



Hi everyone! May we wish you all a happy new year full of positive energy!

The Lunar New Year is around the corner. Immersing in the jubilant spirit, many of you would shop for festive products. You may notice a "NO FAKES" logo being displayed by some physical and online stores. This means the retailers concerned have made a pledge to sell genuine goods only.

The "No Fakes Pledge" Scheme (the Scheme) was introduced by the Intellectual Property Department (IPD) in 1998. As at 2020, over 1,200 retailers have joined the Scheme, covering nearly 7,000 physical and online stores with a wide range of categories across the city.

To facilitate public identification of and search for participating retailers of the Scheme, the IPD has developed a "No Fakes Pledge" Shop Search mobile app for downloading from App Store/Google Play. With this app, you can search for "No Fakes Pledge" shops by category, name or map and have greater confidence in shopping. Good news! The E-Shop List of "No Fakes Pledge" Scheme 2021 has been updated. For details, please visit [www.nofakes.hk](http://www.nofakes.hk).

You may also visit the IPD's official YouTube channel (IPD HKSARG) or scan the QR Code on the right to view the Announcement in the Public Interest for the "No Fakes Pledge" Scheme 2021 starred by Priscilla Wong.



No Fakes 2021



Scan QR Code



Scan QR Code

Besides, the 2020/21 Hong Kong Inter-School Respect Copyright Creative Competition, organised by the Hong Kong Reprographic Rights Licensing Society and co-organised by the IPD, is now open for enrolment. This year's Copyright Stars are Lil' Ashes and Terence Lam. This inter-school campaign can help cultivate a sense of respect for copyright among participating students at an early age, thereby further raising their awareness of respect for copyright and legal copying.

The competition features great prizes. An iPad will be awarded to each of the gold award winner in the junior primary, senior primary, junior secondary as well as senior secondary and tertiary categories. Enrolment for the competition will be closed on 28 February 2021. Please visit <http://hkrpls202021.ievent.hk> for details and sign up for the competition.



**We count on your continuous support in IP rights protection. Bye for now!**

**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. Please send us your name, email address and membership number (see the number on the envelope label) by email at [ipledge@ipd.gov.hk](mailto:ipledge@ipd.gov.hk).

## Q&A on IP

- 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?

Excise Department  
(2) The Customs and  
(1) Employer



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