

# 中国打击侵权假冒工作 年度报告

Annual Report on China's Combating of  
IPR Infringement and Counterfeiting  
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国家质量强国建设协调推进领导小组办公室

Office of the National Leading Group on Coordinated  
Implementation of Building a Quality-powered Nation



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## 前 言

进入新发展阶段，推动高质量发展是保持经济持续健康发展的必然要求，创新是引领发展的第一动力，知识产权作为国家发展战略性资源和国际竞争力核心要素的作用更加凸显。进一步加大打击侵权假冒工作力度，有利于全面提升中国知识产权综合实力、激发全社会创新活力、提升国家核心竞争力。中国政府始终高度重视保护知识产权和打击侵权假冒工作，深入推进质量强国和知识产权强国建设，走出了一条中国特色知识产权发展之路。

2025年是“十四五”收官之年。面对国内外经济环境的复杂变化，中国政府坚定不移贯彻新发展理念、推动高质量发展，统筹国内国际两个大局，现代化产业体系建设持续推进，经营主体发展质量不断提升、创新活力不断激发。

2025年，中国政府统筹推进打击侵权假冒工作，在顶层设计、法律法规、行政执法、司法保护、监管服务、宣传引导、国际合作等方面走深走实，呈现良好发展势头，服务新质生产力发展更加有力、保障人民群众美好生活需要更加有效、支撑经济社会高质量发展更加坚实。



## 一、“十四五”工作迈上新台阶

“十四五”时期，中国政府将保护知识产权和打击侵权假冒工作摆在更加突出的位置，保护知识产权和打击侵权假冒在促进经济社会高质量发展、推动开放型经济新体制建设、维护国际知识产权多边体系中发挥的作用越来越重要，知识产权事业取得新的成就，打击侵权假冒工作取得新的进步。

### （一）制度机制不断完善。

五年来，中国政府作出一系列重要战略部署，中共中央、国务院发布《知识产权强国建设纲要（2021—2035年）》《质量强国建设纲要》，国务院发布《“十四五”国家知识产权保护和运用规划》，全面加强知识产权保护，高效促进知识产权运用，推动构建新发展格局，全面提高中国质量总体水平。各有关部门发布行政保护、司法保护、版权保护、专利和商标审查等系列专项规划，明确各领域重点任务和工作措施。

中共中央、国务院批准设立国家质量强国建设协调推进领导小组、国家知识产权强国建设工作部际联席会议制度，将打击侵权假冒工作纳入质量强国建设总体规划，国家知识产权局调整为国务院直属机构，保护知识产权和打击侵权假冒工作统筹协调不断加强、工作机制持续优化。

与时俱进推进《中华人民共和国商标法》《中华人民共和国专利法》《中华人民共和国著作权法》及其实施细则等法律法规制修订，进一步扩大知识产权保护范围，新增侵权惩罚性赔偿制度，加大违法犯罪惩处力度。修订出台《中华人民共和国反不正当竞争法》，完善平台经济领域商业混淆等不正当竞争行为的认定规则。围绕网络交易、版权保护等重点领域，食品、药品、化妆品、医疗器械等重点产品，商标专利代理、审查、商业秘密保护等重点内容，制修订一系列部门规章、规范性文件。围绕适用惩罚性赔偿、行刑衔接、民事和行政案件管辖、案件办理指引等，推进一系列司法解释制修订，打击侵权假冒法治根基持续筑牢。

## （二）执法司法持续强化。

五年来，行政执法、刑事司法部门组织开展“清朗”“剑网”“昆仑”“龙腾”“蓝网”“净网”“蓝天”“铁拳”“清源”“守护知识产权”等专项行动，依法持续严厉打击侵权假冒违法犯罪行为。版权部门共查办实体市场侵权盗版案件 1.28 万件，全国海关共查扣进出口侵权嫌疑货物 28.2 万批次 4 亿件，市场监管部门共查处商标侵权、假冒专利案件 21.89 万件，连续五年组织侵权假冒伪劣商品全国统一销毁行动，涵盖了 30 大类 200 多个品种，货值达到 27.9 亿元。全国公安机关立案侦办侵权假冒伪劣犯罪案件 17 万起、抓获犯罪嫌疑人 24.7 万名；检察机关共起诉涉嫌侵犯知识产权犯罪案件 3.9 万件 8.4 万人，起诉涉嫌生产、销售伪劣商品犯罪案件 4.8 万件 9.2 万人；人民法院共审结知识产权民事、刑事、行政案件 277

万件。打击侵权假冒和保护知识产权的社会影响力持续扩大，对违法犯罪行为的震慑力不断提升。

五年来，司法部门建立健全工作体系，履职能力和水平不断提高。公安部环境资源和食品药品犯罪侦查局加挂知识产权犯罪侦查局，推动各地公安机关做专做强专业队伍。最高人民法院挂牌成立知识产权检察厅，省级检察院均成立知识产权检察部门，深化知识产权检察综合履职，建立全国知识产权检察人才库，不断加强知识产权检察专业化建设。最高人民法院健全专业化知识产权审判体系，深入推进知识产权民事、刑事、行政案件“三合一”审判机制改革。

五年来，外商投资企业及涉外知识产权保护持续加强。国务院印发《关于进一步优化外商投资环境 加大吸引外商投资力度的意见》，部署加大知识产权行政执法力度，坚决打击侵犯外商投资企业知识产权行为，针对跨区域、链条化侵权违法行为开展专项执法行动。各地区、各有关部门依法平等保护国企民企、内资外资、大中小微等各类经营主体知识产权合法权益。国务院发布《关于涉外知识产权纠纷处理的规定》，促进依法处理涉外知识产权纠纷，推进高水平对外开放。相关部门通过加强海外知识产权纠纷应对机制建设，帮助企业提升海外知识产权保护能力，助力中国企业“走出去”。海外知识产权纠纷应对指导工作平台达到116个，累计指导纠纷应对4200余起，帮助企业挽回损失近410亿元。

### （三）营商环境更加优化。

五年来，各地区各有关部门以打击侵权假冒和保护知识产权为

切入点，优化监管服务，不断完善知识产权信用监管体系，通过行政指导、纠纷化解、推进行业自律等方式，持续优化经营主体发展环境。开展全国商业秘密保护创新试点，累计建立商业秘密保护指导站、联系点等服务站点近3万个。国家级知识产权保护中心和快速维权中心达到129家，累计受理知识产权保护维权案件48万件。知识产权保护社会满意度从2020年的80.05分提升至2025年的82.81分。

持续构建立体式、全方位的宣传矩阵，通过新闻发布、案例解读、主题活动等方式，各有关部门围绕保护知识产权、打击侵权假冒、海关知识产权保护、知识产权司法保护、著作权登记、商标品牌发展、林业和草原知识产权保护等，全领域、全链条展示中国政府保护知识产权和打击侵权假冒工作成果、工作亮点。持续开展全国知识产权宣传周、全国食品安全宣传周、全国质量月、“知识产权服务万里行”等活动，回应社会关注、公众关切的及时性和有效性显著提升，尊重知识价值社会氛围更加浓厚。

#### （四）国际交流持续深化。

五年来，中国政府参与全球知识产权治理的范围更加广泛、形式更加多样、渠道更加畅通，深度参与世界知识产权组织、世界贸易组织框架下的全球知识产权治理、国际交流合作，积极推进自贸协定下知识产权章节谈判，成功举办中国与世界知识产权组织合作五十周年纪念活动，《工业品外观设计国际注册海牙协定》《马拉喀什条约》在中国生效，推动世界知识产权组织成功缔结《知识产

权、遗传资源和相关传统知识条约》和《利雅得外观设计法条约》。积极推进知识产权公共服务机构网络化建设，截至 2025 年底，与世界知识产权组织合作建成技术与创新支持中心 202 家。

深度参与国际刑警组织、世界海关组织框架下联合执法行动，成功举办“一带一路”知识产权高级别会议、虹桥国际经济论坛“保护知识产权 打击侵权假冒国际合作”分论坛等一系列国际论坛，为交流互鉴、增进共识搭建重要多边平台。持续深化亚太经合组织、中美欧日韩、金砖国家、“一带一路”等主要国家、地区知识产权多双边合作，为打造有利于创新发展的国际环境贡献“中国智慧”，提供“中国方案”。

## 二、国际国内经济形势

2025年，世界百年变局加速演进，国际形势变乱交织，全球经济增长乏力。面对复杂严峻的外部环境和经济运行中的困难挑战，中国经济顶压前行、向新向优发展，展现出超强的韧性和蓬勃的活力。

### （一）世界经济不确定性上升，面临新挑战。

世界经济仍然面临着较大挑战，单边主义、保护主义在一些国家和地区抬头甚至盛行，使国际经贸秩序遭到严重破坏。世界经济论坛发布的《2026年全球风险报告》显示，不确定性是2026年全球面临的确定性风险。50%的受访专家认为，今后两年全球局势的动荡将持续，甚至有可能进一步升级。国际货币基金组织发布最新《世界经济展望》报告指出，全球经济正在显示出增速温和放缓的迹象，且这一趋势将长期保持。

### （二）前沿技术快速发展，开辟新前景。

新一轮科技革命和产业变革深入发展，特别是人工智能等前沿技术快速发展，为人类社会开辟了新前景。根据国际货币基金组织、经济合作与发展组织预测，未来五年，人工智能对全要素生产率贡献率有望大幅提升至40%。2025年，中国新设新兴产业和未来产业相关企业113.4万户，同比增长9.9%。

### （三）中国经济稳健前行，实现新跨越。

2025年，中国经济总量跃上140万亿元新台阶，同比增长5%，对世界经济增长贡献率保持在30%左右，继续成为全球增长引擎。全国新设经营主体2574.5万户，在营活跃企业数量同比增长9.8%；新设外商投资企业70392家，同比增长19.1%。全年共授权发明专利97.2万件，中国专利申请人通过海牙协定提交外观设计国际申请2844件。全年注册商标420.6万件，审结各类商标评审案件38.4万件；全年收到中国申请人马德里国际商标注册申请6718件；全年著作权登记总量达1067.7万件；全年新认定地理标志产品104个，集成电路布图设计登记发证1万件。世界知识产权组织《2025年全球创新指数报告》显示，中国首次跻身全球前十，在全球中等收入经济体中保持领先地位。

### 三、统筹推进更加高效

2025年，中国政府持续强化顶层设计、推进工作协同、支撑创新发展，高效推进知识产权强国、质量强国建设。

#### （一）顶层设计不断完善。

中共中央发布《关于制定国民经济和社会发展第十五个五年规划的建议》，作出“加强知识产权保护和运用”“加强质量监管”“形成优质优价、良性竞争的市场秩序”等重要战略部署。中央经济工作会议强调坚持创新驱动，提出“完善新兴领域知识产权保护制度”。中共中央、国务院发布《关于锚定农业农村现代化 扎实推进乡村全面振兴的意见》，作出“依法严厉打击农村地区制售假冒伪劣商品行为”重要战略部署。国务院发布《关于做好自由贸易试验区全面对接国际高标准经贸规则推进高水平制度型开放试点措施复制推广工作的通知》，将上海自贸试验区试点的相关知识产权保护措施向全国复制推广。国家知识产权强国建设工作部际联席会议办公室印发年度知识产权强国建设推进计划，开展《知识产权强国建设纲要（2021—2035年）》实施五年评估。国家质量强国建设协调推进领导小组办公室印发年度质量强国建设工作要点，强化各项重点工作任务落实落地。

