



經濟部智慧財產局

INTELLECTUAL PROPERTY OFFICE

MINISTRY OF ECONOMIC AFFAIRS

April – June 2012

Quarterly Report on Taiwan's Intellectual Property Rights Protection

Following the implementation of USPTO-TIPO Patent Prosecution Highway (PPH) pilot program on September 1, 2011, another pilot PPH program between JPO and TIPO was launched on May 1, 2012.

Under the current Accelerated Examination Program (AEP), an applicant can file a request to TIPO for accelerated examination upon receiving an approval, office action (OA), or a search report from JPO. This pilot PPH will further enable expedited examination of patents.

Wang, Mei-hua

Director General, Intellectual Property Office (TIPO)

Special Report

Taiwan-Japan Pilot PPH Begins on May 1, 2012

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The PPH Application Form for Invention Patents and other related information are available at TIPO and JPO websites. <http://www.tipo.gov.tw/pph> and http://www.jpo.go.jp/cgi/link.cgi?url=/torikumi/t_torikumi/patent_highway.htm

2012 EU-Taiwan IPR Working Group 1st Videoconference

On April 10, the 2012 EU-Taiwan IPR Working Group 1st Videoconference was held where delegates from both sides gave updates on IPR legislative changes, status of IPR enforcement and exchanged views on geographical indication (GI) and bilateral cooperation on IPR.

Unveiling Ceremony for Patent Search Center

To enhance the efficiency of patent examination, TIPO, through coordination of efforts from various agencies, announced in an unveiling ceremony the establishment and operation of the Patent Search Center on the morning of May 3, 2012. This Center is one of the key supporting measures of TIPO's patent backlog reduction plan.

Mr. Francis Kuo-hsin Liang, Vice Minister of the MOEA, was invited to give a welcome remark at the ceremony. Other dignitaries attending this simple but dignified event included Mr. Lien-sheng Tsai, Secretary General of the Chinese National Federation of Industries, Mr. K.S. Wu, Chairperson of the board of directors of the Asian Patent Attorneys Association Taiwan Group, Dr. Ming-cheng Tsai, Dean of NTU's College of Law, directors from various patent and law offices, as well as representatives from the Foxconn Technology Group and other enterprises. High hopes were placed upon the center by all sectors for more effective patent examination and backlog reduction.

AIPLA IPR Experts Visit TIPO

A team of IPR experts from AIPLA (American Intellectual Property Law Association) visited TIPO on the morning of April 23, 2012 to exchange opinions over issues concerning the new Patent Act and Trademark Act. AIPLA later joined hands with TIPO and the Taiwan Patent Attorneys Association to co-host a seminar entitled "Recent Development of the US IP Law—From the Litigation Perspective," where TIPO Director General Wang was invited to give a welcome remark.

2012 World IP Day Exposition Successfully Concluded

In celebration of this year's World IP Day, TIPO on April 21 organized the 2012 World IP Day Exposition at the Red Theater's North Square in Ximending, Taipei and invited performing arts groups such as Dream Work Clown Theater Group, David Uklele, Cube Singers, Storm Rockers, Keelung Bellydance, Shih Hsin University Guitar Club, and Fu Jen Catholic University Harmonica Club to showcase their best artistic and creative feats. The exposition also included an online IP trivia contest and an audience vote for the most popular dance group of the World IP Day. These activities were intended to encourage young people to become active in artistic creation while promoting respect for IPR. Around 1,000 people were attracted to the event.

2012 International Symposium on World Patent Legislative Development Trends and Strategies for Optimizing Patent Practices Successfully Concluded

On April 30, 2012, TIPO held the 2012 International Symposium on World Patent Legislative Development Trends and Strategies for Optimizing Patent Practices at Tsai Lecture Hall of the College of Law, National Taiwan University. Dr. Richard Thurston, Senior Vice President and General Counsel of the Taiwan Semiconductor Manufacturing Company, Mr. Vincent Shih, Senior Attorney and Director of Microsoft Taiwan Corporation, Ms. Grace Lei, HTC General Counsel, and Ms. Jenny W. Chen, US Patent Attorney of Chen IP Law Group, were invited to share their experiences in international patent litigation management. Also invited were Mr. Greg Cheng-kang Hsu, BSKB attorney, and Ms. Xiaohong Lin, Vice President of NTD Patent and Trademark Agency Ltd., both giving lectures on the US patent legislative changes and mainland China's patent legal system and practices. The symposium attracted over 220 people.

