction of Intellectual Property Legal System in China**

**Fang Hua** Director of Division No. 1, Department of Treaty and Law, CNIPA

### **Rule-of-Law Regime of Intellectual Property Escorts Independent Technological Development**

**Ma Yide** Senior Professor and Doctoral Supervisor of the School of Public Policy and Management/Intellectual Property, University of Chinese Academy of Sciences

### **New Issues of Trade Secret Enforcement in China**

**Xu Chi** Chief Legal & IP officer, Smoore Technology

### **The Hague Agreement and Protecting Design Innovation**

**Lyu Guoliang** Expert of Hague system

### **Protection of Data Rights under Anti-Unfair Competition Law**

**He Qiong** Deputy Presiding Judge of the Intellectual Property Tribunal of Zhejiang Higher People's Court

### **Construction of Enterprise Trade Secret Management System**

**Zhang Yonghua** Partner of Global Law Office

# Release of IP Products and Services

December 1 13:30-16:10

13:30—13:50	<b>High-Value Patents Cultivation</b> <b>Chen Jianmin</b> Director of Litigation, Beijing Gaowo Law Firm
13:50—14:10	<b>Practice and Exploration of Patent Big Data Intelligent Evaluation in the Field of Technology and Finance</b> <b>Zhao Guobi</b> Associate Researcher, and Head of Product Service Center of BEIJING WIZTECH CO., LTD
14:10—14:30	<b>IPshappy Enterprise Intellectual Property Management Information Platform</b> <b>Yu Mingwei</b> CEO of IPshappy Technology
14:30—14:50	<b>Professional Quality Comes from Sunbling Service</b> <b>Lin Jiansheng</b> CEO, Shangbiao Intellectual Property Group
14:50—15:10	<b>CAS STNext: Promote the Pharmaceutical IP Development</b> <b>Cyrene Qian</b> CAS Senior Customer Success Specialist
15:10—15:30	<b>Patent Landscaping Analysis of Carbon Neutrality by LexisNexis PatentSight</b> <b>Lu Baofeng</b> IP Product Specialist of LexisNexis
15:30—15:50	<b>Questel End-to-End Global Trademark Solutions</b> <b>Ivy Li</b> Questel Trademark Sales Director
15:30—16:10	<b>Introduction of “Self-service Platform for Management of China Patent Annual Fees”</b> <b>Lu Hongwei</b> Assistant to the general manager of Beijing Guozhuan Intellectual Property Co., Ltd.

# Breakout Session 9

## AI Enabling Smart Utilization of IP Information

December 2 09:00-12:00

With the continued technological breakthroughs and the constantly increasing awareness of data value, data will become the core competitiveness of an enterprise. IP data and information utilization are important in IP public services and for connecting every link of whole IP chain for from creation to utilization, protection, and management. Under the impetus of new technologies and demands, the IP public services enjoy the continued improvement. In this context, what measures will governments take to provide more intelligent informationization services and more accessible and inclusive IP public services? How do innovative enterprises combine IP information with policies, laws, market and investment information, and even make good use of such information so as to give the value of IP information to the full play? In the landscape of IP protection, how can AI and big data be used to remove the inter-department barriers and enable interconnection online and offline? Coupled by the uninterrupted progress of such AI technologies as big data processing, cloud computing, machine learning, natural language processing and computer vision, how can we promote the development of information-oriented and intelligent IP tools and the application of AI in the IP information field? How should IP information service providers upgrade products and services to meet enterprises' ever-changing needs? How do we tap the best benefits of information utilization through the intelligent integration of information? This session will invite the representatives from government, innovative enterprises, and information service providers to deliberate on the hot topics on the utilization of IP information.

- IP public services to foster the innovative development of enterprises
- Probe into the invisible intelligence behind patent information
- Ways to maximize the efficacy of information
- Application and exploration of AI and big data by IP information service providers
- Whole-chain IP information services

### **Coordinator: Wang Miao**

Director of Department of Standard and Patent, Qingdao Haier Technology Co., Ltd.

