



### Copyright Management Consultant

#### People

Plazo: 31 Mar 2026

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Tipo:	Course
Ubicación:	Web-based
Fecha:	1 Mar 2026 to 31 Mar 2026
Duración:	31 Days
Área del programa:	Decentralize Cooperation Programme
Sitio web:	<a href="https://unitar.org/sustainable-development-goals/people/our-portfolio/cifal-glo...">https://unitar.org/sustainable-development-goals/people/our-portfolio/cifal-glo...</a>
Precio:	0,00 US\$
Correo Electrónico del Centro de Coordinación del Evento:	18642255511@qq.com

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#### ANTECEDENTES

The company's business development and layout are fundamentally centered around the national macro-strategies of "Building a Strong Intellectual Property Nation" and "Building a Digital China." The policy background includes a series of national policy documents issued since 2021, such as the Outline for Building a Strong Intellectual Property Nation (2021-2035), the "14th Five-Year" Plan for Copyright Work, and the 2024 Plan for Promoting the Building of a Strong

Intellectual Property Nation. These documents explicitly call for strengthening the protection and utilization of intellectual property, optimizing the business environment, and promoting innovative development and industrial digitization. Founded in 2023, the company is a market participant and solution provider within this macro context, aiming to address industry pain points like difficulties in rights confirmation, protection, and transactions through technological means.

## OBJETIVOS DEL EVENTO

The core operational activities (or "business" objectives) of Banchacha Technology are reflected as:

**Building a One-Stop Service Platform:** Constructing a "symbiotic, co-governed, and shared" new copyright ecosystem that integrates "copyright creation, utilization, protection, management, and service." The goal is to establish a comprehensive "One-Stop Integrated Digital Copyright Management BaaS Platform" encompassing blockchain-based evidence preservation, monitoring, notarization, rights confirmation, registration, talent cultivation, asset disposal, IP development and operation, etc.

**Achieving Win-Win Development for Multiple Parties:** Building a national network of copyright workstations by recruiting "City Partners," sharing resources with alliance partners, jointly revitalizing copyright assets and enhancing their value. Ultimately, the aim is to drive the scaled development of the entire industry, helping partners (including clients and ecosystem partners) achieve commercial growth and maximize the value of their intellectual property.

## CONTENIDO Y ESTRUCTURA

Public Lectures:

- 1.Public Welfare Course Outline
  - 2.Subject Matter Protected by Copyright Law
  - 3.Moral Rights and Economic Rights under Copyright
  - 4.Classification of Work Types
  - 5.Fair Use under Copyright Law
  - 6.Standards for Compensation in Copyright Infringement
  - 7.Duration of Copyright Protection
- Subject Matter Not Protected by Copyright Law

## METODOLOGÍA

### Theoretical Instruction and Case-Based Deconstruction

Use real cases from Banchacha's Public Case Management Center and its network of 70+ alliance institutions and 400+ IP resources to illustrate theoretical concepts.

For topics like protected/unprotected subject matter and work classification, incorporate concrete industry examples (e.g., art, consumer goods, product design, engineering) to make abstract legal provisions tangible.

For moral rights vs. economic rights, introduce real-world scenarios such as brand protection against counterfeits and IP licensing, demonstrating different rights applications and commercial values.

For fair use and infringement compensation standards, leverage Banchacha's "infringement revenue recovery" philosophy and internet monitoring practices to explain how to identify infringement, assess defenses, and calculate damages-bridging legal theory and enforcement practice.

For protection duration, link to intangible asset management and state-owned asset investment, explaining how rights terms affect valuation and transaction strategies.

## PÚBLICO OBJETIVO

**Institutions and Organizations:** Including administrative departments such as the Intellectual Property Office, Copyright Office, and Culture and Tourism Bureau; cultural institutions in broadcasting, publishing, media, design, etc.; various industry associations, chambers of commerce, and professional associations; and higher education and research institutions like universities, colleges, vocational schools, and research institutes.

**Intellectual Property Services and Legal-Related Fields:** Encompassing law firms and intellectual property (copyright) service companies engaged in copyright, patent, and trademark business, as well as financial enterprises such as those in non-performing asset disposal, guarantee, and tax services.

**Copyright Production and Operation Institutions:** Such as content creators, brand owners (including well-known Chinese and foreign trademarks, time-honored brands, geographical indication products, etc.), IP operators, scenic spots, industrial parks, and other enterprises and public institutions with copyright

(intellectual property) operation needs.