## （二）工作协同有效推进。

国家知识产权局、工业和信息化部联合开展光伏产业知识产权保护工作，充分发挥知识产权保护和激励创新的价值功能，有效破解“内卷式”竞争，促进光伏产业健康发展。国家知识产权局、中央宣传部、市场监管总局等部门联合开展优化知识产权领域营商环境试点工作，进一步加强对经营主体的政策支持和服务保障，助力营造一流营商环境。市场监管总局、国家知识产权局高质量完成中央知识产权保护考核任务，督促压实知识产权保护属地责任；签订《进一步加强知识产权保护合作备忘录》，加强工作协同。最高人民法院、最高人民检察院联合发布《关于办理侵犯知识产权刑事案件适用法律若干问题的解释》，明确定罪量刑标准，统一司法办案尺度，强化知识产权刑事司法保护，为创新创造营造良好的法治环境。国家版权局、全国“扫黄打非”办公室、最高人民检察院、公安部、文化和旅游部共同挂牌督办109件重大侵权盗版案件，加大联合惩治工作力度。

## （三）创新发展有效支撑。

聚焦支撑新一代信息技术、人工智能、商业航天、低空经济等战略性新兴产业高质量发展，国家互联网信息办公室、工业和信息化部、公安部、国家广播电视总局联合发布《人工智能生成合成内容标识办法》；市场监管总局、中央空管办、国家发展改革委等十部门联合发布《低空经济标准体系建设指南（2025年版）》；国家

知识产权局组织多层次、多模式专利转化对接活动。工业和信息化部、市场监管总局、国家知识产权局等部门联合发布《科技服务业标准体系建设指南（2025版）》，切实发挥标准对推动科技服务业高质量发展的支撑引领作用。人民法院依法妥善审理涉人工智能案件，准确把握科技创新“容错”空间，促进人工智能规范发展。

## 四、法治保障更加坚实

中国政府适应知识产权保护新要求，结合侵权假冒治理新趋势，与时俱进完善法律法规体系，打击侵权假冒法治保障更加坚实。

### （一）保护力度进一步加大。

《中华人民共和国商标法（修订草案）》通过国务院常务会议讨论和全国人大常委会会议第一次审议，致力于充分发挥商标对经济社会发展的促进作用，依法加强商标管理和保护。国务院常务会议修订通过《植物新品种保护条例》，更好保护植物新品种权，鼓励培育和推广应用植物新品种。市场监管总局发布《商业秘密保护规定》，加强商业秘密保护，维护公平竞争的市场秩序。国家知识产权局完善新兴领域知识产权保护制度，研究构建数字知识产权保护规则。

### （二）监管效能进一步优化。

国务院常务会议修订通过《药品管理法实施条例》，完善药品研制和注册制度，加强药品生产管理，规范药品经营和使用，严格药品安全监管。国务院食安委发布《关于推动建立完善生产经营单位食品安全风险隐患内部报告奖励机制的意见》，发挥食品从业人员“内部吹哨人”作用，推动生产经营单位落实食品安全主体责任。

海关总署发布《海关进口食品境外生产企业注册管理规定》，结合相关食品风险水平，对进口食品境外生产企业实施分类管理。市场监管总局、国家互联网信息办公室联合发布《网络交易平台规则监督管理办法》，加强个人信息保护规则、知识产权保护规则等平台规则监管工作。市场监管总局、国家药监局推动《医疗器械管理法》立法工作，着力强化医疗器械全生命周期质量安全监管、促进产业高质量发展和高水平安全。国家药监局发布《关于深化化妆品监管改革促进产业高质量发展的意见》，进一步筑牢化妆品质量安全底线，助推化妆品产业高质量发展。

### （三）制度机制进一步健全。

最高人民法院发布《关于印发基层人民法院管辖第一审知识产权民事、行政案件有关事项的通知》，对具有知识产权民事、行政案件管辖权的基层人民法院及其管辖区域作了调整，进一步完善知识产权案件管辖布局。市场监管总局发布《电子商务平台履行配合调查商标侵权案件义务规定》，进一步强化平台义务，优化查处程序；组织建立“守护品牌”政企协作机制，不断提高发现侵权违法线索、快速调查取证工作效率。首部规范电商平台实施网售产品资质核验工作行业标准《强制性产品认证电商平台联网核查技术应用规范》发布实施，强制性认证产品线上线下一体化监管力度进一步加大。国家药监局发布新版《医疗器械生产质量管理规范》，为保障公众用械安全有效，促进医疗器械行业规范有序发展，进一步奠定制度基础。

## 五、行政执法更加精准

2025年，中国政府围绕重点领域、重点产品、重点环节，加强重点治理、靶向打击，经营者、消费者权益得到更好维护，市场环境进一步净化、市场秩序进一步规范。

### （一）重点领域治理持续深化。

**一是互联网领域。**市场监管总局发布首个市场监管行业标准《自然人网店管理规范》，提高网络交易监管科学化、规范化水平；制定《关于提升网络交易监测工作效能的指导意见》，核查处置违法违规线索2.38万条。中央网信办将虚假宣传、假冒仿冒他人账号、涉企网络“黑嘴”等问题，纳入2025年“清朗”系列专项行动整治范围，严厉打击侵权违法行为，营造更加清朗有序的网络环境。国家版权局、工业和信息化部、公安部、国家互联网信息办公室四部门联合开展打击网络侵权盗版“剑网2025”专项行动，共删除侵权链接116万条，查处网络侵权案件1472件。

**二是版权领域。**国家版权局发布《关于加快推进版权事业高质量发展的意见》，全面提升版权创造、运用、保护、管理、服务水平。会同相关部门组织开展院线电影版权保护、青少年版权保护季等专项行动，严厉打击各类侵权盗版行为，集中整治重点领域、重点市场版权秩序，全力维护著作权人合法权益，不断优化版权保护环境。

2025年，各级版权执法部门检查实体市场相关单位48.44万家（次），查办实体市场侵权盗版案件2713件。国家版权局聘用第三方机构对部分政府机关、事业单位、中央企业的软件使用情况进行审计，共审计单位184家、涉及计算机23792台，软件版权保护环境不断优化。

### 专栏一：网络版权行政执法典型案例

江苏南京某科技公司侵犯体育赛事作品著作权案。根据权利人投诉线索，2024年12月，南京市文化市场综合执法总队对南京某科技有限公司立案调查。经查，2024年10月以来，该公司在未获得著作权人许可的情况下，通过运营“闪电体育”APP，在直播间提供多场NBA赛事节目的直播，并通过云存储服务提供直播回放，通过打赏获取收益。2025年3月，南京市文化市场综合执法总队依据《中华人民共和国著作权法》第五十三条第（一）项对当事人作出行政处罚。在直播间提供体育赛事节目直播及直播回放的违法行为，手段较为隐蔽，证据难以固定。该案中，执法部门运用区块链等技术进行取证、追踪和数据分析，准确固定侵权行为证据，并通过行政处罚快速制止了侵权行为，既维护了著作权人合法权益，又充分体现中国严格保护、平等保护中外著作权人合法权益的版权执法导向和致力于维护良好版权营商环境的决心。

**三是开展专项行动。**全国市场监管部门组织开展知识产权执法等专项行动，依法严厉打击品牌仿冒、商标侵权等违法行为，为企业品牌发展创造良好环境，共查处相关案件近58万件，其中商标侵权、假冒专利案件3.7万件，涉案金额6.77亿元，向司法机关移送涉嫌犯罪案件1130件。市场监管总局会同中央网信办、工业和信

息化部联合处置 99 个违规防伪查验网站，斩断“假验证”黑色产业链，净化网络消费环境，守护消费者权益；开展充电宝质量安全集中整治，切实保障人民群众生命财产安全和社会公共安全。

### 专栏二：商标行政执法典型案例

28 个省（区、市）市场监管部门联动查处“莆田来啦”连锁企业侵犯 19 个品牌注册商标专用权案。2025 年 4 月，市场监管总局执法稽查局组织 28 个省（区、市）、227 个县（区）市场监管部门联合行动，对“莆田来啦”有限公司及其连锁加盟店全国性、大规模、体系化商标侵权案件进行了集中查处。该场行动共执法检查 297 家涉案商铺，查处销售侵权商品的店铺 232 家，涉及耐克、新百伦、阿迪达斯、LV 等 19 个品牌，违法经营额达 654.4 万元。各地市场监管部门共没收侵权鞋 9719 双、服装 311 件（套），罚款 253.9 万元，依法向司法机关移送涉嫌犯罪案件 5 件。该案体现了知识产权执法“全国一盘棋”的协同优势，有效维护了多个知名品牌的合法权益，对利用连锁加盟模式实施规模化、隐蔽性侵权的不法行为形成有力震慑。

## （二）重点产品治理持续推进。

**一是假冒伪劣农资。**农业农村部、最高人民法院、最高人民检察院、工业和信息化部、公安部、市场监管总局、供销合作总社等部门联合发布《2025 年全国农资打假和监管工作要点》，切实加强农资生产、流通环节监管，严格整治不合格产品，严厉打击假冒伪劣行为，净化农资市场。农业农村部组织各地累计出动执法人员

109 万人次、检查农资生产经营主体 56 万家次，查办各类农资案件 2.13 万件。国家林草局加强植物新品种保护，2025 年授予植物新品种权 1346 个，全国共查处各类林草种苗违法案件 79 起。市场监管部门查办各类化肥质量违法案件 3845 件，罚没金额 5149 万元，移送公安机关案件 30 件。公安机关聚焦春耕备耕、“三夏”“三秋”及农资冬储等重要节点，依法严打制售假劣农资犯罪，全年共立案侦办相关刑事案件 370 余起，全力维护国家粮食安全。

**二是假冒伪劣食品药品工业产品。**市场监管总局部署全国市场监管系统开展农村假冒伪劣食品专项整治行动，净化农村消费环境；建立食品掺杂掺假检验方法研发“揭榜挂帅”新模式，提升食品安全检验检测能力，进一步筑牢食品安全防线。2025 年，在肉制品、食用植物油制假售假专项整治中，全国市场监管部门共查处案件 4.17 万起、罚没 3.29 亿元，移送公安机关涉嫌违法犯罪案件 1702 件。市场监管总局开展重点工业产品质量安全隐患排查治理三年行动，聚焦 23 类 84 种高风险产品，以源头治理、排查抽查、综合监管等方式提升产品质量；全年共督促召回缺陷汽车 684.6 万辆、消费品 823.6 万件。国家药监局全过程深化药品监管改革，全方位筑牢药品安全底线，全链条支持医药产业高质量发展，新批准创新药和医疗器械数量创历史新高，查办药品违法案件 11.8 万件，全国药品安全形势保持总体稳定。公安机关严打食品药品安全犯罪，开展制售假劣肉制品和中小学校园食品问题专项整治，全年共侦办食品药品犯罪案件 1.6 万起，抓获犯罪嫌疑人 3.2 万名。

