



SISTER FESTIVAL

PHOTO BY NING JIAN / FOR CHINA DAILY

Miao women dressed in traditional costume troop along the street to celebrate the Sister Festival of the ethnic group in Southwest China's Guizhou province. With a history of more than 3,000 years, the traditional festival of Miao people is also known as "the oldest oriental Valentine's Day". It was among the first group of national intangible cultural heritage in 2006.

Copyright database to improve transparency

By **CHENG HONG** and **LIN BAIYU** in Shenzhen, Guangdong

Investors who struggle to assess the value of cultural relics or contemporary art works may soon be able to use an online tool to help.

Fu Xiaoliang, board chairman of Shenzhen International Copyright Exchange, is creating a database to provide easy access to detailed copyright transaction information and records.

"We will collect the transaction records of more than 100 famous cultural works at the beginning stage, and expand to cover more step by step," Fu told China Daily.

The records will work as identification for every single copyright work, which could provide useful reference for investors before purchasing, he said.

The system will also improve transparency for copyright trading and allow transaction records to be tracked for copyright as well as other cultural and creative products.

"We hope our efforts could

be helpful to promote and regulate China's copyright trading market to be standardized, fair and open," he said.

The copyright exchange opened on March 30 after a six-month trial.

It focuses on five major fields — copyright trading, or video and audio products; publication, including digital publication; software, including games and comic and animation; intangible cultural relic; and works of art.

"We aim at providing international copyright protection and services including worldwide copyright protection, copyright trading and copyright financing" Fu said.

So far, the exchange provides national copyright registration, ownership identification, mortgages and other financing services.

Fu, who has a strong financial background after working for securities houses for years, said he is looking at the feasibility of financial tools to help cultural companies, investors and authors.

He said he believes copyright protection could be



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FU XIAOLIANG
BOARD CHAIRMAN OF SHENZHEN INTERNATIONAL COPYRIGHT EXCHANGE

much easier when it is shared. "The industrial regulators should allow the copyright owners to sell and trade their

copyright by shares on the market," Fu said.

The more people who own shares of a copyright and care for its price fluctuation, the safer the copyright will be, because "there are so many eyes watching," he said.

However, the system also needs regulators to protect the shares transactions and effectively regulate the market, otherwise speculation could occur, he said.

Fu's exchange won a credit line of 1 billion yuan (\$160.6 million) from the Bank of China.

"We have been in talks with several cultural companies who need funds to support their development. We hope we can help them get the loans from the bank," he said.

The copyright works and cultural products could eventually have more investment channels, such as securities, trust fund and assets management, when the financial environment in China improves, said Fu.

His exchange, while doing conventional business to support normal operations, is

preparing for new financial products.

"Our database for copyright transaction records will play an important role when the copyright market is open to more investment tools because it provides a benchmark for the industry," Fu said.

The exchange also trains professional brokers, who help build connections between copyright experts, authors and investors and also provide professional advice.

"We also require our brokers learn sufficient financial knowledge and develop their capabilities in strategy planning and market promotion," Fu said.

The exchange partnered with the World Copyright Union, an organization registered in the United States, to introduce more overseas copyrights and help Chinese copyright owners meet foreign investors.

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Golden Bear award winning film sold copyright worldwide

By **HAO NAN**
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As the first Chinese actor to win the Silver Bear for Best Actor at this year's Berlin International Film Festival, Liao Fan can take credit for the success of *Black Coal, Thin Ice* after news of his surprise win swamped social media.

The blockbuster, in which Liao plays the lead, attracted audiences previously unheard of for a film noir. It led Chinese films showcased at foreign film festivals by raking in more than 100 million yuan (\$16.1 million) at the box office since it opened on March 21.

The number was beyond expectations of many industry insiders.

During the Berlin festival in February, the film's management team signed a contract with a Dutch company for the sale of the film's copyright in overseas markets.

The Dutch company offered an insurance mechanism, which is rare for Chinese movies, the film producer Wan Juan told 21st Century Business Herald.

The mechanism meant the management team could still be paid even if the copyright was not sold.

However it was not needed as several film companies and cinemas overseas showed interest in the film due to its outstanding domestic performance.

To date copyright for *Black Coal, Thin Ice* has been sold to more than 20 countries including the United States, France and Germany. In France, it is due to be released in June this year, according to Jiefang Daily.

Diao Yinan, the film's director, told the newspaper that Chinese film directors should "shoot movies that can earn money from both Chinese and foreign audiences" and "the film copyright can be sold at least at a few tens of millions of yuan."

