



做個「真」「正」消費者 加入「我承諾」行動  
Take the Initiative Join the "I Pledge" Campaign

Dear "I Pledge" Members,

Hi everyone! May we wish you all a happy new year!

The Lunar New Year is around the corner. Immersing in the jubilant spirit, many of you may like to shop for festive products. While you are shopping, you would probably notice a "NO FAKES" sticker being displayed on the windows or a tent card being placed on the counters of some retail shops.

Certainly you can guess the meaning of "NO FAKES", can't you? The words stand for genuine goods!

In keeping with Hong Kong's status as the Asia's World City, the Intellectual Property Department (IPD) is committed to the protection of intellectual property. To further boost the confidence of tourists and consumers when shopping in Hong Kong, and to strengthen our reputation as a "Shoppers' Paradise" for genuine goods, the IPD is dedicatedly promoting the "No Fakes Pledge" Scheme to encourage more retailers to join the Scheme.

The "No Fakes Pledge" Scheme was introduced by the IPD in 1998 to encourage participating retailers to set a good example by pledging to sell genuine goods only. As at 2019, over 1,200 retailers have joined the Scheme, covering nearly 7,000 retail outlets in Hong Kong. To facilitate public identification of and search for participating retailers of the Scheme, the IPD has developed a "No Fakes Pledge" shop search application for downloading. With this app, you can search for "No Fakes Pledge" shops by category, name or map. Now you can have greater confidence in shopping.



No Fakes 2020

Online shopping has become more popular in recent years. You probably have already experienced online shopping. What's more? To do online shopping safely, check out the new directory of "No Fakes Pledge" online retail shops which is now available at [www.nofakes.hk](http://www.nofakes.hk).



香港特別行政區政府知識產權署 市場推廣組  
Marketing Division, Intellectual Property Department  
The Government of the Hong Kong Special Administrative Region

These online retail shops cover a wide range of products, including baby merchandise, beauty products, fashion, audiovisual products, electrical appliances, food, household products, and jewellery and watches.

Download the mobile app to search for participating retailers in 2020!

**Pitch in to protect the environment!** To save paper and show care for the environment, you are invited to provide us with your email address for future correspondence so that you can receive information about our activities by email well in advance while contributing to environmental protection. Please email us your name, email address and membership number (see the envelope label) at [ipledge@ipd.gov.hk](mailto:ipledge@ipd.gov.hk) as soon as possible.

We count on your continuous support in intellectual property rights (IPR) protection. Bye for now!

Marketing Division  
Intellectual Property Department

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\*如不欲繼續收到此會員通訊，或需更改個人資料〔地址或電話〕，請電郵至 [ipledge@ipd.gov.hk](mailto:ipledge@ipd.gov.hk) 或致函香港灣仔皇后大道東 213 號胡忠大廈 25 樓知識產權署市場推廣組。請註明「我承諾」行動會員編號。  
Remarks: An English version of this newsletter is available upon request via e-mail [ipledge@ipd.gov.hk](mailto:ipledge@ipd.gov.hk) or by fax at (852) 2574 9102. Please mark your “I Pledge” Campaign Participant Number and attention to the Marketing Division (Ref: IPD/925/1).

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**Q&A on IPR (21) (answers are at the bottom right-hand corner)**

- 1) Who owns the copyright of a poster designed by a designer for his employer at work?.
- 2) Which department should we approach for reporting cases involving the manufacture of pirated or counterfeit goods?

Q&A on IPR (21) - Answer:  
1) Employer  
2) The Customs and Excise Department