



經濟部智慧財產局

INTELLECTUAL PROPERTY OFFICE
MINISTRY OF ECONOMIC AFFAIRS

July – September 2013

Quarterly Report on Taiwan's Intellectual Property Rights Protection

In September 2013, TIPO Director General Wang Mei-hua visited Europe to boost international cooperation and exchange, strengthening bilateral ties with the United Kingdom Intellectual Property Office (UKIPO), National Industrial Property Institute (INPI) of France and the Spanish Patent and Trademark Office (SPTO).

Special Report

Symposium on Cross-strait Agreement on Trade in Services—Trademark Agency Service

A total of 82 people attended the Symposium on Cross-strait Agreement on Trade in Services—Trademark Agency Service, a symposium held by TIPO on July 11, 2013 to help domestic trademark agency operators learn more about how to provide services in the mainland market currently open to Taiwan according to the said agreement. The operators expressed their appreciation during the event for the government's efforts in opening up channels for trademark agency services in mainland China.

TIPO-AmCham Luncheon Meeting

On July 16, 2013, TIPO Director General Wang Mei-hua attended a luncheon by invitation of AmCham to lecture on Internet border control measures and Taiwan's Copyright Act and its future revisions. While there, DG Wang exchanged views and shared experiences with many US business representatives who all recognized TIPO's efforts and objectives in carrying out legislative amendments to protect Internet copyright. By referencing the handling and development in other countries, TIPO will continue its discussion for the formulation of applicable protection measures.

Signing of the ANZTEC

On July 10, 2013, Taiwan and New Zealand under the WTO framework signed the Agreement between New Zealand and the Separate Customs Territory of Taiwan, Penghu, Kinmen, and Matsu on Economic Cooperation (ANZTEC). The ANZTEC contains 25 chapters, covering issues such as Trade in Goods, Rules of Origin, Customs Procedures and Cooperation, Cross Border Trade in Services, Investment, Government Procurement, Dispute Settlement, Technical Barriers to Trade, Sanitary and Phytosanitary Measures, Electronic Commerce, Competition, IPR, Institutional Provisions, and General Provisions. The chapter on IPR aims to deepen bilateral exchanges in terms of IPR protection and operation of relevant systems, thereby establishing more specific forms of cooperation.

Executive Director of Canada China Business Council Visits TIPO

On August 12, 2013, Ms. Sarah Kutulakos, Executive Director and Chief Operating Officer of Canada China Business Council (CCBC), visited TIPO to exchange views on the status of Taiwan's implementing the Cross-strait Agreement on IPR Protection and Cooperation and how Canadian companies may reference the implementation to expand their businesses in the mainland market.

DG Trade Director of the European Commission Visits TIPO

Mr. Rupert Schlegemilch, Director of Services and Investment, Intellectual Property and Public Procurement, EU DG Trade of the European Commission, visited TIPO on August 23, 2013 to learn about how European corporations may seek better protection of their high-tech IPs involving trademark and patent in mainland China. DG Wang stated that in accordance with the Cross-strait Agreement on IPR Protection and Cooperation under the framework of ECFA, TIPO is able to seek coordination assistance with mainland's different central authorities for dispute settlement over IPR infringement suffered by Taiwan businessmen in China. Around 420 cases involving primarily trademark have so far been processed.

MOEA Convenes the 2nd 2013 Coordination Meeting on IPR Protection

The 2nd 2013 Coordination Meeting on IPR Protection was held on August 27 and attended by representatives from the Judicial Yuan, Mainland Affairs Council, Fair Trade Commission, Council of Agriculture, Council of Indigenous Peoples, Ministry of Justice, Ministry of Foreign Affairs, Ministry of Education, Customs Administration of Ministry of Finance, National Police Agency, and MOEA's Joint Optical Disk Enforcement Taskforce (JODE). In addition to the reports respectively delivered by the Council of Indigenous Peoples and TIPO on the "Implementation of Protection Act for the Traditional Intellectual Creations of Indigenous Peoples and related laws and regulations" and "Key Revisions in the Trade Secrets Act and subsequent inquiry and feedback," discussions were held that focused on the results of strengthening implementation of IPR policies and regulations, enhancing investigations of piracy and counterfeiting, implementing border control measures, campus IPR protection, providing guidance for the establishment of a licensing mechanism for exploiting copyrighted works, organizing IPR awareness activities, stepping up international exchange and cooperation, and awarding new inventions.