**三是开展侵权假冒伪劣商品统一销毁行动。**国家质量强国建

设协调推进领导小组办公室、市场监管总局联合组织开展 2025 年侵权假冒伪劣商品全国统一销毁行动，26 个省（区、市）同步销毁侵权假冒伪劣食品药品、服装鞋帽、烟酒、化妆品、盗版出版物、燃气灶具、消防产品等 200 多个品种，总量达 3683 吨，货值 4.32 亿元，对侵权假冒行为产生有力震慑。

### （三）重点环节治理持续加强。

**一是进出口环节。**海关总署全面推进智慧海关建设和“智关强国”行动，深入开展知识产权保护专项行动“龙腾 2025”，对侵权重点领域进行专项治理；开展“跨境电商渠道知识产权保护专项行动（2025）”，严厉打击跨境电商渠道侵权违法行为，加强对“化

#### 专栏三：进出口环节知识产权保护典型案例

2025 年 8 月，天津海关所属新港海关的查验关员在对一批申报出口货物进行检查时，发现货物申报单上写着“无品牌无型号”，但现场 24 台柴油发电机组的实体铭牌上，却清晰印有“CUMMINS”（康明斯）商标标识。“申报信息与实物明显不符，存在重大侵权嫌疑”，现场关员立即作出判断，并迅速启动知识产权海关保护程序，经权利人确认，该批发电机组未经其任何授权，属于侵犯“CUMMINS”注册商标专用权的商品。天津海关依法对货物实施扣留，立案调查后作出没收侵权货物并处罚款的行政处罚决定。因该案案值超过人民币 25 万元，涉嫌构成犯罪，天津海关严格落实知识产权保护“行刑衔接”工作机制要求，已将案件线索和证据材料依法通报公安机关。

整为零”“蚂蚁搬家”式进出口侵权行为的打击力度，增强跨境电商渠道侵权风险防控能力。2025年，全国海关共查扣进出口侵权嫌疑货物3.9万批次8642万件，海关总署审核通过知识产权海关保护备案2.8万件，办理知识产权海关保护总担保162件。

**二是寄递和申请、代理环节。**国家邮政局督促寄递企业严格执行实名收寄、收寄验视、过机安检“三项制度”，严防侵权假冒物品进入寄递渠道。国家知识产权局、公安部、市场监管总局集中开展代理行业专项整治，严厉打击违法违规行为，集中整治不规范执业行为，强化源头治理。2025年，国家知识产权局会同各地作出各类处罚258件，其中，对57家专利和商标代理机构和4名专利代理师给予停业、吊销等处罚。组织全行业5万余家专利和商标代理机构开展全面自查整改；部署全面加强专利代理机构分支机构和专利代理师执业备案管理工作。

#### 专栏四：驳回商标恶意注册申请典型案例

2025年Deepseek人工智能大模型发布，引发广泛关注。个别自然人和企业以“DEEPSEEK”向国家知识产权局商标局提交商标注册申请，个别代理机构涉嫌提供不法服务，具有明显“蹭热点”、谋取不当利益的意图。国家知识产权局迅速反应，第一时间发布《关于依法驳回抢注“DEEPSEEK”等相关商标注册申请的通告》，传递“零容忍”态度；持续强化协同打击，全年在审查流程依法驳回“DEEPSEEK”商标恶意注册申请336件，有力维护诚信经营企业合法权益。

## 六、司法保护更加有力

2025年，中国司法机关强化刑事打击、检察监督、司法审判，在打击知识产权犯罪方面保持高压态势，在服务高质量发展方面构建长效机制，知识产权司法保护精准发力、取得实效。

### （一）刑事打击不断发力。

公安部发布《关于依法打击知识产权犯罪服务高质量发展的意见》，强调向保护科技创新、推动产业发展、促进文化繁荣、守护民生安全等精准发力，全面构建职能科学、事权清晰、指挥顺畅、运行高效的知识产权犯罪侦查机构职能体系。公安部部署开展“昆仑2025”专项工作，全年共立案侦办侵犯知识产权和制售假冒伪劣商品犯罪案件2.6万起，抓获犯罪嫌疑人4.5万名，有力服务高质量发展、守护民生安全。建立健全常态化警企联系服务机制，设立知识产权保护工作站等413个。

#### 专栏五：侦破重特大知识产权刑事案件

2025年4月，浙江台州公安机关侦破林某等人制售假冒品牌汽车轮毂案，抓获犯罪嫌疑人12名，现场查获假冒品牌汽车轮毂成品5000余个、半成品2.1万件、商标标识15万件，涉案金额2.3亿元。

## （二）检察监督不断深化。

最高人民法院深化知识产权检察综合履职，服务因地制宜发展新质生产力，促进优化提升传统产业、培育壮大新兴产业和未来产业。重点关注新的侵权领域、侵权对象、技术手段和商业模式，依法加大侵犯知识产权犯罪惩治力度，探索构建新类型案件审查办案规则。充分履行刑事、民事、行政和公益诉讼检察职能，全面提升知识产权综合保护效能，服务知识产权强国建设。2025年，全国检察机关起诉侵犯商标权、著作权、商业秘密和假冒专利等犯罪1.9万人；依法惩治侵犯人工智能、电子商务等领域数据安全犯罪，起诉4739人；办理知识产权民事、行政、公益诉讼案件3658件，深化知识产权恶意诉讼监督，促进营造良好创新环境。

### 专栏六：发挥检察职能保护知识产权典型案例

2022年2月至2025年4月，邱某某通过购买域名、租用服务器等方式陆续搭建了33个盗版影视网站，未经著作权人许可，通过添加视频链接等方式，在前述网站上线“春节档”院线电影《哪吒之魔童闹海》《熊出没·重启未来》等视听作品16万余部，供公众在线点播观看。邱某某与非法广告商合作，在网站投放涉黄广告，通过虚拟币结算等方式收取广告费共计人民币1700余万元。浙江省东阳市人民检察院加强电子数据审查，全面梳理邱某某与境外广告商间的交易明细，准确认定视听作品数量和违法所得数额，依法以侵犯著作权罪提起公诉。2025年12月15日，被告人邱某某被判处有期徒刑七年，并处罚金人民币1700余万元。

### （三）司法审判不断加强。

最高人民法院恪守公平正义，持续深化国家层面知识产权案件上诉审理机制改革，不断提升知识产权审判质效，以高质量司法服务高水平科技自立自强，助力全国统一大市场建设，保障数字经济健康发展。2025年，全国法院审结第一审知识产权案件49.6万件，同比增长0.3%；判处侵犯知识产权犯罪1.9万人，同比增长6.2%。制定技术类知识产权案件调解工作指引，以调解促推合作、规范发展。深化知识产权非正常批量诉讼治理，依法驳回起诉2331件、司法处罚694件。发布指导性案例，规范数据采集、使用等行为，促进数据要素价值充分释放。

#### 专栏七：知识产权审判典型案例

山东省沂源县人民法院在审理涉侵犯某电池品牌注册商标民事案件时发现，被诉侵权人提供的进货清单等证据显示侵权商品来自案外人邓某辉且其行为可能构成刑事犯罪。人民法院依职权将案件线索移送公安机关。公安机关根据线索成功侦破该案，检察机关以邓某辉犯假冒注册商标罪提起公诉。法院经审理查明，邓某辉自2016年至2024年间，未经注册商标所有人许可，从他人处购买光身电池、印有伪造的某注册商标的电池外皮等包装物，组装后对外销售，非法经营数额200万余元，违法所得数额16万余元。法院经审理认为，被告人邓某辉的行为构成假冒注册商标罪，依法判处邓某辉有期徒刑，并判决销毁侵权产品等。该案充分彰显了“三合一”审判高效惩治侵犯知识产权犯罪、有效发挥知识产权司法保护整体效能的优势。

## 七、监管服务更加优质

2025年，中国政府健全知识产权信用监管体系，拓展知识产权纠纷调解渠道，发挥行政指导重要作用，服务行业发展、服务经营主体发展的效能不断提升。

### （一）信用监管便捷度进一步提高。

市场监管总局、国家知识产权局健全知识产权信用监管体系，规范知识产权领域严重失信主体名单认定标准和程序，将因故意侵犯知识产权的经营主体列入严重违法失信名单，依托国家企业信用信息公示系统，加强商标、专利、知识产权出质登记等信息归集公示。市场监管总局正式上线运行市场监管信用修复全国统一平台，助力经营主体高效便捷开展信用修复，全年为1390.48万户经营主体修复信用，全面支撑高效办成信用修复“一件事”。国家知识产权局加快推进知识产权领域信用体系建设，深化商标代理信用评价管理试点工作，对试点省份商标代理机构、商标代理人员进行信用评价和管理。

### （二）纠纷调解满意度进一步提高。

司法部、国家知识产权局联合发布《关于加强知识产权纠纷仲裁工作的指导意见》，加强知识产权纠纷仲裁工作，充分发挥仲裁

在知识产权全链条保护中的重要作用。商务部在中国进出口商品交易会、中国国际进口博览会等国际知名展会设立知识产权纠纷投诉接待站或处理服务中心，协助处理纠纷，严格保护知识产权。2025年，知识产权系统共办理专利纠纷行政裁决案件 9300 余件，指导办理知识产权调解案件 6.2 万件；累计审结药品专利纠纷早期解决机制行政裁决案件 238 件。

### （三）行政指导有效度进一步提高。

国家知识产权局、工业和信息化部联合开展知识产权公共服务惠企行动。工业和信息化部发布《推动工业互联网平台高质量发展行动方案（2026—2028年）》，加强工业数据资源开发利用全过程知识产权保护。市场监管总局组织开展网售产品质量安全赋码核验“码上行动”倡议活动，引导平台自觉履行赋码核验责任义务，切实守好平台产品入驻审核关；召开直播带货食品安全行政指导会，指导网络食品交易第三方平台企业签署食品安全管理自律公约，严格落实食品安全责任；组织开展第三届“企业商业秘密保护能力提升服务月”活动，着力构建保护制度、服务创新发展，解决企业困难和诉求。国家知识产权局发布《知识产权促进民营经济发展实施办法》，切实加强民营经济组织知识产权保护；开展“千企百城”商标品牌价值提升行动，协同推进企业和区域商标品牌价值提升。

## 八、宣传引导更加有效

2025年，中国政府通过发布报告和典型案例，举办主题活动等多种方式，多角度展现知识产权保护和打击侵权假冒工作新成效，社会影响力、社会认同度、社会参与度不断提高。

### （一）报告发布领域更广。

国家版权局发布年度全国著作权登记情况通报，海关总署发布《2024年中国海关知识产权保护状况》，市场监管总局发布《中国价格监督检查和反不正当竞争执法年度报告（2024）》《市场监管执法规范化工作年度报告（2024）》，国家林草局发布《2024中国林业和草原植物新品种与知识产权年度报告》，最高人民法院发布《中国法院知识产权司法保护状况（2024年）》，最高人民检察院发布《知识产权检察工作白皮书（2024）》，国家质量强国建设协调推进领导小组办公室发布《中国打击侵权假冒工作年度报告（2024）》，国家知识产权强国建设工作部际联席会议办公室发布《知识产权强国建设发展报告（2025年）》，以工作成果展示、重要数据发布、实践经验总结等方式，及时回应经营主体、社会公众关切。

