

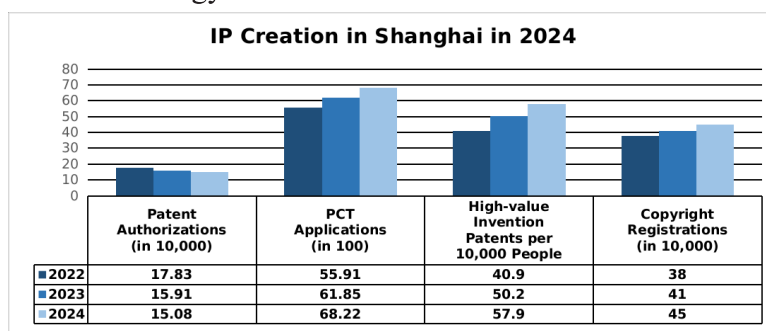


# **Intellectual Property Development in Shanghai in the Year 2024**

## Intellectual Property Development in Shanghai in the Year 2024

In 2024, Shanghai, when conducting its intellectual property (IP) work, adhered to the guidance of Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era, fully implemented the spirit of the 20th CPC National Congress as well as the Second and Third Plenary Sessions of the 20th CPC Central Committee. Under the strong leadership of the CPC Shanghai Committee and Shanghai Municipal Government, the city actively implemented *the Outline for Building a Strong IP City of Shanghai (2021-2035) (the Outline)* and *the 14th Five-Year Plan on Intellectual Property Protection and Utilization in Shanghai(the Plan)*, deepened reforms in the IP field, promoted steady and high-quality development of intellectual property, and fulfilled all annual targets. Shanghai made solid strides in establishing itself as a global hub for IP protection and an international IP center.

In 2024, patents granted in Shanghai totaled 150,800, including 50,700 invention patents, an increase of 14.28% year-on-year. PCT international patent filings reached 6,822, up by 10.3% year-on-year. By the end of 2024, the number of valid invention patents in the city reached 278,700, up by 15.44% year-on-year, with 57.9 high-value invention patents per 10,000 people, an increase of 15.3% year-on-year. The city saw 349,100 trademark applications and 242,200 trademark registrations, an increase of 2.7% year-on-year. By the end of the year, the total number of valid registered trademarks in Shanghai reached 2,789,300, up by 6.7% year-on-year. Shanghai recorded over 450,000 copyright registrations, reflecting a 9.05% increase. The city obtained 109 authorizations for new varieties of agricultural plants and 10 authorizations for new varieties of forestry plants. Shanghai maintained its excellent rating for the fourth consecutive year in the national assessment of intellectual property protection efforts. In the *Global Innovation Index (GII) 2024* released by World Intellectual Property Organization (WIPO), the "Shanghai-Suzhou" cluster continued to rank fifth among global science and technology clusters.



## **I. Strengthen IP Institutional Safeguards**

**Enhance Shanghai's position as a leading IP city.** The Shanghai Municipal Government held four executive meetings to study and plan intellectual property work, conveying and implementing the important instructions of central leadership on IP affairs. The 2024 Shanghai Intellectual Property Work Conference and Joint Conference on Intellectual Property of Shanghai was convened, and *the Implementation Plan for Advancing the Outline for Building a Strong IP City of Shanghai and the 14th Five-Year Plan (2024-2025)* was issued. Shanghai Intellectual Property Administration formulated *the Implementation Plan for Benchmarking Reforms and Continuously Building a World-Class IP Business Environment*. Two Shanghai cases—Deepen the World Bank's Business Environment Benchmarking Reforms and Integrate Interdisciplinary Training of Urgently Needed Patent Practitioners at Shanghai University—were selected as part of the third batch of exemplary cases under the National Strategy for Building a Strong IP Country. Additionally, two cases—including Develop the "Pudong Model" of Copyright Services for Ensuring Corporate Compliance—were recognized as part of the first batch of exemplary cases under the National Strategy for Strengthening Copyright Protection.

