



【The “No Fakes Pledge” Scheme】

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

The Lunar New Year is around the corner. We believe everyone would like to shop for festive products, immersing in the jubilant spirit. Have you ever noticed a “NO FAKES” logo being displayed by some physical and online stores? Certainly you can guess the meaning of the words “NO FAKES”. Yes, you are right. This means the retailers concerned have made a pledge to sell only genuine goods.

The “No Fakes Pledge” Scheme was introduced by the Intellectual Property Department (IPD) in 1998. As at 2022, over 1 600 retailers have joined the Scheme, covering nearly 7 000 physical and online stores across a wide range of categories of goods in the city, which enables consumers to distinguish honest and reliable merchants selling genuine goods.

To facilitate the public’s 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 the Google Play/App Store/Huawei AppGallery. With this app, you can search for “No Fakes Pledge” shops by category, name or map and have greater confidence in shopping. As a warm reminder, the E-Shop List has been updated, which contains participating online retailers of the Scheme in 2022. For details, please visit www.nofakes.hk.



No Fakes 2022



【Public Consultation on Updating Hong Kong's Copyright Regime】

On 24 November 2021, the Government launched a three-month public consultation on updating Hong Kong's copyright regime. Members of the public are welcome to offer their views by 23 February 2022. The consultation document and the press release can be found in our website at: https://www.ipd.gov.hk/eng/intellectual_property/copyright/consultation2021.htm

【Subscription to IP e-Newsletter】

You may visit <https://www.ip.gov.hk/en/ip-news.html> or scan the QR code on the right to register for the subscription of IP e-Newsletter and receive the latest information on IP rights at the earliest possible time.

【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.

We count on your continuous support in IP rights protection. See you next time!

Q&A on IP

- 1) Does the initial term of protection for a registered design last for five years in Hong Kong?
- 2) Is it true that counterfeit goods can be sold legally as long as customers are informed in advance that they are not genuine?

Yes (1)
No (2)



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