### （二）以案示警震慑更强。

国家版权局发布院线电影版权保护专项行动典型案例，全国打击

侵权盗版十大案件、重点作品版权保护预警名单，国家知识产权局、最高人民法院联合发布知识产权纠纷多元调解典型案例，海关总署发布 2024 年中国海关知识产权保护典型案例，市场监管总局发布 2025 知识产权十大案件、侵犯商业秘密典型案例、质量领域“内卷式”竞争典型案例、“守护品牌”商标行政执法典型案例，公布产品质量领域执法典型案例 4 批次，最高人民法院发布知识产权法庭调解工作情况及典型案例、“农资打假”典型案例、反垄断典型案例、反不正当竞争典型案例，最高人民检察院发布检察机关知识产权保护典型案例、检察机关依法惩治危害食品药品安全犯罪典型案例，最高人民法院、最高人民检察院联合发布知识产权刑事保护典型案例，国家知识产权强国建设工作部际联席会议办公室发布知识产权强国建设典型案例，范围涵盖知识产权监管、执法、司法等全领域，震慑力度更大、惩治效果更显著。

### （三）主题活动氛围更浓。

中央宣传部、司法部、全国普法办部署开展第五个“民法典宣传月”活动，深入宣传优化营商环境、知识产权保护、科技创新等与企业生产经营密切相关的法律法规。中央宣传部、中央网信办、司法部、全国普法办联合举办全国法治动漫微视频作品征集展播活动，广泛征集“视角新、质量好、传得开”的知识产权保护相关作品。相关部门举办全国知识产权宣传周、全国食品安全宣传周、国家网络安全宣传周、全国质量月、全国安全用药月、中国公平竞争政策宣传周、“知识产权服务万里行”等活动，营造积极正向舆论环境，形成尊重知识价值浓厚氛围。

## 九、国际合作更加深入

2025年，中国政府坚持平等互利原则，夯实国际合作的共同利益基础，参与治理改革、深化跨境执法合作、拓展合作渠道，不断提升参与全球知识产权治理的广度和深度。

### （一）务实参与全球治理。

提交《中国关于当前形势下世贸组织改革的立场文件》，更好助力改革进程。深度参与世界知识产权组织框架下的全球知识产权治理，与世界知识产权组织共同举办“保护创新 共建未来——版权在中国”主题展览。积极参加亚太经合组织知识产权专家组第60、61次会议，召开中欧、中俄、中瑞（士）、中日知识产权工作组会议。中国国家领导人多次见证与有关国家知识产权机构合作协议签署，与英国更新签署、与印度尼西亚签署版权及相关权领域合作谅解备忘录，中新（西兰）签署食品安全、计量和有机产品认证领域合作文件，积极推进“一带一路”知识产权合作项目落实。

### （二）开展跨境执法合作。

依托多双边国际执法合作机制，与境外执法机构开展协查取证等多层面执法合作，依法严打跨国（境）侵犯知识产权犯罪。公安部与重点国家、地区执法部门加强沟通协调，积极构建互利共赢的

新型执法合作关系，强化知识产权刑事执法国际交流，持续参与国际刑警组织框架下打击假药犯罪“盘古”行动、打击食品犯罪“奥普森”行动等联合行动，有效应对跨国侵权假冒犯罪问题。海关总署持续参与世界海关组织第四期打击非法、假冒、不符合标准药品和医疗物资进出口国际联合执法行动（“阻止行动”），协同多国海关共同打击跨境侵权假冒活动。

### （三）深入拓展合作渠道。

成功举办中国质量（南京）大会、第八届虹桥国际经济论坛“保护知识产权 打击侵权假冒国际合作”分论坛、知识产权执法国际交流大会、第十四届中国国际专利与技术产品交易会、第十届中国国际版权博览会暨2025国际版权论坛，举办商业秘密保护国际研讨会，呼吁各国共同构建更加公平、合理、有效的商业秘密保护国际环境。成功举办中美欧日韩知识产权五局局长系列会议和中国—东盟知识产权局局长会议，共同举办中欧两局合作四十周年纪念活动。

## 结束语

中国政府始终高度重视知识产权工作，保护知识产权和打击侵权假冒在服务国家重大战略、支撑关键核心技术攻关、推动全球治理倡议在国际经贸领域落地实践等方面，发挥着越来越重要的作用。特别是面对当前世界经济发展放缓、国际纷争加剧的新形势，面对人工智能等前沿技术快速发展的新机遇，更加需要各国加强团结合作、互利共赢，坚持多边主义、开放包容。

中国始终是现行国际秩序的维护者、真正多边主义的践行者，中国将继续坚持合作共赢、公道公正，同各方一道，在携手发展中推动化解矛盾和问题，共促繁荣、共赢未来，为世界经济发展注入更多稳定性和正能量。

## **Preface**

As we enter a new development stage, pursuing high-quality development is essential to sustaining sound economic growth. Innovation represents the primary driver of development, and intellectual property rights (IPR), as a strategic resource for national development and a core component of international competitiveness, have assumed an even more prominent role. Further stepping up efforts to combat IPR infringement and counterfeiting will help comprehensively enhance China's overall IPR strength, stimulate innovation across society, and boost the country's core competitiveness. The Chinese government has long attached great importance to protecting IPR and combating IPR infringement and counterfeiting. It has advanced the efforts of building China into a quality-powered nation and an IP powerhouse, while carving out a path of IPR development with Chinese characteristics.

2025 marks the end of the 14th Five-Year Plan period. Faced with complex shifts in the domestic and international economic environment, the Chinese government remained steadfast in implementing new development philosophy and promoting high-quality development. Balancing domestic and international priorities, it continued to advance the construction of a modern industrial system and enhance the quality of market entities while spurring innovation.

In 2025, the Chinese government coordinated efforts to combat IPR infringement and counterfeiting, achieving tangible progress in top-level design, laws and regulations, administrative law enforcement, judicial protection, regulatory services, publicity and guidance, and international cooperation. This

**positive development trend provided stronger support for the growth of new quality productive forces, better met the people's demand for a better life, and laid a more solid foundation for high-quality economic and social development.**

## **I. New Advances in Work during the 14th Five-Year Plan Period**

During the 14th Five-Year Plan period, the Chinese government prioritized IPR protection and the fight against IPR infringement and counterfeiting. These efforts have become increasingly critical in promoting high-quality socioeconomic development, advancing the construction of a new system for a higher-standard open economy, and safeguarding the international multilateral IPR system. New achievements have been attained in IPR-related initiatives, and fresh progress has been made in combating IPR infringement and counterfeiting.

### **i. Institutional mechanisms continued to improve**

Over the past five years, the Chinese government has rolled out a series of important strategic initiatives. The Central Committee of the Communist Party of China (CPC) and the State Council issued the *Outline for Building an IP Powerhouse (2021-2035)* and the *Outline for Building a Quality-Powered Nation*. The State Council released the *14th Five-Year Plan for National Intellectual Property Rights Protection and Utilization*. These documents aim to comprehensively strengthen IPR protection in all respects, efficiently promote IPR application, advance the fostering of a new development paradigm, and improve overall quality standards across China. Relevant departments issued a series of specialized plans covering administrative protection, judicial protection, copyright protection, and patent and trademark examination, defining key tasks and measures for each area.

With the approval of the CPC Central Committee and the State Council, the National Leading Group on Coordinated Implementation of Building a Quality-powered Nation and the China National Inter-Ministerial Joint Meeting for Building an IP Powerhouse were established. The fight against IPR infringement and counterfeiting was integrated into the overall plan for building a quality-powered nation, the China National Intellectual Property Administration (CNIPA) was restructured as a directly affiliated agency of the State Council, and coordination was continuously strengthened and working mechanisms were optimized for IPR protection and the fight against IPR infringement and counterfeiting.

Laws and regulations, including the *Trademark Law of the People's Republic of China*, the *Patent Law of the People's Republic of China*, the *Copyright Law of the People's Republic of China*, and their implementing rules, were revised in step with the times. These revisions further expanded the scope of IPR protection, introduced a punitive damages system for IPR infringement, and imposed harsher penalties for illegal and criminal activities. Efforts were also made to revise the *Anti-Unfair Competition Law of the People's Republic of China*, refining rules for identifying unfair competition practices such as commercial confusion in the platform economy. A series of departmental regulations and normative documents were formulated or revised, focusing on key areas such as online transactions and copyright protection, key products including food, pharmaceuticals, cosmetics, and medical devices, and key aspects such as trademark and patent agency, examination, and trade secret protection. A number of judicial interpretations were also revised or introduced, addressing issues such as the application of punitive damages, the coordination between administrative and criminal penalties, jurisdiction over civil and administrative cases, and case-handling guidelines. These measures kept consolidating the legal

foundation for combating IPR infringement and counterfeiting.

## **ii. Law enforcement and judicial efforts continued to strengthen**

Over the past five years, administrative law enforcement and criminal justice authorities have launched special campaigns, including Qinglang (Clear and Healthy Internet), Jianwang (Sword Net), Kunlun, Longteng (Dragon Soaring), Lanwang (Blue Net), Jingwang (Clean Network), Lantian (Blue Sky), Tiequan (Iron Fist), Qingyuan (Clean Source), and IPR Protection, to rigorously and consistently crack down on illegal and criminal acts of IPR infringement and counterfeiting in accordance with the law. Copyright authorities investigated and handled 12,800 cases of IPR infringement and piracy in physical markets. Customs nationwide seized 282,000 batches of suspected infringing goods at ports of entry and exit, totaling 400 million items. Market regulatory authorities investigated and disposed of 218,900 cases of trademark IPR infringement and patent counterfeiting. For five consecutive years, nationwide unified operations have been organized to destroy infringing, counterfeit, and shoddy goods, covering more than 200 products across 30 categories, with a total value of 2.79 billion yuan. Public security authorities nationwide filed and investigated 170,000 criminal cases involving IPR infringement and counterfeit and shoddy goods, and arrested 247,000 criminal suspects. Procuratorates prosecuted a total of 39,000 cases involving 84,000 individuals. They also prosecuted 48,000 cases involving 92,000 individuals in crimes related to the production and sale of counterfeit goods. People's courts concluded 2.77 million civil, criminal, and administrative IPR cases. These efforts have steadily amplified the social impact of combating IPR infringement and counterfeiting, strengthened IPR protection, and enhanced the deterrent effect on illegal and criminal activities.

