



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 2019**  
**"Reach for Gold: IP and Sports"**

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 raising general awareness of Intellectual Property (IP). Since then, the World IP Day offers a unique opportunity each year for people around the globe to come together and contemplate the importance of IP. This year, the theme of the World IP Day is "**Reach for Gold: IP and Sports**". The event aims to explore how IP rights support the development of sport and enhance its enjoyment around the world. 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 26 April 2019;
- exclusive interviews with local athletes and their research and development teams will be published in the online edition of *Headline Daily* and *South China Morning Post* during the period from 26 to 30 April 2019;
- articles about the local sports sector will be published in *Sing Tao Daily – Smart Parents* on 25 April 2019 and *Sing Tao Daily – Sunny Campus* on 29 April 2019;
- the **Closing Ceremony of the "Respect Copyright" Campaign** will be held on 4 May 2019. The Campaign, which comprises design competitions and a seminar on copyright and creative industries for students in kindergartens, primary and secondary schools and tertiary institutions, is organised by the Hong Kong Reprographic Rights Licensing Society and co-organised by the IPD and the Customs and Excise Department (C&ED);

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

- the **Scout Fun Day for Respect for IP Rights** will be held from 2:30 to 5:00 p.m. on 5 May 2019 at the MacPherson Playground. A series of activities, including games booths, exhibitions and performances, will be held to promote respect for IP rights. Signing up for the Fun Day, entry to which is free of charge, is not required and you are most welcome to join. The Fun Day is organised by the Scout Association of Hong Kong and supported by the IPD and the C&ED.

For details of the 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).

**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 IP right 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 (18) (answers are at the bottom right-hand corner)**

- 1) Does the manager of a cinema, theatre or concert hall have the right to refuse the entry of someone who brings along video recording equipment?
- 2) Does the copyright of a work last forever

Q&A on IPR (18) - Answer:  
1) Yes 2) No, the copyright generally lasts for the life of the creator plus 50 years