

Inno Design Tech Expo

Seminar on “Intellectual Property Protection and Business Software Management”

14 December 2007

Seminar Room E, Hall 2, Hong Kong Convention and Exhibition Centre

Seminar Rundown

- 14:30 – 14:50 **Update on Intellectual Property Protection in Hong Kong**
Mr Ryan Ng,
Solicitor,
Intellectual Property Department, HKSARG
- 14:50 – 15:05 **Software Asset Management as Business Best Practice**
Ms Ada Kong,
Marketing Manager,
Business Software Alliance
- 15:05 – 15:20 **Software Asset Management - Benefits, Process and Step-by-Step Management**
Mr Jeffery Tse,
Technical Consulting Manager,
Jardine OneSolution (HK) Limited
- 15:20 – 15:35 **Case Study: Software Asset Management - Values to SMEs**
Mr Louis Mak,
Director,
Intellectual Property Centre, Federation of Hong Kong Industries
- 15:35 – 15:45 **Questions and Answers**
- 15:45 **End**