Over the past five years, judicial departments have established and refined

their working systems, continuously elevating their practical capabilities and standards. The Bureau of Environmental, Resource, Food and Drug Crime Investigation of the Ministry of Public Security (MPS) has been additionally designated as the Bureau of Intellectual Property Crime Investigation, promoting the professionalization and strengthening of specialized public security teams at all levels. The Supreme People's Procuratorate (SPP) inaugurated its Intellectual Property Procuratorate, and all provincial procuratorates have set up IPR procuratorial departments. These steps have deepened the comprehensive exercise of IPR procuratorial functions, established a national talent pool for IPR procurators, and continuously boosted the professionalization of IPR procuratorial work. The Supreme People's Court (SPC) established a dedicated IPR trial system and further advanced the "three-in-one" adjudication mechanism reform for civil, criminal, and administrative IPR cases.

Over the past five years, protection for foreign-invested enterprises and foreign-related IPR has been steadily enhanced. The State Council issued the *Opinions on Further Optimizing the Foreign Investment Environment and Intensifying Efforts to Attract Foreign Investment*, outlining measures to strengthen administrative law enforcement on IPR, resolutely crack down on IPR infringements of foreign-invested enterprises, and launch special law enforcement operations targeting cross-regional and chain-style IPR infringements. All regions and departments have, in accordance with the law, equally protected the legitimate IPR and interests of all types of market entities, including state-owned enterprises, private enterprises, domestic and foreign-invested enterprises, and large, medium, small, and micro enterprises. The State Council issued the *Regulations on Handling Foreign-Related Intellectual Property Disputes* to promote the lawful resolution of such disputes and advance high-standard opening-up. Relevant departments helped enterprises enhance

their overseas IPR protection capabilities and supported Chinese enterprises in “going global” by strengthening the establishment of mechanisms for responding to overseas IPR disputes. Currently, there are 116 platforms providing guidance on responding to overseas IPR disputes, offering guidance in over 4,200 dispute cases and helping enterprises recover nearly 41 billion yuan in losses.

### **iii. The business environment was further optimized**

Over the past five years, all regions and relevant departments have taken combating IPR infringement and counterfeiting, as well as IPR protection, as a starting point to optimize regulatory services and steadily improve the IPR credit regulatory system. Through administrative guidance, dispute resolution, and the promotion of industry self-regulation, they have continuously optimized the development environment for market entities. National innovation pilots for trade secret protection were launched, leading to the establishment of nearly 30,000 service outlets, such as trade secret protection guidance stations and contact points. There are now 129 national-level IPR protection centers and rapid rights protection centers, which have handled 480,000 IPR protection cases. Public satisfaction with IPR protection has risen from 80.05 points in 2020 to 82.81 points in 2025.

Continuous efforts have been made to build a multi-dimensional, all-encompassing publicity matrix. Through press releases, case interpretations, themed activities, and other means, relevant departments have comprehensively showcased the achievements and highlights of the Chinese government’s work in protecting IPR and combating IPR infringement and counterfeiting across all fields and links. The focus has been on topics such as IPR protection, the fight against IPR infringement and counterfeiting, customs IPR protection, judicial protection of IPR, copyright registration, trademark brand development, and

forestry and grassland IPR protection. Activities such as the National Intellectual Property Publicity Week, the National Food Safety Publicity Week, the National Quality Month, and the Intellectual Property Service Tour campaign have been carried out. These efforts have significantly improved the timeliness and effectiveness of responding to social and public concerns and fostered a stronger social atmosphere of respecting the value of knowledge.

#### **iv. International exchanges continued to deepen**

Over the past five years, the Chinese government has expanded its reach, diversified its approaches, and streamlined its channels for participating in global IPR governance. It has engaged extensively in global IPR governance and international exchanges through frameworks such as the World Intellectual Property Organization (WIPO) and the World Trade Organization (WTO). China has actively pushed forward negotiations on IPR chapters in free trade agreements, successfully hosted events commemorating the 50th anniversary of China-WIPO cooperation, and facilitated the domestic entry into force of the *Hague Agreement Concerning the International Registration of Industrial Designs* and the *Marrakesh Treaty*. China has also helped to enable WIPO to successfully conclude the *Treaty on Intellectual Property, Genetic Resources, and Associated Traditional Knowledge* and the *Riyadh Design Law Treaty*. Active efforts have been made to advance the network-based development of IPR public service institutions. By the end of 2025, China has partnered with WIPO to establish 202 Technology and Innovation Support Centers (TISCs).

China actively participated in joint law enforcement operations under the framework of the International Criminal Police Organization (INTERPOL) and the World Customs Organization (WCO). It successfully hosted a series of international forums, including the High-Level Conference on Intellectual

Property for Countries along the Belt and Road and the sub-forum on International Cooperation in IPR Protection and Combating IPR Infringement and Counterfeiting at the Hongqiao International Economic Forum. These forums served as vital multilateral platforms for exchange, mutual learning, and consensus-building. China steadily deepened multilateral and bilateral IPR cooperation with major countries and regions, including those involved in the Asia-Pacific Economic Cooperation (APEC), (China-US-EU-Japan-ROK) IP5 Heads of Office Meeting, BRICS cooperation, and the Belt and Road Initiative. In doing so, it contributed Chinese wisdom and solutions to fostering an international environment supportive of innovation and development.

## II. International and Domestic Economic Situations

2025 witnessed accelerating changes on a scale unseen in a century, the overlapping changes and upheavals in the international landscape, and sluggish global economic growth. Despite the complex and challenging external environment, as well as difficulties and obstacles in economic development, the Chinese economy has demonstrated remarkable resilience and vitality, pressing forward against headwinds and pursuing new growth and high-quality upgrading.

### **i. Uncertainty raised in the global economy, with new challenges emerging**

The global economy continued to face significant headwinds. Unilateralism and protectionism resurged and even prevailed in certain countries and regions, severely disrupting the international economic and trade order. According to the World Economic Forum's *Global Risks Report 2026*, uncertainty stands as a certain risk facing the world in 2026. Fifty percent of surveyed experts anticipate that global turmoil will persist over the next two years and may even intensify further. The latest *World Economic Outlook* from the International Monetary Fund (IMF) indicates that the global economy is showing signs of a moderate growth slowdown, a trend projected to continue over the long term.

### **ii. Cutting-edge technologies developed rapidly, opening up new prospects**

A new round of scientific and technological revolution and industrial

transformation is advancing in depth, with the rapid development of cutting-edge technologies such as artificial intelligence (AI) opening up new horizons for human society. Forecasts from the IMF and the Organization for Economic Co-operation and Development (OECD) suggest that AI is expected to boost its contribution to total factor productivity to 40% over the next five years. In 2025, China saw the establishment of 1.134 million enterprises related to the “emerging industries and future industries”, representing a 9.9% year-on-year increase.

### **iii. The Chinese economy steadily progressed, achieving new milestones**

In 2025, China’s economic aggregate hit a new milestone of 140 trillion yuan, a 5% year-on-year increase. China’s contribution to global economic growth remained at around 30%, continuing to serve as a key engine of global growth. A total of 25.745 million new market entities were established nationwide, with the number of active operating enterprises rising by 9.8% year-on-year. Additionally, 70,392 new foreign-invested enterprises were set up, marking a 19.1% year-on-year increase. Throughout the year, 972,000 invention patents were granted, and Chinese patent applicants filed 2,844 international design applications under the Hague Agreement. A total of 4.206 million trademarks were registered, and 384,000 trademark review cases were concluded. Chinese applicants submitted 6,718 international trademark registration applications under the Madrid System. Furthermore, the total number of copyright registrations reached 10.677 million, 104 new geographical indication products were recognized, and 10,000 integrated circuit layout design registrations were issued. According to WIPO’s *Global Innovation Index 2025*, China ranked among the world’s top ten for the first time and maintained its leading position among middle-income economies globally.

### III. More Efficient Coordination in Overall Planning

In 2025, the Chinese government continued to strengthen top-level design, enhance coordination, and support innovative development, efficiently advancing the building of an IP powerhouse and a quality-powered nation.

#### i. Top-level design continued to improve

The *Recommendations of the Central Committee of the Communist Party of China (CPC) for Formulating the 15th Five-Year Plan for National Economic and Social Development* were issued, laying out key strategic initiatives such as strengthening IPR protection and utilization, intensifying quality supervision, and fostering a market environment where good quality commands good prices and healthy competition prevails. The Central Economic Work Conference emphasized upholding innovation-driven development and called for improving the IPR protection system in emerging sectors. The CPC Central Committee and the State Council jointly released the *Opinions on Focusing on Agricultural and Rural Modernization and Advancing Comprehensive Rural Revitalization*, which included a key strategic requirement to crack down on the production and sale of counterfeit and shoddy goods in rural areas in accordance with the law. The State Council issued the *Notice on Fully Replicating and Promoting Pilot Measures for High-Level Institutional Opening-Up in Free Trade Zones, Aligning with High-Standard International Economic and Trade Rules*, extending the IPR protection measures piloted in Shanghai Free Trade Zone to the entire country. The Office of the China National Inter-Ministerial Joint Meeting for Building an

IP Powerhouse issued the annual plan for advancing the development of an IP powerhouse and launched a five-year assessment of the implementation of the *Outline for Building an IP Powerhouse (2021-2035)*. The Office of the National Leading Group on Coordinated Implementation of Building a Quality-powered Nation issued annual priorities, reinforcing the implementation of key tasks.

**ii. Work coordination was effectively advanced**

CNIPA and the Ministry of Industry and Information Technology (MIIT) worked together to strengthen IPR protection in the photovoltaic industry. By fully tapping into the value of IPR protection and its role in incentivizing innovation, they effectively addressed rat race competition and promoted the healthy development of the sector. CNIPA, the Publicity Department of the CPC Central Committee, the State Administration for Market Regulation (SAMR), and other relevant departments jointly launched pilot initiatives to optimize the business environment for IPR. This effort further strengthened policy support and service guarantees for market entities, helping to build a world-class business environment. SAMR and CNIPA completed high-quality central assessments on IPR protection, urging local governments to fulfill their responsibilities in this area. They also signed the *Memorandum of Understanding on Further Strengthening Cooperation in Intellectual Property Rights Protection* to enhance coordination between their respective work. SPC and SPP issued the *Interpretation on Several Issues Concerning the Application of Law in Handling Criminal Cases of IPR Infringement*. This document clarified standards for conviction and sentencing, unified judicial practices, strengthened criminal judicial protection of IPR, and created a sound legal environment for innovation and creativity. The National Copyright Administration of China (NCAC), the National Office for the Fight Against Pornography and Illegal Publications, SPP,

MPS, and the Ministry of Culture and Tourism (MCT) jointly supervised and handled 109 major IPR infringement and piracy cases, ramping up joint punitive measures.

