

Education Bureau Circular Memorandum No. 53/2019

From : Secretary for Education

To : Heads of Primary and Secondary Schools

Ref. : EDB(EID/ITE)/IT/PRO/189

Date : 2 April 2019

World Intellectual Property Day 2019

Summary

The purpose of this circular memorandum is to inform heads of primary and secondary schools of the **World Intellectual Property Day 2019** and related activities. All students and teachers of schools are invited to participate in the relevant activities.

Details

2. To enhance public awareness of intellectual property (IP), member states of World Intellectual Property Organization (WIPO) designated 26 April every year as World IP Day, and organise a series of activities for the public to learn about the role that intellectual property rights (IPRs) in facilitating innovation and creativity. The Intellectual Property Department (IPD) of the Government of the HKSAR will organise various activities to echo World IP Day 2019.

3. One of the major actions under the Fourth Strategy of Information Technology in Education is to involve parents, stakeholders and the community in promoting proper use of the Internet, including respect for IPRs. To continue to raise students' and teachers' awareness of protection of IPRs, schools are encouraged to participate in the activities organised by the IPD. For details, please refer to the appendix.

4. In addition, the IPD has launched the “**IP Teen City**” website (<http://www.ip-kids.gov.hk>) for schools' reference.

Enquiry

5. For enquiries, please contact the Intellectual Property Department by email (school@ipd.gov.hk) or by phone (Ms Mandy CHING at 2961 6907 or Ms Jamay AU at 2961 6844).

Dr W C HO
for Secretary for Education

c.c. Heads of Sections – for information

1. World Intellectual Property Day

In 2000, member states of World Intellectual Property Organization (WIPO) designated **26 April**, on which the WIPO Convention came into force in 1970, as **World Intellectual Property Day (World IP Day)** with the aim of increasing general understanding of intellectual property (IP). Since then, World IP Day has offered a unique opportunity each year to join with others around the globe to consider how IP contributes to the flourishing of music and the arts, and to driving the technological innovation that helps shape our world.

World Intellectual Property Day 2019

“Going for Gold: IP and Sports”

Under this year’s theme, “**Going for Gold: IP and Sports**”, World IP Day 2019 campaign takes a closer look inside the world of sports to explore how innovation, creativity and IP rights support the development of sport and its enjoyment around the world. Celebration of this year highlights sporting heroes and all people around the world who are innovating behind the scenes to boost sports’ performance and its global appeal. For details, please visit WIPO’s webpage of World IP Day (<http://www.wipo.int/ip-outreach/en/ipday/>).

To echo World IP Day 2019, the **Intellectual Property Department (IPD)** will organise the following activities in **April and May 2019**.

- ◆ **Interviews with local athletes and their R&D teams** will be published in the **e-newspapers of “Headline Daily” and “South China Morning Post”** in the period of **26 – 30 April 2019**. The e-newspapers could be found on their mobile apps and websites.
- ◆ **Articles about local sports industries**, which deliver the concept of and respect for IP rights, will be published in “**Sing Tao – Smart Parents**” on **25 April 2019** and “**Sing Tao Daily –Sunny Campus**” on **29 April 2019**.
- ◆ A **Closing Ceremony of “Respect Copyright” Campaign** will be held on **4 May 2019**. This Campaign, comprising design competitions and a seminar on copyright and creative industries for students in kindergartens, primary and secondary schools, and tertiary institutions, is organised by Hong Kong Reprographic Rights Licensing Society, and co-organised by the Intellectual Property Department and Customs & Excise Department.
- ◆ The **Scout Fun Day for Respect for IP Rights** will be held on **5 May 2019** in MacPherson Playground. There will be a series of activities which include game booths, exhibitions and performances to promote the respect for IP rights. The Fun Day is organised by Scout Association of Hong Kong and supported by the

Intellectual Property Department and the Customs & Excise Department.

For details of the activities organised by the IPD this year and previous years, please visit the IPD's webpage for World IP Day at https://www.ipd.gov.hk/eng/promotion_edu/educational_corner/World_IP_Day.htm

2. “IP Teen City”

The “IP Teen City” (<http://www.ip-kids.gov.hk>) is a website launched by the IPD with the aim of promoting awareness of and respect for IP among the younger generation in an interactive manner. The website is divided into two sections, the “**Kids Zone**” and “**Youth Zone**”. Under each section, it is further divided into a series of thematic zones including the “Games Corner” and “Teachers’ Corner”. The thematic zones are listed below:

- ◆ **Intellectual Property** – Introduction of IP, information of various types of IP and a quiz can be found.
- ◆ **Teachers’ Corner** – In-depth IP-related materials can be found. Teachers can make use of them to enhance their IP knowledge and prepare teaching materials.
- ◆ **“I Pledge” Campaign** – Linkages to the webpages of “**I Pledge**” Campaign (https://www.ipd.gov.hk/eng/promotion_edu/i_pledge.htm) and its online registration (<https://secure1.info.gov.hk/iplodge/>) can be found. Members join the Campaign by pledging never to get involved in Internet piracy activities, and never to purchase or use pirated and counterfeit goods.
- ◆ **Games Corner** – Interactive games with the aim of strengthening users’ understanding of IP in an interactive and interesting manner can be found.
- ◆ **Comics** – Simple and lively comics carrying fundamental IP knowledge and messages of respect for IP rights can be found.
- ◆ **IP Webcasting** – Linkage to TV announcements produced by the IPD can be found.
- ◆ **“No Fakes Pledge” Scheme** – Introduction of “**No Fakes Pledge**” Scheme and a linkage to the webpage of the Scheme (https://www.ipd.gov.hk/eng/promotion_edu/no_fakes.htm) can be found. “No Fakes Pledge” Scheme is a scheme launched by the IPD in 1998 with collaboration with retail associations. Participating retail merchants commit not to sell or deal in counterfeit or pirated goods, and to sell only genuine goods. Participating retail merchants can be identified by the “**No Fakes**” stickers and/or “**No Fakes**” tent cards displayed in their shops.

3. Enquiry

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