
Protection and Use of Intellectual Property Protection in Sichuan Province under the 14th Five-Year Plan: Innovative Initiatives and Challenges

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Abstract:

In this thesis, the objective is to conduct an in-depth examination of the innovative initiatives and challenges in the field of intellectual property protection in Sichuan Province through an analysis of the current status of the 14th Five-Year Plan for the Protection and Utilization of Intellectual Property Protection in Sichuan Province. By analyzing the current challenges posed by intellectual property protection, the means and strategies actively adopted by the Sichuan government under the 14th Five-Year Plan are revealed. This study explores the new initiatives taken by the province in intellectual property protection under the increasingly complex network environment. At the same time, it looks at the safeguards of intellectual property protection for firms as well as the problems that they face in the field of R&D and in the role of the government, providing a strong basis for an in-depth understanding of the current status and future development of intellectual property protection.

Keywords: Sichuan Intellectual Property Protection, 14th Five-Year Plan, Government Role, Challenges

Introduction

With the continuous development of society and the economy, the importance of intellectual property protection has become increasingly more prominent in the processes of innovation and competition. Sichuan Province not only focuses on strengthening the legal system and special actions, but also looks at the innovation of technical means. Through special actions such as "Escort", "Thunder", "Lightning" and "Sword Net", Sichuan Province has applied high standards to the construction of an Intellectual Property Protection Center and intellectual property rights (IPR) protection and assistance centers that have effectively responded to intellectual property crimes and improved the detection efficiency of infringement cases. The successful experience and results of this intellectual property reform and innovation have not only been widely copied and promoted domestically but have also set an example internationally. These initiatives have achieved remarkable results in promoting the enhancement of intellectual property innovation and utilization as well as providing stronger protection and support to firms. The 14th Five-Year Plan of Sichuan Province aims to address the new challenges in the field of intellectual property, enhance innovation capacity and protect the rights and interests of enterprises. In this paper, we analyze the interviews and conduct an in-depth study of the new initiatives in intellectual property protection in Sichuan Province.

1. New Initiatives for Intellectual Property Protection

1.1 High-standard Construction of Intellectual Property Protection Centers

In order to address the challenges posed by intellectual property protection infringement, Sichuan Province has demonstrated its ability to respond flexibly by strengthening technical means, cooperating with the international community, and revising laws and regulations. However, in the face of problems such as ease of copying, difficulty in tracing goods, and difficulty in retaining evidence, more extensive in-depth analytical discussion and global cooperation are still needed in order to find solutions. In addition, the challenges of R&D investment and the role of the government highlight the need for better institutional mechanisms and policy support in the innovation process. Investment in R&D by firms does not necessarily translate directly into innovation, and government support needs to be accompanied by a greater focus on the establishment of regulatory and assessment mechanisms to ensure the effective use of resources.

In the context of the 14th Five-Year Plan, Sichuan Province has established the China (Sichuan) Intellectual Property Protection Center and 16 provincial-level or above IPR protection and assistance centers to a high standard (Chenqi, 2023). This initiative has effectively strengthened the protection of intellectual property protection and provided more professional support to firms in defending their rights.

With regard to the intellectual property protection of firms, Sichuan Province has enhanced the level of intellectual property protection through measures such as strengthening the protection of production factors, enhancing assessment and evaluation, and improving public relations and guidance. However, to achieve a higher level of protection, it is still necessary to further increase the policy support, establish a more scientific and reasonable assessment index system, and continuously monitor, evaluate and enhance the effects of intellectual property protection through third-party evaluation and other means. Strengthening public relations and guidance and forming a social consensus are crucial to building an environment conducive to intellectual property protection.

In general, the achievements of Sichuan Province in the operations and implementation of intellectual property protection in the 14th Five-Year Plan deserve to be recognized, but there also needs to be a clear understanding of the emerging problems and challenges, and further improvement of the policies and technical means, as well as a strengthening of international cooperation, in order to help the process of intellectual property protection continue to advance to a higher level.

1.2 Conduct of Specialized Operations

In order to combat intellectual property infringement crimes, Sichuan Province has carried out special operations such as "Escort", "Thunder", "Lightning" and "Sword Net" to crack down on infringement and counterfeiting (Chenpo, 2024). In the past five years, 1,322 cases of infringement and counterfeiting were filed and investigated, providing strong legal support for firms.

