



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,

**"What you need to know about intellectual property rights
in your business operation at Lunar New Year Fairs"**

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

The Lunar New Year is around the corner. We believe that many of you would like to visit Lunar New Year Fairs, shop for festive products and immerse in the jubilant spirit. In recent years, many young people wanted to start their own business and sell various types of creative goods at Lunar New Year Fairs. However, has it ever occurred to you that it would be better to have some intellectual property (IP) knowledge so that you would not breach the law inadvertently when trying to design and produce goods for sale at the Fairs or buying things there?

In designing and producing goods for sale at Lunar New Year Fairs, you should not imitate or copy other people's copyright works in the market or on the Internet. Making adaptations of copyright works (e.g. transforming a 2-dimensional graphic device into a 3-dimensional object) without the consent of the copyright owner, which is an offence under the Copyright Ordinance, should also be avoided. We encourage you to be creative with your design and make it a unique product for sale at the Fairs.

On the other hand, if you are a consumer, you should refrain from buying any suspected infringing goods. We hope that you will also encourage your friends to support originality and creativity, and through your support, the Lunar New Year Fair can become a place for creativity!

Pitch in to protect the environment! To reduce paper consumption and show our care for the environment, you are invited to provide us with your email address for future correspondence so that you will be the first to receive information about our activities by email while helping the environment. Please send us your name, email address and membership number (see the envelope label) by email at ipledge@ipd.gov.hk at your earliest convenience.

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 IP 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 put down your "I Pledge" Campaign Participant Number in the email or fax, and address it to the Marketing Division (Ref: IPD/925/1).

Q&A on IPR (13) (answers are at the bottom right-hand corner)

- 1) Can the design of a product already on sale in the market still be registered?
- 2) Which department should be approached for reporting cases involving the manufacture of pirated or counterfeit articles?