This symposium enhanced understanding by all sectors of international IP legal systems and new practices and provided useful information to the industries and relevant government agencies for future patent policy planning.

Delegation from Mainland China's Fujian Intellectual Property Office Visits TIPO

A delegation led by Ms. Luo Xuan, Director General of mainland China's Fujian Intellectual Property Office, paid a visit to TIPO on the morning of May 28, 2012 and attended discussions on mainland Patent Bar Examination, Patent Attorneys Practice and the Establishment of Patent Examination Cooperation Center, where representatives from the Chinese National Federation of Industries (CNFI) and Taiwan Patent Attorney Association were invited to exchange views on issues regarding Taiwanese patent agents taking mainland patent bar examination and starting licensed practice in mainland China.

TIPO Holds CEO Summit on Patent Strategy to Boost Global Patent Portfolio of Domestic Enterprises

To help domestic enterprises make necessary breakthroughs in patent litigation while confronting fierce competition from international corporations and to strengthen their capacity for strategic management of patent portfolios, TIPO on June 1, 2012 held the CEO Summit on Patent Strategy, where Mr. Horacio E. Gutierrez, Vice President and Deputy General Counsel of Microsoft Cooperation, Mr. David Wen Tang Su, Executive Director of TSMC's Transactions and Operations Legal Division, and Mr. Victor Lu, Executive General of Patent Strategy Center of Liteon Technology Corp., were invited to give speeches on the topic and share their experiences from the perspective of global and domestic corporations. High-level executives from domestic enterprises were also invited to the event to share respective experiences on successful patent strategies. The attending CEOs and corporate executives expressed that the inputs acquired are of tremendous value to subsequent planning on patent strategy.

Legislative Amendments

Draft Amendment to Implementation Regulations of Trademark Act

Two public hearings were held by TIPO regarding draft amendment to the implementation regulations of the Trademark Act. Opinions from various sectors were adopted in the amendment wherein 26 articles were amended, 20 added, 11 deleted, and 4 unchanged. The amendment was approved by the Executive Yuan on June 27, 2012 and promulgated by the MOEA on July 1, 2012.

The Regulations on Patent Fees was approved by the MOEA and took effect on July 1, 2012.

Promulgation of the Amended Operational Directions for Customs Authorities in Implementing Measures for Protecting the Rights and Interests of Trademark

In compliance with the enforcement of the new Trademark Act, the amendment by the Ministry of Finance to the Operational Directions for Customs Authorities in Implementing Measures for Protecting the Rights and Interests of Trademark was completed on July 1, 2012 and later promulgated on July 9.

Latest Developments

English/Japanese Translation and Packaged File Download now available at TIPO's Patent Information Public Search System

To continually enhance quality of service, TIPO on March 1, 2012 added two new features to the Patent Information Public Search System at TIPONet.

The two new features are:

1. English/Japanese online translation: TIPO has incorporated Microsoft Translator into the Patent Information Public Search System. This enables search results to remain consistent with international standards and to provide foreigners with a handy online real-time translation mechanism. It should be noted that grounds translated by TIPO are based on actual progress. The parts other than grounds are translated online and should be deemed as reference only but not as the basis for actual examination.
2. Packaged download: Search results can be merged into one PDF file for a single download while sub-files are separated by tabs for easy viewing after a user has downloaded the merged file.

The Patent Information Public Search System can be accessed at:

<https://tiponet.tipo.gov.tw/S090/UC090-C06/InquiryPatentCaseCensorInfo.do?VTFjMWVHUIhISGxsVmtKb1pFZFdkV1JGV25saU1qQTVUVkVsTTBRbE0wUXIr>

2012 Hong Kong-Taiwan "My Video" Contest

The 2012 Hong Kong and Taiwan "My Video" Contest was co-organized by the Taiwan Foundation against Copyright Theft (TFACT) and the Hong Kong Intellectual Property Society under the joint directive of the Hong Kong Intellectual Property Department and TIPO. On March 16, a press conference was held at Hsin Hsin Showtime Cinema in downtown Taipei where organizers announced the kickoff of the event and encouraged enrollment by residents in both places.