TIPO Furthering Cooperative Ties with UKIPO, INPI and SPTO

To boost international cooperation and exchange, TIPO Director General Wang Mei-hua visited Europe in September 2013 to further bilateral ties with the United Kingdom Intellectual Property Office (UKIPO), National Industrial Property Institute (INPI) of France and the Spanish Patent and Trademark Office (SPTO).

On September 17, an MOU on IPR cooperation between Taipei Representative Office (TRO) in the UK and British Trade and Cultural Office (BTCO) was signed by TRO Representative, Dr. Shen Lyu-shun, and jointly witnessed by TIPO Director General Wang Mei-hua and Mr. John Alty, UKIPO Chief Executive Officer and Comptroller General. The areas of bilateral cooperation include: a) Exchange of views between IPR competent authorities on IPR issues of international concern, legislative changes and practices; b) Expansion of cooperation areas by way of joint working project under mutually-agreed conditions; and c) Experience sharing and discussion on tangible issues through videoconferences, reciprocal visits by relevant officials and reports on practices and research. The signing of this MOU is expected to further bilateral IPR exchange and cooperation.

On September 19, Director General Wang and INPI Director General Yves Lapierre cohosted the 10th Taipei-France Industrial Property Meeting, where DG Wang reported on TIPO's relevant practices and results. The two sides exchanged views on GI protection, plain cigarette packaging, patent e-filing system and SMEs guidance mechanism, exploring possibilities for future cooperation in these areas.

On September 20, DG Wang and SPTO Director General Ms. Patricia Garcia-Escudero Márquez jointly signed an MOU on PPH (Patent Prosecution Highway) cooperation that would allow both offices to speed up patent examination. Starting October 1, 2013, the TIPO-SPTO PPH Mottainai Pilot Program will undergo a two-year trial period and be jointly evaluated after its expiration.

2013 Taipei International Invention Show and Technomart

Co-organized by the Ministry of Economic Affairs, Ministry of Education, Ministry of National Defense, National Science Council and Council of Agriculture, the 2013 Taipei International Invention Show & Technomart took place at Taipei World Trade Center Exhibition Hall 1 on September 26-29. This year's event showcased over 2,000 patented inventions and technologies by 658 enterprises and institutes from 23 countries (regions). Nearly 92,000 visitors were drawn to the event's 1,000 booths to learn about the inventions or explore possible business opportunities.

In the Invention Area, a total of 499 inventions selected from 1,000 entries of 19 countries were awarded (Gold: 146; Silver: 148 and Bronze: 205). In addition, 16 INST Platinum Awards were conferred to inventors of outstanding inventions that had won the highest scores in each category of the competition. The award ceremony was held on September 28.

The Technomart Area featured 13 pavilions set up by the industries, government agencies, academic and research institutes showcasing outstanding R&D technologies under government subsidies. During this four-day event, a total of 11 meetings on technology transaction were simultaneously held. To provide counseling service on patent industrialization and commercialization, TIPO and Industrial Development Bureau co-organized the Joint Counseling Area, coordinating professional resources from the Ministry of Education, Council of Agriculture, National Science Council, MOEA's Bureau of Energy, Small and Medium-sized Enterprise Administration and Department of Industrial Technology. A total of 11 informational meetings also held to help people learn about the government's guidance measures for innovation. The attending enterprises all agreed that the active participation of buyers and the general public helped boost business opportunities.

MOEA Project on Innovating IP Values for SMEs

The Project on Innovating IP Values for SMEs was initiated by MOEA's Small and Medium Enterprise Administration to encourage and help SMEs obtain necessary technologies and patents owned by colleges and universities in order to upgrade their technical capability, lower R&D cost and increase added values for products. In 2013, an MOU was signed between the Electronics Testing Center (ETC) and National Taiwan University of Science and Technology (NTUST); on September 17, an informational meeting on "Cooperation platform for patent licensing" was held at the NTUST's International Building that drew a total of 26 representatives from 20 enterprises.

