



經濟部智慧財產局

INTELLECTUAL PROPERTY OFFICE

MINISTRY OF ECONOMIC AFFAIRS

July – September 2012

Quarterly Report on Taiwan's Intellectual Property Rights Protection

The “2012 Taipei International Invention Show & Technomart” was held at Taipei World Trade Center Exhibition Hall 1 on September 20-23, 2012. This year's event showcased over 2,000 patented inventions and technologies by 693 enterprises and individuals coming from 25 countries.

Wang, Mei-hua

Director General, Intellectual Property Office (TIPO)

Special Report

WTI Managing Director Prof. Thomas Cottier and ACWL Senior Counsel Mr. Niall Meagher Visited TIPO

Prof. Thomas Cottier, Managing Director of the World Trade Institute (WTI), University of Bern, and Mr. Niall Meagher, Senior Counsel of the Advisory Centre on WTO Law (ACWL), visited TIPO in the morning of June 7, 2012 to exchange opinions on issues regarding Taiwan's IPR enforcement and multilateral economic and trade organizations.

TIPO Attends the 36th Taiwan-Japan Economic and Trade Conference Midterm Review Meeting

TIPO sent delegates to attend the 36th Taiwan-Japan Economic and Trade Conference Midterm Review Meeting held in Tokyo on June 19, 2012. After briefing on the targeted issues at the meeting, the delegates paid a visit to the Japan Patent Office (JPO) to exchange views with experts on issues regarding international harmonization of patent laws and regulations and the deposit of microorganisms.

TIPO Attends the 2012 Taiwan-EU Consultation (Economic and Trade Issues) Midterm Review Meeting

The 2012 Taiwan-EU Consultation (Economic and Trade Issues) Midterm Review Meeting was held in Taipei on June 25, 2012. TIPO briefed on the recent efforts by IPR Working Group, including the Taiwan-EU co-hosting Forum on Internet Copyright in 2011 and the First Taiwan-EU Digital Videoconference, held in April 2012, which addressed the amendment of relevant IP laws and regulations, the enforcement of IPR protection, geographical indication (GI), and bilateral cooperation.

Delegation Led by SIPO Commissioner Tian Lipu and Vice Governor of Fujian Province, China, Mr. Hong Jiexu, Visited Taiwan for IPR exchange

A delegation led by Mr. Tian Lipu, the SIPO Commissioner was invited by the Chinese National Federation of Industries (CNFI) to visit Taiwan for an in-depth exchange on IPR from July 10-15, 2012. On July 11, the delegation attended the Forum on Cross-strait Patent Agency Practices and Cooperation, where TIPO's DG Wang was invited to address the event. During the forum, participants from both sides fervently shared experiences and exchanged views on respective systems of patent attorney examination and training, and relevant mechanisms and practices for improving the quality of patents.

JPO Patent Examiner Gives Lectures on Japanese Design Patent

In response to the enforcement of the new Patent Act and the operational procedures of examination guidelines and practices, TIPO invited Ms. Tomoka Kimura, design patent examiner of Japan Patent Office (JPO), to give a series of lectures on substantive examination of design patents on July 16-18, 2012. TIPO representatives in turn introduced provisions governing design patent in the new Patent Act and exchanged views with Ms. Kimura regarding design patent examination.

Informational Meeting: "Knowledge Sharing—Apple's Design Patent Portfolio in MacBook Air, iPad and iPhone"

To enhance understanding of Apple's design patent portfolio in Taiwan and the U.S., TIPO on July 30, 2012 held an informational meeting, which was attended by 151 people from relevant industries and patent agencies.

The issues addressed at the meeting included "An in-depth look at Apple's acquired design patent", "Apple's design patent portfolio in Taiwan and the U.S. (MacBook Air, iPad, and iPhone)" and "An introduction to patent litigation between Apple and Samsung over smart phones and tablet computers." The event was very well received among participants who expressed that it helped them stay abreast of the latest development in the related industries.

