

Organisers:



**"Intellectual Property Management and Business Opportunities -**

**Free!**

**Trademarks and Company Registration, Software Asset Management**

**and Intellectual Property Trading" Seminar**

**20/9/2011 (Tue)**

Federation of HK Industries Intellectual Property Center, HK Coalition for Intellectual Property Rights together with Intellectual Property Department and Business Software Alliance, will jointly organise the captioned seminar. Enterprises will understand effective business management through this seminar, how to manage company-owned intangible capital, and explore business opportunities in intellectual property rights, and to enhance productivity and generate substantial profits for businesses.

**1. Trademarks and company registration**

- Trademark owner's rights
- Trademark registration procedures
- Solutions of pre-empted registered trademark
- Electronic company registration services
- Strengthening company name registration system

**2. Software Asset Management**

- Risk and misunderstanding of company infringement
- Effective government solution
- Best practice of software technology to explore business potential

**3. Intellectual Property Trading**

- Why you should have IP trading
- IP trading Requirement
- The difficulties of IP trading
- Market situation

Date: 20 September 2011 (Tue)

Time: 2:30 - 5:00pm

Venue: FHKI Conference Room - 31/F, Billion Plaza, 8 Cheung Yue Street, Cheung Sha Wan

Fee: Free

Language: Cantonese

Enquiries: Sindy Yim(852-27323164) / Wendy Fok (852-27323179)



Welcome Online Registration, please visit: [http://www.industryhk.org/tc\\_chi/train/train.php](http://www.industryhk.org/tc_chi/train/train.php)

Reply Form (Fax : 852-2721 3494)

Information received from:  FHKI  IPD  BSA  Non-members

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

Contact Person \_\_\_\_\_

Email \_\_\_\_\_

**Participant Name**

**Position**

**Email**