



Asian Licensing Association  
亞洲授權業協會

---

10 February, 2015

Intellectual Property Department  
The Government of the Hong Kong SAR  
25/F, Wu Chung House  
213 Queen's Road East, Wanchai  
Hong Kong

Dear Sir/ Madam,

Supporting the Application of the Madrid Protocol to Hong Kong

On behalf of Asian Licensing Association, I would like to express our full support of the Application of the Madrid Protocol to Hong Kong.

The implementation of the Madrid Protocol in Hong Kong will bring a lot of benefits to the industry stakeholders and Hong Kong. One of the significant benefits is the trade mark owners could enjoy the one-stop service in seeking trade mark protection in different countries by this international registrations through the Madrid Protocol. It also implies that it will save both time and costs for the trade mark owners to obtain and manage international registration, which will enhance more business opportunities in Hong Kong from overseas investors.

On the other hand, the local businesses would be more willing to explore the overseas market at less costly and more efficient international registrations. All these positive impacts will enhance Hong Kong as an international IP trading hub.

For the rapid growing licensing business in Hong Kong, the application of Madrid Protocol is necessary as a strategy of an acquisition and management of trade mark in Hong Kong. Since there are 91 contracting parties to the Madrid Protocol including many of our trading partners such as China, the US, The EU, Australia, Japan and Korea, Hong Kong should join this protocol as soon as possible in order to increase

competiveness as a knowledge-based economy.

All in all, the application of the Madrid Protocol to Hong Kong will only bring the advantages to Hong Kong and the trademark industry stakeholders such as trade mark owners, agents, local and overseas investors. We will fully support the application of the Madrid Protocol to Hong Kong.

Yours Sincerely,



Dr. Toby Chan  
Founding Chairman  
Asian Licensing Association