Ministry of Economic Affairs Convenes the Second inter-agency Coordination Taskforce for IP Enforcement

The second inter-agency Coordination Taskforce for IP Enforcement was held on August 30, 2012, including a broad range of participants: Judicial Yuan, Mainland Affairs Council, Fair Trade Commission (FTC), Council of Agriculture (COA), Council of Indigenous Peoples, Executive Yuan, Ministry of Justice (MOJ), MOFA, MOE, Directorate General of Customs (DGOC), National Police Agency and the Optical Media Joint Investigation Taskforce of MOEA. During the meeting, special reports of "2012 Campus IP Protection Project Implementation" and "Customs Measures in Protecting the Rights and Interests of Trademark" were presented by MOE and TIPO. Comprehensive discussion of IP Protection policies and regulations, counter management of counterfeit piracy, counseling mechanism of authorization, campus promotion of IP rights protection, international collaboration boost and rewarding strategy of invention and creation had been soundly made.

2012 Taipei International Invention Show and Technomart

The 2012 Taipei International Invention Show & Technomart was held at Taipei World Trade Center Exhibition Hall 1 on September 20-23, 2012. This year's event showcased over 2,000 patented inventions and technologies by 693 enterprises and individuals coming from 25 countries.

In addition to the standard Invention Award Area (including School Invention Area), the Technomart Area and TIPO Innovative Invention Area, the new Patent Commercialization Area had been established to facilitate commercialization of invention patents.

The "Technomart Area" presents fruitful innovational achievements supported by government. There are 30 invited Technical Services of the United States, Canada, Hungary, India, Japan and South Korea contributed to the exhibition and numbers of effective negotiated cases are up to 644 times. Those active promotions and patent counseling measures include:

A Memorandum of Understanding (MOU) signing between Taiwan Technology Marketplace (TWTM), Slovak Centre of Scientific and Technical Information (SCSTI), Technology Advanced Metropolitan Area (TAMA Association), Sky Quest Technology Group India and Tokyo University of Agriculture and Technology; hosting "2012 Taiwan-Japan Technology Exchange Forum," "International Technology transfer Seminar"; and two Taiwan-Japan Technology Alliance Seminars and eight Seminars of Collaborative Patent Promotion Project.

Attending 18th Taiwan-Philippines Ministerial Meeting on Economic Cooperation

The 18th Taiwan-Philippines Ministerial Meeting on Economic Cooperation was held in Taipei on August 16-17, 2012. During the meeting, both sides have shed lights on IPRs Protection and exchanged views on the mechanism of Taiwan's IP Court, IPR Police Corps and Taiwan's experiences of removal from the U.S. Special 301 "Watch List." The Philippine side proposed to dispatch law enforcement officers to come to Taiwan and have a mutual learning with TIPO.

Cross-strait Copyright Forum and Copyright Working-Level Meeting

On August 22-23, 2012, TIPO's DG Wang led a team of IPR experts to attend the 2nd Copyright Working-level Meeting and the 5th Cross-strait Forum on Copyright held in Xi'an, mainland China, to carry out the Cross-strait Agreement on IPR Protection and Cooperation and to promote information exchange on cross-strait copyright systems. Issues of active investigation on copy rights infringed cases, such as the case of National Palace Museum's infringed collection, the law enforcement, and intelligence exchange mechanism have been discussed comprehensively.

Hosting Seminar on Copyright Collective Management Organization and its Practices

On August 31, 2012, TIPO invited Mr. Scot Morris from the Australasian Performing Right Association (APRA) and Director Ang Kwee Tiang from Asian Pacific Affairs of the International Confederation of Societies of Authors and Composers (CISAC) to discuss topics on "How to determine tariffs of musical works on internet usage". A productive mutual result has been achieved.

Participating Taiwan-Japan Joint Seminar of Copyrights

The deputy chief Xiu-Yi Shi and squad leader Yang-Zong Chen of IPR Police Corps., National Police Administration were invited to participate in Taiwan-Japan Joint Seminar of Copyrights held by Japanese Content Overseas Distribution Association (CODA). The Seminar addressed on enforcement task force organization, performance analysis, infringement mode and cases studies for further strengthening cooperation in the future of Taiwan and Japan.