Legislative Amendments

Procedures for the Customs' Notification of Suspected Infringement Cases and Subsequent Transfer Thereof to Criminal Investigation Authorities

To improve notification and transfer efficiency regarding suspected infringement cases, the Customs Administration of the Ministry of Finance in September 2013 instituted the procedures for the customs' notification of suspected infringement cases and subsequent transfer thereof to criminal investigation authorities, which became effective on September 12. All field Customs were then notified to abide by the new Procedures in dealing with relevant cases.

Latest Developments

IPR Symposiums

A total of five IPR symposiums were held by TIPO in June and July 2013 in Taipei, Taichung, Tainan, Kaohsiung and Hsinchu to solicit opinions from different sectors on the recent changes to patent and trademark affairs. The 43 issues including "patent procedural examination," "revised provisions of the newly-amended Patent Act," "correction of translation errors and other amendments," "principle for reinstatement of trademark rights" and "issuance of electronic office notices on patent and trademark" raised during the symposiums have been promptly addressed to, compiled and are now available on TIPO website.

Click "Like" and Join TIPO on Facebook to Learn More about IPR

Internet users may now visit TIPO on Facebook to stay in sync with the latest international IPR trends, updates on international patent and trademark examination, changes in international legal regimes and litigation cases. In addition to the regular updates on domestic and international IPR news, development of international IPR regimes and related activities, TIPO has created the "TIPO Facebook Fan Club" to serve as a new platform for the sharing of information.

Performance Analysis Meeting: 2013 Customs Investigation of IPR-Infringing Goods

The Customs Administration of the Ministry of Finance on August 9, 2013 convened the "Performance Analysis Meeting: 2013 Customs Investigation of IPR-infringing Goods" to solicit views on enhancing strategies and actions for the investigation of IPR-infringing goods.

Enforcement and Latest Statistics

National Police Agency (NPA)

1. Enforcement News (July-September 2013):

From July to September, 2013, a total of 194 copyright infringement cases were uncovered involving 230 suspects and 465 trademark infringement cases were uncovered involving 545 suspects. The market values of these uncovered infringing goods were estimated by rights holders to be around NT\$10,922,602,291. The types of infringement are as follows:

- a) Internet infringement: 440 cases involving 466 suspects
- b) Night market inspection: 77 cases involving 89 suspects
- c) Store inspection: 134 cases involving 209 suspects
- d) Newspaper inserts: 1 case involving 1 suspect
- e) Other types of infringement: 7 cases involving 10 suspects

Total: 659 cases involving 775 suspects

2. Major Cases Involving Economic Crime (July-September 2013)

One case involving unauthorized sales of over 6,000 Japanese TV drama optical disks was seized and transferred to Taipei district prosecutors office for further investigation and prosecution on charges of Copyright Act violation.

3. International Exchange

By invitation of Taiwan Association for Copyrights Protection, then-General Commander of IPR Police Team Huang Ron-ching led Criminal Investigation Corps Director Shih Hsiu-yi and First Division Deputy Chief Chen Chi-chung to attend the Seminar on Copyright and Cybercrime in Taiwan, Hong Kong, Macau and mainland China in Macau and gave reports on "Chances and risk in digital content protection in the cloud era," "Copyright enforcement in Taiwan," and "How to boost the development for motion picture industry and Internet business industry in the cloud era." Representatives discussed and shared experiences in hopes of enhancing IPR management and protection across the Strait.

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 ODs Confiscated
2013 Jul. -Sept.	1,403	1,630	839	977	564	653	2,325
2012 Jul. -Sept.	1,312	1,508	779	907	533	601	24,614
Percentage Change: 2013/2012 Jul. -Sept.	6.94	8.09	7.70	7.72	5.82	8.65	-90.55

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

Joint Optical Enforcement Taskforce (JODE)

From July to September 2013, JODE conducted 181 inspections (96 daytime and 825 nighttime) of OD factories, printing plate factories and related facilities. This total is 12 times more than those of the same period in 2012 (169 inspections; 87 daytime and 82 nighttime). In addition, JODE conducted 15 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, 2013)

Number of Inspections	2012 Jan.-Dec.		2012 Jul.-Sept.		2013 Jul.-Sept.	
	699		169		181	
	Day	Night	Day	Night	Day	Night
	351	348	87	82	96	85
Number of Cases Found Violating the Optical Disk Act	0		0		0	
Number of Plants	4		3		0	
Closed	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

