



Research on the Current Situation and Trend of Intellectual Property Rights Protection in Guangxi

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Abstract: During 2016-2020, Guangxi has built a powerful intellectual property zone, which it was deeply integrated by intellectual property, economic and social development. During 2021-2025, in order to play important the role of intellectual property rights in promoting the economic and social development, what policies the government should formulate and implement have become one of the important tasks of the ruling work. The present study seeks to offer insights into possible reasons for the possible paths of future development by reviewing prior literature on intellectual property rights in China-Guangxi. Based on the analysis of the achievements and shortcomings of the three aspects of intellectual property protection and development in Guangxi, this paper puts forward four suggestions, namely, to build a public service system of intellectual property for the benefit of the people, and to innovate the information service model; Build a humanistic and social environment to promote the high-quality development of intellectual property; Create talent development environment and attract high-quality talents; Actively participate in international intellectual property exchanges and cooperation, expand the opening up of intellectual property fields, carry out high-quality RCEP related work, and promote the high-quality development of intellectual property in Guangxi. This study uncovers possible differences with public perspectives in other regions and points to mechanisms (political, economic, cultural, and institutional) that may foster transitions over time in both formal intellectual property rights regulation and in the public perception of intellectual property rights Guangxi.

Keywords: Intellectual Property Rights, Economic and Social Development, Intellectual Property Rights Protection

1. Overview of Guangxi

Guangxi Zhuang Autonomous Region shortly referred to as Gui, with the capital of Nanning City, has 14 prefecture-level cities. It is one of the five ethnic minority autonomous regions in China and the only coastal autonomous region in China. Located in the west of South China, it is near the Beibu Gulf in the south, faces Southeast Asia, and is adjacent to Vietnam in the southwest, which is the most convenient passage to the sea in Southwest China and plays an important role in the economic exchanges between China and Southeast Asia. The permanent resident population of Guangxi is 50.37 million (2021), with an area of 236,700 km². The GDP of the region was RMB 2,474.09 billion Yuan (2021), increased by 7.5% year-on-year, and the per capita GDP was RMB 49356.55 Yuan (2021), actually increased by 7.8% year-on-year [1-3].

2. Intellectual Property Rights Protection and Present Situation in Guangxi

During the period of the 13th Five-Year Plan, Guangxi highlighted the main line of deep integration of intellectual property rights and economic and social development, focusing on Beibu Gulf Economic Zone and Xijiang Economic Belt and advanced manufacturing industry and strategic emerging industries. It took intellectual property rights protection, management and service capacity promotion as an important fulcrum and deepening institutional and mechanism reform as the driving force, which comprehensively improves the comprehensive strength of intellectual property rights and accelerates the formation of international cooperation and exchange characteristics of intellectual property rights facing ASEAN

and serves the construction of “The Belt and Road” [4]. After the construction of the 13th Five-Year Plan, Guangxi has achieved significant achievements in the reform of important fields and key links of intellectual property rights in 2020. The number of inventions and creations increased significantly, the quality was significantly enhanced, the intellectual property rights protection system was basically improved, and the environment was further optimized. The regional international cooperation and exchange features of intellectual property rights oriented to ASEAN were initially completed, the contribution of intellectual property rights to the economic and social development was significantly improved, and the intellectual property rights power zone with strong comprehensive strength was basically built. In 2020, there was 1.42 patents for high-value inventions per ten thousand people, 402 applications for PCT international patent cooperation treaties, 295,800 valid registered trademarks, 211 international registered trademarks in Madrid, 164 geographical indication trademarks, 2 projects for promoting the application of geographical indications and the protection demonstration zone, and the registered amount of intellectual property rights pledge financing was RMB 3 billion Yuan. The latest published data show that, as of June 2022, there were 30,481 effective invention patents in Guangxi, with a year-on-year growth of 12.59%. Among them, 2,380 valid invention patents lasting for more than 10 years (including 10 years) were valid invention patents, accounting for 7.81% of the total effective invention patents in Guangxi; 783 patent applications for PCT, with a year-on-year growth of 75% in the first half year; 432,500 valid registered trademarks, with a year-on-year growth of 26.66%, ranking the third place on the increase rate in the country; the total registered (enrolled) geographical indications of Guangxi has reached 346, among which 165 agricultural geographical indications were ranked sixth in the country [3, 5].

3. Problems of Intellectual Property Rights Protection and Development in Guangxi

- 1) The public service capability of intellectual property rights needs to be improved continuously.