**Enhance the supply of IP regulatory frameworks.** The Shanghai Municipal Government issued *the Implementation Plan for the Special Action on Patent Commercialization in Shanghai*, *the Evaluation and Commendation Measures for the Shanghai Intellectual Property Innovation Award*, and *the Implementation Plan for Reforming the Division of Fiscal Authority and Expenditure Responsibilities in the IP Sector Between Municipal and District Governments*. Shanghai Intellectual Property Administration released *the Measures for Promoting High-Quality Development of the IP Service Industry* and, in collaboration with the Municipal Finance Bureau, revised *the Shanghai IP Special Fund Management Measures*. The Shanghai Municipal Education Commission incorporated IP-related work into the key assessment indicators for university classification evaluations. The Shanghai Science and Technology Commission issued *the Action Plan for Promoting the Transfer and Commercialization of Scientific and Technological Achievements in Shanghai (2024-2027)*. The Shanghai Administration for Market Regulation introduced *the Guiding Opinions on Strengthening IP Law Enforcement in the New Era*. In addition, Shanghai Customs formulated the country's first Guidelines for IP Protection of Transiting Goods.

**Advance the development of the "Five Centers."** Efforts to build national

IP protection demonstration zones progressed to a high standard, with steady advancement in the development of such zones in Pudong New Area and Xuhui District. Shanghai Intellectual Property Administration, jointly with the Shanghai Data Bureau, issued and implemented the *Interim Measures for the Registration and Proof of IP Rights of Data Products in Shanghai*. By year-end, 260 registration applications were received, with 150 certificates issued. In partnership with the Municipal Financial Work Office, the Shanghai Branch of the People's Bank of China, and two other departments, Shanghai Intellectual Property Administration introduced the *Guiding Opinions on Enhancing the Quality and Efficiency of Intellectual Property Finance in Shanghai*, designating the first batch of 125 specialized bank branches for IP pledge financing and guiding Caohejing Development Zone in launching the city's first fully market-based IP securitization project. Throughout the year, a total of 2,223 patent and trademark pledge financing transactions were registered, amounting to 32 billion RMB, reflecting year-on-year growth of 40.6% and 62.3%, respectively. The Shanghai Branch of the People's Bank of China facilitated the first-ever pledge financing transactions for data product IP and new plant variety rights, executed by the Industrial and Commercial Bank of China (Shanghai Branch) and Shanghai Rural Commercial Bank.

**Serve major national strategies implementation.** The municipal copyright bureau has promoted innovative fast-track copyright registration services in the free trade zone, handling nearly 23,000 quick registrations for works throughout the year. The municipal procuratorate pioneered the mechanism of deputy park director for legal affairs in innovation parks, with 19 procuratorates stationed in 28 key sci-tech parks, such as Lingang New Area and Zhangjiang Science City in the free trade zone. It also signed the *Opinions on Jointly Advancing the Protection of Trade Secrets* with procuratorates in Jiangsu, Zhejiang, and Anhui. Shanghai Intellectual Property Administration, in collaboration with the IP offices of Jiangsu, Zhejiang, and Anhui, organized the 2024 Yangtze River Delta IP Integration Theme Event, signing memorandums on high-value patent cultivation and conversion, as well as technical investigator cooperation. The second Yangtze River Delta University Student IP Competition and High-Value Patent Operation Contest were also held. The municipal high court guided local courts to establish a collaborative IP protection mechanism for cross-regional cluster industries. Shanghai Customs and customs in the *Yangtze River*

*Delta strengthened cooperation, forming the Yangtze River Delta Customs IP Integration Protection Key Tasks (2024–2026).* Qingpu and Jinshan signed IP strategic cooperation agreements with relevant provinces and cities in Jiangsu and Zhejiang. The market regulation administrations of Huangpu, Hangzhou, Suzhou, and Wuhu signed agreements to jointly build national commercial secret protection pilot projects.