The "Escort" operation is aimed at increasing the implementation of intellectual property protection for firms through the construction of intellectual property protection centers. By building the China (Sichuan) Intellectual Property Protection Center with high standards, professional and efficient intellectual property protection has been realized. The center has

become a solid backing for firms in intellectual property protection disputes, providing legal aid, consulting services and other all-round support for firms.

The “Thunder” operation is mainly characterized by strong crackdowns on infringement and counterfeiting through increased enforcement efforts. In the past five years, Operation “Thunder” has led to 1,322 cases of infringement and counterfeiting, demonstrating Sichuan Province’s determination to have zero tolerance for infringement. The operation has effectively deterred potential infringers, maintained market order and provided legal protection for firms.

Operation “Lightning” is characterized by speed and efficiency, with a view to strengthen the rapid response to infringements. By enhancing the synergy of law enforcement agencies, the operation was launched in a timely manner and cases were quickly detected, providing rapid and powerful support to enterprises in the process of intellectual property protection. The promotion of the operation has effectively shortened the case processing time and improved the efficiency of intellectual property protection.

The “Sword Net” operation focuses on combating infringement on the Internet. With the popularization of the Internet, new forms of intellectual property infringement are emerging. The “Sword Net” operation has responded to the challenges of the Internet environment by strengthening the surveillance of Internet infringement and intensifying the crackdown on infringers. The operation has effectively prevented online intellectual property infringement and safeguarded the innovation achievements of firms.

Through the vigorous implementation of these special operations mentioned above, Sichuan Province has achieved remarkable results in the field of intellectual property protection. These operations have not only improved the efficiency of intellectual property protection but have also provided firms with more comprehensive legal support and intensified the fight against infringement. However, with the continuous development of technology, new challenges will continue to emerge, and Sichuan Province needs to continue to improve its strategies and actively adapt to newly arising situations, so as to provide a solid foundation for the continued development of the worthwhile cause of intellectual property protection.

1.3 Intellectual Property Reforms and Innovations

Through the formulation of reform and innovation policies, Sichuan Province has achieved remarkable reform results in the field of intellectual property. Over the past few years, the provincial government has actively explored and implemented a series of reform policies to promote innovation and development in the field of intellectual property.

It is of great significance that Sichuan’s a number of reform experiences in the field of intellectual property have been recognized and replicated by the State Council of China. This demonstrates Sichuan’s leading position in IPR protection and innovation, and provides valuable lessons for the national intellectual property protection work. This recognition not only provides a high evaluation of the work of the Sichuan government, but also leads to wider social recognition for its reform initiatives in the field of intellectual property.

As a result of the implementation of the reform policy, the creation and utilization of intellectual property rights in Sichuan Province has been significantly enhanced. In terms of statistics, the number of newly authorized patents has reached 400,000, the number of valid registered trademarks has exceeded 1.01 million, and the number of geographical indications has reached 762. This shows that Sichuan Province has made remarkable achievements in the

innovation and utilization of intellectual property protection, providing solid support for the promotion of scientific and technological innovation and industrial upgrading.

Through active intellectual property protection reforms, Sichuan Province has not only improved its own level of innovation, but has also made a wide impact at the national level. The fruitful intellectual property protection reform initiatives have led to a gradual increase in Sichuan's influence in the field of intellectual property and won more recognition for its position in China's national innovation system.

1.4 Establishment of the Provincial Intellectual Property Operating Fund

In order to better support intellectual property innovation, Sichuan Province has taken the lead in setting up a provincial intellectual property operating fund, the size of which has reached an impressive CNY 686 million. This fund is designed to provide firms with adequate financial support and to promote the innovation and utilization of intellectual property protection.

The establishment of the Provincial Intellectual Property Operating Fund marks a key step in supporting intellectual property protection in Sichuan Province. This fund not only provides start-up capital for innovation projects, but also plays an active role in technology promotion and marketing. This robust financial support provides a strong impetus for firms to innovate, enabling more scientific and technological achievements to be successfully transformed into productivity.

In addition to the Provincial Intellectual Property Operating Fund, Sichuan Province has also carried out intellectual property pledge financing at the city level. Strong data show that the amount of intellectual property pledge financing in 16 cities in Sichuan Province exceeds 30 billion yuan. This initiative provides enterprises with diversified financing channels, which not only improves their financing ability, but also provides broader financial support for intellectual property innovation.