Legislative Amendments

Implementation Regulations Governing Foreign-Language Patent Applications

To regulate the types of languages used and other relevant matters of foreign-language patent applications, TIPO on July 3, 2012 promulgated the Implementation Regulations Governing Foreign-language Patent Applications, which would take effect along with the new Patent Act on January 1, 2013. The key points include:

1. With reference to the types of languages stipulated in the Patent Cooperation Treaty (PCT), upon receiving a filing date, the languages of the application shall be limited to Arabic, English, French, German, Japanese, Korean, Portuguese, Russian or Spanish.
2. Invention and utility model applications filed in foreign languages shall include specification, (at least one) claim, graph, and the title of the creation.
3. Applicants shall not replace foreign-language applications with foreign-language patent gazettes or priority documents.

Draft Amendment to Enforcement Rules of Patent Act Approved by Executive Yuan.

With the newly-amended Patent Act approved by the Executive Yuan and scheduled for implementation on January 1, 2013. The draft amendment to Enforcement Rules of the New Act has so far undergone 7 public hearings organized by TIPO. Opinions gleaned from all sectors were incorporated into the draft, which was then submitted to the Executive Yuan for review on August 24, 2012. Key points of the amendment are:

1. Provisions have been added governing the appointment and dismissal of agents and the assigning of a representative for the withdrawal of an application or the abandonment of a patent.
2. Provisions have been added governing the standards for determining the date of patentability examination.
3. Relevant supporting measures have been added governing the filing of a divided application after invention application has been approved.
4. Provisions have been amended governing the required matters in an application, specification and graph to comply with the expanded modes of protection for a design patent.
5. Provisions have been added governing the required matters in the specification to comply with relevant rules in regard to exclusive or non-exclusive patent licenses.
6. Provisions have been added governing the required documents and their formats in a request for the correction of a patent to comply with relevant rules for correction and invalidation; regulations added governing the relevant process, detail and technicality of invalidation statement, correction, combined examination for invalidation and multiple invalidation actions.
7. Provisions have been added requesting agencies handling patent affairs to specify in the written decision the appropriate method for the exploitation of a protected patent by a compulsory licensee to ensure that priority is given to domestic market demands by the said licensee.
8. Provisions have been added in regard to the date for the examination of design patent applications pertaining to computer-generated icons and GUIs used in articles and set of articles.

Amendments have been issued by Directorate General of Customs (DGOC) on October 1, 2012, amending the official title from "Operational Directions for Customs Authorities in implementing Measures for Protecting the rights and Interests of patent, trademark, and copyrights" to "Operational Directions for Customs Authorities in implementing Measures for Protecting the rights and Interests of patent and copyrights".

The authorized approval of "Chinese Oral & Literary Copyright Collective Management Association" (COLCCMA) is revoked.

The "Chinese Oral & Literary Copyright Collective Management Association" had been established under the permit of TIPO on August 8, 2006. It has nevertheless failed to fairly charge the royalties to be distributed to its members and has had difficulties on its operation with dysfunctional managements since its registration day on November 20, 2006. Opinion given by Copyright Review and Meditation Committee on March 26, 2012 and August 30, 2012, make a recommendation that the existing circumstances is incapable of effectively performing collective management services, and the claimed restructuring plan failed to reach constructive reforming measurements. On September 26, 2012, TIPO revoked its establishment permit and ordered its dissolution under, Article 43 subparagraph 3 of the Copyright Collective Management Organization Act. The administrative measures took effect upon the written notification was delivered on September 28, 2012.

Latest Developments

New E-Filing Software Available for Download Starting from July 1, 2012

To facilitate greater convenience in filling out applications and their subsequent management, TIPO started the e-filing service in August 2008 and provided the "e-filing editor and submission system," (hereafter referred to as the "Old System") downloadable by every applicant. A survey was then conducted and used as the basis for continued improvements on the system.

In response to user feedback on the inconvenience found in the Old System, TIPO has developed, based on the existing system, a new e-filing software (E-Service Express Tools, E-SET) and a PDF converter (HTML2PDF), both available for download starting from July 2012.