### **iii. Innovation and development were effectively supported**

To support the high-quality development of strategic emerging industries, including new-generation information technology, AI, commercial aerospace, and the low-altitude economy, the Cyberspace Administration of China (CAC), MIIT, MPS, and the National Radio and Television Administration (NRTA) issued the *Measures for the Identification of AI-Generated and Synthetic Content*. Meanwhile, SAMR, the Central Air Traffic Management Office, the National Development and Reform Commission (NDRC), and seven other departments jointly released the *Guidelines for the Construction of a Low-Altitude Economy Standard System (2025 Edition)*. Additionally, CNIPA organized multi-level, multi-format patent commercializing and matching activities. MIIT, SAMR, CNIPA, and other departments issued the *Guidelines for the Construction of a Standard System for the Science and Technology Service Industry (2025 Edition)*, effectively leveraging the role of standards in supporting and leading the high-quality development of the science and technology service sector. The people's courts properly handled cases involving AI in accordance with the law, accurately defining the "tolerance zone" for scientific and technological innovation and promoting the standardized development of the AI industry.

## IV. More Solid Legal Safeguards

Adapting to new requirements for IPR protection and emerging trends in combating IPR infringement and counterfeiting, the Chinese government keeps improving its legal and regulatory framework, providing more robust legal safeguards for cracking down on such violations.

### **i. Protection efforts were further intensified**

The *Revised Draft of the Trademark Law of the People's Republic of China* was reviewed at an executive meeting of the State Council and underwent its first deliberation at a meeting of the Standing Committee of the National People's Congress. Its purpose is to fully leverage trademarks' role in advancing economic and social development, while strengthening the administration and protection of trademarks. At an executive meeting, the State Council revised and adopted the *Regulations on the Protection of New Plant Varieties*. This move is designed to better protect the rights to new plant varieties and encourage their breeding, promotion, and application. SAMR issued the *Provisions on the Protection of Trade Secrets* to enhance the protection of trade secrets and uphold a fair, competitive market order. CNIPA refined the IPR protection system for emerging fields and studied the development of rules governing the protection of digital IPR.

### **ii. Supervision effectiveness was further improved**

The State Council revised and adopted the *Implementation Regulations of*

*the Drug Administration Law* at an executive meeting. These revisions improve the drug research and registration system, strengthen the management of drug production, regulate drug distribution and use, and tighten supervision over drug safety. The Food Safety Commission of the State Council issued the *Opinions on Promoting the Establishment and Improvement of an Internal Reporting and Incentive Mechanism for Food Safety Risks and Hidden Dangers in Production and Business Entities*. This document leverages the role of food industry personnel as “internal whistleblowers” to urge production and business entities to fulfill their primary responsibility for food safety. The General Administration of Customs (GAC) issued the *Administrative Provisions on the Registration of Overseas Manufacturers of Imported Food*, which implements classified management of overseas imported food manufacturers based on the risk levels of the food. SAMR and CAC issued the *Measures for the Supervision and Administration of Rules on Online Trading Platforms*, which strengthens oversight of platform rules, including those related to personal information protection and IPR protection. SAMR and the National Medical Products Administration (NMPA) advanced legislative work on the *Medical Device Administration Law*, focusing on strengthening full-lifecycle quality and safety supervision of medical devices and promoting high-quality development and high-level safety in the industry. NMPA issued the *Opinions on Deepening the Reform of Cosmetics Supervision to Promote High-Quality Development of the Industry*, further cementing the bottom line for cosmetics quality and safety and fostering the industry’s high-quality development.

### **iii. Institutional mechanisms were further improved**

SPC issued the *Notice on Matters Related to the Jurisdiction of Grassroots People’s Courts over First-Instance Civil and Administrative Cases Involving*

*Intellectual Property*. This notice adjusts which grassroots people's courts have jurisdiction over IPR-related civil and administrative cases, as well as their respective jurisdictional areas, further improving the jurisdictional arrangement for IPR cases. SAMR issued the *Provisions on the Obligations of E-commerce Platforms to Cooperate in the Investigation of Trademark IPR Infringement Cases*, further reinforcing platform obligations and optimizing investigation procedures. Additionally, SAMR organized the establishment of a government-enterprise cooperation mechanism known as "Brand Protection", aimed at continuously improving the efficiency of identifying IPR infringement and illegal leads, as well as conducting rapid investigations and evidence collection. As the first industry standard governing the qualification verification of products sold online by e-commerce platforms, the *Technical Specifications for the Online Verification Application of Compulsory Product Certification on E-commerce Platforms* was issued and put into effect. This standard further strengthens the integrated supervision of compulsorily certified products both online and offline. NMPA issued the new version of the *Good Manufacturing Practice for Medical Devices*, further laying an institutional foundation for ensuring the safe and effective use of medical devices by the public and promoting the standardized, orderly development of the medical device industry.

## V. More Targeted Supervision and Law Enforcement

In 2025, the Chinese government focused on key areas, products, and links, ramping up targeted regulation and crackdowns. Consequently, the rights and interests of both businesses and consumers were better protected, the market environment was further cleaned up, and the market order was further standardized.

### i. Governance in key areas was continuously deepened

**First**, with regard to the internet sector, SAMR issued the industry's first market supervision standard, *Management Specifications for Natural Person Online Stores*, elevating the scientific and standardized supervision of online transactions. It also developed the *Guiding Opinions on Improving the Efficiency of Online Transaction Monitoring*, verifying and addressing 23,800 illegal leads. CAC included issues such as false advertising, account impersonation, and online “smear campaigns” against enterprises in the scope of its 2025 Qinglang special campaign series. It took tough action against infringing and illegal activities to foster a cleaner, more orderly online environment. NCAC, MIIT, MPS, and CAC jointly launched the Jianwang 2025 special campaign targeting online copyright IPR infringement and piracy. During the campaign, 1.16 million infringing links were removed, and 1,472 online copyright IPR infringement cases were investigated and handled.

**Second**, in the copyright sector, NCAC issued the *Opinions on Accelerating the High-Quality Development of the Copyright Industry*,

aiming to comprehensively enhance copyright creation, utilization, protection, management, and services. NCAC worked with relevant authorities to organize special campaigns, such as those focused on cinema film copyright protection and the Youth Copyright Protection Season. They cracked down harshly on all types of copyright IPR infringement and piracy, concentrated on rectifying copyright order in key areas and markets, fully protected the legitimate rights and interests of copyright holders, and continuously optimized the copyright protection environment. In 2025, copyright law enforcement authorities at all levels conducted inspections of 484,400 relevant entities in physical markets and handled 2,713 copyright IPR infringement and piracy cases in such markets. NCAC engaged third-party agencies to conduct software usage audits in selected government agencies, public institutions, and central state-owned enterprises. A total of 184 entities were subject to audit, covering 23,792 computers, and the environment for software copyright protection has continued to improve.

**Third**, special campaigns were launched. Market regulatory authorities nationwide organized special campaigns, including those focused on IPR law enforcement. They strictly cracked down on illegal activities such as brand counterfeiting and trademark IPR infringement in accordance with the law, creating a favorable environment for enterprise brand development. In total, nearly 580,000 related cases were investigated and handled, including 37,000 trademark IPR infringement and patent counterfeiting cases involving 677 million yuan. There were 1,130 suspected criminal cases transferred to judicial authorities. SAMR, in conjunction with CAC and MIIT, addressed 99 non-compliant anti-counterfeiting verification websites. This action severed the black industrial chain of fake verification, cleaned up the online shopping environment, and protected consumer rights. Additionally, a concentrated

**Column I: A typical case of online copyright  
administrative law enforcement**

A case of copyright infringement of sports event works by a tech company in Nanjing, Jiangsu. Acting on a complaint filed by the rights holder, Nanjing Comprehensive Law Enforcement Team for Cultural Markets launched an investigation into a local tech company in December 2024. The investigation revealed that, starting in October 2024, the company had been streaming live broadcasts of numerous NBA games in its live rooms through its “Shandian Tiyu” (Lightning Sports) app, all without securing prior authorization from the copyright owner. Additionally, the company provided on-demand replay services via cloud storage and generated income through viewer donations. In March 2025, Nanjing Comprehensive Law Enforcement Team for Cultural Markets imposed administrative penalties on the involved party in accordance with Item (1) of Article 53 of the *Copyright Law of the People's Republic of China*. Illegal activities involving the live streaming and replaying of sports events in live rooms are often highly concealed, making evidence collection a challenging task. In this case, law enforcement authorities employed technologies such as blockchain for evidence collection, tracking, and data analysis, successfully securing accurate evidence of the infringement. They promptly put an end to the infringing activities through administrative penalties, effectively safeguarding the legitimate rights and interests of the copyright owner. This case also fully demonstrates China's commitment to the strict and equal protection of the legitimate rights and interests of both domestic and foreign copyright owners, as well as its resolve to uphold a sound copyright business environment.

campaign was launched to ensure the quality and safety of power banks, effectively safeguarding people’s lives, property, and public safety.

**Column II: A typical administrative law enforcement case on trademark**

Market regulatory authorities in 28 provinces (autonomous regions, and municipalities directly under the central government) collaborated on investigating and handling a case involving the PTCOTV chain enterprise, which had infringed on the exclusive rights of registered trademarks belonging to 19 brands. In April 2025, the Law Enforcement and Inspection Bureau of SAMR organized joint operations involving market regulatory authorities from 28 provinces (autonomous regions, and municipalities directly under the central government) and 227 counties (districts). These operations focused on centrally investigating and handling a large-scale, systematic nationwide trademark IPR infringement case involving PTCOTV Co., Ltd. and its chain franchise stores. During the operation, law enforcement inspections were conducted on 297 associated stores. Of these, 232 were found selling infringing goods linked to 19 brands, including Nike, New Balance, Adidas, and LV, with the illegal business volume totaling 6.544 million yuan. Market regulatory authorities across regions confiscated 9,719 pairs of infringing shoes and 311 pieces (sets) of clothing, imposed total fines of 2.539 million yuan, and transferred 5 suspected criminal cases to judicial authorities in accordance with the law. This case showcased the collaborative strength of a nationwide coordinated approach to IPR law enforcement. It effectively safeguarded the legitimate rights and interests of multiple well-known brands and served as a strong deterrent against large-scale, concealed IPR infringement activities conducted through chain franchise models.

## **ii. Governance of key products was continuously advanced**

**First**, in terms of counterfeit and shoddy agricultural inputs, the Ministry of Agriculture and Rural Affairs (MARA), SPC, SPP, MIIT, MPS, SAMR, and the All China Federation of Supply and Marketing Cooperatives issued the *Key Points of the National Campaign Against Counterfeit Agricultural Inputs and Supervision in 2025*. The document aims to effectively tighten regulation over the production and distribution of agricultural inputs, resolutely rectify shoddy products, severely penalize counterfeit and shoddy practices, and clean up the agricultural inputs market. MARA organized local authorities to dispatch a total of 1.09 million law enforcement personnel, inspect 560,000 agricultural input production and business entities, and investigate and handle 21,300 cases of various types involving agricultural inputs. The National Forestry and Grassland Administration (NFGA) strengthened the protection of new plant varieties. It granted 1,346 new plant variety rights in 2025 and handled 79 cases of various forestry and grass seedling violations nationwide. Market regulation authorities investigated and handled 3,845 cases of fertilizer quality violations, imposed fines and confiscations totaling 51.49 million yuan, and transferred 30 cases to public security authorities. Public security authorities focused on key periods, including spring ploughing and farming preparation, the three summer tasks (harvesting, planting, and field management), the three autumn tasks (harvesting, planting, and field management), and winter reserves of agricultural inputs. They strictly cracked down on the production and sale of counterfeit or substandard agricultural materials in accordance with the law. Throughout the year, more than 370 criminal cases were filed and investigated, making every effort to safeguard national food security.