### **Improve the Efficiency of IP Information Dissemination and Utilization to Boost Sci-Tech Innovation and High-Quality Development**

**Wang Baolong** Deputy Director of the Dissemination and Utilization Division of the Public Service Department, CNIPA

### **The Value of Intellectual Property Data in the Digital Economy Era**

**Zhang Qian** Director of Innovation and Development Research Department, Intellectual Property Center of China Academy of Information and Communications Technology

### **A Recent Study of the EPO on the Fourth Industrial Revolution**

**Yann Ménière** Chief Economist of EPO

### **Information Solutions from Patent Cost Management to Patent Asset Management**

**Liu Yang** General Manager, Beijing Guozhuan Intellectual Property Co., Ltd.

### **Digital Transformation of Legal Management in the New Situation**

**Sun Gu** General Counsel of Li Auto

### **Intellectual Property Information Is A New Engine for High Quality Development**

**Jeff Song** Corporate General Manager, Clarivate

# Breakout Session 10

## Activate IP Operating and Promote the Intensive Integration Among Industries, Universities, Research Institutions and End-users

December 2 09:00-12:00

To build a technological innovation system with enterprises as main players and market as guidance, and featured by the deep integration of enterprises, universities and scientific research institutions and end-users, it's necessary to improve the market-oriented mechanism in technological innovation, consolidate the enterprises' role as an innovation entity, and encourage all the innovation elements to assemble in the enterprises. To fully leverage the synergy effect among enterprises, universities, research institutes and end-users, we should take measures in the following two aspects. On one hand, it's important to accelerate the incubation, transformation, protection and utilization of technological innovation achievements of universities and scientific research institutions, and complete the technological innovation chain ranging from labs to factories. On the other hand, cored with upgrading of strategic industries and the demands of those leading enterprises, the coordinated and interactive cultivation project of high-value invention patents are promoted, so that both quality and quantity of them are boosted. In this context, how will the industrial and technological upgrading go further by taking advantage of the deep integration of enterprises, universities, scientific research institutions and end-users, so as to strengthen the IP portfolio planning of basic, cutting-edge, key and core technologies? How will universities align their technological innovation with the demands from enterprises and market and enhance the IP transfer and transformation efficacy? How will the sound IP management system be created across enterprises, universities and scientific research institutions so that they as well as allocation system of IP-related benefits improved? How will the IP professionals with interdisciplinary background be cultivated to explore the new perspectives for the deep integration of enterprises, universities, scientific research institutions and end-users? The session will focus on these topics and dig into the characteristics of IP operation in the deep integration model.

- Improving efficacy of patent transfer and transformation of universities, and improving IP operating and linking mechanism
- Building the whole-chain IP system involving enterprises, universities, research institutes and end-users
- Boosting both quality and quantity of IP creations, and promoting the enterprises' innovative development
- Promoting the intensive integration among industries, universities and research institutions, and cultivating IP talents with interdisciplinary background

### Coordinator: Shi Wei

Professor at Shandong University School of Law, Doctoral Supervisor

### Policies for Promoting Commercialization and Utilization of Intellectual Property and Their Evolution

**Chen Mingyuan** Director of the Operation System Division, Intellectual Property Utilization Promotion Department, CNIPA

### Vitalize Sci-Tech Innovations of Universities to Promote Industry-University-Research Cooperation and Commercialization of Sci-Tech Achievements

**Jin Tongtong** Acting Senior Project Director of the Industry-University-Research Cooperation Research Development Division, Center for Scientific Research and Development in Higher Education Institutes, Ministry of Education

### Innovate in the Right Track, Be Practically Minded, and Strive to Promote IP Innovation and Transformation of Sci-Tech Achievements for Colleges and Universities

**Jin Sun** Director of Advanced Industrial Technology Research Institute, Deputy Director of Office of Research Management, Professor at School of Mechanical Engineering, Shanghai Jiao Tong University

### Enlightenment of the Value of Patent Licensing to Industry-University-Research Cooperation

**Xu Ran** Manager, IP Strategy Department, Xiaomi Group

### Practice the Whole Process Management of Intellectual Property, Promote Intellectual Property Transfer and Transformation