Diao said he hopes there will be a time when Chinese people will regain their confidence in the cultural industry.

As his first large commercial work, the film also won Golden Bear for best film in Berlin.

He said at first he wrote the script in line with the principles



I hope the film is the most commercial one among art-house films and the most art-house film among the commercial type of movies."

DIAO YINAN
FILM DIRECTOR

of Iranian art film, which he prefers, and refused to take commercial advice when looking for investment.

"I then realized that it makes no point if the movie can not be shot, no matter how good it could be," he said.

Diao admitted some of the emotional scenes between the leading actor and actress were added for commercial reasons.

"I hope the film is the most commercial one among art-house films and the most art-house film among the commercial type of movies," he said.

Telling a story of love and redemption caused by murder, the film is a salute to film noir in the 1940s.

Some audiences said they "had not quite understand the plot" in feedback, but Diao said that was "normal and within his expectations".

He said if every audience member had understood the whole film he would be worried, as he dislikes straightforward expression in movies.

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Special thanks to China IP magazine for the joint launch of ipr.chinadaily.com.cn



JIANG DONG / FOR CHINA DAILY
Film Director Diao Yinan stands in front of the movie *Black Coal, Thin Ice* poster at its premiere in Beijing in March.

ipscene

- BEIJING

Appeal over alleged image misuse

Sinopharm lodged a copyright appeal against the Beijing subsidiary of US Getty Images with Beijing No 1 Intermediate People's Court, after a ruling was made in favor of the picture provider. Getty Images claimed that Sinopharm used three pictures for commercial use on its microblog without authorization. The pharmaceutical group said that forwarding content containing the pictures in issues edited by news portals should not be defined as infringement. The appeal was heard in early April, pending further investigation for decision.

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- SHANDONG

Cash from creatives and copyrights

Copyright licensing and creative industries in the province created added value of nearly 200 billion yuan (\$32.2 billion) in 2012, taking 5.4 percent of the province's GDP that year, according to a summit of creative industries held last week in Qingdao. The share in Qingdao and provincial capital Jinan is more than 7 percent. In 2006 the industries generated 60 billion yuan and took 2.7 percent in provincial GDP.

QILU EVENING NEWS

- JIANGSU

Competition to improve design

The Zhenjiang industry and commerce administration held the city's first trademark design contest. The competition aimed to improve trademark design and quality and raise people's IP awareness. Of the 60 applications submitted by 14 trademark agencies, judges including art and design experts selected the top 10.

JINGJIANG EVENING NEWS

- HUNAN

Development for approved zone

The Changsha Economic and Technical Development Zone is the first in the province to be recognized as a national IP demonstration zone by the State Intellectual Property Office. The zone is home to five national-level R&D centers along with more than 190 companies that have at least one patent each. Local companies won five Awards for Outstanding Chinese Patented Invention, the top patent award nationwide. The administration of the zone plans to invest 200 million yuan in the next three years to recruit more experts.

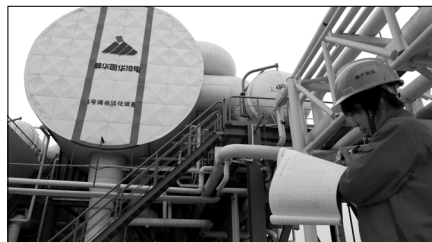
INTERNATIONAL BUSINESS DAILY

- HEBEI

New facility boosts desalination

The largest seawater desalination facility in China recently started operation in Shenhua Group's Cangzhou power plant. The facility uses proprietary designs and installation techniques and has a daily production capacity of 25,000 tons of fresh water. The new addition means the power plant now has a total desalination capacity of 57,500 tons a day.

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FU XINCHUAN / FOR CHINA DAILY

A worker collects data from the running desalination facility at Shenhua Group's Cangzhou power plant.

- GUANGDONG

Patent applications soar

The province's LED industry applied for more than 50,000 patents by the end of last year, taking up 26.6 percent of all applications nationwide. More than 90 percent of the applications were filed by companies in the Pearl River Delta region, with Shenzhen city topping the list with nearly 20,000 applications. Companies, universities, industry associations and testing organizations in the province have joined to boost the industry.

SCIENCE AND TECHNOLOGY DAILY

- HAINAN

Trademark infringement crackdown

The industry and commerce authorities in the province investigated 686 trademark infringements in 2013, increasing nearly 10 percent over the previous year, according to data released at a meeting last week. The total fines surpassed 6 million yuan last year, doubling the amount of 2012. The province now owns more than 28,000 trademarks, a 97 percent rise over the number of 2009.

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