



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,

May we wish you all a happy new year full of vitality!

The Intellectual Property Department (IPD) has organised a video competition entitled "Creativity · Future" to promote the importance of intellectual property rights (IPRs) among youngsters and the general public. Participants are expected to reflect on how the protection of IPRs will affect our future life in filming their videos. It is also hoped that they will get to realise the importance of respect for the fruits of a creator's painstaking efforts and protection of IPRs. Winners will be awarded attractive prizes and their winning entries or scripts may even be used as a promotional video of the IPD for public screening and broadcast. "I Pledge" members who are **studying in tertiary institutions or secondary schools** are cordially invited to participate in the competition. Entries for the competition will be closed on Saturday, 18 February 2017. Please visit <https://creativityfuture.m21.hk/en/> now for the details of the competition and submit your entry! In case your families and friends are interested but have not yet joined the "I Pledge" Campaign, they can apply online (www.ipledge.gov.hk) for the membership which is free.

Moreover, if you are live concert goers or in support of local bands, the "I Pledge" Live Band Festival 2017 jointly organised by the IPD and the Chinese YMCA of Hong Kong is the best choice for you! This event will be held at the Hong Kong Cultural Centre Piazza in Tsim Sha Tsui on Saturday, 8 April 2017. It aims to promote the development of local original music and disseminate the important message of IPR protection by gathering a group of music lovers who will share their original works and appreciate others' creative pieces. Admission is free. Updates on the event will be posted on the website of the "I Pledge" Campaign at www.i-pledge.hk. As original music lovers, you are welcome to come with your families and friends to show your support!

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 as soon as possible.

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

We count on your continuous support in 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 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 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).

Q&A on IPR (9) (answers are at the bottom right-hand corner)

- 1) By which type of intellectual property right can a computer game be usually protected?
- 2) Who owns the copyright of a program written by a computer programmer for his employer at work?

Q&A on IPR (9) - Answer:
1) Copyright 2) Employer