

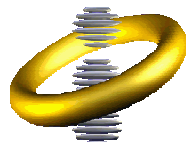
Survey on Business Attitudes to Intellectual Property 2006

香港商業機構對保護知識產權的意識調查 2006

- Report -

- 報告 -

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1. Summary of Findings 調查結果摘要

Introduction

In order to investigate business peoples' attitudes towards intellectual property rights, the Intellectual Property Department (IPD) had commissioned Mercado Solutions Associates Ltd. to conduct the third round of the survey among the business establishments in 2006. In total, 1,201 business establishments were successfully enumerated by means of mail survey. The overall response rate achieved was 50.0%. This executive summary highlights the major findings of the survey.

Knowledge and Attitudes toward IPR

Majority of the business establishments (more than 85.0%) were aware that intellectual property had covered copyright (99.8%), trademarks (98.8%), patents (98.5%) and designs (87.0%).

Majority of the business establishments (96.7%) considered that it was very / quite necessary to protect IP rights in the business environment of Hong Kong. While more than two-thirds (67.6%) of the establishments considered the situation of IP rights infringement in the business environment of Hong Kong was very / quite serious, still one-fifth of them (22.9%) considered the opposite.

Majority of the business establishments (94.2%) were aware that there is legislation on protecting copyright, trademarks, patents and designs in Hong Kong.

While more than two-fifths (42.2%) of the establishments considered the IP protection in the business environment of Hong Kong was very / quite adequate, more than half (51.0%) considered the opposite demonstrating that improvement was necessary to strengthen the protection of IP rights.

前言

為了解商界人士對保護知識產權的意識，知識產權署委託米嘉道資訊策略有限公司於二零零六年進行了第三次商業機構統計調查，透過郵寄問卷形式成功訪問了 1 201 間商業機構，回應率達到 50.0%。本摘要概述了主要的調查結果。

對知識產權的認識及觀念

大部分商業機構（超過 85.0%）認知到知識產權包括版權（99.8%）、商標（98.8%）、專利（98.5%）及外觀設計（87.0%）。

大部分商業機構（96.7%）認為知識產權在香港的商業社會是非常有需要 / 頗需要受到保護的。超過三分之二（67.6%）的機構認為在現時香港商業社會中侵犯知識產權的情況是非常嚴重 / 頗嚴重的，但仍有約五分之一（22.9%）的機構持相反意見。

大多數商業機構（94.2%）知道香港有保障版權、商標、專利及外觀設計的法例。

多於五分之二（42.2%）的機構認為知識產權的保護在香港商業社會中非常足夠 / 頗足夠，而過半數（51.0%）則持相反意見，顯示的確有需要加強保護知識產權。

Regarding the most effective way to reduce IP infringement in Hong Kong, it was observed that four-fifths of the establishments suggested “lowering the price of genuine goods” (81.9%), followed by “raising awareness of IP rights protection / strengthening education” (76.7%) and “full-scale enforcement action against the sale of pirated and counterfeit goods” (60.9%). In addition, more than half of the establishments also considered “increase penalties” (52.4%) as means for improving the situation of IP infringement in Hong Kong.

For the stakeholder which was considered the most important in reducing IP rights infringement in Hong Kong, more than half (55.9%) of the establishments considered the government should play the most important role, while about equal proportions of establishments considered the copyright owners and educational institutions should play the most important role in reducing IP rights infringement in Hong Kong (14.1% and 14.0% respectively).

Majority of the establishments (97.1%) considered intellectual properties (e.g. invented products / technology, logo or brand name) were valuable assets of a company.

Business Operation in relating to IP Rights

Establishments were asked whether they considered the statement “after I have obtained a business or company registration in Hong Kong, no-one else can use my company name as a trademark in Hong Kong” is true. While more than half (54.3%) of the establishments wrongly considered the statement is true, still 45.6% awared that is not true.

Three out of ten (30.0%) of the business establishments claimed they had registered trademark, patent or design in Hong Kong, which was significantly higher than the past two years (22.9% in 2005 and 12.5% in 2004). The majority of the business establishments (69.9%) had not done so.

對於認為最有效改善香港侵犯知識產權情況的方法，五分之四的機構認為「正版貨品價錢下降」(81.9%) 最有效，其次是「提高保護知識產權意識 / 加強教育」(76.7%) 及「全力掃蕩銷售盜版及冒牌貨」(60.9%)。此外，亦有多於一半機構提及以「加重刑罰」(52.4%) 作為改善香港侵犯知識產權情況的方法。

至於各機構認為在改善香港侵犯知識產權情況中，哪一方面應擔當最重要的角色，超過一半 (55.9%) 機構認為政府應該擔當最重要的角色。同時有相若比例的機構認為版權擁有者及教育團體應該在改善香港侵犯知識產權情況中擔當最重要角色 (分別佔 14.1% 及 14.0%)。

