

# Yangpu Trademark Acceptance Counter Officially Open

By Gao Liang

In this January, as approved by the Trademark Office of National Intellectual Property Administration, the Trademark Acceptance Counter was set up by Yangpu District Market Supervision Administration to deal with trademark applications. After preparations on software and hardware equipment and pre-employment training, the Yangpu Trademark Acceptance Counter under the Trademark Office of National Intellectual Property Administration is now officially open.

The Yangpu Trademark Acceptance Counter is located in the lobby of the first floor of the Yangpu District Administrative Service Center, No. 600 Huaide Road, which is composed of two windows for approval and consultation. At present, it can carry out 24 responsibilities such as application of trademark registration, withdrawal of trademark registration application, filing of trademark license registration, and international trademark registration application

in the Madrid System.

It is reported that, in the past, to apply for trademark registration, enterprises or individuals in Yangpu was supposed to visit the acceptance hall of the Cooperation Center for Trademark Examination on Caobao Road of Xuhui District or the registration hall of the Trademark Office of National Intellectual Property Administration, or entrust an agency for assistance in handling the issue. After the Yangpu Trademark Acceptance Counter is opened, the applicants can directly submit materials in Shanghai, which can avoid unnecessary visits to other districts or provinces, and can help them reduce agency fees.

It is learned that the Yangpu Trademark Acceptance Counter is not regional, which means it targets not only Yangpu enterprises, but also for companies in the surrounding districts. The applicant can submit the application materials to the counter, which will file the cases of the day and upload the application on the same day.

"Today, more and more com-

panies have recognized the importance of trademarks, which carry the reputation of the company and the quality of the products." Lu Bin, who manages the Yangpu Trademark Acceptance Counter, said that the establishment of the Trademark Acceptance Counter, on the one hand, facilitates trademark applicants, especially small enterprises, to handle trademark applications in the area, reduce corporate costs and relieve their burdens; on the other hand, it helps companies enhance brand awareness, promote regional development of brand economy, stimulate brand awareness of business owners, and fully leverage the importance of intellectual property rights to companies and Yangpu, which is of great significance to promote the high-quality development of Yangpu's economy, and also marks the new stage of Yangpu trademark brand construction. At the same time, with the overall improvement of the business environment in the district, Yangpu's is expected to attract and maintain more enterprises, capital, technology and talents.

## Chang Yang Valley is Becoming "AI+"

By Xi Yuxuan

Recently, more than 40 artificial intelligence companies gathered in Chang Yang Valley for project roadshows.

As the highland of artificial intelligence development in Shanghai, Chang Yang Valley will take the first step in the application scenario pilots, and establish a model for intelligence hi-tech park with deep engagement of AI through the application scenario collection of "AI New Technology Experimental Field" and "AI New Product Demonstration Park" and the cultivation of AI featured enterprises, in an effort to facilitate the park to become a world-class innovation center.

As smart cars have become more popular, the "charger" has not been mentioned frequently. "Charged 10 minutes, the electric car can run 50 to 100 kilometers." Song Fenyi, the head of Aiways Automobile, said that this smart fast-charge robot does not need a dedicated charging parking space; instead,

clients can use the mobile APP to appoint it, and it can drive automatically to the designated location, and charge the car. What's more important, it is compatible with all models under national standards. In 2018, Aiways Automobile built a concept model; this year, it plans to carry out small-scale manufacturing and strive to change the game from "looking for a pile" to "asking for a pile". This will meet the demands of temporary fast charging of electric car owners, and it does not need to change the power infrastructure for the park, and will not put pressure on the power grid, complementing the existing charging network.

It is reported that this event aims to collect solutions from artificial intelligence enterprises for bottlenecks in connection of supply and demand, and to provide application scenarios for AI enterprises in the parks. Through the form of the project roadshows, experts will select representative projects for the construction of "AI+" park of Chang Yang Valley.



## A Mini Garden in the Community

By Mao Xinhui

A child walked with his grandmother, and he suddenly uttered a "wow" and went straight to the slide. The grandmother watched the child playing and talked with the people around them; two young people saw the seesaw and played with it, which was much like childhood; a white-collar rushed to the road, but was attracted by the swing, so she put down her bag and swayed freely...

All of this happened in a long and narrow green belt on Fuxin Road. What used to be part of the wall of Tongji University has become a public space that connects people: the 80-meter green belt is now also a

pleasant "mini garden". Design play a magical role in this project. The design team retained the layout of the original street flower beds, adding a series of entertainment facilities and incorporating the abbreviated names of the college and the street into these facilities. In the process, the design team also cooperated with the Tongji-MIT City Science Lab to quantify the city by observing people's behavior, and to evaluate the effectiveness of urban renewal, so as to iterate and improve the planning.

It is reported that the Mini Garden on Fuxin Road is one of the important projects in the fourth season of "Open your space: Design Intervention in Siping Community", which

is jointly built by Siping Road Sub-district in Yangpu District and Tongji University College of Design and Innovation. The major objective of this season is to "leverage public space design to intervene and link social resources". The reconstructed mini garden will become a joint center for party members of Siping Road and members of the Tongji University College of Design and Innovation. At the same time, the flower beds in the green belt are claimed by community schools, residents and enterprises, who, in the future, will maintain and provide feedback on the daily use of the mini garden and become a participant in community renewal with the designers.

## The Future of Brain Science to Be Inter-disciplinary

By Yan Weiqi

With an average age of 36, cooperation with more than 20 internationally renowned universities and research institutes, more than 130 international scholars from all over the world to participate in research programs and projects at all levels, and integration of nearly one million pieces of data from the world's largest brain database... This is what the "Dream Team", a 29-member group that has been formed for only three years, has achieved, who study the most cutting-edge issues in the brain science, and have produced a large number of "top-of-the-road" achievements. This is their belief. The leader of the team is Professor Feng Jianfeng, Dean of the Institute of Science and Technology for Brain-Inspired Intelligence of Fudan University. He said that the future of the brain science in the future lies in the inter-disciplines.

The construction of "Brain and Brain-Inspired Intelligence International Innovation Center" of Fudan University is progressing steadily. The first batch of imaging research equipment has been stationed in Zhangjiang International Brain Imaging Center.

The Launch Event for "Brain and Brain-Inspired Intelligence Transformation Application Research" Shanghai Municipal-level Science and Technology Major Project was held. This large project will bring new opportunities for

Feng Jianfeng and his research team.

Engaged in the field of brain-inspired intelligence research for more than a decade, Feng Jianfeng has always wanted to understand a very "simple" question: What is intelligence? The answer to the essence of "intelligence" is set by Feng Jianfeng as a long-term goal. As the peak of science always needs a ladder to get the level up, the research on brain-inspired intelligence is the ladder he climbs up with. Brain-inspired intelligence research is widely used in the field of speech recognition, machine translation and other fields of deep learning, which is a good example, as the essence is the simulation of the visual system of human.

But the brain is too complicated. How can we help machines learn the "intelligence" we own biologically? Feng Jianfeng said that the "lilled brain" has provided them with research objects.

In 2016, Feng Jianfeng's team discovered that the most fundamental cause of depression is being uninterested in rewards and being too sensitive to punishment. Recently, further research has shown that the area of the brain that regulates the quality of sleep is exactly the same area where depression patients show too much sensitivity for punishment. Smoking reduces the sensitivity of the brain to punishment, and drinking increases the sensitivity of the brain to rewards, which is just the opposite of the brain connectome of depressed patients.