This year's contest awards a gold, silver, and bronze prize along with two meritorious prizes in each of the three categories under respectively designated topics: senior/vocational high school ("Respect for copyrighted works" and "Say no to Internet infringement"), college/university ("Say no to illegal photocopying of textbooks," "Say no to Internet infringement," and "Say no to illegally recorded movies"), and the general public ("Promotion of cultural and creative industries," "Say no to pirated software," "Say no to counterfeited goods," and "Say no to illegally recorded movies"). In addition, in order to encourage participation by the general public, the organizers have set up an "Online Popularity Award" webpage where residents can vote from the shortlisted entries between mid-August and mid-September. Voters will receive the "Most Keen Eye Award" if the entries they selected have won prizes in the contest.

2012 Public Forums on Trademark Legislation Successfully Concluded

To facilitate better understanding by all sectors of the key points of the new Trademark Act, implementation regulations and trademark disclaimer/examination guidelines for non-traditional trademarks, TIPO on April 24, 26, May 2 and 4 organized four public forums on trademark legislation respectively in Taipei, Kaohsiung, Taichung, and Tainan, attracting around 386 people.

New Patent Applications Filed on June 1, 2012 Onwards Be Classified by the New Version (Jan. 2012) of International Patent Classification

New patent applications filed on June 1, 2012 onwards shall be classified in accordance with the new version (Jan. 2012) of the International Patent Classification (IPC) and published in the August issues of the Official Gazette-Patent and the Patent Application Publication Gazette.

2012 IPR Symposiums Successfully Concluded

In order to discern public opinion on recent changes to patent and trademark affairs, TIPO held a total of five IPR Symposiums starting from June 19, 2012 respectively in Taipei, Hsinchu, Taichung, Tainan, and Kaohsiung.

Director General Ms. Mei-hua Wang led the executives from TIPO's various divisions and offices in the hearing of opinions from the industry and patent attorneys regarding issues such as the key points to the revised provisions in the new Patent Act, information on patent examination and trademark affairs, and a brief introduction to the new services in e-filing.

Enforcement and Latest Statistics

National Police Agency (NPA)

1. Enforcement News (April-June 2012):

From April to June, 2012, a total of 150 copyright infringement cases were uncovered involving 159 suspects and 494 trademark infringement cases were uncovered involving 554 suspects. The market values of these uncovered infringing goods were estimated by rights holders to be around NT\$7,158,551,729. The types of infringement are as follows:

- a) Internet infringement: 368 cases involving 400 suspects
 - b) Night market inspection: 132 cases involving 124 suspects
 - c) Store inspection: 131 cases involving 173 suspects
 - d) Factory inspection: 4 cases involving 4 suspects
 - e) Other types of infringement: 9 cases involving 12 suspects
- Total: 644 cases involving 713 suspects

2. Major Cases Involving Economic Crime (April-June 2012)

One case involving 5,000 pirated Monster Beats Headphones and other accessories was uncovered and transferred to Tainan, Taoyuan, and Banciao district prosecutors offices for further investigation and prosecution on charges of violation of Trademark Act.

Statistics for IP Infringement Cases

Unit: case/person

Year	Total		Trademark		Copyright		
	Cases	Suspects	Cases	Suspects	Cases	Suspects	ODs Confiscated
2012 Apr.-Jun.	1,293	1,489	806	906	487	583	36,183
2011 Apr.-Jun.	1,370	1,600	831	987	539	613	185,086
Percentage Change: 2012/2011 Apr.-Jun.	-5.62	-6.94	-3.01	-8.21	-9.65	-4.89	-80.45

Source: National Police Agency (NPA), Ministry of the Interior

Joint Optical Enforcement Taskforce (JODE)

From April to June 2012, JODE conducted 197 inspections (92 daytime and 105 nighttime) of OD factories, printing plate factories and related facilities. This total is 27 times less than those of the same period in 2011 (224 inspections; 114 daytime and 110 nighttime). In addition, JODE conducted 39 documented audits of the internal control and audit systems of outstanding OD factories after advising them on the establishment of such systems. In collaboration with the IPR Police, JODE officials during the same period also took part in a total of 26 night market sweeps.