Features of the new e-filing software include: easier form-filling process, better protection of applicants' private information, faster submission procedure, more convenient payment methods, and more diversified search services.

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

In view of the popularity of smartphones with which people use to transmit information and a wide array of applications (App) that have been rapidly developed for various purposes, TIPO in keeping up with this trend officially launched the "Smart IPR" on June 21, 2012, downloadable for free by the general public. Now available exclusively on iOS devices, users of this App can watch IPR 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 enhance 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.

2012 National Invention and Creation Awards: Winning Entries on Display

On August 30, 2012, TIPO organized an exhibition at NTU Hospital International Convention Center showcasing 64 winning entries of Invention Awards, Creativity Award as well as 6 entries of Contribution Awards, with prize money totaling NT\$13.6 million.

2012 Informational Meeting on Legal Use of Software by Small and Medium-sized Enterprises

Successfully Concluded

To help small and medium-sized enterprises cultivate correct concept regarding computer software copyright and to introduce techniques of distinguishing genuine software and modes of software authorization, TIPO on August 14 held an informational meeting on Legal Use of Software by Small and Medium-sized Enterprises, where lawyers Mr. Dick W.C. Lai and Ms. Wen-yi Tsai were invited to give lectures on the topic. Representatives from among 63 local enterprises that included Yamedia Inc. and ERA Communications Co., Ltd. attended the meeting and expressed that they had gained insightful understanding in terms of copyright licensing, free software, protection of computer programs and copyright, as well as techniques of distinguishing generic holographic labels of genuine software products from counterfeit ones.

“Innovative value of SME: A Managerial and Facilitating plan” has initiated by small and medium enterprise Administration.

In order to help SMEs to upgrade their technology, to reduce research costs and to increase the added value of the products, a memorandum of cooperation has been signed between small and medium enterprise Administration and National Cheng Kung University for supporting school patented technology to be classified in the following categories: home and office supplies, medical and biotechnology, machinery and equipment, materials and chemical engineering, environmental protection and eco-friendly devices and electronic information, etc.. A seminar of “Technological Patent Matching” was held on September 19, 2012 in National Cheng Kung University for matching SMEs with necessary patent License. No royalty need to be charged for successful matching cases of Technological Transfer and License during this seminar, but only fees of application, maintenance, and materials. Relevant regulations would be signed between Schools and SMEs in additional contracts. It is believed that the plan of “Innovative value of SMEs” could further foster innovative incentives to upgrade their technological levels among SMEs.

This seminar achieved a great widespread success of 20 manufactures and 80 participants. Effective Experiences of transferring patented technology from Taiwan to Foreign Company and the infringement case of submitting a claim to the United States Court, suing Apple’s “Siri” audio system had profoundly shared by professor Mi-Ching Tsai, the Director of Research Center, NCKU. Patent protection indeed has a critical position to our SMEs.

Call for a meeting discussing the legitimate license of Computer karaoke machine in a town hall centers.

On July 23, 2012, in order to solve the disputes over Computer Karaoke licenses among town hall centers, TIPO invited three music copyright collective management organizations (MÜST, MCAT and TMCS) to discuss the issue. Mutual consensuses were reached as following: 1. Computer karaoke machines remain accessible during the process of negotiation; 2. Agreed not to file criminal complaint and not to videotape and collect evidence during the process of negotiation; 3. A fair and reasonable license rate is going to be stipulated for the public to apply.

Call for an “Opinion Exchange Meeting” to evaluate Copyright Registration and Documentation System

While our digital content industry and culture creativity industry has had become a thriving field in recent years, Many users proposed to bring back conventional Copyright Registration and Documentation System due to their having trouble with finding out who the author is. On September 19, 2012, TIPO invited the Ministry of Culture, Taiwan Intellectual Property Alliance, Industrial Development Bureau, Institute for Information Industry and relevant Taiwan Digital Publishing Forum units to an “Opinion Exchange Meeting,” evaluating Copyright Registration and Documentation System. Most participants considered that conventional Copyright Registration system has an issue of uncertain willingness of authors to register. And it has limited assistance to reduce authors’ burden of proof or to facilitate work flow of trade. Furthermore, this system cannot solve the problem of locating/relocating authors of works being used, and it would increase work loads of competent authorities. It is recommended to maintain the status quo.