**Du Wei** IP Manager, Dalian Institute of Chemical Physics, Chinese Academy of Sciences

### Cultivation and Application of High-Value Patents Under Industry-University-Research Cooperation—Taking Medium-Deep Geothermal Energy as an Example

**Li Long** Technical Officer of Shuangliang Group Low Carbon Industry Technology Research Institute

### Intellectual Property Information Services Help Improve the Quality of University Patents

**Zhang Changyuan** Region Manager of University Business, Patsnap Information Technology (Suzhou) Co., Ltd.

# Breakout Session 11

## Rise of New Business Formats and Frontier Exploration of Patent

December 2 09:00-12:00

With the rapid economic development in recent years, the market entities in China have kept expanding, and the online and offline markets get integrated faster, thus spawning many new fields and business formats. The rise of new business formats including AI, big data and gene technology have resulted in many new types of IP-related problems. However, patent laws and regulations often lag behind innovation. Such problems as the identification of patent objects, determination of right border, trademark abuse, monopoly of rights, regulatory standard, and judicial adjudication have triggered the thoughts and deliberation on how the IP protection system may get better adapted to the development of new technologies and how different IP tool may be properly employed to conduct IP protection and innovation. Given the challenges in IP protection regarding new business formats, how can the data and information generated by intellectual labor be safely protected and utilized? How do we balance the exclusive rights and sharing of intellectual results while the innovation efficiency of new models is guaranteed? What actions should regulators take to promote the well-regulated development of new business formats? How can the enterprises in the new business formats design and adjust patent strategies and management models? This session will invite those who are intimate with the cutting-edge technologies and problems to discuss about these problems and boost the construction of IP rules and system in the new business formats.

- Creation of IP rules and system in new business formats
- IP protection-innovation tradeoff in the new business formats
- Patent strategy and management innovation based on new business formats
- Patent protection practices for cutting-edge technologies

### **Coordinator: Cui Lingling**

General Manager of Patent Department of Baidu Group

### **The Latest Revision of Patent Examination Guidelines**

**Zhou Hubin** Director of Examination Guidelines Division, 2<sup>nd</sup> Inspector of the Patent Examination Affairs Administration Department, CNIPA

### **Special Evaluation of Innovative Medical Devices and IP-Related Requirements**

**He Weigang** Senior Engineer, Deputy Director of the Center for Medical Device Evaluation, NMPA

### **Open Cooperation on Intellectual Property Promotes High-Quality Development of AI Industry**

**Cui Lingling** General Manager of Patent Department of Baidu Group

### **IP Strategy and Management Innovation Based on New Industry Trend**

**Zhao Dawu** IP Director of Guangzhou Xiaopeng Motors Technology Co., Ltd.

### **Report Release: Report on High-Value Patents in the Field of Artificial Intelligence**

**Huang Ying** Director of the Patent Protection Association of China

### **The New Ecology of Intellectual Property Under New Forms of Business**

**Bai Yajun** Chair of Intellectual Property Rights Working Group, European Union Chamber of Commerce in China (European Chamber), Head of IP China, Siemens Healthineers

### **Reflections and Practice: Enterprise IP Management in New Business Format**

**Lu Yuan** IP Director of Kuaishou Technology

### **Patent Protection of AI**

**Zheng Minjia** AP Patent Counsel of IBM

### **Protection and Use of Patent for CRISPR Gene Editing**

**Wang Kuan** IP Director of Shandong Shunfeng Biotechnology Co., Ltd.

## **GI Concurrent Event**

## **Match-Making Fair of China's GI Products**

**December 2 14:00-17:00** (closed-door session)

**Hosted by: Bank of China Suzhou Branch, Intellectual Property Publishing House Co., Ltd.**

This match-making event intends to provide a special occasion for suppliers and demanders of geographical indication products to meet. Enterprises with geographical indication products, taking the advantage of such a platform, may have more resources channeled to them. Our ultimate goal is to help the geographical indication industry upgrade and see the rural revitalization strategy implemented. This whole event will be held online at the “BOC E-Cooperation Service” platform of the Bank of China.