Customs Administration, MOF

1. Inspection Results:

In compliance with 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, the Customs Administration from July to September 2013 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	1	20	0	1	0	3	0	36
Number	42,000	4,741	0	30	0	4,394	0	-

2. Major Inspections

Major inspection results from this quarter include: Kaohsiung Customs' July 3 discovery of 42,000 counterfeit parts for "hTC" smartphones; Taipei Customs' July 11 discovery of 280 counterfeit parts for "hTC", "Nokia" and "Samsung" smartphones that were imported through express delivery; Taipei Customs' July 17 discovery of 199 counterfeit "Longchamp" handbags brought in by incoming passengers; Taipei Customs' July 20 discovery of 112 pairs of counterfeit "Beats" earphones brought in through express delivery; Taipei Customs' July 23 discovery of 221 pieces of counterfeit "Nike," "Hello Kitty," and "Thomas" footwear imported through express delivery; Taipei Customs' August 8 discovery of 1,800 pieces of counterfeit "My Beauty Diary" facial masks imported through express delivery; and Taichung Customs' August 13 discovery of 130 pieces of counterfeit "Gucci" leather goods imported through postal delivery service. 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, the Customs Administration from July to September 2013 provided international counterparts with information on 14 counterfeiting and piracy cases.
- (2) On August 1 and 29, 2013, representatives from the Customs Administration and the Hong Kong Office of the Immigration and Customs Enforcement (ICE) of the U.S. Department of Homeland Security (DHS) met and discussed a joint action plan on combatting counterfeiting
- (3) A team of three representatives from Economic Section of Interchange Association, Japan visited Customs

Administration of the Ministry of Finance on September 17, 2013 to strengthen bilateral cooperation.

- (4) To help Taiwan customs enforcement officials strengthen their professional capability in the investigation of counterfeit pharmaceutical goods, experts from the U.S.'s ICE, CBP and PSI on September 23-26 conducted the "2013 Counterfeit Pharmaceuticals Interdiction Training" in eight sessions at the customs' offices island wide. A total of 658 representatives from the customs offices, TIPO, Ministry of Justice's Department of Prosecutorial Affairs and Investigation Bureau, Food and Drug Administration of the Ministry of Health and Welfare, National Police Agency of the Ministry of the Interior and Coast Guard Administration of the Executive Yuan attended the seminar, shared experiences and exchanged views with the U.S. experts, rights holder representatives and other enforcement staff from relevant agencies, thereby hoping to enhance performances on fake drug investigation.
- (5) Enhancing Exchange and Cooperation between Rights Holders and Rights Holder Groups
 - a) Representatives from Imperial Tobacco's Asian-Pacific and Middle East regional offices visited the Customs Administration on August 6, 2013 to exchange views on border protection of rights holders' trademark rights and the trends and types of importing and exporting IPR infringing goods.
 - b) Representatives from hTC Corporation visited the Customs Administration on August 12, 2013 to express their appreciation for the agency's July 3 seizure of counterfeit smartphone parts bearing the company's trademark. In addition, the representatives also provided information on identifying genuine and fake goods.
 - c) On September 11, 2013, Pfizer's Asia Pacific regional director visited the Customs Administration to discuss details on a joint seminar on identifying genuine and fake pharmaceutical products slated for the latter half of the month.

Taiwan High Prosecutors Office (THPO)

1. Enforcement Results (January-September, 2013)

Thanks to the success of campus IPR awareness promotion, district prosecutors offices of the Ministry of Justice during the period did not uncover any illegal photocopying of textbooks. The THPO will conduct more investigations to effectively deter infringing acts of off-campus illegal photocopying of textbooks.