Enforcement and Latest Statistics

National Police Agency (NPA)

1. Enforcement News (July-September 2012):

From July to September, 2012, a total of 161 copyright infringement cases were uncovered involving 166 suspects and 442 trademark infringement cases were uncovered involving 512 suspects. The market values of these uncovered infringing goods were estimated by rights holders to be around NT\$21,413,627,911. The types of infringement are as follows:

- Internet infringement: 382 cases involving 410 suspects
- Night market inspection: 80 cases involving 69 suspects
- Store inspection: 136 cases involving 194 suspects
- Other types of infringement: 5 cases involving 5 suspects

Total: 603 cases involving 678 suspects

2. Major Cases Involving Economic Crime (July-September 2012)

- A batch of counterfeit trademark goods mimicking Shihlin trademark and manufacturing equipment up to 300 pieces were uncovered. The evidences were then turned over to Taiwan Banciao District Prosecutors Office for investigation violation of trademark.
- Over 4,800 pieces of counterfeit “La La Bear” and “RILAKKUMA,” were confiscated as evidence for violation of Trademark Act and were turned over to Taiwan Shihlin District Prosecutors Office for investigation violation of trademark.

Statistics for IP Infringement Cases

Unit: case/person

Year	Total		Trademark		Copyright		
	No. of Cases	No. of Suspects	No. of Cases	No. of Suspects	No. of Cases	No. of Suspects	No. of CDs Confiscated
2012 Jul. -Sept.	1,312	1,503	779	902	533	601	24,614
2011 Jul. -Sept.	1,506	1,750	893	1,022	613	728	277,899
Percentage Change: 2012/2011 Jul. -Sept.	-12.88	-14.11	-12.77	-11.74	-13.05	-17.45	-91.14

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

Joint Optical Enforcement Taskforce (JODE)

From July to September 2012, JODE conducted 169 inspections (87 daytime and 82 nighttime) of OD factories, printing plate factories and related facilities. This total is 10 times less than those of the same period in 2011 (179 inspections; 77 daytime and 102 nighttime). In addition, JODE conducted 28 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 18 night market sweeps.

JODE's Inspection Results (July-September, 2012)

Number of Inspections		2011		2011		2012	
		Jan.-Dec.		Jul.-Sept.		Jul.-Sept.	
		665		179		169	
		Day	Night	Day	Night	Day	Night
		315	350	77	102	87	82
Number of Cases Found Violating the Optical Disk Act		0		0		0	
Number of Plants Closed	Manufacturing Plants	4		3		0	
	Packaging Plants	0		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:

Customs enforcement of the *Regulations Governing Customs Measures in Protecting the Rights and Interests of Trademark, Operational Directions for Customs Authorities in Implementing Measures for Protecting the Rights and Interests of Patent and Copyright*, and other border measures yielded the following results from July to September 2012:

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	13	0	4	0	4	0	71
Number	0	1,604	0	218	0	125,230	0	-

2. Major Inspections

Major inspection results from this quarter include: On July 14, Taipei Customs Office uncovered an import shipment of 18 counterfeit Leather goods and watches of "LV," "HERMES," "BURBERRY," "CHANEL," "IWC" and "PANERAI"; on July 30, Taipei Customs Office uncovered 25 imported counterfeit CROCS shoes; 1006 pieces of counterfeit MICROSOFT and ADOBE disks were uncovered on August 14. All relevant evidence was seized by customs officials in accordance with Taiwanese law.

