

Public-Private Partnership in Public Education

Sharing of case studies on different target audience

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What is FHKI ?

- A fully independent, statutory trade association with 3,000 industrialists as members.
- Established by legislation in 1960.

FHKI Objectives:

- Promotes and fosters the interests of HK's industrial and business communities
- Promotes trade, investment, technological advancement in Hong Kong
- Represents industry's views and advises Government on policies and legislations which affect industry

Intellectual Property Centre, FHKI

- Over 20 years experience
- Helping HK companies to protect their IP
- Counselling on IP related disputes
- Promoting awareness of and respect for IPR

Hong Kong Coalition for Intellectual Property Rights (HKCIPR)

- Established under the umbrella of the FHKI in March 2005
- To promote awareness of IPR in the business community
- To facilitate protection of IPR and educate members on protection strategy & methodology
- To serve as communication platform for members with government authorities



IP Education Partnership

Government entities:-

- HKSAR Intellectual Property Dept
- HKSAR Customs and Excise Dept
- HKSAR Trade and Industry Dept
- HKTDC

Private sectors:-

- FHKI
- Other NGOs, e.g.
 - HK Intellectual Property Society
 - HK Intellectual Property Association Ltd



Education Objectives

- To enhance respect for products of creativity and knowledge
- To promote awareness of IPR in the community
- To improve understanding of IP related laws & how to protect and respect IPR

Target Audiences

- Businessmen
- Consumers
- Students
- Professional Institutions and Trade Associations

Programmes

- Free Consultation Sessions
- Seminars
- Workshops
- Luncheon Talks

Free Consultation Sessions

- Provide one-on-one meetings with clients for counselling and assessment of their IP problems
- Case enquiry: Registrability of a Trademark
- Client: An SME manufacturer of stationery
- Advice: The trademark may be refused if there is no distinctiveness.



Seminars

- An effective way to raise IP awareness/educate local SMEs

1.12/2005: “How to Protect your New Product Designs and Copyrights”



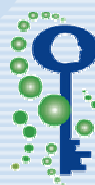
- Participants: 200
- Focus: Design registration

2. 9/2005: “Tips on Managing IP and Handling IPR Infringement”

- Jointly organised with the IPD & HKTDC to help local SMEs better understand the importance of IPR in business development.
- Participants: 430
- Focus: a review of Mainland trademark protection policy



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Federation of Hong Kong Industries 香港工業總會

香港知識產權保護協會
HONG KONG COALITION FOR
INTELLECTUAL PROPERTY RIGHTS



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3. A series of IP Seminars to enhance the IP knowledge for professional institutions

- 05/2006: Chartered Institute of Marketing (UK), Hong Kong



- Participants: 74
- Focus: legality of parallel imports

Workshops

- Training/familiarization in latest developments on IPR matters

1. 03/2006: How to Protect your Brand Name and Trademark



- Participants: 38
- Focus: in-depth look at common law protection in IP infringement cases

2. Anti-counterfeiting Technologies

- 11/2005: Jointly organised with HKSAR Depts to help local companies apply effective anti-counterfeiting technologies



- Participants: 91
- Focus: Application of anti-counterfeiting technologies on product packaging



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香港海關

工業貿易署
中小企業支援與諮詢中心
Support and Consultation Centre for SMEs
Trade and Industry Department



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Luncheon Talks

- Cosy, small gatherings with IP professionals/experts to exchange expertise & experience
- 05/2006: “Be Smart When Dealing with IP Lawsuits”



- Experienced IP lawyer talks about strategies & legal procedure when dealing with IP lawsuits
- Participants: 40
- Focus: Tactics for collecting evidence in IP lawsuits

Some Relevant Facts

- 2005: Approx. 2,000 participants attended FHKI Education activities; 1,040 IP cases were assisted by FHKI
- IP infringement cases recorded by C&E:

	No. of cases		
	June 05	June 06	Difference
Copyright infringement	902	768	-14.9%
Trade descriptions	85	62	-27.1%

- 2006 IPD survey on business attitude to IP: 77% felt raising IPR awareness through strengthened education is effective way to reduce IP infringement

Thank You!