**Second**, regarding counterfeit and shoddy food, drugs, and industrial

products, SAMR deployed the national market regulation system to launch a special campaign against counterfeit and substandard food in rural areas to improve the rural consumption environment. It also introduced a new open competition mechanism to select lead researchers for the development of food adulteration testing methods, aiming to enhance food safety testing capacity and further shore up food safety safeguards. During the 2025 special campaign targeting the production and sale of counterfeit meat products and edible vegetable oils, local market regulators across China handled 41,700 cases in total, imposed fines and confiscated illegal proceeds totaling 329 million yuan, and referred 1,702 cases suspected of criminal offenses to public security authorities. SAMR launched a three-year initiative to identify and mitigate potential quality safety risks for key industrial products, focusing on 84 high-risk products across 23 categories, and improving product quality through source governance, inspection, random sampling, and comprehensive regulation. Over the year, it facilitated the recall of 6.846 million defective motor vehicles and 8.236 million consumer goods. NMPA advanced whole-process drug regulatory reform, comprehensively upheld the bottom line of drug safety, supported high-quality development of the pharmaceutical industry across the entire chain, approved a record number of innovative drugs and medical devices, handled 118,000 drug-related violation cases, and maintained overall stability in the national drug safety landscape. Public security organs severely cracked down on crimes endangering food and drug safety, launching special campaigns to rectify the production and sale of adulterated and substandard meat products and address food safety issues in primary and secondary schools. Over the year, a total of 16,000 food and drug crime cases were investigated, and 32,000 criminal suspects were arrested.

**Third**, a unified campaign was launched to destroy IPR infringing,

counterfeit, and shoddy goods. The Office of the National Leading Group on Coordinated Implementation of Building a Quality-powered Nation and SAMR jointly organized a unified national campaign for the destruction of infringing, counterfeit, and shoddy goods in 2025. Across 26 provinces (autonomous regions and municipalities directly under the central government), more than 200 types of infringing and counterfeit goods were destroyed simultaneously, including food and drugs, apparel and footwear, tobacco and alcohol, cosmetics, pirated publications, gas stoves, and fire safety products, with a total weight of 3,683 tons and an estimated value of 432 million yuan, effectively deterring IPR infringement and counterfeiting.

### **iii. Governance of key processes was further strengthened**

**First**, with respect to import and export, GAC comprehensively advanced the development of smart customs under the Smart Customs for a Strong Country initiative, implemented the Longteng 2025 campaign for IPR protection, and carried out targeted governance in key IPR infringement-prone areas. It also launched the 2025 Special Campaign for IPR Protection in Cross-Border E-Commerce Channels, severely cracked down on IPR infringements in cross-border e-commerce, intensified enforcement against “small-split shipments” and “ant-like incremental” infringing import and export activities, and enhanced risk prevention and control capabilities for cross-border e-commerce-related IPR infringements. In 2025, customs authorities nationwide detained 39,000 batches of suspected infringing import and export goods totaling 86.42 million items. GAC approved 28,000 IPR customs protection filing applications and processed 162 general guarantees for IPR customs protection.

**Column III: A typical case of IPR protection in import and export**

In August 2025, inspectors from Xingang Customs, a branch of Tianjin Customs, detected discrepancies while inspecting a consignment declared for export. Although the declaration indicated “no brand, no model”, the nameplates affixed to 24 diesel generator sets onsite were clearly marked with the “CUMMINS” trademark. “The declared information is clearly inconsistent with the actual goods, raising serious suspicion of IPR infringement,” the onsite inspectors determined immediately, and promptly initiated IPR customs protection procedures. Following verification by the rights holder, the generator sets were confirmed to be unlicensed and to constitute goods infringing the exclusive registered trademark rights of “CUMMINS”. Tianjin Customs detained the goods in accordance with the law and, upon case investigation, issued an administrative penalty decision ordering the confiscation of the infringing goods and the imposition of a fine. Given that the case value exceeded 250,000 yuan and potentially constituted a criminal offense, Tianjin Customs strictly enforced the administrative-criminal coordination mechanism for IPR protection and transferred the case clues and evidence to public security authorities according to the law.

**Second**, regarding delivery, application, and agency services, the State Post Bureau urged delivery and shipment enterprises to strictly implement the three systems of real-name mailing and acceptance, inspection of mail items upon mailing and acceptance, and machine-based security inspection. The purpose was to strictly prevent infringing and counterfeit goods from entering the postal channel. CNIPA, MPS, and SAMR jointly launched a special rectification

campaign in agency services, severely cracking down on illegal and non-compliant conduct, targeting irregular professional practices, and strengthening source control. In 2025, CNIPA, together with local authorities, issued a total of 258 penalties of various types. Among them, 57 patent and trademark agencies and 4 patent attorneys were imposed penalties including suspension of business and license revocation. More than 50,000 patent and trademark agencies across the industry were organized to conduct comprehensive self-inspection and rectification. CNIPA also rolled out comprehensive measures to strengthen oversight of patent agency branch offices and patent attorneys' practice filing.

**Column IV: A typical case of rejecting malicious trademark registration applications**

In 2025, the launch of DeepSeek's large AI model attracted widespread public attention. Certain individuals and enterprises filed applications for trademark registration of "DEEPSEEK" with the Trademark Bureau of CNIPA. Some agencies were suspected of offering illegal services in an apparent attempt to capitalize on the trend and pursue improper benefits. CNIPA acted promptly, issuing the *Notice on the Law-based Rejection of Trademark Applications for "DEEPSEEK" and Related Marks* to signal a zero-tolerance approach. It further intensified cross-agency coordination to crack down on such practices, lawfully rejecting a total of 336 bad-faith trademark applications for "DEEPSEEK" during the examination process throughout the year, thereby effectively protecting the legitimate rights and interests of credible market operators.

## **VI. Strengthened Judicial Protection**

In 2025, China's judicial authorities strengthened criminal enforcement, procuratorial supervision, and judicial adjudication, maintaining a high-pressure stance against IPR crimes and developing long-term mechanisms to support high-quality development. IPR judicial protection was targeted and effective, delivering tangible outcomes.

### **i. Criminal enforcement kept intensifying**

MPS issued the *Opinions on Lawfully Combating Crimes Related to Intellectual Property Rights to Support High-Quality Development*, underscoring targeted action to protect scientific and technological innovation, advance industrial development, boost cultural prosperity, and safeguard people's livelihoods, while building a comprehensive operational framework for IPR crime investigation authorities marked by rational functions, clearly defined powers and duties, streamlined command, and efficient performance. MPS launched the Kunlun 2025 campaign, opened and investigated 26,000 cases involving IPR infringement and the manufacture and sale of counterfeit and shoddy goods over the past year, and apprehended 45,000 criminal suspects, effectively supporting high-quality development and safeguarding public safety and people's livelihoods. A mechanism for regular police-enterprise liaison and services was established and optimized, with 413 IPR service stations set up, among others.

**Column V: A case on investigating major IPR-related crimes**

In April 2025, public security authorities in Taizhou, Zhejiang Province, cracked down on a ring led by Lin that was manufacturing and selling counterfeit branded automobile wheel hubs. They took 12 criminal suspects into custody and seized more than 5,000 finished counterfeit branded wheel hubs, 21,000 semi-finished products, and 150,000 trademark labels on the spot, with the total value of the case hitting 230 million yuan.

**ii. Procuratorial supervision kept deepening**

SPP advanced the full exercise of IPR procuratorial functions to support the locally tailored development of new quality productive forces, drive the optimization and upgrading of traditional industries, and foster the growth of emerging and future industries. Focusing on new IPR infringement domains, targets, technical methods, and business models, it stepped up law-based punishment of IPR crimes and explored the development of review and handling protocols for new cases. By fully exercising its criminal, civil, administrative, and public-interest litigation procuratorial mandates, it comprehensively elevated the holistic efficacy of IPR protection and supported the building of an IP powerhouse. In 2025, procuratorial authorities nationwide prosecuted 19,000 individuals for crimes including trademark IPR infringement, copyright IPR infringement, trade secret theft, and patent counterfeiting; lawfully prosecuted 4,739 individuals for data security offenses in sectors such as AI and e-commerce; and handled 3,658 IPR-related civil, administrative, and public-interest litigation cases. It intensified supervision over malicious IPR litigation and helped foster a sound innovation ecosystem.

**Column VI: A typical case of leveraging the procuratorial function for IPR protection**

Between February 2022 and April 2025, Qiu successively set up 33 pirated film and television websites by purchasing domain names and leasing servers. Without authorization from copyright holders, Qiu uploaded more than 160,000 audiovisual works to these sites via embedded video links, including Spring Festival releases such as *Ne Zha 2* and *Boonie Bears: Future Reborn*, making them available for public online streaming. Qiu partnered with unlicensed advertisers to display pornographic advertisements on the websites and received total advertising revenue exceeding 17 million yuan through virtual currency settlements. People's Procuratorate of Dongyang City, Zhejiang Province, enhanced electronic data strengthened, sorted out the transaction details between Qiu and overseas advertisers, accurately determined the number of audiovisual works and the amount of illegal gains, and initiated a public prosecution in accordance with the law on the charge of copyright infringement. On December 15, 2025, the court sentenced Qiu to seven years' imprisonment and imposed a fine of more than 17 million yuan.

**iii. Judicial adjudication kept strengthening**

SPC upheld fairness and justice and kept deepening the reform of the national appeal adjudication mechanism for IPR cases, steadily improving IPR trial quality and efficiency. It provided high-quality judicial services to support the self-reliance and strength in science and technology, contributed to the development of a unified national market, and safeguarded the sound development of the digital economy. In 2025, courts nationwide concluded 496,000 first-instance IPR cases, representing a year-on-year increase of 0.3%. A total of 19,000 individuals were sentenced for IPR infringement crimes, up

6.2% year on year. Guidelines for the mediation of technology-related IPR cases were formulated to promote collaborative and standardized development through mediation mechanisms. Efforts to address abusive mass IPR litigation were

**Column VII: A typical IPR trial case**

During the trial of a civil case involving the infringement of a registered trademark for a battery brand, the People's Court of Yiyuan County, Shandong Province, uncovered evidence, including a purchase list provided by the alleged infringer, that linked the infringing goods to Deng, a third party not involved in the original lawsuit. The court also found that Deng's actions might have constituted a criminal offense. Acting within its jurisdiction, the court transferred the case leads to the public security authorities. Using these leads, the public security authorities successfully cracked the case, and the procuratorial authorities initiated a prosecution against Deng on charges of counterfeiting registered trademarks. Following a thorough review, the court determined that between 2016 and 2024, Deng, without the permission of the registered trademark owner, purchased unpackaged batteries and packaging materials (such as battery casings printed with the counterfeit of the registered trademark) from other parties. Deng then assembled these components for sale, generating illegal business revenue of over 2 million yuan and illicit profits totaling more than 160,000 yuan. The court ruled that Deng's actions constituted the crime of counterfeiting registered trademarks and sentenced Deng to fixed-term imprisonment in accordance with the law. Additionally, the court ordered the destruction of all infringing products. This case fully demonstrates the advantages of the "three-in-one" trial system. It efficiently punishes IPR infringement crimes and effectively leverages the overall effectiveness of judicial protection for IPR.

intensified, with 2,331 such cases dismissed and 694 cases subject to lawful judicial sanctions. Guiding cases were issued to regulate practices such as data collection and use, facilitating the full realization of data value.