JODE's Inspection Results (April-June, 2012)

Number of Inspections	2011 Jan.-Dec.		2011 Apr.-Jun.		2012 Apr.-Jun.	
	665		167		197	
	Day	Night	Day	Night	Day	Night
	315	350	87	80	92	105
Number of Cases Found Violating the Optical Disk Act	0		0		0	
Number of Plants Closed	Manufacturing Plants		0		1	
	Packaging Plants		0		0	
Number of Cases Prosecuted	0		0		0	
Number of Suspects Prosecuted	0		0		0	
Number of Administrative Dispositions Administered According to the Optical Disk Act	0		0		0	
Number of Machines Confiscated	0		0		0	
Number of Illegal ODs (Pieces) Confiscated	0		0		0	

Source: The Joint Optical Disk Enforcement Taskforce (JODE), Ministry of Economic Affairs

Directorate General of Customs (DGOC)

1. Inspection Results:

In compliance with the Operational Directions for Customs Authorities in Implementing Measures for Protecting the Rights and Interests of Patent, Trademark, and Copyright and other border measures, the DGOC from April to June 2012 yielded the following results:

Category	Trademark Violations		Copyright Violations		Export ODS Without Source ID Code	False Declaration of Source ID Code	Violation of SID Code	False Declaration of Trademark
	Exports	Imports	Exports	Imports				
Cases	0	23	0	2	0	5	0	63
Number	0	2,975	0	306	0	21,350	0	-

2. Major Inspections

Major inspection results from this quarter include: Taipei Customs' April 23 discovery of 62 counterfeit "LV," "Gucci," and "Hermes" handbags brought in by incoming air passengers, April 25 discovery of 544 counterfeit "Puma" T-shirts brought in via express delivery, April 30 discovery of 17 counterfeit "LV," "Gucci," "Chanel" and "Prada" handbags brought in by incoming air passengers, May 10 discovery of 10 counterfeit "iPhones" brought in by incoming air passengers, and May 14 discovery of 120 pairs of counterfeit "Zara" sandals brought in via express delivery. All seized goods have been detained according to Taiwan law.

3. International Exchange

- (1) As part of active efforts to increase the flow of information between foreign customs offices on counterfeiting offenses, DGOC from April to June 2012 provided international counterparts with information on 14 counterfeiting and piracy cases.
- (2) Exchange and Cooperation between Rights Holders and Rights Holder Groups
 - a) A team of legal experts from the AIPLA (American Intellectual Property Law Association) visited the Ministry of Finance and DGOC on April 23, 2012 to exchange opinions over issues concerning relevant practices of IPR protection.
 - b) German BMW trademark proprietors and their agents visited DGOC on April 25, 2012 to exchange opinions regarding trademark protection and inspection on infringing goods.
 - c) Representatives from Deltamac (Taiwan) Co., Ltd. visited DGOC on May 15, 2012 to exchange opinions on pirated OD inspection and share relevant experiences.
 - d) Representatives from Interchange Association, Japan and proprietors of the YAMAHA trademark visited DGOC to learn about how to report to Taiwan's customs offices/how to prompt protection for trademarked items as well as the procedures for identifying counterfeit products.
 - e) A total of 4 training sessions on the "Techniques of distinguishing genuine products from counterfeit ones" were held in Kaohsiung, Taichung, Taipei and Keelung Customs Offices on June 5, 13, 20 and 26, 2012, respectively. Rights holders, their agents and rights holder groups were invited to speak on the topic, hoping to enhance professional capacity of the 296 attending customs staff.

Taiwan High Prosecutors Office (THPO)

1. Enforcement Results (January-June, 2012)

District prosecutors offices of the Ministry of Justice island-wide uncovered illegal photocopying of textbooks at 11 off-campus photocopy centers, involving 11 suspects and totaling NT\$406,400 and US\$37.98 worth of copyright

infringement. The THPO will continue to conduct such investigations to effectively deter infringing acts of off-campus illegal photocopying of textbooks.

