

## Software Asset Management Training Seminar

The seminar aims at enhancing SMEs' knowledge about Software Intellectual Property and how to safeguard their companies from any legal risks associated with under-licensing or software infringement. By taking a proactive role in software asset management, SMEs can assure that they are getting the most out of their software investments. Each attendee of this seminar will receive a **Training Certificate** issued by Intellectual Property Department, Business Software Alliance (BSA) and Customs & Excise Department to acknowledge his or her learning interest of Software Asset Management.

### Activity Information

Date and Time: 20 September 2006 (Wed) 2:30 – 4:30 p.m.  
Venue: Lecture Theatre, G/F, Hong Kong Central Library  
No. 66 Causeway Road, Causeway Bay, HK  
(MTR Tin Hau Station Exit B)  
Language: Cantonese  
Admission: Free of Charge  
Enquiry Hotline: 3403 6111

### Content and Speaker

- **Latest Update on Copyright Ordinance**  
Ms. LAU Wai Kar, Loretta, Solicitor, Intellectual Property Department
- **Protection of Intellectual Property Rights in Hong Kong**  
Mr. KOON Hon-chuen, Divisional Commander (Copyright Investigation),  
Customs and Excise Department
- **Software Asset Management as Business Best Practice**  
Ms. Ada Kong, Marketing Manager, BSA Hong Kong
- **Case Studies of Software Asset Management**

### Target Audience

Owners and Information Technology Managers of SMEs

### Registration

Please visit **SUCCESS website ([www.success.tid.gov.hk](http://www.success.tid.gov.hk))** for online registration, or fill in the registration form and fax it **to 2375 7105**. The deadline for registration is **18 September 2006 (Mon)** or when all seats are allocated, whichever is earlier.

Remarks: The training certificate will be issued with name and company name printed as what appear in the registration.

(Ref: 060831V)

### Registration Form

\*compulsory

Name\*: (Mr / Mrs / Miss) \_\_\_\_\_ Age\*:  <20  20-30  31-40  
 41-50  51-60  >60

Email\*: \_\_\_\_\_ Tel\*: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_

Company: \_\_\_\_\_

Status\*:  Business Owner (Year Established: \_\_\_\_; No. of Employees: \_\_\_\_)  Managerial Staff  Consultant  
 Potential Business Starter (Proposed Year of Establishing Company: \_\_\_\_)  Student/Academic  Other

Industry\*:  Import/Export Trades  Wholesale and Retail  Restaurants and Hotels  
 Financing, Insurance and Real Estate  Business Services  Community, Social and Personal Services  
 Manufacturing  Transport, Storage and Communications  Construction  Others

Disclosure of Personal Data\* I agree that the Support and Consultation Centre for SMEs of the Trade and Industry Department can disclose my personal data to the co-organisers and speakers of the activity in question  Yes  No

If you wish to keep informed of the latest business development and SME activities through our e-newsletters and e-mail alerts, you are most welcome to register for SUCCESS' free membership service at [www.success.tid.gov.hk](http://www.success.tid.gov.hk)

If you do not want to receive our fax messages, please simply send us a fax at 2375 7105 specifying your fax number and "Cancel Subscription".

Personal data provided by participants will be used strictly in accordance with the Trade and Industry Department's personal data policies, a copy of which will be provided upon request.