2. Status of Court Rulings (January-September, 2013)

Affirmed IPR infringement cases by district prosecutor's offices of Taiwan totaled 2,911. Of these, 605 suspects in 503 cases were indicted under ordinary procedures; 701 cases involving 728 defendants filed for summary judgment; 1,544 indictments involving 1,628 defendants were deferred; and 158 cases involving 163 defendants were closed by ex officio action. During the same period, 1,029 defendants were sentenced to prison terms at a conviction rate of 94.49%. Compared to the same period of 2012, the status of court rulings on IPR infringement cases (summary judgment included) is as follows. There were 1,333 indictments in 2013 and 1,482 in the year 2012, or a 10.05% decrease. As for the number of convictions, there were 1,029 defendants being convicted this year and 1,266 in 2012, which accounted for a 18.72% decrease over the same period of last year. The adjudication of IPR cases by district prosecutor's offices is outlined in the table below.

Status of Adjudication of Taiwan District Courts on IPR Infringement Cases

unit: person

Sentence	Year	Status of adjudication and number of convictions										Not Guilty	Others
		Total	Sentence										
			Subtotal	Under 6 Months	6-12 Months	1-2 Year(s)	2-3 Years	Over 3 Years	Detention	Fines			
Total	2013 Jan.-Sept	1,259	1,029	434	43	7	0	0	512	33	60	0	
	2012 Jan.-Sept	1,551	1,266	591	55	10	0	0	555	55	95	2	
	Percentage Change(%)	-18.83	-18.72	-26.57	-21.82	-30.00	0	0	-7.75	-40.00	-36.84	-100	

Source : The Prosecutors Office for the Taiwan High Court

IPR Awareness

● "IPR Protection Service Group" Informational Meetings

From July to September 2013, TIPO organized a series of "IPR Protection Service Group" informational meetings in order to raise public awareness of IPR. The topics and effects are provided below.

Informational Meetings	Time, Venue and Number of Participants	Topics and Effects
1. IPR Laws and Regulations	A total of 46 lectures across the island were organized by TIPO and the Service Group (10 at government agencies, 13 at enterprises, and 23 at universities). Participants totaled 7,435.	The topics of concern to respective agencies included patent, trademark, copyright, trade secrets and layout designs of integrated circuits; on-site counseling services were also provided to raise public awareness of IPR. A survey conducted afterwards shows that about 98.8% of the participants think that similar events should be held on a regular basis; and about 92.7% have learned that unauthorized uploading of works of music, clips, pictures, software and articles onto the Internet is tantamount to copyright infringement.
2. Legal Use of Software by government agencies and state-run enterprises	Three meetings were respectively held in Taipei on July 4, Taichung on August 14 and Kaohsiung on September 25. Participants totaled 334.	The meetings focused on common types of software piracy, types of licensing frequently found to be misleading, computer programs, legal use of computer software, and regulations regarding licensing. A survey conducted afterwards shows that over 80% of the participants have gained a better understanding regarding "identifying counterfeit software" and "types of software licensing."
3. Copyright System in mainland China	Two meetings were respectively held in Taichung on July 30 and Tainan on August 27. Participants totaled 104.	The meetings featured an overview of mainland China's copyright legal system and the Cross-strait Agreement on IPR Protection and Cooperation that facilitates smooth entry of audiovisual and software products by local businesses into the mainland market. A survey conducted afterwards shows that nearly 70% of the participants have gained a better understanding regarding the similarities and differences in the copyright systems between Taiwan and mainland China.
4. Copyrighted Songs in Karaoke Machines	A meeting with a total of 30 participants was held in Taichung on September 3.	The meeting focused on song reproduction and rental of karaoke machines, as well as their legal use through licensing. Karaoke machine manufacturers and relevant users expressed that they have gained better understanding regarding licensing systems for karaoke machines.

Informational Meetings	Time, Venue and Number of Participants	Topics and Effects
5. Copyright Issues at Business Venues	A total of three meetings were respectively held in New Taipei City on July 7, Taichung on July 16 and Kaohsiung on August 20. Participants totaled 157.	The meeting focused on relevant copyright regulations governing business venues and the mechanism of use involving playing music at public spaces. A survey conducted afterwards shows that participants have gained a better understanding regarding "CMOs' licensing system," "Licensing issues regarding radio and TV programs played at business venues," and "Settling CMOs' disputes over fees" and that business operators have found the meetings beneficial to their handling of licensing matters and dispute settlement.