2. Status of Court Rulings (January-June, 2012)

Affirmed IPR infringement cases by district prosecutors offices of Taiwan totaled 1,948. Of these, 414 suspects in 355 cases were indicted under ordinary procedures; 497 cases involving 516 defendants filed for summary judgment; 960 indictments involving 997 defendants were deferred; and 136 cases involving 186 defendants were closed by ex officio action. During the same period, 870 defendants were sentenced to prison terms at a conviction rate of 93.35%. Compared to the same period of 2011, the status of court rulings on IPR infringement cases (summary judgment included) is as follows. There were 930 indictments in 2012 and 1,081 in the year 2011, or a 14% decrease than the previous year. As for the number of convictions, there were 870 defendants being convicted this year and 760 in 2011, which accounted for a 14.47% increase over the same period of last year. The adjudication of IPR cases by district prosecutors offices in the same period between 2012 and 2011 is outlined in the following table.

Status of Adjudication of Taiwan District Courts on IPR Infringement Cases

unit: person

Sentence	Year	Status of adjudication and number of convictions										
		Total	Sentence								Not Guilty	Others
			Subtotal	Under 6 Months	6-12 months	1-2 year(s)	2-3 years	Over 3 Years	Detention	Fines		
Total	2012 Jan.-Jun.	1065	870	424	32	6	-	-	374	34	62	133
	2011 Jan.-Jun.	937	760	384	35	11	2	-	312	16	76	101
	Percentage Change(%)	13.66	14.47	10.42	-8.57	-45.45	-100	0	19.87	112.50	-18.42	31.68

Source: The Prosecutors Office for the Taiwan High Court

IPR Awareness

• Informational Meetings on IPR Legislation

In response to the requests from various sectors, TIPO organized a series of IPR Protection Service Group informational meetings from April to June, 2012, totaling 81 rounds of professional lectures (20 in government agencies, 5 in enterprises, 1 in senior high school and 55 in universities) and attracting 7,078 people. Intended to enhance people's knowledge on IPR, these meetings were received very positively among participants. According to a survey conducted afterwards, about 96.2% of the participants think that similar events should be held on a regular basis; and about 82% have learned that unauthorized posting of works of music, clips, pictures, software and articles onto the Internet is deemed as an infringement of copyright.

• Informational Meetings on Campus Copyright

The contents of teaching materials usually contain photocopied excerpts of many copyrighted books and articles or even segments of reproduced audiovisual files and pictures from a variety of resources. To help enhance understanding among teachers from high/vocational schools and above in terms of copyright basics, proper and legal use of copyrighted software and other materials during teaching-related activities, TIPO organized two informational meetings on May 29 and June 5, respectively in Taichung and New Taipei City. According to a survey conducted afterwards, about 100% of the participants have learned that unauthorized posting of works of music, clips, pictures, software and articles onto the Internet is deemed as an infringement of copyright; 93% understand that making copies of compiled journal papers and distributing them to students constitute copyright infringement; and 73% have learned more about copyright issues involving public display of films during class hours by teachers or school authorities.

• Informational Meeting on Copyright Exploitation in Business Venues

To facilitate understanding among proprietors of convenience stores, department stores, shopping malls, and boutique shops of relevant provisions under the Copyright Act and the mechanism for exploiting works of music in business and other public venues, TIPO on May 15 organized an informational meeting in Taipei, drawing a total of 61 people to the event. According to a survey conducted afterwards, over 70% of the participants have gained deeper understanding over issues concerning "Obtaining authorization for the exploitation of copyrighted audiovisual ODs in business venues," "Channels for obtaining authorization for public display of audiovisual ODs in business venues," and "Authorization mechanism of Copyright Collective Management."