主办方

Host



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**HAN KUN**  
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Han Kun Law Offices

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请访问: [www.hankunlaw.com](http://www.hankunlaw.com)

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# 专利商标参展商

## Patent and Trademark Exhibitors





## 参展商名录 (按照拼音字母顺序排列)

## Exhibitors (Alphabetical order in Pinyin)

参展商名称	展商定位	联络方式
北京大为知创科技有限公司 DAWEISOFT CO., LTD	数据方案咨询	www.daweisoft.com 18701248686
北京国知专利预警咨询有限公司 Beijing Guozhi Patent Warning Consulting Co.Ltd	真诚卓越创新	www.patentwarning.com.cn 010-53960828
北京国专知识产权有限责任公司 Guozhuan Intellectual Property CO.,LTD.	专利年费服务	www.guozhuan.com info@guozhuan.com
北京合享智泉科技有限公司 incoSpring	专利年费代缴	www.incospring.com.cn 010-88865632
北京康信知识产权代理有限公司 Kangxin Partners, P.C.	全产业链服务	www.kangxin.com event@kangxin.com
北京蓝灯鱼智能科技有限公司 Beijing lanternfish Intelligent Technology Co. Ltd.	专利商标工具	www.lanternfish.cn service@lanternfish.cn
北京摩知轮科技有限公司 Beijing Mozlen Tech. Co.,Ltd.	商标大数据	www.mozlen.com 18618171928
北京墨丘科技有限公司 Beijing MQPat Technologies, Co. Ltd.	SEP 对标无效	www.ip.mqpat.com 13683600172
北京如文思科技信息咨询有限公司 RWS	全球知产专家	www.rws.com Elfie.Yang@rws.com
北京三聚阳光知识产权服务集团有限公司 Sunshine Intellectual Property International Co., Ltd	创新保护专家	www.ipsunshine.com marketing@ipsunshine.com
北京三友知识产权代理有限公司 Beijing Sanyou Intellectual Property Agency Ltd.	创建百年品牌	www.sanyouip.com sanyou@sanyouip.com
北京芯愿景软件技术股份有限公司 Cellixsoft Corporation	芯愿景软件	www.cellixsoft.com gujl@cellixsoft.com
北京新发智信科技有限责任公司 Beijing IDIT Technology Co.,Ltd.	知产信息化	www.bjjidit.com 010-61073107
北京信智睿通信息技术有限责任公司 Bei Jing Xinzhiruitong Information Technology Co., Ltd	信息化服务	xinzhiruitong@cnpat.com.cn
北京聿宏知识产权代理有限公司 YUHONG IP LAW FIRM	知识产权法律	www.yuhongip.com office@yuhongip.com
北京钰霖知识产权代理有限公司 Li & N Intellectual Property Agency Ltd	知产代理机构	www.linnip.com info@linnip.com
本质有限公司 PROPERTY CO.,LTD	知识产权咨询	www.property.ne.jp info@property.ne.jp
成都创思立信信息技术有限公司 EC Innovations, Inc.	专利翻译公司	www.ecinnovations.com.cn info@ecinnovations.com
成都朗恒智讯科技有限公司 LHIPS (Chengdu) Co., Ltd.	知产数据服务	www.lighthouseip.com sxu@lhips.cn

