

Current Situation, Problems and Countermeasures of Intellectual Property Service System in Jilin Province

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Abstract: To improve the intellectual property service system of Jilin Province is the practical need of the current economic development. In Jilin Province, there are some drawbacks in the establishment of intellectual property service organization, which makes the management of intellectual property difficult to stand out; the competition of basic services is fierce, and the high-end and characteristic services are insufficient; the coordination among various service links is not strong, ignoring the process services; the talent cultivation system is imperfect, and the high-end professional talents of the combined type are scarce; the information between platforms is not integrated, and the information level of business system is not high and so on. This paper puts forward the countermeasures to improve the intellectual property service system of Jilin Province from the aspects of management organization, talent cultivation, platform construction and characteristic service.

1. Introduction

Intellectual property plays a prominent role in promoting the transformation of economic growth mode, promoting the development of emerging industries and adjusting industrial structure. The development of intellectual property service industry has a profound impact on the ability of intellectual property creation, protection, application and management. Through market cultivation, policy support and advanced introduction, the intellectual property agency service industry in Jilin Province has developed rapidly, which has gradually played an important role in promoting economic development and technological innovation. However, there is still a contradiction between service supply and demand in the whole industry. Providing effective services to meet the diversified and personalized needs has become an important issue for the future development of intellectual property service industry in Jilin Province.

2. Current Situation of Intellectual Property Service System in Jilin Province

2.1. The Organizational Structure of Intellectual Property Administrative Department is Relatively Complete

The Intellectual Property Office of Jilin Province is subordinate to the science and Technology Department of Jilin Province, which has three directly related departments: intellectual property coordination office, patent management office and intellectual property promotion office. The main functions of the intellectual property coordination office are to organize the implementation of the national intellectual property strategy outline and the comprehensive work of intellectual property in Jilin Province; the patent management office is mainly responsible for the formulation of policies and measures for patent management in the whole province, the supervision of intermediary services, foreign cooperation and exchange, and the guidance of public service system construction; the intellectual property promotion office is mainly responsible for the formulation of enterprise oriented intellectual property planning to organize and implement relevant scientific and

technological development plan projects, cultivation of advantageous enterprises and construction of operation system, etc. Eight prefecture level cities under the jurisdiction of Jilin Province (Changchun, Jilin, Siping, Baicheng, Songyuan, Tonghua, Baishan and Liaoyuan) have set up corresponding intellectual property management departments, among which Baishan City divides the intellectual property management function into technology market management department. Trademark and copyright are respectively managed by the Provincial Administration for Industry and Commerce and the Jilin provincial Copyright Bureau, and corresponding administrative departments are set up in each urban area. In recent years, the intellectual property work of each jurisdiction in Jilin Province has been further strengthened, which provides a strong organizational guarantee for the intellectual property work.

2.2. IP Intermediary Service Agencies Basically Meet the Needs

Since 2008, the service quantity and quality of intellectual property agency service industry in Jilin Province have been continuously improved. As of the first half of 2017, there are 17 Patent agencies and 240 trademark agencies in Jilin Province. Take the patent agency of 13 patent agencies in April 2018 as an example, as shown in Table 1 [1], Jilin Changchun new era Patent Agency Co., Ltd. and Changchun Jida Patent Agency Co., Ltd. and Jida Patent Agency Co., Ltd. have achieved 332 and 487 patents. Changchun Jida Patent Agency Co., Ltd. has 116 agency patents per month, including 50 invention patents. From table 1, it can be seen that these intermediaries basically solved the old situation of insufficient intellectual property services in Jilin Province for a long time. The number of service invention patents represented has been growing from more than 2500 in 2009 to 10958 by the end of 2016, contributing to the further improvement of the number of invention patents owned by 10000 people in Jilin Province [2].