• Informational Meetings on Internet Copyright

To enhance public awareness of Internet copyright, TIPO on May 30 and June 8 organized two informational meetings in Taipei and Taichung on web blogs and copyright, online sales, and legal use of works of music, clips and pictures, drawing a total of 132 people. According to a survey conducted afterwards, about 99% of the participants have gained some knowledge on the "authorization regulations over exploitation of the contents extracted from Wikipedia"; 95% realize that "downloading and uploading works of music as paid members at various P2P websites would still incur copyright infringement"; and 72% have learned more about "principles for the exploitation of audiovisual works at blogs and pictures downloaded from the Internet."

• Campus IPR Awareness Tours

Members of legal service clubs at 21 universities were selected and trained by TIPO to conduct IPR awareness tours from May to June 2012. The student trainees were grouped into teams and sent to 21 elementary and secondary schools (totaling 3,480 students) around the island to promote positive IPR concepts through lively, informative presentations. According to a survey conducted afterwards, about 95.8% of the elementary school pupils have become aware that it is an act of copyright infringement downloading works of music from the Internet and sharing/playing them to fellow classmates and 95.4% of them realize that copying essays of other classmates and submitting them as one's own is deemed as copyright infringement; 82.5% of high school students know that plagiarism is one type of copyright infringement and 77.8% of them realize that recording lectures and distributing them also constitute a copyright infringement.

• Meeting Local Creative Masters

To help students appreciate the importance of copyright and facilitate the protection of their own creations, TIPO organized the "Meeting Local Creative Masters" at Providence University on June 1, attracting a total of 242 teachers and students. Director Albert Huang, Jian-liang was invited to share with audiences his secret sources of originality and how he had dealt with copyright issues during creative processes. The copyright issues mentioned were then given in-depth analysis by attending attorney, Mr. Mann C.C. Liu, which helped deepen students' understanding of correct copyright concepts. According to a survey conducted afterwards, most teachers and students are able to accurately respond to issues such as co-authorship, copyleft (adaptation right), period of copyright protection, the copyright of works accessed via provided URL links, and how to demand compensation for infringed copyright.

- **Informational Meeting on Copyright System in Mainland China**

To help people in the cultural and creative industries gain better understanding of mainland China's copyright system, TIPO held one informational meeting in Taipei on June 20, attracting a total of 70 people. According to a survey conducted afterwards, about 58% of the participants have learned more about the "Subject matter of copyright protection in mainland China"; 56% have learned more about the similarities and differences of copyright systems between Taiwan and mainland; 50% have learned more about Taiwanese seeking remedies in mainland for infringed copyright and texts of copyright law.

- **Informational Meeting on Legal Use of Software by Government Agencies and State-owned Enterprises**

To help government agencies and state-owned enterprises appreciate the importance of legal use of authorized software, and to introduce modes of software authorization, TIPO held an informational meeting in Tainan on June 28, attracting a total of 94 people. According to a survey conducted afterwards, over 77% of the participants have gained deeper understanding of relevant provisions concerning authorization under Copyright Act, computer programs and copyright protection; 68% have gained clearer ideas about computer programs and copyright; and 64% have learned more about modes of software authorization.

- **At the invitation of Judicial Personnel Study Institute, Judicial Yuan, TIPO sent staff to district courts in Taipei, Taichung, Tainan and Hualien to give lectures on "Comparison and applicability of Trademark Act before and after its amendment (with analysis of litigation cases)"; at the invitation of Taichung and Banciao District Prosecutors Offices, TIPO again sent staff to give lectures on "Text and key points of Trademark Act amendment" and "An introduction to revised provisions in Trademark Act."**

- **To help trademark agents and the general public gain better understanding of the new Trademark Act, TIPO held three informational meetings on key points in the implementation of the new Act in Taipei and Tainan, drawing a total of 366 people.**

- **On June 5 and 7, TIPO held two informational meetings respectively in Taipei and Taichung on the Examination guidelines for the newly-revised Certification Marks, Collective Membership Marks and Collective Trademarks, drawing a total of 149 people.**

- **To help people understand the key implementation measures in the new Trademark Act, TIPO in June issued a series of 3 news articles entitled "Stop and learn: Application tips for the registration of non-traditional trademarks," "Be aware of severe penalties for producing counterfeit certification marks," and "Remedies for unintentional default in the payment of trademark registration fees."**

- **MOEA Promotional Meetings on Achievement and Prospect of Implementing Cross-strait Agreement**