Compared with eastern China, there are gaps in intellectual property rights informatization, intelligent infrastructure construction; intellectual property rights public service matters, public service standards, intellectual property rights public service resources supply, public service quality and level, innovation resource allocation efficiency and utilization benefit [6, 7].

- 2) Talent attractiveness needs to be improved.

Intellectual property rights service institutions lack high-end talents, the construction of intellectual property rights talent team lags behind, the integration mechanism of industry-university-research is not close, and the

attractiveness of preferential policies is still worth discussing [8, 9].

- 3) The opening-up of intellectual property rights should also increase the pace of “going out”.

The intellectual property rights policies and measures need to be improved to increase the effect of intellectual property rights protection and application efficiency, which helps enterprises find overseas intellectual property rights information quickly and accurately before “going out” or after the dispute, breaks the information barrier of “going out” link, and reduces the cost of protecting rights [9, 10].

4. Goals for Intellectual Property Rights Protection and Development of Guangxi During 2021-2025

Taking the overall strengthening of intellectual property rights protection as the main line, building a strong characteristic intellectual property rights zone as the overall objective, and reform and innovation as the fundamental motive force, Guangxi should comprehensively improve the level of intellectual property rights creation, application, protection, management and service, and continuously implements and advances the new pattern of intellectual property rights development [11]. By 2025, there should be 2.5 patents for high-value inventions per ten thousand people, 500 applications for PCT international patent cooperation treaties, 530,000 valid registered trademarks, 250 Madrid international registered trademarks, 200 geographical indication trademarks, 30 geographical indication promotion projects and protection demonstration areas, and the registered amount of intellectual property rights pledge financing reached RMB 10 billion yuan, respectively, increasing by 76%, 24%, 79%, 18%, 21%, 1400% and 233% compared with 2020 [12-14].

5. Suggestions on Protection and Development of Intellectual Property Rights in Guangxi

- 1) Build an intellectual property rights public service system that is convenient for and beneficial to the people, and innovate the information service mode.

Strengthen public service supply construction, specially strengthen intelligent construction, upgrade and transform public service system, explore multiple service modes, and realize effective complementarity of online and offline services and improve service efficiency; continuously promote cross-department linkage cooperation mechanism, smooth business coordination channels, form service synergy, improve service level of “One number unified to external problems” and improve public satisfaction; strengthen data mining utilization, analyze public demand, promote information sharing, improve service accuracy and improve sense of gain for the public [15-17].

- 2) Construct a humanistic social environment that promotes the high-quality development of intellectual property rights, and create a talent development environment and attract high-quality talents.

In terms of concrete measures, the first is to establish a talent training mechanism, strengthen internal training and introduce intellectual property rights talents, and provide economic and policy support to innovative talents and teams to encourage and stimulate innovative enthusiasm. Second, to stress intellectual property rights management further, incorporate it into the work objectives of the whole year, build the intellectual property rights department as a key department, improve the strategic awareness of intellectual property rights, and rationally plan the declaration and management of intellectual property rights [16]. In the early stage of independent research and development, through retrieval and analysis of relevant intellectual property rights information of products, timely grasp the status quo of intellectual property rights in relevant fields and avoid potential risks of intellectual property rights. Thirdly, to mould cultural ideas, construct cultural communication matrix, give full play to the role of core intellectual property rights, thus further mobilize enthusiasm for creative activities [18].

- 3) Actively participate in international intellectual property rights exchange and cooperation, expand the opening-up of intellectual property rights field, and implementing RCEP and its related work with high quality.

Promote the construction of international intellectual property rights support system, expand opening up, implement more proactive opening-driven strategy, and participate in the construction of "The Belt and Road" deeply. With the implementation of Guangxi's opening strategy, the intellectual property rights system should be fully utilized to help enterprises develop international market and ensure escort for them. First, to support enterprises to carry out micro-navigation of patented products and overseas patent layout and to improve the R&D level of enterprises and the foundation for intellectual property rights creation and application. The second is to build a "going out" intellectual property rights protection service system. To establish foreign-related intellectual property rights protection assistance center, which absorbs and trains talents who are familiar with international intellectual property rights law, and to set up foreign-related intellectual property rights protection assistance service team, and to establish cooperation mechanism with foreign intellectual property rights administrative departments on intellectual property rights protection service [19, 20]. Third, to build the public information service platform of RCEP trade intellectual property rights in Guangxi, which provides information consultation for enterprises to "going out" and support Guangxi enterprises to carry out "going out" activities using intellectual property rights information [6, 14].

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Biography

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