

「研討會：認識知識資本與知識產權的管理」

“Seminar: Understanding the Management of Intellectual Capital and Intellectual Property”

Today's enterprises, facing global competition and economic challenges, must adopt an effective intellectual property rights strategy to protect assets and foster sustainable corporate development. The Intellectual Property Department has launched the 'Intellectual Capital Management Consultancy Programme', which is free and helps to identify corporate intellectual assets.

This seminar, jointly organised by the Intellectual Property Department and FHKI's Hong Kong Coalition for Intellectual Property Rights, will cover the topics of intellectual capital management and intellectual property rights in the context of enhancing corporate competitiveness, putting the enterprise knowledge to work and maximising business potential.

DETAILS

Date : 21 April 2009 (Tue)
Time : 3:00pm - 5:00pm
Venue : Intellectual Property Department — Room 2501, 25/F, Wu Chung Building, 213 Queens Road East, Wanchai
Fee : Free
Language : Cantonese
Enquiry : 27323161 / 27323179

Content:

1. The Management of Intellectual Capital

Speaker : Ms Janet Law, Senior Manager, Intellectual Property Department, HKSAR

2. The Management of Intellectual Property

- The differences between business registration and trademark registration
- Patent application and its protection system
- What is design registration
- The definition of territorial protection
- How to prevent infringement of intellectual property rights

Speaker : Dr Alex Lau, Manager, FHKI Intellectual Property Centre

Owners and managerial staff, as well as those personnel engaging in sales and marketing, and those interested in intellectual property management are welcome to participate in this seminar.

“Seminar: Understanding the Management of Intellectual Capital and Intellectual Property” Reply From

Complete the Form and fax to **(852) 23127721**. (First-come, first-served basis)

Name : _____ Position : _____

Company Name : _____

Address : _____

Tel : _____ Fax : _____

Email (must fill in) : _____