

**Tenth Meeting of Guangdong/Hong Kong Expert Group on  
the Protection of Intellectual Property Rights (IPRs)**

**Progress of Guangdong/Hong Kong exchanges and cooperation on intellectual property (IP)**

1. Organised the Guangdong/Hong Kong Training Course on Intellectual Capital Management (ICM) and Standards for Enterprises in Guangdong

The Guangdong/Hong Kong Training Course on ICM and IP Management Standards for Enterprises jointly organised by the two sides was held at Jinan University, Guangzhou in January 2011. Mr Stephen SELBY, former Director of Intellectual Property of Hong Kong, joined ICM consultants in giving thematic on ICM. About 40 IP managers from Guangdong (including Hong Kong-invested enterprises) attended the training.

2. Continue to organise roving Seminar on IP and Development of Small and Medium Enterprises (SMEs) in Guangdong

The Guangdong/Hong Kong Seminar on IP and the Development of SME jointly organised by the two sides was held in Zhaoqing in June 2011, with the title of “Enhancing the Competitiveness of Enterprises through IP”. Mr WU Xiao-ming, Deputy Director-General of the Protection and Coordination Department of the State Intellectual Property Office, attended the seminar and gave a keynote speech. Issues including the latest development of IP systems in Mainland and Hong Kong, IP enforcement by customs administrations, IP protection for enterprises to expand to overseas markets and IP protection in conventions and exhibitions were introduced by representatives of IP administrators, professionals, SME enterprises and IP intermediaries of Guangdong and Hong Kong. About 200 participants attended the seminar.

3. Continue to promote the “No Fakes Pledge” Scheme in Guangdong and Hong Kong

The two sides are committed to promoting the “No Fakes Pledge” Scheme. Foshan, Zhongshan and Zhaoqing were designated as the third batch of pilot cities joining the “No Fakes Pledge” Scheme. The “No Fakes Pledge” Scheme has been launched in 11 pilot cities, namely, Guangzhou, Shenzhen, Shantou, Dongguan, Zhuhai, Jiangmen, Huizhou, Zhanjiang, Zhongshan, Foshan and Zhaoqing, with over 1,000 participating enterprises and merchants.

4. Organised the International Law Enforcement IP Crime Conference

In October 2010, the Fourth International Law Enforcement IP Crime Conference co-hosted by the INTERPOL and the Hong Kong Customs and Excise Department (Hong Kong Customs)

was held in Hong Kong, with the title “Working Together to Break Organised Crime”. Representatives of the INTERPOL, World Customs Organisation, World Intellectual Property Organisation, General Administration of Customs of the People’s Republic of China (PRC), Ministry of Public Security of the PRC and Hong Kong Customs delivered speeches while representatives of IP authorities from Guangdong attended in the Conference, with a view to foster sharing of experience and establishment of communication networks among international experts.

5. Organized an exchange programme for enterprises of the copyright industries in Guangdong and Hong Kong

Entitled “Copyright Exploitation and Management”, the Guangdong/Hong Kong Exchange Programme for the Copyright Industries held in Hong Kong in April 2011 was jointly organised by the Copyright Bureau of Guangdong Province (GDCB) and the Intellectual Property Department (IPD) of Hong Kong. The 14-member delegation from Guangdong led by QIAN Yonghong, Deputy Director of GDCB visited the Federation of Hong Kong Industries, Hong Kong Comics and Animation Federation and Hong Kong Customs, and exchanged with members of the industry on the effective exploitation and management of IP.

6. Continue to strengthen the Guangdong/Hong Kong co-ordination mechanism for IP-related cases

The Customs administrations of Guangdong and Hong Kong have organised meetings to address joint operations against the use of the Internet as a platform for cross-boundary sale of infringing goods in the two places and the smuggling of infringing goods by cross-boundary trucks and sea transport means. From July 2010 to June 2011, the Customs administrations of the two places exchanged 141 pieces of information, conducted 3 rounds of parallel operation on IP protection and detected a total of 60 suspected infringement cases. The Guangdong Provincial Public Security Department (GDPSD) and Hong Kong Customs continued to exchange intelligence and provide mutual assistance in investigations.

7. Strengthen co-operation among the Customs administrations of Guangdong, Hong Kong and Macao in IP protection

In January 2011, the Guangdong Sub-Administration of China Customs (Guangdong Customs) invited the Hong Kong Customs and the Macao Customs to organise the Meeting on Enhancement of Co-operation and Co-ordination of IP Protection of Customs Administrations of Guangdong, Hong Kong and Macao in Zhongshan, with the aim to strengthen cooperation among the three Customs administrations. A joint operation code-named “Hailong” (sea dragon) was launched to combat cross-boundary transportation of IP infringing goods in

Guangdong, Hong Kong and Macao. Since January 2011, the Guangdong Customs has detected a total of 794 Hong Kong-related infringement cases, seizing 435,000 items of infringing goods valued at RMB 16 million. In Operation Hailong, the Hong Kong Customs has also detected 13 infringement cases, seizing 90,000 items of infringing goods valued at HK\$7 million.

