

Education Bureau Circular Memorandum No. 50/2021

From : Secretary for Education

To : Heads of Primary and Secondary
Schools

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

Date : 1 April 2021

World Intellectual Property Day 2021

Summary

The purpose of this circular memorandum is to inform heads of primary and secondary schools of the **World Intellectual Property Day 2021**. All students and teachers of schools are encouraged to read the relevant articles and interviews.

Details

2. With the aim of increasing general understanding 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 IP rights play in facilitating innovation and creativity. The Intellectual Property Department (IPD) of the Government of the HKSAR will publish relevant newspaper articles on different platforms to echo World IP Day 2021.

3. The Education Bureau has been involving parents, stakeholders and the community in promoting proper use of the Internet, including respect for IP rights. To continue to raise students' and teachers' awareness of protection of IP rights, all students and teachers of schools are encouraged to read the relevant articles and interviews published on various media and platforms by the IPD. For details, please refer to the Appendix and the relevant webpage (www.ipd.gov.hk/eng/promotion_edu/educational_corner/World_IP_Day.htm).

Enquiry

4. For enquiries, please contact the Intellectual Property Department by email (school@ipd.gov.hk) or by phone (Mr Russo CHENG at 2961 6907).

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** 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.

2. World IP Day 2021 “IP & SMEs: Taking your ideas to market”

Under this year’s theme, “**IP & SMEs: Taking your ideas to market**”, the World IP Day 2021 campaign takes a closer look to how small and medium enterprises (SMEs) that operate across the globe every day translate their creative ideas into the products and services we want to buy and create value from their business assets. Celebration of this year highlights the inspiring inventors and creators around the world who use IP rights to safeguard their business assets and pave the road to IP commercialisation. For details of World IP Day 2021, please visit WIPO’s webpage (www.wipo.int/ip-outreach/en/ipday).

To echo World IP Day 2021, the **Intellectual Property Department (IPD)**, in **April 2021**, will publish relevant video interviews and articles on various media and platforms to promote the concept of and respect for IP rights:

- **Video interviews with local designers, R&D teams** will be published on the **online news** of “**Headline Daily**”, “**Sing Tao Daily**”, and “**POPnews**”.
- **Articles about IP & SMEs** will be published on **online news** of “**Headline Daily**”, “**South China Morning Post**”, and “**Sing Tao Daily – Smart Parents Magazine**”.

(Online news could be found on respective websites and mobile apps.)

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

3. Enquiry

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