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国家知识产权局专利检索咨询中心 Patent Search and Consultation Center of CNIPA	专注专业检索	www.patent.com.cn jiansuochu@patent.com.cn
韩国知识产权服务协会 Korean Association for Intellectual Property Services	韩国知识产权	www.kaips.or.kr ipleader@kaips.or.kr
韩国专利信息网 KIPI	韩国知识产权	www.kipi.or.kr cleankipi@kipi.or.kr
禾润科晟（苏州）知识产权运营有限公司 ORI ( Suzhou ) Intellectual Property Operation Co., Ltd.	资本科创融合	www.oriip.com oriip@oriip.com
华亿认证中心有限公司 Huayi Certification Center Co., Ltd	贯标 ISO	www.hyrzzx.com 13056693322
环球汇通专利年费代理有限公司（优蚁网） Global Patent Annuity Fees Payment Agency Co., Ltd.	年费管理专家	www.zhimy.net pat-annuity@hqht-online.com
江苏佰腾科技有限公司 Baiten	知识产权数据	baiten.cn 0519-88238072
江苏省舜禹信息技术有限公司 Jiangsu Sunyu Information Technology Co., Ltd.	知产全球化	www.sunyu.com pat@sunyu.com
科医达商务咨询（上海）有限公司 Codex Scientific (Shanghai) Co., Ltd.	翻译本地化	www.codex-sci.com Info@codex-sci.com
科知信思信息服务（上海）有限公司 QUESTEL	科技加速创新	www.questel.com yaqing.he@questel.com
励德爱思唯尔信息技术（北京）有限公司 LexisNexis IP	让创新更清晰	www.lexisnexisip.cn info-gcn@lexisnexis.com
美国化学文摘社 CAS	科技信息服务	www.cas.org china@acs-i.org
美国质高专利商标律师事务所 Bayramoglu Law Offices LLC	欧美涉外代理	www.bayramoglu-legal.com 18815996672
内蒙古中知泓德知识产权服务有限公司 Inner Mongolia Zhongzhihongde Intellectual Property Service Co., Ltd	青城知声	www.hhhttp.cn shenwei_work@163.com
欧洲爱谱仕德知识产权事务所 IPSIDE	欧洲领先知产	www.ipside.com 19150112216
葡萄牙英闻达国际知识产权律师事务所 Inventa International	欧洲非洲知产	www.cn.inventa.com 15274670288
青岛果子科技服务平台有限公司 Qingdao Guoziip technology services Co., Ltd.	运营服务商	www.guoziip.com 18866275653
日本虎威国际知财株式会社 TRY International IP Service Co., Ltd.	日韩知财服务	www.tryiip.jp work@tryiip.com
日本园田小林辩理士法人 Sonoda&kobayashi intellectual property law	日本园田小林	www.patents.jp ewan@patents.jp

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上海百一知识产权代理有限公司 Foridom IP Law Firm	专业全面系统	www.foridom.com foridom@foridom.com
上海弼兴律师事务所 Shanghai Beshining Law Office	知产及法律	www.beshininglaw.com law@beshininglaw.com
上海晨辉商务咨询有限公司 Langtech	专利出海翻译	www.chenhuitrans.com mike.sheng@chenhuitrans.com
上海段和段律师事务所 DUAN&DUAN	法律维权诉讼	www.duanduan.com yyinhuan@126.com
上海光华专利事务所 JZMC Patent and Trademark Agency	国际性综合性	www.iprtop.com 13651741972
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上海专信译腾信息科技有限公司 Shanghai Zhuaxinyiteng Information Technology Co., Ltd	翻译检索培训	www.cnpat.com.cn maxiaofen@cnpat.com.cn
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深圳市贝思兰德科技有限公司 Shenzhen Baseland Technology Co.,LTD	专利管理系统	www.baselandtec.com 13129575259
深圳市唯德科创信息有限公司 Shenzhen Wade Innovation Information Co.,Ltd.	知产管理系统	www.wadeinfo.com 15914084775
沈阳金石智权网络技术有限公司 Golden IPR Network Technology Co., Ltd.	知识产权系统	www.giprnt.com mail@giprnt.com
沈阳雅译网络技术有限公司 Shenyang YaTrans Network Technology Co., Ltd.	机器翻译服务	niutrans.com service@niutrans.com
思迪软件科技（深圳）有限公司 RWS Language Services and Technology	专利翻译系统	www.RWS.com chinamktg@rws.com
思玛特知识产权（苏州）有限公司 Simate Intellectual Property (Suzhou) CO.,LTD.	国际商专检索	www.smtip.com smt23@smtip.com
苏州兰登紫金信息技术有限公司 LZ INNOVATION	专利检索分析	www.lz-inno.com search@lz-inno.com
索意互动（北京）信息技术有限公司 Patentics (Beijing) Information Technology Co., Ltd.	智能语义检索	www.patentics.com 400-6006-202
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唯薄思全球专利数据库 WIPS Co.,Ltd	全球专利服务	global.wipscorp.com 17310026916