Table 1. Patent agency of Jilin Province in April 2018

Agency Name	Patent type					
	That year Cumulative	Year-on-year increase	month Cumulative	Invention	Practical New type	Appearance Design
Changchun Keyu Patent Agency Co., Ltd	11	-42.1%	4	4	0	0
Jilin Changchun new era Patent Agency Co., Ltd	332	-11.9%	103	27	66	10
Jilin Dali Patent Office	46	-27.0%	18	7	8	3
Changchun Sihuan Patent Office	1	-75.0%	0	0	0	0
Yanbian Keyou patent and Trademark Agency Co., Ltd	10	-41.2%	2	2	0	0
Changchun Jida Patent Agency Co., Ltd	487	26.5%	116	50	63	3
Changchun Dongshi Patent Office	15	-16.7%	2	2	0	0
Jilin Changchun new era patent and Trademark Agency Co., Ltd	228	78.1%	75	4	57	14
Tonghua Weiwang Trademark Office Co., Ltd	32	100%	6	1	4	1
Changchun Geely Patent Office	119	67.6%	32	5	23	4
Changchun Huaming patent and Trademark Agency Co., Ltd	16	-15.8%	4	2	2	0
Jilin Dahua Mingren law firm	0	0%	0	0	0	0
Changchun Jinghua patent and trademark agency	93	-66.3%	23	22	1	0

2.3. The Construction of Intellectual Property Public Information Platform has Taken Shape

Jilin Province vigorously develops the construction of intellectual property public information

platform, and successively establishes Jilin Province patent technology exhibition and trading platform, Jilin Province intellectual property rights protection assistance center, Jilin Province intellectual property affairs center, etc. We gave full play to the effectiveness of patent information and sorted out more than 4 million pieces of patent data. Relying on Chinese and foreign databases in all fields, the company has searched and retrieved foreign patent information on behalf of 285 enterprises and institutions, opened the "Chinese and foreign database retrieval platform" free of charge, and focused on 43 patent strategy promotion projects related to patent information analysis and utilization, so as to strengthen the patent information analysis and utilization ability, and assist Jilin patent information service center to carry out relevant work Comprehensive service.

2.4. The Social Effect of Intellectual Property Personnel Training is Well

Combined with the actual development of Jilin Province, the training course of revitalizing Jilin old industrial base was held. Basic training courses such as "training course on patent technology implementation and industrialization of intellectual property" and "training course on patent practice and development strategy" were provided.. Further enhance the intellectual property awareness of small and medium-sized enterprises in Jilin City, improve the market competitiveness. We will increase the training of leading cadres and enhance their awareness of intellectual property rights. Dozens of news media, including intellectual property news, Jilin TV station, Jilin daily, Jilin People's radio station, Tonghua daily, Changchun daily, city evening news, East Asia economic and trade news, and new culture news, participated in the publicity and reporting, and achieved good social effects. In 2011, "Jilin intellectual property training base" was established in Jilin University. In 2012, with the approval of the State Intellectual Property Office, the "national intellectual property training (Jilin) base" was established, the "patent and achievement transformation network of Jilin University" was opened, and the intellectual property distance education platform of Jilin Province was established.

2.5. Rapid Promotion of the Construction of Rights Protection Assistance Center

Extend the network of rights protection assistance and complaint reporting services. China (Jilin) intellectual property rights protection assistance center has been established, becoming one of the first 10 units approved by the State Administration for construction. Under the intellectual property rights protection and assistance center of Jilin Province, four sub centers of intellectual property rights protection and assistance Yanbian, Siping, Tonghua and Jilin have been set up, and "12330" intellectual property rights protection and assistance and reporting and complaint telephones have been opened in cities (prefectures). We will build an electronic information data system platform for reporting complaints. In order to integrate the information of intellectual property rights reporting and complaint cases of Jilin and Changchun provincial aid centers for safeguarding rights and Yanbian, Siping, Tonghua, Jilin, Baicheng and Baishan six aid sub centers for safeguarding rights, an electronic information data system platform for intellectual property rights reporting and complaint cases is developed to quickly and comprehensively search, classify and dispatch the cases of each center.