## **II. Accelerate the Release of IP Utilization Benefits**

**Implement patent commercialization initiatives.** Shanghai Intellectual Property Administration, in collaboration with the Municipal Science and Technology Commission, the Municipal Education Commission, and the Municipal Health Commission, conducted a comprehensive review and revitalization of existing patents in universities, research institutes, and medical institutions. A total of 68,000 patents were reviewed, with 43,000 patents included in the National Convertible Patent Resource Database and listed in the Shanghai Patent Commercialization Resource Database. Over 7,600 patents have been commercialized. Six new high-value patent cultivation centers were established, and 11 high-value patent upgrade projects were implemented. The National Intellectual Property Operation (Shanghai) International Service Platform and the Shanghai Technology Exchange facilitated 604 intellectual property transactions throughout the year, amounting to 29.84 billion RMB. A total of 130 patented products were recognized as patent-intensive products, with a total output value exceeding 70 billion RMB.

**Support key industries by reinforcing the industrial chain and boosting efficiency.** Shanghai Intellectual Property Administration upgraded and implemented the patent navigation project to strengthen key regional industries, supporting 32 regional industrial planning patent navigation projects in alignment with the "15th Five-Year Plan." In collaboration with the Municipal Commission of Economy and Informatization, the Pioneer Industry Intellectual Property Operation Promotion Center released patent navigation reports for the integrated circuit, biopharmaceutical, and artificial intelligence industries. The Municipal Science and Technology Commission advanced the development of "Fundamental Research Pilot Zones," improved diversified investment mechanisms, and actively guided enterprises to invest in fundamental research and accelerate breakthroughs in key technologies for pioneer industries. Throughout the year, 39 new municipal-level patent demonstration

enterprises, 117 pilot enterprises, and 8 IP demonstration parks were added. Additionally, 10 municipal copyright units and parks (bases) strong on copyrights in the city.

**Accelerate trademark branding and geographical indication industry development.** Shanghai Intellectual Property Administration guided trademark brand innovation and entrepreneurship bases and trademark brand guidance stations in launching initiatives to enhance the trademark branding of patented products. Two new trademark brand innovation and entrepreneurship bases and five new trademark brand guidance stations were established. Citywide trademark brand training sessions were organized. The "Songjiang Rice" and "Chongming Aged Baijiu" geographical indication promotion projects were implemented, with the Municipal Geographical Indication Alliance playing an active role. A "Genuine Products Protect IP" commitment campaign was carried out across 8,875 stores in 348 commercial establishments. The Municipal State-owned Assets Supervision and Administration Commission issued *the Implementation Opinions on Encouraging and Supporting the Accelerated Development of State-Owned Enterprise Brands in Shanghai*.