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优选字符人工智能技术（北京）有限公司 Youxuanzifu AI Technology (Beijing) Co., Ltd	专利翻译专家	<a href="http://www.youxuanzifu.com">www.youxuanzifu.com</a> fy@youxuanzifu.com
长城计算机软件与系统有限公司 Great Wall Computer Software & Systems Inc	重塑企业价值	<a href="http://www.gwssi.com.cn">www.gwssi.com.cn</a> 18518133875
中国专利信息中心 China Patent Information Center ( CNPAT )	专利信息服务	<a href="http://www.cnpat.com.cn">www.cnpat.com.cn</a> lilei@cnpat.com.cn
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# 地理标志参展商

## Exhibitors of Geographical Indications



## 地理标志参展商名录 (按照拼音字母顺序排列)

### GI Exhibitors ( Alphabetical order in Pinyin )

参展商名称	联络方式
北京海中知识产权咨询有限公司	hxt1228@163.com
顶能科技有限公司	1223770114@qq.com
东海县恒达珠宝有限公司	1138517084@qq.com
阜宁县粮食行业协会	v1nsonlee@qq.com
广东鸿雁茶业有限公司	812810754@qq.com
广东省地理标志产业发展有限公司	hxt1228@163.com
广东省地理标志协会	msc@gdgia.org.cn
高邮市强农特种水产养殖专业合作社	24692249@qq.com
高邮市明杰稻米加工专业合作社	759691046@qq.com
高邮市袁氏食品有限公司	243928375@qq.com
化州市万添生物科技发展有限公司	moyucheng@wantian.onaliyun.com
化州市益利化橘红专业合作社	wyza888@126.com
汉中市茶业协会	55800882@qq.com
化州化橘红药材发展有限公司	hjh7312133@163.com
海安市润海现代农业发展有限公司	359915769@qq.com
江门丽宫国际食品股份有限公司	124613710@qq.com
江苏亦鲜大闸蟹有限公司	961678167@qq.com
句容市西冯花草木协会	1017511525@qq.com
句容市丁庄万亩葡萄专业合作联社	1017707221@qq.com
江苏圆绿食品有限公司	1453873166@qq.com
句容市天王镇戴庄有机农业专业合作社	13775381555@163.com
江苏射阳大米集团有限公司	615187701@qq.com
江苏黎明食品集团有限公司	lmfood@163.com
江苏固城湖水产市场股份有限公司	1534388219@qq.com

靖江市南园宾馆	965254996@qq.com
江苏银宝控股集团有限公司	348426993@qq.com
江苏天勇黄桥烧饼文化发展有限公司	547965249@qq.com
江苏汤沟两相和酒业有限公司	550237741@qq.com
江苏恒顺醋业股份有限公司	520303743@qq.com
靖江市徐家蔬菜种植专业合作社	981823740@qq.com
江苏荷仙食品集团有限公司	gj@thfood.net
江苏中洋集团股份有限公司	425289504@qq.com
连云港海娃食品有限公司	1445776725@qq.com
连云港赣榆浩港水产品有限公司	994081735@qq.com
连云港悦骐食品有限公司	597280903@qq.com
茉莉六合（南京）农业发展有限公司	315351334@qq.com
南京平山林场发展有限公司	673828036@qq.com
南京桂花鸭（集团）有限公司	wanglimen20@163.com
南京云锦研究所有限公司	1377717024@qq.com
南通本蓝工艺品有限公司	718358814@qq.com
启东市高效设施农业协会	823897281@qq.com
铸丽香（广东）现代农业科技有限公司	242762031@qq.com
如东县狼山鸡协会	1146311143@qq.com
陕西齐峰果业有限责任公司	2560323739@qq.com
苏州市吴中区东山镇农林服务站	1209219187@qq.com
苏州市吴江区震泽蚕丝同业公会	564581724@QQ.com
苏州市吴中区洞庭山碧螺春茶业协会	2991739693@qq.com
苏州市吴中区农技植保推广站	nyncj.zbz@szwz.gov.cn
泗洪县绿康洪泽湖大闸蟹股份有限公司	1084316863@qq.com
泗洪县稻米协会	1744631181@qq.com
苏州苏绣小镇发展有限公司	471191296@qq.com
上禾智慧（山东）知识产权运营有限公司	39378117@qq.com