3. International Exchange

- (1) DGOC aims to have actively counterfeit intelligence communications and exchanges with other national customs. From July to September 2012, there are 4 cases of counterfeit intelligence sharing with other national customs.
- (2) Exchange and Cooperation between Rights Holders and Rights Holder Groups
 - a) Representatives of YAMAHA visited Directorate General of Customs on July 3, 2012 and had a sound discussion regarding trademark protection and current situations of infringed commodities export and import.
 - b) Asian Pacific Director of Pharmaceutical Security Institute (PSI), and representatives of Pfizer and Lilly visited Directorate General of Customs on July 18, 2012 and had a communication about counterfeit medicine inspection and enforcement.
 - c) The 2012 National Training Workshop on the Identification of Counterfeit and Pirated Products were held at Taipei, co-hosted by Directorate General of Customs and IPR Business Partnership from August 30 to August 31 2012. Twenty worldly renowned experts of intellectual property protection were invited to give lectures regarding genuine and counterfeit products distinction. Numbers of Participants are up to 80 people ranging from Customs Officer, the Ministry of Justice prosecutors, investigators, TIPO and IPR Police. The objective is to reinforce the implementation capacity of the intellectual property right of Customs officers on border measures. It is expected to improve counterfeit products inspections via a sound communication between rights holders' group and personnel of law enforcement agencies.
 - d) IP Protection Representatives of Germany Adidas paid a visit to Directorate General of Customs on September 28, 2012 regarding trademark infringement commodity seizures to exchange views.

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-September, 2012)

Affirmed IPR infringement cases by district prosecutor's offices of Taiwan totaled 2,962. Of these, 711 suspects in 573 cases were indicted under ordinary procedures; 744 cases involving 771 defendants filed for summary judgment; 1,463 indictments involving 1,519 defendants were deferred; and 182 cases involving 237 defendants were closed by ex officio action. During the same period, 1,266 defendants were sentenced to prison terms at a conviction rate of 93.02%. Compared to the same period of 2011, the status of court rulings on IPR infringement cases (summary judgment included) is as follows. There were 1,482 indictments in 2012 and 1,728 in the year 2011, or a 14.24% decrease than the previous year. As for the number of convictions, there were 1,266 defendants being convicted this year and 1,149 in 2011, which accounted for a 10.18% increase over the same period of last year. The adjudication of IPR cases by district prosecutor's 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.-Sept.	1,551	1,266	591	55	10	0	O	555	55	95	190
	2011 Jan.-Sept.	1,422	1,149	589	54	14	4	O	465	23	102	171
	Percentage Change(%)	9.07	10.18	0.34	1.85	-28.57	-100.00	O	19.35	139.13	-6.89	11.11

