



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,

Hong Kong Social Enterprise Challenge

The Hong Kong Social Enterprise Challenge (HKSEC), the first inter-collegiate social venture startup competition in Hong Kong, has been organised by the Center for Entrepreneurship of The Chinese University of Hong Kong since 2007. The HKSEC aims to bring students together from various local tertiary institutions for the creation of innovative social enterprises with social values. Through a series of activities, seminars and training workshops, it encourages participants to employ an entrepreneurial approach to solve today's social issues and fulfill their social responsibility.

Since 2017, the Intellectual Property Department (IPD) has sponsored the Social Ambassador IP Award of the HKSEC to commend the team which shows the highest awareness of intellectual property (IP) protection in its business plan for the competition. The purpose is to further strengthen participating tertiary students' awareness and their understanding of IP rights so that their IP rights, including inventions, trademarks and copyrights, can be protected. The HKSEC is now open for application. For further details about the competition, please visit www.hksec.hk.

Interactive Drama Programme

Moreover, the IPD launched the Interactive Drama Programme in 2009, which aims to enhance the awareness of Internet infringement and the respect for creativity, originality and IP rights among primary and secondary students in an interactive and interesting way. The Programme has been well received, and more than 95 local primary and secondary schools have participated in it since 2009. In the new school year, the drama will be toured around about 100 primary and secondary schools under the Programme.

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 IP rights protection. Bye for now!

Marketing Division

Intellectual Property Department

October 2019 (Newsletter Issue No. 81)

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

- 1) My friend shared the photos taken in a trip on a social media platform. Can I repost those photos without my friend's consent?
- 2) Can I print the image of my favourite comic character for a poster?

2) No

1) No

Q&A on IPR (20) – Answer: