



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,

**World Intellectual Property Day 2017**  
**"Innovation – Improving Lives"**

In 2000, member states of the World Intellectual Property Organization (WIPO) designated 26 April, the day on which the WIPO Convention came into force in 1970, as the "World Intellectual Property Day" (World IP Day) with the aim of enhancing general understanding of Intellectual Property (IP). Since then, the World IP Day has offered a unique opportunity each year for people around the globe to come together and consider the importance of IP. This year, the theme of the World IP Day is "**Innovation – Improving Lives**", which encourages us to explore how innovation helps tackle global challenges to make our lives better. For more details, please visit the WIPO website at [www.wipo.int/ip-outreach/en/ipday](http://www.wipo.int/ip-outreach/en/ipday).

To welcome and celebrate this year's World IP Day, the Intellectual Property Department (IPD) will organise the following publicity activities:

- a cocktail reception for stakeholders in the IP industry will be held on 20 April 2017;
- a supplement will be published in the education section (通通識) of *Ming Pao* and the education section of *Sing Tao Daily News* on 20 April and 26 April 2017 respectively, the contents of which will cover IP comics and IP knowledge in daily life;
- a supplement will be published in *Headline Daily* and *The South China Morning Post* on 26 April 2017; and
- a closing ceremony of the "Respect Copyright" Campaign for kindergarten, primary, secondary and tertiary students, organised by the Hong Kong Reprographic Rights Licensing Society and co-organised by the IPD and the Hong Kong Customs and Excise Department, will be held on 29 April 2017.

For details of activities organised for the World IP Day in the past and this year, please visit the IPD website at [http://www.ipd.gov.hk/eng/promotion\\_edu/educational\\_corner/World\\_IP\\_Day.htm](http://www.ipd.gov.hk/eng/promotion_edu/educational_corner/World_IP_Day.htm).

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

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

We count on your continuous support in intellectual property right (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 put down your "I Pledge" Campaign Participant Number in the email or fax, and address it to the Marketing Division (Ref: IPD/925/1).

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**Q&A on IPR (10) (answers are at the bottom right-hand corner)**

- 1) Is there any legislation in Hong Kong to protect portrait rights in a photograph?
- 2) Does the copyright of a work last forever?

Q&A on IPR (10) - Answer:  
1) No 2) No, the copyright generally lasts for the life of the creator plus 50 years