To enhance public awareness of the impact on domestic industries and future government schemes following the implementation of ECFA and other cross-strait agreements, the Ministry of Economic Affairs (MOEA) organized three promotional meetings between May and June in Kaohsiung, Taichung, and Taipei. Key issues in these meetings included "Prospect and Strategy for Taiwan's Economic Development in the ECFA Era," "Modified Supporting Programs and Their Implementation Results in Response to Trade Liberalization," "Implementation Results and Future Planning for Cross-strait Cooperation on Standard, Metrology, and Inspection Accreditation," and "Future Planning and Benefits of Implementing Cross-strait Agreement on IPR Protection and Cooperation."

- **On May 30, 2012, the Ministry of Education convened the first round of the 5th Campus IPR Protection Inter-agency Advisory Group Meeting, where attending representatives examined the implementation results of the campus IPR protection strategies and discussed over relevant proposals.**

- **A self-evaluation form entitled "IPR Protection on university campus and implementation of action plan" was produced by TIPO in order to supervise the well operation of on-campus IPR action plan. On June 29, 2012 the form was submitted and sent to universities island-wide to be filled out by each school detailing the exact implementation carried out in the 2011 academic year.**

- **To learn more about campus IPR protection implemented by universities and colleges, the Ministry of Education in July 2012 invited experts and scholars to conduct three on-site visits at National Tsing Hua University, Taipei Medical University and Jinwen University of Science and Technology. A report of these visits would be completed by the end of August.**

- **To enhance campus IPR protection, the Ministry of Education in June 2012 convened the "National University Seminar on School Performance and Operating Internal Control over University," where the attending chief secretaries and deans of general affairs from public and private universities were advised and given instructions on promoting campus IPR protection action plan. Accordingly, faculty education on IPR should be conducted with relevant assistance (providing teaching plans and materials) while also enhancing the well supervision over the management of on-campus photocopying facilities. This event would increase understanding of IPR among faculty and facilitate an effective internal management mechanism of IPR.**

- **A series of anti-piracy printed announcements were designed by the Scene Enterprise Co., commissioned by the Bureau of Audiovisual and Music Industry Development, the Ministry of Culture in order to conform to government policy, strengthen public awareness on IPR, and curb sales of pirated ODs at night markets and illegal downloads via the Internet. These announcements would appear on the back cover page of the July and October issues of the World Screen as part of law-related education so as to cultivate a respect for and an awareness of IPR protection among youngsters.**

- **IPR Promotional Announcement on Air**

A 30-second audio IPR promotional announcement entitled "Authorized Exploitation of Copyrighted Works of Music" was produced by TIPO to promote the importance of obtaining legal copyright authorization among proprietors of business venues. Recorded in three languages (Mandarin, Taiwanese, and Hakka), the announcement was aired intensively from April 1 to 15 during 1,000 public service broadcasting periods at Taiwan's 205 broadcasting stations, in hopes of strengthening public awareness of the right concept.

- **A 30-second IPR Promotional Clip on TV and Internet**

A 30-second promotional clip entitled "Creativity needs our support! Say NO to illegal camcording" was released by TIPO on June 8 to help people become aware that recording movies at theaters constitutes copyright infringement. Produced in 3 languages (Mandarin, Taiwanese and Hakka), the clip was first uploaded to TIPO website, YouTube and Facebook and later displayed, via coordination by the Taiwan Association for Copyrights Protection (TACP), at 574 movie theaters island-wide in August. The clip will be aired in November during public service periods on 6 TV channels.

- **TIPO's "Smart IPR" Now Available for Free Download at App Store**

On June 21, 2012, TIPO officially launched the "Smart IPR" APP to enhance IPR promotion among the general public. Now available for free download exclusively on iOS devices, users of this App can watch copyright-related promotional ads and animation clips, access online copyright Q&A search, and seek opinions from legal experts regarding copyright. In all, this "Smart IPR" not only helps the public gain access to the information they need but also facilitate better understanding of copyright.

Now available at Apple App Store, "Smart IPR" requires iOS 5.1 or later, iPhone 3GS or later, iPod touch (3rd generation or later) and iPad.