

**Education Bureau Circular Memorandum No. 49/2018**

From : Secretary for Education

To : Heads of Primary and Secondary Schools

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

Date : 4 April 2018

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**World Intellectual Property Day 2018**

**Summary**

The purpose of this circular memorandum is to inform heads of primary and secondary schools of the **World Intellectual Property Day 2018 (World IP Day 2018)** and related activities. All students and teachers of primary and secondary 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 of intellectual property rights (IPRs) in facilitating innovation and creativity.

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 World IP Day 2018 and relevant activities organised by Intellectual Property Department (IPD). For details, please refer to the appendix.

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

**Enquiry**

5. For enquiries, please email Intellectual Property Department at [school@ipd.gov.hk](mailto:school@ipd.gov.hk) or contact Ms Mandy CHING at 2961 6907 or Ms Mandy CHAN at 2961 5635.

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 2018

#### “Powering change: Women in innovation and creativity”

The theme of this year’s World IP Day is “**Powering change: Women in innovation and creativity**” to celebrate the brilliance, ingenuity, curiosity and courage of the women who are driving change in our world and shaping our common future. Celebration of this year highlights how the IP system can support innovative and creative women (and everyone) in their quest to bring their amazing ideas to market. For details, please visit the WIPO’s webpage of World IP Day (<http://www.wipo.int/ip-outreach/en/ipday/>).

In response to World IP Day 2018, **Intellectual Property Department (IPD)** will organise the following celebrating activities in **April 2018**.

- ◆ A **cocktail reception** for stakeholders in the IP industry will be held on **26 April 2018**.
- ◆ **Interviews with local female innovators** will be published in the **e-newspapers of “Headline Daily” and “South China Morning Post”** in the period of **26 – 30 April 2018**. The e-newspapers could be found on their mobile apps and websites.
- ◆ **Comics, drawn by local comics artists**, which deliver the concept of and respect for intellectual property rights (IPRs), will be published in “**Ming Pao – Liberal Studies**” and “**Sing Tao Daily – Sunny Campus**” in the period of **26 April to 3 May 2018**.
- ◆ The **Lecture “Meet the Innovators – The First Step to the Journey of a Scientist, a Start-uper and an Entrepreneur”** under “**HK SciFest 2018**” will be held on **21 April 2018** in Hong Kong History Museum. Successful players in the field of innovation and technology will share their success stories and the roles of intellectual property in their success.
- ◆ The **Opening Ceremony of the Campaign “Respect Copyright” 2018** will be held on **14 April 2018** in Plaza Hollywood. This year-long Campaign, comprising design competitions and a seminar on copyright and the creative industry for students in

kindergartens, primary and secondary schools, and tertiary institutions, is organised by Hong Kong Reprographic Rights Licensing Society, and co-organised by Intellectual Property Department and Customs & Excise Department.

For details of the celebrating activities of 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](https://www.ipd.gov.hk/eng/promotion_edu/educational_corner/World_IP_Day.htm)

## 2. "IP Teen City"

"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 Intellectual Property (IP) among the younger generation in an interactive manner. The website is divided into two sections, "**Kids Zone**" and "**Youth Zone**". Under each section, it is further divided into a series of thematic zones including "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 IP-related teaching materials.
- ◆ **"I Pledge" Campaign** – Linkages to the webpages of "**I Pledge**" Campaign and its online registration 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 IPRs 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 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. Enquiries

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