The Provincial Intellectual Property Operating Fund and intellectual property pledge financing have effectively promoted the incubation and development of innovative projects. Through financial support and financial services for outstanding projects, Sichuan Province has provided a growing number of development opportunities for start-ups in the field of intellectual property. This series of financial support measures has laid a solid foundation for the development of emerging industries and promoted a wider application of intellectual property in the economy.

The financial support policies in Sichuan Province not only provide firms with financing guarantees, but also help to promote the healthy development of the intellectual property economy. The flexible utilization of these funds provides enterprises with more opportunities for innovation and boosts the leading role of intellectual property in the upgrading of industrial structure. Meanwhile, through the in-depth support of intellectual property, Sichuan Province is expected to become an important development region for an intellectual property economy in the future.

Safeguards for Intellectual Property Protection of Firms

2.1 Strengthening the Security of Factors of Production

In order to better protect the intellectual property of firms, Sichuan Province has adopted safeguard measures in various aspects. They cover a wide range of areas, such as the guarantee of production factors, the formulation of policies, and the application of fiscal and taxation means.

In the process of intellectual property protection, Sichuan Province has endeavored to strengthen the protection of production factors. This is reflected in the all-round support for intellectual property work, including inputs in various aspects such as capital, talents and technology. By improving policies and measures to ensure that intellectual property protection is supported by sufficient factors of production, the risk-resistant ability of enterprises in intellectual property protection has been improved.

Sichuan Province has carried out systematic planning and overall promotion of intellectual property protection by formulating a series of supporting measures for intellectual property work. These measures not only include the improvement of laws and regulations but also involve various aspects such as supportive policies and incentives. By comprehensively utilizing various policy tools, Sichuan Province is committed to creating a policy environment conducive to intellectual property innovation.

In order to ensure the vigorous promotion of intellectual property protection, Sichuan Province has actively implemented relevant working funds. This is reflected in the provision of sufficient financial support for intellectual property protection centers and other rights protection and assistance centers in order to enable them to better perform their duties. Adequate financial support has made it possible to sustain intellectual property protection and safeguard the legitimate rights and interests of firms.

Sichuan Province not only focuses on providing direct economic support, but also gives full play to the guiding role of fiscal and taxation means and policy mechanisms in the creation, protection and utilization of intellectual property protection. By means of preferential tax policies and financial incentives, firms are encouraged to invest more actively in the innovation and the protection of intellectual property, forming an organic combination of finance and policy.

In order to better implement the protection of intellectual property protection, Sichuan Province has not only focused on the investment of policies and funds, but has also strengthened the formation of talent teams for intellectual property work at the grass-roots level. By upgrading the professionalism and business literacy of grass-roots staff and strengthening their understanding and application of intellectual property protection, the working level of grass-roots staff on intellectual property protection has been improved, providing a more solid foundation for intellectual property protection.

2.2 Strengthening Assessment and Evaluation

In order to ensure the smooth implementation of the 14th Five-Year Plan for the Protection and Utilization of Intellectual Property Protection, Sichuan Province has adopted enhanced assessment and evaluation measures aimed at supervising the effective implementation of the tasks. This initiative reflects a high degree of concern for the effectiveness of the plan's implementation and strict requirements for the quality of intellectual property work.

Sichuan Province has provided a powerful tool for the comprehensive evaluation of intellectual property work by establishing a scientific and equitable system of assessment indicators. This system not only covers the quantitative indicators of intellectual property protection but also focuses on many aspects of the creation and utilization of intellectual

property. This helps to comprehensively assess the overall and systematic nature of intellectual property work and ensures that the assessment is comprehensive and fair.

In order to ensure the close connection between the use of special funds and their impacts, Sichuan Province has strengthened the assessment and management of the effects of the use of special funds for the transformation of scientific and technological achievements and the development of strategic emerging industries. Through the tracking and supervision of the special funds, it increases the assessment of the effect of the creation and application of intellectual property, and ensures that the use of the special funds can effectively promote the innovation and application of intellectual property.

By strengthening the assessment and evaluation system, Sichuan Province aims to ensure the effectiveness of the tasks of the 14th Five-Year Plan. This includes careful monitoring and evaluation of the implementation of the tasks specified in the plan, so as to identify problems and correct deviations in a timely manner, in order to safeguard the overall direction of the plan. This rigorous assessment mechanism helps to achieve the goals of the plan in an orderly manner and improves the efficiency of the implementation of intellectual property work (Peng, 2023).

