HKGCC

Hong Kong General Chamber of Commerce
香港總商會 1861

5 May 2005 Event Code: R50602CC

The "Government at Work" Series : Company and trademark registration

This is the first of the Chamber "Government at Work" Series during which government officials will be invited to talk about existing rules and regulations affecting businesses.

Entrepreneurs in the HKSAR are positioned to take advantage of the trade opportunities arising from CEPA. Company names, trademarks, quality products/services and corporate strategy are vital in establishing their own brand/identity in the market and registration of trademarks is important to protect their intellectual property rights.

According to an annual survey undertaken by the Intellectual Property Department, over 90% of companies in Hong Kong consider it necessary to protect intellectual property rights in the business environment and that Hong Kong is an important place to register trademarks, patents or designs. However, many companies have the misconception that if they have obtained the business registration or company registration, no one else can use their company names as trademarks in Hong Kong. Moreover, some companies have the impression that they could obtain protection in Hong Kong if their trademarks are registered in the Mainland. At this roundtable luncheon, the Intellectual Property Dept and the Companies Registry will elaborate on how your intellectual property rights can be protected in this respect. Details as follows:

Speakers :	Mr Alan Fong, Assistant Principal Solicitor, Companies Registry Ms Livia Chiu, Senior Intellectual Property Examiner, Intellectual Property Dept
Date/time:	Thursday, 2 June 2005 (12:30pm: registration & sandwich lunch, 1:00pm: presentation & discussion)
Venue :	Theatre, Hong Kong General Chamber of Commerce
Cost :	HK$100 per person for members / HK$200 per person for non-members
Language :	English

Booking Form (Fax: 2527 9843) ========== ***SMEs*** *will find this programme useful*

To : Karen Au, HKGCC, 22/F, United Centre, 95 Queensway, Hong Kong (Tel: 2823 1200)

Roundtable Luncheon - Company and trademark registration

Co. Name:		HKGCC Membership No.:
Address:		Contact Person:
Email:	Tel No.:	Fax No.:
No. of Members @$100	No. of Guests @$200	Amount Enclosed: $
Name of Attendee: Family Name First Name		Title
❒ If you require vegetarian sandwich, please put a "✓" in the box.		
Payment Method ***Successful applications will be confirmed by fax two days prior to the event.*** ❒ By Cheque No. _____ (Payable to "The Hong Kong General Chamber of Commerce") *For ease of identification, please mark event code " **R50602CC** " on the back of the cheque* ❒ By Credit Card: Visa/Master Card No.: _____ Expiry Date:_____ Name of Cardholder: _____ Amount: HK$_____ Signature: _____ Date: _____ ❒ ____ Coupon enclosed @HK$100 (No. _____) *Please mark event code on the back of coupon*		

* Bookings will only be confirmed with full payment, on a first-come-first-served basis

* Refunds can be arranged for cancellations submitted 3 days before the event, and the refund amount is subject to a 5% or HK$30 handling charge, whichever is higher. No refund for cancellations with less than 3 days' notice.