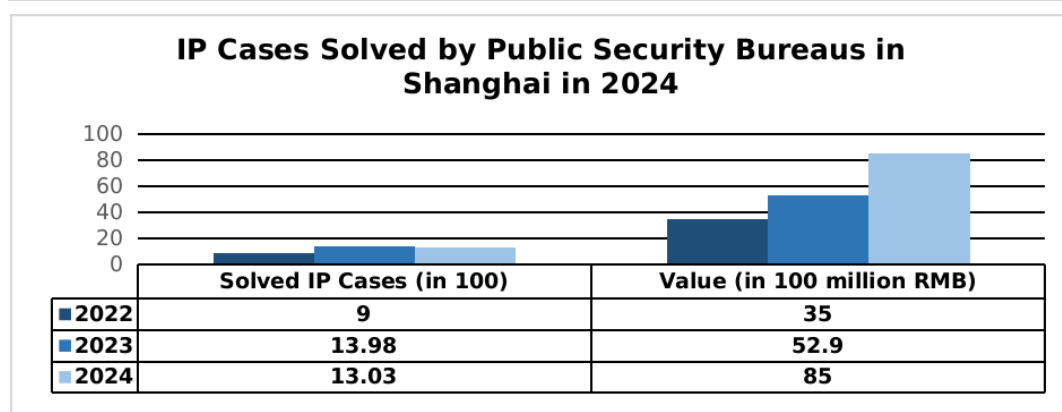
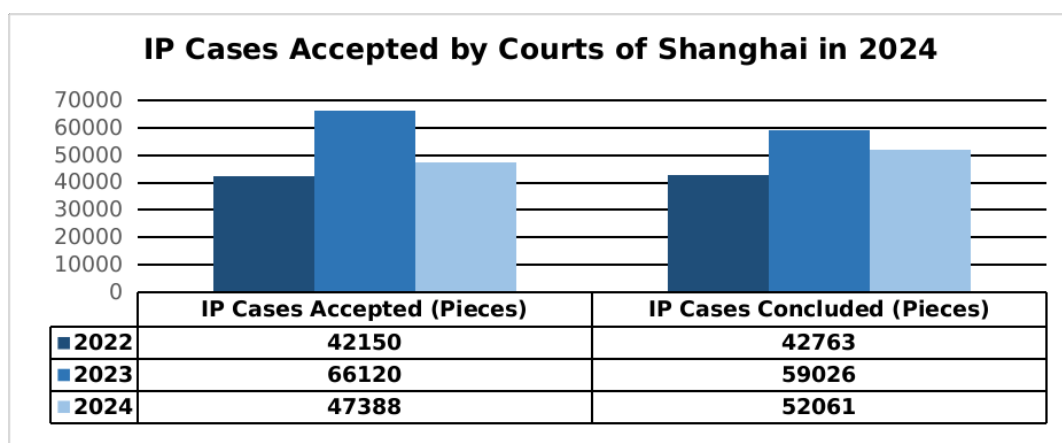
### **III. Strengthening IP Protection**

**Enhancing IP protection system.** Shanghai Intellectual Property Administration, in collaboration with the Shanghai Bureau of Justice, issued *the Implementation Plan on Strengthening Administrative Adjudication of Patent Infringement Disputes in the New Era*, establishing a two-tier administrative adjudication system at the municipal and district levels. A public credit information restoration guide for patent infringement dispute adjudication was compiled. The geographical indication protection system was improved, with "Fengxian Yellow Peach" and "Malu Grape" selected for the National Geographical Indication Protection Program. Shanghai has strengthened its overseas rights protection mechanisms by establishing a new overseas intellectual property service station for Shanghai enterprises in Mexico City. The city also set up an overseas IP dispute information warning platform and response guidance mechanism, and published patent and trademark application guidelines for the United States, Japan, Europe, and Belt and Road Initiative countries. The 15th and 16th batches of the city's key trademark protection directory were released, bringing the total number of protected trademarks to 1,176. The Shanghai Municipal Commission of Commerce has continued



to enhance overseas IP rights protection services. The Shanghai Public Security Bureau has established "Blue Whale" enterprise protection stations in 16 districts. The Shanghai Bureau of Justice and the China Council for the Promotion of International Trade (CCPIT) Shanghai Sub-council promoted the establishment of the Shanghai CCPIT International Commercial Mediation Center. The scope of industries eligible for expedited pre-examination at the Shanghai Intellectual Property Protection Center has been further expanded, with the first batch of six sub-centers established in Lingang Special Area, and Huangpu, Jing'an, Putuo, Yangpu, and Songjiang districts. The Shanghai Fengxian (Cosmetics) Intellectual Property Fast-Track Rights Protection Center has passed evaluation by the China National Intellectual Property Administration and has officially commenced operations. Minhang District was selected as a national pilot zone for innovative trade secret protection.

