

Intellectual Property Empowering Creativity in the Interactive Digital Games Industry

27 May 2003 (Tuesday)

Programme Rundown

Morning Session:

- | | |
|-----------|--|
| 1000-1015 | Registration |
| 1015-1035 | Empowering Creative Industries through IP Protection By Mr. Stephen SELBY, Director of Intellectual Property, HKSARG |
| 1035-1115 | IP Protection in Digital Games Industry (1) Copyright By Miss Pancy FUNG, Assistant Director of Intellectual Property Department, HKSARG (2) Trade Marks, Patents, Designs and other protection By Ms Fanny PANG, Senior Solicitor of Intellectual Property Department, HKSARG |
| 1115-1130 | Q&A session |
| 1130-1145 | Tea Break |
| 1145-1205 | Intellectual Property Enforcement – Piracy of Digital Games and the Internet By Mr. CHOW Oi Tong, William, Assistant Commissioner of Intelligence and Investigation Bureau, Customs and Excise Department, HKSARG |
| 1205-1225 | Government Support and Resources for the Digital Games Business By Mr. Eugene KY FUNG, Assistant Director of Industrial Support, Trade and Industry Department, HKSARG Measures to Support the Development of Digital Entertainment in Hong Kong By Miss Helen TANG, Principal Assistant Secretary for Commerce, Industry and Technology (Information Technology and Broadcasting Bureau), HKSARG |
| 1225-1240 | Q&A session |
| 1240-1400 | Lunch Break |

Afternoon Session:

- 1400-1420 **Rights Management in Creating Interactive Digital Software**
By Dr. Kenny CHEUNG, Lecturer of The Hong Kong Polytechnic University's Multimedia Innovation Centre
- 1420-1440 **The Commonalities in Anti-Piracy Enforcement between Film and Digital Game Industry**
By Mr. Vincent POON CDSM, Director of Operations, Asia Pacific Anti-Piracy Operations, Motion Picture Association
- 1440-1500 **Effective Intellectual Property and Brand Management**
By Mr. Willis CHANG, Key Compliance Manager (North Asia) of Microsoft Hong Kong Ltd.
- 1500-1515 Tea Break
- 1515-1535 **Opportunities and Challenges of Multi-player On-line Games**
By Mr. SZE Yan Ngai, General Manager of Gameone Online Entertainment Group Limited
- 1535-1615 **Panel Discussion: IP Protection Problem Solving and Experience Sharing in the Digital Games Industry**
- Moderator:
Dr. Clarence LUI, Hong Kong Digital Entertainment Association
- Panelists:
Mr. Matthew MA, General Manager (Greater China) of Macromedia Hong Kong Limited
Mr. Kenny CHEUNG, Lecturer of The Hong Kong Polytechnic University and Multimedia Innovation Centre
Mr. Vincent POON CDSM, Director of Operations, Asia Pacific Anti-Piracy Operations, Motion Picture Association
Mr. Willis CHANG, Key Compliance Manager (North Asia) of Microsoft Hong Kong Ltd.
Mr. SZE Yan Ngai, General Manager of Gameone Online Entertainment Group Limited
- 1615-1630 Q&A session
- 1630 End of Seminar

Remark: The programme will be conducted in Cantonese