

## **“Scout Programme on Respect for Intellectual Property Rights” launched today**

To promote awareness of and respect for Intellectual Property among the younger generation and in view of the positive role of the Scout Association of Hong Kong, the Intellectual Property Department (IPD) today (April 30) launched the “Scout Programme on Respect for Intellectual Property Rights (IPR)”.

The co-organizers are the Scout Association of Hong Kong, Hong Kong Customs & Excise Department, Motion Picture Association and the Hong Kong Intellectual Property Society.

During a press conference organized today, a ceremony was held to launch the “IPR Scout Badge”. The officiating guest, Chairman of Hong Kong Invention Association Ltd., Mr. Cheung King Fung welcomed the idea of the programme.

“It enables youngsters to have broad and concise understanding of IP and fosters respect for creativity, which can give encouragement and support to young inventors,” he said.

As a new initiative, the “Scout Programme on Respect for Intellectual Property Rights” (the Programme) aims to provide IPR training to various levels of Scouts from 7 to 65 years old. There are around 100,000 Scout members, both male and female, in Hong Kong.

The programme, which will be launched this summer, includes seminars, visits and other activities. The first target will be Scouts aged between 11 to 16. The programme will be extended to other age groups in the near future. IPR Scout Badges will be presented to the qualified scout attendees who have completed the programme.

“The IPD has been promoting the concept of IPR protection via formal classroom tuition, such as the IP Tutor Programme or School Talks. This Programme can provide young people with an alternative, informal education about protecting IP in an interesting and interactive way. It is a long-term process which involving continuous training of scout members throughout their formative years.” said Mr. Stephen Selby, Director of Intellectual Property at the press conference.

The Chief Commissioner of the Scout Association of Hong Kong, Mr. Pau Shiu-hung said, “The programme highlights the importance of IPR protection. We

believe the programme will benefit scout members, enhance their respect and knowledge in this area. Educating the youth is the mission of our Association. We will provide full support to the programme.”

IPR training for scout leaders will be organized to fit in with the launch of the programme in third quarter of this year.

End/Saturday, April 30, 2005

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