苏州弥惟文化艺术有限公司	mewearth@126.com
唐县天农产品农民专业合作社	420886815@qq.com
太仓市金满仓粮食专业合作联合社	yyj8919@qq.com
无锡市惠山区阳山水蜜桃农协会	479096543@qq.com
兴化市大米行业协会	1059540903@qq.com
徐州康汇百年食品有限公司	961628149@qq.com
徐州国利食品有限公司	946227258@qq.com
新沂市阿斗湖农业发展有限公司	xysahz@126.com
徐州银杏源生物工程有限公司	1005166294@qq.com
鑫缘茧丝绸集团股份有限公司	359915769@qq.com
西安正达农业科技有限公司	413193702@qq.com
英德积庆里茶业有限公司	2816278251@qq.com
英德英玖红茶业有限公司	3032176517@qq.com
扬州漆器厂有限责任公司	137160224@qq.com
肇庆市皇中皇裹蒸粽有限公司	502202826@qq.com
镇江金山翠芽茶业股份有限公司	951264379@qq.com
镇江市醋业协会	zjscx85222438@163.com
镇江刘恒记食品有限公司	lx@liuhengji.com
镇江金山寺食品有限公司	627591839@qq.com
镇江丹和醋业有限公司	397275927@qq.com
镇江市恒升酿造有限公司	1540214493@qq.com
镇江市恒兴醋业有限公司	707556174@qq.com
中茶（北京）连锁商业有限公司	594012357@qq.com
中宇恒泰（北京）地理标志科技有限该公司	2970944071@qq.com



## 中国地理标志产品撮合对接会参会名单 (排名不分先后)

Company List in the Match-Making Fair of China's GI Products (In Random Order)

企业名称	主营产品 / 企业定位
广州萝峰山科技有限公司	荔枝、萝岗糯米糍
江苏射阳大米集团有限公司	大米
化州化橘红药材发展有限公司	化橘红、橘红干制品
徐闻县诺香园农产品专业合作社	水果
唐县天农果品农民专业合作社	红枣及制品
壮元海国际贸易(大连)有限公司	海水养殖贝类
石家庄赵县冀华星果品专业合作社	赵县雪花梨
内蒙古纳奇农副产品有限公司	葵花籽、花生及其炒货制品
射阳县达康农业科技有限公司	茶叶
北京知人甄选官微店	赣南脐橙、沱湖螃蟹
湛江鲜源商贸有限公司	生蚝
农好康(福建)网络科技有限公司	农产品
赤峰农牧业产业化龙头企业协会	赤峰小米、赤峰绿豆、赤峰牛肉、赤峰羊肉
五常福兴精制米有限公司	五常大米
智慧绿林山(湖北)地理标志产业有限公司	农产品
井陘窑文化研究会	陶瓷制品
青海互助天佑德青稞酒股份有限公司	白酒
鄂托克前旗肉羊协会	鄂托克前旗羊肉
涑源谷润农副食品有限公司	涑源小米
江苏九如食品有限公司	糕点
苏州长申商贸有限公司	大型商超
昆山商厦股份有限公司	大型商超
苏州晶汇置业有限公司	大型商超
江苏华佳丝绸股份有限公司	电商平台
苏州市山水丝绸有限公司	电商平台
常熟市新合作常客隆购物广场有限公司	大型商超

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