Source: The Prosecutors Office for the Taiwan High Court

IPR Awareness

- TIPO, along with IPR Service Group, held 47 Seminars on IPRs Protection. There were totally about 7,002 people participated in the activities, including 4 seminars in governmental organs, 18 seminars in private company, 1 seminar in high school and 24 seminars in universities.
- TIPO also organized 23 Campus IPR Assistance Teams and dispatched them to 33 campuses, including junior high schools and elementary schools, for promoting public awareness on IPR protection. The teams were formed by 176 selected lecturers from 21 universities. The numbers of participants are as many as 6,610. The questionnaire survey conducted afterwards shows that students were aware of the fact that it is copyright infringement to upload, download and share music without legitimate authorization from right holders. The results were fruitful and successful.
- In addition, TIPO also held totally 11 propaganda and campaigns throughout Taiwan on Copyright Protection on various topics, including "Copyright and Books publishers", "How to legally access and use software for governments, state-run companies and SMEs", "The basic concept of copyright issues in business premises", "Copyright legal system in Mainland China" and "Copyright protection in Campus". Numbers of participants are up to 846 people. These promotions surely give the public the better understanding on copyright protection among e-books publishing and circulation, software licensing, public performance in business premiers and a comparison of copyrights legal system between Taiwan and Mainland China.
- On September 20, 2012, TIPO held a training program for personnel of copyright collective management organization. The purpose of this training program is to provide them with clearer understanding of basic knowledge of copyrights, building capability on carrying out copyright collective business and exploring ways to create a friendly environment of copyright licensing market. Topics include the introduction and instruction of Copyright Act, Copyright Collective Management Organization Act and Guideline on Copyright Licensing Practices.
- In order to let young students to understand the importance of Copyright Protection and how to protect their own creation, TIPO held two workshops called "Innovative masters and copyright promotion" on September 14, 2012 and October 8, 2012 at National Taipei University of Technology and National Pingtung University of Education. Director Huang, Jian-liang was invited to take his film making experiences as example and share the practical issues concerning copyrights during the process of his own creation. In addition, the local famous Blogger, Lady Nai Nai, who is famous on her online writings, shared her own experiences of creations and how to deal with copyright licensing issues, along with two lawyers, attorney Dick W.C and attorneys Ming Shu, Tsai, who provided the audience with the guidelines on copyright licensing. These two workshops had drawn 2,300 participants of teachers and students.
- **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 between July and September for 250 times during public-service commercial breaks at BCC (Broadcasting Corporation of China) News Network and Best Radio in Taipei, Taichung, Hualien and Kaohsiung, in hopes of strengthening public awareness of the right concept.
- **Short films Screening of Intellectual Property Protection: No Camcording via Multi-Media of Internet, TV and Movie Theaters**
In order to pass on the message to the public that movie camcording is copyright piracy; a 30 seconds short film was made in three different vernacular languages versions, Mandarin, Taiwanese and Hakka and uploaded on TIPO webpage and YouTube. Together with another online campaign, "My Own Post" over Facebook. In addition, with the help from Taiwan Foundation against Copyright Theft (TFACT), this short film had been broadcasted in six TV stations during their public service advertising sessions, including TTV, CTS, CTV, FTV, Hakka TV and Taiwan Indigenous TV at August and displayed in 574 movie theaters in September to maximize its promotional effects.
- **Hosting Original Innovation Carnival: Master of Creativity and Art**
On September 22, 2012, a carnival of promoting creation and innovation: Master of Creativity and Art held in Tam-sui MRT station for encouraging public awareness on refusal of buying counterfeit and piracy products, and support IPRs protection. 6 groups of invited artists and performers on graffiti, manual crafting, origami, yo yo ball and magic balloons had a wonderful performance and interaction with crowds, expressing the concept of supporting the IPR protection through concrete actions and demonstration. This successful event was marked by more than 3000 enthusiastic participants.
- Intellectual Property Specialists were invited by MOE in July, 2012 to visit NTHU, Taipei Medical University and JinWen University of Science & Technology for evaluating practices of intellectual property rights protection. Suggestions are provided as following:
 1. A systematic propaganda should be established and initiatives of intellectual property rights protection should be taken.
 2. Make a good usage of IPR archive and try to lower cases of internet infringement and abnormal internet traffic.
 3. Regarding regulations among employees, despite of restriction, try to establish positive reward mechanism. A positive reward system would be more effective to promote intellectual property rights protection.
- Random campus inspection of photocopy has been taken by MOE. An actual examination was carried out on September, 2012 in De Lin Institute of Technology and Hwa Hsia Institute of Technology. The intellectual property rights protection managements are well established in these two investigated schools. Students have been imparted to use lawful textbooks.
- On September 4, 2012, MOE gave an official notice to encourage campus propagandas of intellectual property rights protection especially the lawful use of textbooks and software. A collaborative seminar aimed at directors of computer center of all universities was held on September 21 2012 to campaign intellectual property rights protection.
- On September 21, 2012, MOE gave notice to encourage schools take up information on TIPO's webpages of Campus Copyright Promotion. Measurements should be taken to educate students not to use infringed textbooks (second hand books included) and unlawful in class materials.
- On October 2, 2012, MOE gave notice to both public and private senior high schools and each county and city's education bureau, encouraging the facilitation of TIPO's "Instructors' Copyright Pack."
- Ministry of Culture, from April to August 2012 hosted a series of lectures on International Human Resources of Cultural Innovation. The lecturers aim to impart Intellectual Property rights of Cultural Industry, Legal Agreement making and signing, and Practices of Authorization. The content ranges from cases study to precautionary procedures of litigation. This event was attended by 30 participants.