In order to ensure that the objectives of the plan are actually achieved, Sichuan Province has established a dynamic tracking and monitoring, effect evaluation and performance assessment mechanism (Peng, 2023). This mechanism enables more flexible real-time monitoring of all aspects of the planning implementation process based on the actual situation and the scientific assessment of the results of intellectual property work. This helps to adjust and optimize the work program in a timely manner and ensure the full implementation of the planned tasks.

2.3 Strengthening Public Information and Guidance

In order to promote the comprehensive development of intellectual property protection at the social level, Sichuan Province has focused on creating a positive social atmosphere, strengthening public relations and guidance, and facilitating the public's enhancement of their knowledge and awareness of intellectual property protection.

By summarizing practical experience and promoting typical experiences and practices in a timely manner, Sichuan Province has conveyed successful examples of intellectual property protection to society. This kind of experience sharing can not only enlighten other regions but also inspires additional firms and individuals to become more active and contribute to the synergy of the whole society to jointly safeguard intellectual property protection.

In order to raise public awareness of intellectual property protection, Sichuan Province regularly publishes white papers and typical cases on intellectual property protection. This not only allows the public to gain a deeper understanding of the current situation and achievements of intellectual property protection but also helps to enhance social acceptance of and confidence in intellectual property protection.

Through a variety of channels, including the media, the Internet, and education, Sichuan Province has endeavored to guide the public to enhance their awareness of intellectual property protection. Especially in emerging areas such as the Internet, public relations regarding intellectual property protection have been strengthened to enable more people to understand the importance of intellectual property for innovation and development, to form a social consensus, and to motivate every individual to actively participate in intellectual property protection (Wulian, 2023).

In order to ensure the impartiality and objectivity of the public relations and guidance work, Sichuan Province has also endeavored to improve the public opinion supervision mechanism. Through the establishment of a reasonable and effective supervisory mechanism, the work of intellectual property protection is examined and evaluated, problems are identified in a timely manner, public opinion is guided, and society is provided with accurate and objective information on intellectual property protection.

Tensions Between Inputs and Effects

3.1 Mismatch Between R&D Expenses and Results

Despite investing large amounts of funding in research and development (R&D), Sichuan Province faces the challenge of occasionally failing to obtain the desired innovation results. This has triggered extensive in-depth discussion regarding the concentration of R&D human capital and the lack of competitive mechanisms and incentives.

Currently, R&D human capital in Sichuan Province is mainly concentrated in large state-controlled firms such as enterprises and research institutes. This has led to an overly centralized process of intellectual property innovation and a lack of diversified innovation subjects. The concentration of R&D activities in a small number of large firms has resulted in an unbalanced distribution of resources, limiting the breadth and depth of innovation.

In these state-controlled firms, there is a lack of competition and incentive mechanisms. Due to these limitations of the institutional sectoral system, there is a relative lack of motivation to innovate within the firms, and it is difficult to create an inherent competitive mechanism. The lack of effective incentive mechanisms also leads to the lack of motivation of R&D personnel, which affects the improvement of the results of innovation.

In order to solve these problems involving the concentration of R&D human capital and the lack of competition mechanisms, Sichuan Province has increased the introduction of competition mechanisms. By encouraging diversified innovation mainstays and supporting the R&D activities of private firms, a wider range of partners from various sectors of society can be induced to participate in intellectual property innovation and promote the overall enhancement of R&D activities.

At the same time, Sichuan Province is also strengthening its incentive mechanisms. The establishment of a flexible and diverse incentive system, including salary incentives and career development incentives, can better stimulate the innovation potential of R&D personnel. In addition, the introduction of long-term incentives, such as equity incentives, aligns the interests of R&D personnel and enterprises more closely and enhances the sustainability of innovation.

3.2 Industrial Concentration of R&D and Innovation Activities

At present, China's R&D and innovation activities are mainly concentrated in capital-intensive industries, while support for labor-intensive industries is relatively weak. While it is important to increase the number of R&D personnel, relying on this means alone cannot effectively accelerate the process of independent innovation in China. For this reason, Sichuan Province needs to focus on the optimization and transformation of its industrial structure while investing in R&D.

In order to achieve better results in R&D activities, Sichuan Province must gain a deeper understanding of the actual needs of various industries and accurately allocate R&D resources.

By comprehensively analyzing the technological and market needs of various industries, better targeted R&D investments can be made, which will improve the efficiency of R&D resource utilization and ensure that R&D results more effectively serve the actual industrial needs.