**Enhance judicial protection efforts for IP.** In 2024, Shanghai courts handled over 47,388 IP cases and concluded more than 52,061 cases, showing a decrease of 28.28% and 11.74%, respectively, compared to the previous year. The appeal rate for IP cases was 4.34%. Punitive damages were awarded in 25 cases, with a total compensation amount of over 110 million RMB. Shanghai's procuratorial authorities accepted 1,744 criminal cases involving IP infringement, approved the arrest of 584 suspects, and prosecuted 1,702 individuals. The Shanghai Public Security Bureau solved 1,303 criminal cases related to IP, arresting 4,414 suspects, with a total case value exceeding 8.5 billion RMB. The Shanghai High People's Court issued *the Opinions on Advancing Intellectual Property Trial Modernization to Safeguard the Development of New Productive Forces*. The Shanghai Procuratorate has advanced the implementation of the comprehensive performance mechanism of "one case, four investigations" for IP cases, handling 459 related cases; it has also strengthened the special rectification efforts against malicious IP litigation.



**Enhancing administrative protection for IP.** In 2024, a total of 1,402 cases involving trademark and patent violations were filed and investigated citywide, with fines and confiscations amounting to 17.9858 million RMB, including 24 cases of patent counterfeiting. The city accepted 2,964 administrative patent dispute cases and concluded 2,950. The two-tier cultural law enforcement departments investigated 60 copyright cases, imposed administrative penalties in 41 cases, and collected fines totaling 628,900 RMB. The city's 100 intellectual property dispute mediation organizations handled nearly 23,000 cases, successfully mediating 13,000. The Shanghai Arbitration Commission and the Shanghai International Economic and Trade Arbitration Commission accepted 791 IP cases, involving disputes worth 25.93 billion RMB. Changning, Hongkou, Baoshan, and Jiading districts have further strengthened interdepartmental cooperation for intellectual property protection.

#### IV.Optimizing IP Services

**Improve IP public service system.** Shanghai Intellectual Property Administration has established a "1+1+X" intellectual property public service system, enhancing the "one-stop" comprehensive intellectual property public service windows and updating



the list of administrative services accessible via the "All-in-One Online Government Service" platform. Ten district-level integrated services have been incorporated into the district comprehensive service windows. Additionally, three new institutions have been designated as WIPO Technology and Innovation Support Center (TISC) preparatory units, one national IP information public service center has been registered, and nine municipal-level IP information public service centers have been recognized. Two new municipal-level comprehensive patent navigation service bases have been established, along with the recognition of two patent navigation support institutions. The city has launched the "Tens of Thousands of Miles" or "Wan Li Xing" initiative and a specialized IP service campaign for small and medium-sized enterprises. The Shanghai Copyright Administration has further improved the social copyright service system by adding 23 new copyright service points. Furthermore, Xuhui District has been selected as a pilot city for the second batch of standardized construction of public IP services by the China National Intellectual Property Administration.

**Promote high-quality development of IP service.** Shanghai Intellectual Property Administration has deepened the pilot program for expanding the opening-up of the intellectual property service sector, with the first foreign patent agency's permanent representative office completing its registration and commencing operations in the Pudong New Area. The administration has guided the Shanghai Intellectual Property Service Industry Association in holding its second fourth general assembly and supported the association in conducting top institution evaluations and practical skills competitions. Additionally, it has overseen the enhancement of the National High-Quality Cluster Development Demonstration Zone for Intellectual Property Services in Caohejing Development Zone. One Shanghai-based service institution head has been elected as Vice President of the All-China Patent Attorneys Association, while 16 institution heads have been appointed as executive directors and directors.