● Copyright Camp 2013

To help university and senior/vocational high school students cultivate IPR awareness, TIPO in July and August held two rounds of "Copyright Camp 2013" respectively at the Extension School of Continuing Education of National Taiwan Normal University in Taipei and the Armed Forces Heroes Hall in Taichung. In addition to the special courses on campus and Internet copyright, the Camp invited popular music producer Mr. Ko Chih-hao and blogger/creative master Bimay to share their creative experiences with the participants, who would then design and stage a play on IPR awareness at the evening party. The Camp concluded the activities with a visit to the Public Television Service Taiwan, Songshan Cultural and Creative Park (Copyright camp Taipei), and National Taiwan Craft Research and Development Institute (Copyright camp Taichung). The two rounds attracted a total of 155 people who thought the event had helped them gain a better understanding of IPR. Over 90% of the participants would recommend to their classmates or friends to attend similar events organized by TIPO.

● A Copyright-themed Microcinema Video Now on YouTube

A microcinema video was produced by TIPO and uploaded on September 29 to YouTube and Facebook. Told in a well-developed storyline and popular format, this video stars media sweetheart Smile Weng Tzymann and aims to raise public awareness on Internet Copyright and to deter the occurrence of Internet infringement. Internet users can now watch this video on YouTube and TIPO's Facebook page.

● Campus IPR Awareness

1. The Ministry of Education on September 17, 2013 issued notices to colleges and universities, urging them to continue their efforts on Internet IPR protection and to refrain from downloading or duplicating unauthorized e-textbooks.
2. In coordination with the new academic year, the Ministry of Education on September 6, 2013 issued notices to colleges and universities, urging them to step up campaigns on IPR awareness and the use of licensed textbooks (including used textbooks) and to refrain from illegal photocopying of books, teaching materials to avoid copyright infringement.

● Seminar on Operation and Management of Colleges and Universities

A seminar on operation and management of colleges and universities was held on July 18-19, 2013 by National Chi Nan University under the commission of the Ministry of Education to call for strengthening action plans on campus IPR protection and management of campus photocopying facilities.

● "User Pays" Principle

The theme of the 2013 (the 24th) Golden Melody Awards features "Music iPay" which simply means "I listen to the music and I pay for it" and is applied to a variety of promotional items, stage design, scheduled performances, as well as scripts for hosts. Starting from April 2013, this copyright-themed campaign series culminated in the July 6 award ceremony at the Taipei Arena, where pop singers unanimously made an urgent call for "user pays" principle and respect for IPR. In today's world of music digitization, this "user pays" principle, when strongly upheld, is key to Mandarin pop's continuous prosperity. Around 10,000 people attended the ceremony, which averaged 4.22m viewers, or a 5.06% viewership, with live streaming viewers totaling 2,165,234. Thanks to these activities, along with news coverage on printed media and TV, this "user pays" principle was very well publicized.

● Workshop on IPR Protection and Value-adding Application for Cultural and Creative Industries

A series of ten two-day workshops on IPR protection and value-adding application for cultural and creative industries were held between August 7 and November 14, 2013 by the Ministry of Culture (3 in northern, central and southern Taiwan, respectively; 1 in eastern Taiwan). These workshops were enrolled by 200-300 people from the cultural and creative industries.

● IPR Awareness Ad now on the Air

1. A 30-second audio IPR awareness ad entitled "Seeking authorization to play copyrighted music at business venues" 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 ad was aired from July 1 to August 23 of this year for 50 times by Taiwan's broadcasting stations. It is hoped that the ad can help raise copyright awareness among business proprietors.
2. The "Taiwan Today" regularly provides IPR news in English and Japanese:
 - a. A news coverage on "Cloud computing: Taiwan's proactive patent portfolio" appeared on the July 12 issue of the English-language "Taiwan Today"; a news brief entitled "Number of patent certificates issued witness a 23.9% increase in the first half of 2013" appeared on the July 25 issue; a news brief entitled "TIPO releases IPR trends for Q2 2013" appeared on the August 8 issue; and a news brief entitled "TIPO and SPTO signing an MOU on PPH" appeared on the September 23 issue.
 - b. A news coverage on "U.S., Japan corporations dominate foreign patent applications in Taiwan while Hon Hai Precision Industry Co., Ltd. and Taiwan Semiconductor Manufacturing Company Ltd. dominate domestic filings" appeared on the August 8 issue of the Japanese-language "Taiwan Today."