In the process of optimizing the industrial structure, Sichuan Province should increase its support for labor-intensive industries. This includes not only the technological transformation and upgrading of traditional industries, but also the cultivation and development of new labor-intensive industries. By providing more R&D support and policy inclination for these industries, more resources can be induced to shift towards this area, promoting a more balanced development of the province's industrial structure.

In order to better promote the transformation of the industrial structure, Sichuan Province can also strengthen its cooperation with universities and scientific research institutions. Through in-depth cooperation with these institutions and making full use of their R&D strength and resources, technological innovation and transformation can be better realized. The establishment of an in-depth cooperation mechanism between industry and academia and research as well as the formation of an integrated innovation system linking industry with the academic and research community will play a positive role in promoting the optimization and transformation of industrial structure (Jian, 2023).

Sichuan Province also needs to encourage firms to engage in technological innovation and transformation and upgrading through policy guidance. Incentives such as tax concessions and loan support should be provided in order to push firms to invest more actively in independent innovation and industrial restructuring. This will not only help improve the core competitiveness of firms, but will also provide strong support for the upgrading of the entire industrial structure.

The Role of the Government in Intellectual Property Protection

4.1 Government's Legal System Safeguards

The government plays an active role in intellectual property protection through legal system protection, tax incentives and government subsidies, which provide important protection and support for firms.

Through the establishment of a well-developed legal system, the government has provided a legal basis and clear guarantee of rights for the generation, protection and utilization of intellectual property. The improvement and enforcement of intellectual property laws have played an important role in safeguarding the legitimate rights and interests of firms in innovation and combating infringement.

By introducing tax incentives, the government encourages firms to increase their investment in intellectual property protection. For example, policies such as tax credits for R&D expenditures and tax incentives for income from intellectual property encourage firms to participate more actively in the innovation and protection of intellectual property.

Government subsidies have also become an important means of support in the field of intellectual property. Through the establishment of the Intellectual Property Protection Operating Fund and the Special Funds for Scientific and Technological Innovation, the government has provided direct economic support to firms to help them better protect and utilize intellectual property, and to promote scientific and technological innovation and industrial upgrading.

The government carries out training and public relations in order to raise firms' awareness and concern for intellectual property protection. By organizing training courses and seminars, the government helps firms understand the importance of intellectual property protection and increase their initiative in intellectual property protection.

4.2 Existing Issues

Although the government has provided important support for intellectual property protection through direct subsidies and other means, this has also resulted in several problems, including the possibility of rent-seeking opportunities for poorly motivated firms that may use the subsidies for non-innovation inputs (Louwan et al., 2023). Therefore, while providing support, the government needs to strengthen its supervision and assessment mechanism to ensure that effective utilization of funds is applied to better promote the development of intellectual property protection.

In order to prevent rent-seeking behaviors, the government can establish a more detailed mechanism for reviewing the use of funds, and clarify the scope and conditions for the use of subsidized funds. Specialized auditing bodies should be set up to monitor and audit the use of funds by firms, so as to detect and correct misconduct in a timely manner and ensure that subsidies are used for genuine innovation inputs (Huangyu, 2018).

The government should establish a scientific and reasonable assessment mechanism to evaluate not only the innovation achievements of firms, but also the authenticity of their innovations, industrial influence and other aspects, in a comprehensive manner. Diversified evaluation indicators should be selected, including the number of intellectual property applications, the rate of transformation of technological achievements, market competitiveness, etc., so as to gain a comprehensive understanding of the innovation level of firms in multiple dimensions.

In order to increase fairness and objectivity, the government can also introduce a third-party assessment organization to conduct independent assessments of the innovative activities of firms. This can effectively avoid the government's own subjectivity and interest-related problems as well as ensure that the assessment results are objective, fair and scientific.

Conclusion

Through the 14th Five-Year Plan, Sichuan Province has effectively responded to the new challenges facing intellectual property protection by adopting a series of innovative initiatives. In this era of rapid economic development and in the face of emerging problems, the province has endeavored to protect intellectual property protection by strengthening its technical means, international cooperation and revision of laws and regulations. With regard to intellectual property protection for enterprises, Sichuan Province has comprehensively improved the level of intellectual property protection by strengthening the protection of production factors, reinforcing assessment and evaluation, and enhancing public relations and guidance. However, there are still some contradictions and complications in R&D investment and its effectiveness as well as the role of the government, which require further improvement of policies and mechanisms to promote innovation and intellectual property protection.

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