**Optimize the supervision of IP agency.** Shanghai Intellectual Property Administration has carried out the "Blue Sky" program to regulate the IP agency industry and organized a "double-random and result-sharing" regulatory approach in the IP agency sector. It has developed a "digital + credit" supervision model, establishing credit records for all intellectual property agencies in the city through a digital platform. Additionally, it has built a "credit +" regulatory service system,

guiding the Shanghai Intellectual Property Service Industry Association in releasing the first batch of 62 trustworthy patent agencies. Over the past year, 14 cases of intellectual property agency violations were investigated, 30 agencies were ordered to rectify issues, and 206 newly practicing patent agents received professional training. The city now has a total of 362 patent agencies, 2,484 patent agents, and 1,923 registered trademark agencies, reflecting year-on-year growth of 6.47%, 12.04%, and 17.55%, respectively.

## **V. Strengthening the Foundations for IP Development**

**Strengthening international IP cooperation.** The 21st Shanghai International Intellectual Property Forum was held at a high level under the theme "Empowering New Quality Productive Forces with Intellectual Property." Shanghai Intellectual Property Administration assisted the China National Intellectual Property Administration in hosting the China-Japan-Korea TRIPO Heads Meeting and TRIPO User Symposium in Shanghai. Efforts continued to implement the new round of the Memorandum of Understanding between Shanghai Municipal Government and WIPO, supporting and guiding the Green Technology Bank's participation in the WIPO GREEN Cities Acceleration Project. The WIPO Arbitration and Mediation Shanghai Service issued its first arbitration ruling and deepened cooperation with Chinese courts in litigation-mediation linkages. By the end of 2024, the center had handled over 140 mediation cases entrusted by Chinese courts. The Shanghai Municipal Commission of Commerce supported the Shanghai Economic and Trade Commercial Mediation Center in strengthening international cooperation in IP dispute mediation with organizations such as the European Union Arbitration Association.

**Strengthen IP talent and intellectual support.** Shanghai Intellectual Property Administration has implemented *the Implementation Opinions on Accelerating the Construction of Shanghai's High-Level Intellectual Property Talent Hub (2023-2025)* and developed an annual training plan. It has organized programs such as concentrated intellectual property training for small and medium-sized enterprises, training 414 corporate intellectual property professionals. A total of 122 training sessions for intellectual property administration and law enforcement officers were held. In 2024, the Shanghai Economic Series Intellectual Property Senior Professional Title Review was conducted, with 25 individuals successfully earning senior IP practitioner titles.

Six new municipal-level IP training bases were accredited, and seven key public training projects were organized. The Shanghai examination center successfully completed the national patent agent qualification exam, with the highest number of applicants in its history. The Shanghai Municipal Commission of Economy and Information Technology hosted an advanced training program on IP innovation for "Little Giant" enterprises. The Shanghai Municipal Commerce Commission guided the organization of the 6th Shanghai-Hong Kong Commercial Mediation Cooperation and Exchange Event, while the Shanghai Municipal Health and Family Planning Commission hosted the 3rd "Chunsheng Cup" Medical Innovation Talent Competition.

**Strengthen IP cultural development.** A series of activities under the theme of "Intellectual Property Transformation and Utilization to Promote High-Quality Development" were organized throughout the city during the Intellectual Property Week, with nearly 200 themed events held. The 2023 White Paper (*Intellectual Property Development in Shanghai in the Year 2023*) was released, along with the top ten typical cases of IP protection and reform innovation. Shanghai Copyright Bureau issued the annual list of high-quality and outstanding copyright service projects and the top ten typical copyright cases. Shanghai Administration for Market Regulation released typical cases of trademark and patent law enforcement, as well as commercial secret protection. The State-owned Assets Supervision and Administration Commission of Shanghai hosted a legal education seminar for state-owned enterprises. Shanghai courts released the Intellectual Property Judicial Protection White Paper and typical cases. The Shanghai Procuratorate published the Intellectual Property Prosecution White Paper and typical cases. The 39th Shanghai Youth Science and Technology Innovation Competition featured the "Intellectual Property Expert" special award, and a university student IP knowledge competition was also held in Shanghai.

# **Intellectual Property Development in Shanghai in the Year 2024**

**The General Office of Shanghai Intellectual Property Joint Committee**

**April, 2025**