8. Support non-government organisations (NGOs) in Hong Kong to participate in the Guangdong Children Invention Award

Through active promotion of the two sides, students from Hong Kong were nominated by the Hong Kong Invention Association to participate in the Ninth Guangdong Children Invention Award. Eleven inventions were selected for the Exhibition and Final Assessment of Outstanding Inventions held at the Guangdong Science Centre in June 2011, obtaining five Special Awards.

9. Support HK-invested enterprises in Guangdong to apply for Guangdong Provincial Famous Trademarks

IPD of Hong Kong has publicised the information relating to the application of Guangdong Provincial Famous Trademarks by HK-invested enterprises in Guangdong as provided by the Guangdong Provincial Administration of Industry and Commerce on the relevant websites for promotion to enterprises, trade associations and IP practitioners, with a view to encourage application of Guangdong Provincial Famous Trademarks by HK-invested enterprises in Guangdong. Trade and industry authorities in Guangdong have stepped up to facilitate HK-invested enterprises in Guangdong to apply for Guangdong Provincial Famous Trademarks. In 2011, 55 new applications and 91 renewal applications were received from HK-invested enterprises, amounting to 12.97% and 14.35% of the total number of the respective applications for Guangdong Provincial Famous Trademarks.

10. Organised the Training Course on Investigation Techniques of Internet IP Infringement Crimes

In June 2011, the GDPD and the Hong Kong Customs co-organised a training course on online detection of IP infringement crimes and evidence collection by electronic means in Hong Kong. Experts from the Hong Kong Customs delivered lectures on the relevant techniques while providing simultaneous computerized hands-on training. 15 representatives from the economic crime investigation departments of the Guangdong public security authorities and two representatives from the Guangdong Customs participated in the training course.

#### 11. Organised the Training Course on IP for the Processing Trade in Guangdong

In July 2011, the Training Course on IP for the Processing Trade was co-organised by the Department of Foreign Trade and Economic Co-operation of Guangdong Province and the IPD of Hong Kong in Dongguan. IP authorities and academics from the Mainland and Hong Kong gave thematic talks on the current development of the processing trade in Guangdong and IP issues concerning the processing trade to foster understanding of IP protection in processing trade among enterprises in the two sides.

#### 12. Assisted Hong Kong residents to apply for the National Qualification Examination for Patent Agents 2010 at the Guangzhou examination centre

The National Qualification Examination for Patent Agents 2010 was held at 15 examination centres across the country in November 2010. Both sides joined hands to facilitate Hong Kong residents to sit for the examination in Guangdong. IPD of Hong Kong provided assistance to Hong Kong residents in application for examination at the Guangzhou examination centre, and GDIPO provided notification to IPD of Hong Kong on details of the examination preparatory courses.

#### 13. Updating of the “IP Database for Guangdong, Hong Kong and Macao” and “Guangdong/Hong Kong IP Cooperation Corner”

Both sides continue to update the database and the cooperation corner. Members of the Guangdong/Hong Kong Expert Group on the Protection of IPRs submitted updated links of laws and regulations on IP protection. Information on IP law enforcement in Guangdong, Hong Kong and Macao and the link of “Guangdong Yifawang” of the Department of Foreign Trade and Economic Cooperation of Guangdong Province have been incorporated into the databases to build up IP information exchange channels and platforms and to enhance the awareness of enterprises and the public about IP enforcement.

#### 14. Cooperative efforts in protecting IPRs relating to the Shanghai Expo and Guangzhou Asian Games

The two sides actively cooperated on IP protection relating to the Shanghai Expo and Guangzhou Asian Games. The relevant authorities had actively launched campaigns to protect IPRs relating to the Shanghai Expo logos and licensed products, and assisted in detecting related IP infringement cases. In October 2009, the Guangdong Provincial Government issued the Rules on the Protection of Asian Games Trademarks in Guangdong Province and established a coordination mechanism for joint IP enforcement by the host cities of the Asian Games. A total of 145 IP infringement cases relating to the Asian Games were

detected in 2009 to 2010. IPD of Hong Kong has publicised the information about protection of IPRs of the 16<sup>th</sup> Asian Games through the website of IPD to enhance awareness of IP protection relating to the Asian Games.

15. Take forward exchanges among IP-related NGOs in Guangdong and Hong Kong

The governments of Guangdong and Hong Kong continued to take forward exchanges and cooperation among IP-related NGOs in the two places. Both sides actively invited IP-related NGOs, such as the Hong Kong Trade and Development Council, the Federation of Hong Kong Industries, the Law Society of Hong Kong, the Hong Kong Institute of Trade Mark Practitioners, the Asian Patent Attorneys Association and the Hong Kong Comics and Animation Federation to participate in various activities jointly organised by both sides which served as platforms for exchanges among the parties.