## **VII. Improved Regulatory Services**

In 2025, the Chinese government refined the IPR credit regulation system, expanded channels for IPR dispute resolution, and utilized administrative guidance to full effect, continuously enhancing support for the industry's development and the growth of market entities.

### **i. The convenience of credit regulation was further improved**

SAMR and CNIPA improved the IPR credit regulation system, standardized the criteria and procedures for identifying serious dishonest actors in the IPR sector, and added market entities engaged in intentional IPR infringement to the List of Serious Dishonest Entities. They strengthened the collection and public disclosure of trademark, patent, and IPR pledge registration information via the National Enterprise Credit Information Publicity System. SAMR officially launched a national unified market regulation credit repair platform, enabling efficient and convenient credit restoration for market entities. Over the year, credit repair was completed for 13,904,800 market entities, fully supporting the “one-stop” efficient processing of credit repair applications. CNIPA accelerated the development of a credit system for the IPR sector, expanded pilot credit evaluation and management programs for trademark agencies, and implemented credit assessment and oversight of trademark agencies and agents in pilot provinces.

**ii. Satisfaction with dispute mediation was further improved**

The Ministry of Justice (MOJ) and CNIPA issued the *Guidelines on Strengthening Arbitration for Disputes Related to Intellectual Property Rights* to improve the arbitration of IPR disputes and give full play to the important role of arbitration in the comprehensive protection of IPR. MOFCOM set up IPR dispute complaint reception stations or processing service centers at internationally renowned exhibitions such as China Import and Export Fair and China International Import Expo to assist in dispute resolution and rigorously protect IPR. In 2025, the IPR system handled more than 9,300 administrative rulings involving patent disputes and overseen the handling of 62,000 IPR mediation cases. In addition, a total of 238 administrative rulings were rendered under the early resolution mechanism for pharmaceutical patent disputes.

**iii. The effectiveness of administrative guidance was further enhanced**

CNIPA and MIIT jointly launched an initiative aimed at providing IPR public services that benefit enterprises. MIIT issued the *Action Plan for Promoting the High-Quality Development of Industrial Internet Platforms (2026-2028)*, which strengthens the protection of IPR in the entire process of developing and utilizing industrial data resources. SAMR launched the Code Action for the coding and verification of product quality and safety in online sales, guiding platforms to voluntarily fulfill their responsibilities and obligations regarding coding and verification, and effectively protecting the review process for product entry on platforms. It also convened an administrative guidance meeting on food safety in live-stream sales, guiding third-party online food transaction platform enterprises to sign a self-regulatory agreement on food safety management and strictly implement food safety responsibilities. Furthermore, it organized the

third Service Month for Enhancing Enterprises' Commercial Secret Protection Capabilities, focusing on establishing protection systems, supporting innovative development, and addressing enterprises' challenges and demands. CNIPA issued the *Implementation Measures for Promoting the Development of the Private Economy Through Intellectual Property Rights Protection*, effectively strengthening IPR protection for private economic organizations. It also launched the Thousand Enterprises, Hundred Cities initiative to enhance the value of trademark brands, jointly promoting the value upgrading of both enterprise and regional trademark brands.

## VIII. More Effective Publicity and Guidance

In 2025, the Chinese government showcased the new achievements in IPR protection and the crackdown on IPR infringement and counterfeiting from multiple perspectives through various means, including report releases, typical cases, and themed activities, continuously expanding social influence, recognition, and participation.

### **i. Reports focused on broader themes**

NCAC issued the annual notice on the national copyright registrations. GAC released the *Report on Intellectual Property Rights Protection by China Customs in 2024*. SAMR issued the *Annual Report on Price Supervision, Inspection, and Anti-Unfair Competition Law Enforcement in China (2024)* and the *Annual Report on the Standardization of Market Regulation Law Enforcement (2024)*. The NFGA released the *2024 Annual Report on New Varieties of Forestry and Grassland Plants and Intellectual Property Rights in China*. SPC issued the *Status of Judicial Protection of Intellectual Property Rights in Chinese Courts (2024)*. SPP published the *White Paper on Procuratorial Work Related to Intellectual Property Rights (2024)*. The Office of the National Leading Group on Coordinated Implementation of Building a Quality-powered Nation issued the *Annual Report on China's Efforts to Combat IPR Infringement and Counterfeiting (2024)*. The China National Office of Inter-Ministerial Joint Meeting for Building an IP Powerhouse released the *Development Report on Building China into an IP Powerhouse (2025)*. These reports promptly addressed

the concerns of market entities and the public by presenting work achievements, releasing key data, and summarizing practical experience.

## **ii. Deterrence was enhanced through case-based warnings**

NCAC released typical cases from the special campaign on copyright protection for cinema films, the top ten national cases of combating IPR infringement and piracy, and issued batches of early warning lists for copyright protection of key works. CNIPA and SPC jointly released typical cases of diversified dispute resolution for IPR disputes. GAC released typical cases of IPR protection by China Customs in 2024. SAMR announced the top ten IPR cases of 2025, typical cases of trade secret IPR infringement, typical cases of rat race competition in the quality sector, and typical cases of trademark administrative law enforcement for brand protection. It also published four batches of typical law enforcement cases in the product quality sector. SPC released the mediation work status and typical cases of the Intellectual Property Court, typical cases of combating counterfeit agricultural supplies, typical anti-monopoly cases and typical anti-unfair competition cases. SPP released typical cases of IPR protection by procuratorial organs and typical cases of procuratorial organs lawfully punishing crimes endangering food and drug safety. SPC and SPP jointly released typical cases of criminal protection of IPR. The China National Office of Inter-Ministerial Joint Meeting for Building an IP Powerhouse released typical cases of building an IP powerhouse, covering the entire scope of IPR supervision, law enforcement, and justice, with stronger deterrence and more significant punitive effects.

## **iii. The atmosphere of themed events was enhanced**

The Publicity Department of the CPC Central Committee, MOJ, and the

National Office for Law Popularization launched the fifth Civil Code Promotion Month, focusing on intensive publicity of regulations and laws vital to business operations, including those for optimizing the business environment, protecting IPR, and advancing scientific and technological innovation. The Publicity Department of the CPC Central Committee, CAC, MOJ, and the National Office for Law Popularization jointly held a national legal-themed contest and screening for animations and micro-videos, soliciting a broad range of entries centered on IPR protection with fresh perspectives, high quality, and wide reach. Relevant authorities hosted a series of events, including the National Intellectual Property Publicity Week, the China Food Safety Publicity Week, the National Cybersecurity Publicity Week, the National Quality Month, the National Safe Medication Month, the China Fair Competition Policy Publicity Week, and the Intellectual Property Service Tour. These initiatives fostered a positive public opinion environment and cultivated a robust social climate that honors the value of knowledge.

## **IX. Deeper International Cooperation**

In 2025, committed to the principles of equality and mutual benefit, the Chinese government consolidated the foundation of common interests for international collaboration, engaged in governance reform, deepened cross-border law enforcement collaboration, and expanded cooperative channels, consistently deepening the scope and intensity of its participation in global IPR governance.

### **i. China constructively engaged in global governance**

China submitted the *China's Position Paper on WTO Reform under the Current Circumstances* to contribute more effectively to the reform process. China extensively participated in global IPR governance under the WIPO framework and co-hosted with WIPO the thematic exhibition "Copyright in China: Safeguarding Innovation, Shaping the Future Together". It took an active part in the 60th and 61st Meetings of the APEC Intellectual Property Experts Group, and held working-level IPR consultations with the EU, Russia, Switzerland, and Japan. On multiple occasions, Chinese leaders witnessed the signing of cooperation agreements between China's IPR authorities and their counterparts. China renewed a copyright and related rights cooperation memorandum with the UK, signed one with Indonesia, and concluded documents with New Zealand on food safety, metrology, and organic product certification. It also pressed forward with IPR cooperation projects under the Belt and Road Initiative.

## **ii. Cross-border law enforcement cooperation was organized**

Leveraging multilateral and bilateral international law enforcement cooperation mechanisms, China engaged in multi-tiered enforcement collaboration with foreign agencies, including investigative and evidentiary assistance, to lawfully crack down on cross-border IPR infringement crimes. MPS strengthened communication and coordination with law enforcement agencies in key countries and regions, actively fostering a new type of mutually beneficial and win-win law enforcement partnerships. It enhanced international exchanges on criminal enforcement of IPR and continued to participate in joint operations such as Operation Pangea under the framework of the International Criminal Police Organization (INTERPOL) to combat counterfeit medicines and Operation OPSON to tackle food crimes. These efforts effectively addressed transnational IPR infringement and counterfeiting issues. GAC continued its participation in WCO Operation STOP IV, an international joint enforcement operation targeting the illicit import and export of counterfeit and substandard medicines and medical products. It worked with customs authorities across numerous countries to combat cross-border IPR infringement and counterfeiting.

## **iii. Cooperation channels were further expanded**

China successfully hosted the China Quality Conference in Nanjing, the sub-forum International Cooperation in Protecting IPR and Fighting against IPR Infringement and Counterfeiting at the 8th Hongqiao International Economic Forum, the International Conference on Intellectual Property Law Enforcement Exchange, the 14th China International Patent Fair, the 10th China International Copyright Expo and 2025 International Copyright Forum, and international seminars on trade secret protection. These events called on all countries to jointly

**build a fairer, more rational, and effective international environment for trade secret protection. It also hosted a series of meetings, including the (China-US-EU-Japan-ROK) IP5 Heads of Office Meeting and the China-ASEAN Heads of Intellectual Property Offices, and jointly commemorated the 40th anniversary of China-Europe IP office cooperation.**

## **Conclusion**

IPR development has long been a high priority for the Chinese Government. IPR protection and the fight against IPR infringement and counterfeiting play an increasingly pivotal role in serving major national strategies, supporting breakthroughs in core technologies in key areas, and advancing the implementation of the Global Governance Initiative in international trade and economic affairs. In particular, amid slowing global growth, rising international disputes, and new opportunities from rapid advances in frontier technologies such as AI, it is all the more imperative for nations to enhance solidarity, cooperation, and mutual benefit, and uphold multilateralism, openness, and inclusiveness.

China has long been a defender of the existing international order and a practitioner of genuine multilateralism. It will continue to adhere to win-win cooperation, fairness, and justice, working with all parties to resolve conflicts and challenges through shared development, promote common prosperity and a brighter future, and inject greater stability and positive momentum into global economic progress.