3. Problems in Intellectual Property Services in Jilin Province

3.1. The Malpractice of Organizational Structure Makes the Position of Intellectual Property Management Difficult to Stand Out

In Jilin Province, patents, copyrights and trademarks belong to the Department of science and Technology (under which there is an Intellectual Property Office), the copyright office and the industrial and commercial bureau for management. The ownership of the three departments belongs to horizontal level departments, and there is no power restriction relationship. Although the Intellectual Property Office plans from the president, the existing management tends to patent technology management, and the management of copyright and trademark is relatively weak. In coordination with the other two organizations, there are often problems such as poor

communication and inadequate implementation, resulting in low management efficiency. In the context of innovation driven economic development, the three departments are in charge of some functions of intellectual property, which can not reflect the value of intellectual property in economic development. In 2017, Changsha took the lead in integrating the three rights of patent, trademark and copyright administration in the whole city [3], and made a bold attempt in the intellectual property management system, to a certain extent, avoiding the phenomenon of fragmentation between different departments, providing a reference for the reform of intellectual property management system in Jilin Province.

3.2. Fierce Competition in Basic Services, Lack of High-end and Characteristic Services

In Table 1, 13 companies mainly provide basic services such as patent and trademark agency and legal consultation. Only 2-3 companies can provide intellectual property pledge financing and insurance business, and there is no special agency company that can provide intellectual property planning and capitalization operation services for enterprises. The intermediary service companies in the province use various means to carry out competition in the field of basic services, such as evaluating professional titles for colleges and universities, providing services such as writing patent books, patent trading, etc. Teachers buy patents just to evaluate professional titles, and then put them on the shelf, which has not turned into real productivity. In addition to Changchun and Jilin, other city level intermediary service agencies are not professional enough, and market awareness is not obvious. With the development of local economy, all kinds of users' requirements for intellectual property services are refined, personalized and high-end [4]. There are few intellectual property services in different industries and fields in Jilin Province. For example, Shanghai and Jiangsu Province have established special copyright bases or platform services for the digital publishing industry, and Jilin Province mainly relies on the platform services of developed provinces or countries.

3.3. Neglecting Process Services and Weak Coordination Among Various Service Links

At present, the public service of Jilin Province mainly focuses on information collection, while the means of information processing, sorting and analysis are relatively simple, the ability of mining the deep value of data is not strong enough, and the loss of non-technical information such as market information service and value information service is serious. Market service institutions pay more attention to the agency and consulting services in the right acquisition link, the post control in the right maintenance link, and the transfer of the right utilization link. It can only provide a single link of point services, and can not provide the whole process services based on the industrial chain, such as strategic layout, information retrieval, data analysis, value evaluation, etc., which are rarely involved, or it is difficult to provide high-quality services according to the needs of users. There is an imbalance between the development of intellectual property services and the regions and industries [5].

3.4. The Talent Cultivation System is not Perfect, and the Compound High-end Professional Talents are Scarce

In recent years, Jilin Intellectual Property Office has carried out a lot of intellectual property publicity and training for enterprises, universities, scientific research institutes and other relevant personnel, which has played a positive role in promoting the establishment of awareness of intellectual property protection and the popularization of intellectual property knowledge. Through distance education, training courses, training bases and other forms to strengthen personnel training, a number of front-line intellectual property personnel will be trained in the short term. In the long run, the professional [6], compound and high-end talent training system has not been established, and there is no university in Jilin Province to set up the intellectual property specialty. The intellectual property education is mainly realized by law major or graduate education (as a research direction). As of 2017, there are 120 high-level talents of regional intellectual property in Jilin Province, 3 high-level talents of intellectual property information, and very few high-end talents in intellectual property capitalization and commercial operation.

3.5. The Information between Platforms is not Integrated and the Information Level of Business System is not High

Jilin Province has gradually built a variety of intellectual property service platforms, mainly based on patent information, patent service process, rights protection, etc. Although public services are provided to users to a certain extent, the existing platforms have problems such as small data stock, backward data acquisition means and slow update, and data incompatibility between platforms. There is no platform to connect enterprises, universities and scientific research institutes with Internet and big data technologies. The whole intellectual property service industry has low level of informatization, unscientific service workflow and low efficiency of affairs management. The imperfect business system for users to obtain, use and safeguard their rights leads to high service cost and weak competitiveness of intellectual property.

4. Countermeasures to Improve the Service Level of Intellectual Property in Jilin Province

4.1. Set up a Unified Coordination and Management Organization for Intellectual Property Rights

Set up the intellectual property management department of "Three Rights in one" for the administration of patent, trademark and copyright, and set up the Coordination Office of "three rights" to coordinate the relevant departments. Enhance the administrative position of intellectual property management department, highlight the position of intellectual property in technological innovation and economic development. Deploy and implement the national intellectual property development strategy, and formulate the provincial intellectual property development strategy outline according to the economic and technological development of Jilin Province. We will coordinate the development of intellectual property rights, such as technology patents, product trademarks, and copyright. In particular, we will work out enterprise oriented intellectual property plans, and formulate and implement policies and measures for intellectual property management in Jilin Province, in accordance with the key areas of economic development in Jilin Province. To guide the construction of patent information public service system in the province.

4.2. Focus on Cultivating High-quality Characteristic Intellectual Property Services

Guide the development of intellectual property rights of pillar industries in Jilin Province through fiscal and tax policies [7], encourage the market-oriented development of intermediary institutions, give policy support to enterprises providing services in the following aspects, and build a group of intellectual property agency with brand effect: first, combine automobile, petrochemical, agricultural product processing, medicine and health, biological manufacturing, biological industry, electronic information, new energy Source automobile, advanced equipment manufacturing, energy conservation and environmental protection and other industrial characteristics provide specialized services in important industries and areas. Second, according to the development and demand of enterprises in Jilin Province, we will continue to explore the characteristic services in the construction of intellectual property operation system, such as intellectual property value evaluation, intellectual property pledge financing, intellectual property insurance, patent pool construction, etc. Thirdly, in view of the low conversion rate of intellectual property in Jilin Province, the process of intellectual property transformation is set up and specialized services are provided in combination with the needs of enterprises. Fourth, along with Jilin's deep integration into the national "one belt and one way" strategy and Jilin's construction of the Sino Mongolia and Russian economic corridor and the opening of the core area for Northeast Asia, we need to continuously strengthen the service of intellectual property rights related to foreign affairs.

4.3. Build an Intellectual Property Service Platform based on the Whole Industrial Chain

Use big data, Internet, cloud computing and other technologies to build an intellectual property service platform based on the whole industrial chain [8]. First, integrate the existing platforms of different regions and types in the province, and focus on supporting the construction of public

service integrated platform close to the needs of users. Second, in view of the key links in the construction of the industrial chain, we should build characteristic service platforms, such as patent information analysis service platform, characteristic industry service platform, etc., and cultivate a number of high-quality platforms. Third, improve the operation mechanism of platform construction. From the aspects of policy, technology, talent, market, capital, etc., we will continue to improve the operation system of various platforms, and ensure the smooth connection between various modules of the platform from the perspective of management. Fourth, establish cooperation mechanism and benefit distribution mechanism for platform participants, strengthen communication and exchange, and ensure the interests of multiple participants.

4.4. Implementation of Multi-level Compound Talent Cultivation Plan

We will formulate the province's medium and long-term intellectual property talent cultivation plan, and strive to build a team of intellectual property talents suitable for the province's technological innovation and intellectual property development. First, we should give full play to the teachers in the field of intellectual property in Colleges and universities of Jilin Province, and cultivate a local intellectual property teachers with reasonable structure in combination with the needs of industrial development in Jilin Province [9]. Second, we should cultivate a number of excellent intellectual property brokers to establish a close relationship between suppliers and demanders of intellectual property services. Under the condition that the existing effective service supply is insufficient, through the active work of intellectual property brokers, we can tap and guide the potential demand of users and improve the level of intellectual property service supply. Third, enterprises should set up a special intellectual property management department to incorporate intellectual property training into the annual training system of employees [10]. Fourthly, the trade association should establish the qualification identification, quality and ability evaluation system for employees in various industries, so as to improve the comprehensive quality of employees in the industry.

5. Conclusion

The intellectual property service work of Jilin Province needs to comprehensively build the intellectual property service system of Jilin Province from the aspects of institutions, talents, platforms, etc., and set up a unified and coordinated management organization for intellectual property; focus on fostering high-quality and unique intellectual property services; Service platform; implement multi-level compound talent training plan.

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