大部分機構 (97.1%) 認為知識產權 (例如發明的產品 / 技術、品牌標誌或名稱) 是公司的寶貴資產。

有關知識產權的業務運作

各機構均被問到認為「當我在香港取得商業 / 公司註冊後，沒有人能夠在香港採用本公司名稱作為註冊商標」的說法是否正確。超過一半 (54.3%) 的機構誤以為此句子是正確的，但同時仍有 45.6% 知道這並不正確。

約三成 (30.0%) 的商業機構表示已經在香港註冊了商標、專利或外觀設計，比例較前兩年有明顯上升 (二零零五年有 22.9%；二零零四年有 12.5%)。而大部分的商業機構 (69.9%) 則表示沒有。

Among those establishments which had trademark, patent or design registered, about three-fifths (59.4%) had registered 1 trademark, patent or design and 28.9% had registered 4 or more trademarks, patents or designs and the remaining 9.8% had registered 2 to 3 trademarks, patents or designs.

While majority of the business establishments (77.3%) did not have any employee specifically responsible for IP management, about one-fifth (22.6%) had deployed staffs specifically responsible to do so, which was higher than in the past two years (18.9% in 2005 and 10.0% in 2004).

Among those establishments that had employees specifically responsible for IP management, most of the staffs were responsible for the registration of trademarks, patents or designs (67.6%), followed by monitoring employees' using of other people's IP rights (58.5%), monitoring the IP rights of the company (47.8%) and licensing / trading IP rights of the company to others (35.6%).

While close to three-fifths of the establishments (58.0%) claimed they prohibited their staff from using the company computers in uploading or downloading files for personal use during the office hours, about seven out of ten (70.8%) prohibited their staff from installing or using pirated computer software during office operation. The proportions were significantly higher than in the past years.

A vast majority of the business establishments (92.5%) considered that protecting / registering IP rights was beneficial to the company. Among them, 86.5% claimed the main benefit was to "prevent others from copying / using the company's intellectual property", followed by "enable the company to build up reputation or goodwill" (69.5%) and "earning income from the company's intellectual property" (39.9%).

在那些已經在香港註冊了商標、專利或外觀設計的機構中，約六成 (59.4%) 註冊了一個商標、專利或外觀設計，另有 28.9% 註冊了 4 個或以上。而餘下的 9.8% 則註冊了 2 至 3 個商標、專利或外觀設計。

大部分的商業機構 (77.3%) 均沒有員工專責從事知識產權管理的工作，約五分之一 (22.6%) 則表示有委任員工專責這些事務，比例較過去兩年的為高 (二零零五年有 18.9%；二零零四年有 10.0%)。

在那些有員工專責管理知識產權事宜的機構中，大多數的員工都是負責申請註冊商標、專利或外觀設計 (67.6%)，其次是監察員工使用其他人的知識產權 (58.5%)、監察公司的知識產權 (47.8%) 及處理公司知識產權的專利授權 / 交易事宜 (35.6%)。

近六成 (58.0%) 的機構指出她們會禁止員工在辦公時間內使用公司電腦上載或下載檔案作私人用途，大約七成 (70.8%) 表示她們有禁止員工在工作上安裝或使用盜版電腦軟件。兩者的比例均較往年有所增加。

絕大部分商業機構 (92.5%) 認為保護 / 註冊知識產權對公司是有好處的。他們之中有 86.5% 指出最主要的好處是「預防他人複製 / 使用公司的知識產權」，其次是「有助建立公司聲譽」(69.5%) 及「公司可藉著知識產權以賺取收入」(39.9%)。

About four-fifths (80.4%) of the establishments considered Hong Kong as an important place to register trademark, patents or designs, while one-fifth (19.5%) considered the opposite.

約五分之四 (80.4%) 的商業機構認為香港是一個重要地點去註冊商標、專利或外觀設計，而五分之一 (19.5%) 則持相反意見。

More than half (57.9%) of the business establishments know that the statement “If I have a trademark, patent or design registered in the National Trademark or Patent Registry of PRC, it will be protected in HK” is false, while the remaining (42.0%) considered the opposite.

超過一半 (57.9%) 的商業機構知道「於中華人民共和國商標或專利註冊處註冊的註冊商標、專利或外觀設計，在香港是將會受到保護的」的說法是錯誤的，而餘下 (42.0%) 的商業機構則並不知道。

While about two-fifths (43.4%) of the establishments would not check the Hong Kong trademark register before using / adopting their own trademark for their goods / services, more than half (54.6%) would do so.

約五分之二 (43.4%) 機構表示不會在使用商標於產品 / 服務前檢索商標是否有註冊過，而超過一半 (54.6%) 則表示會這樣做。

While more than three-fifths of the establishments (63.4%) did not carry out research and development in Hong Kong and about one quarter (26.6%) claimed their business had no such need, only 9.9% of the business establishments had carried out research and development in Hong Kong. Among these establishments, most of them (69.7%) would search the patent register to ensure that they would not infringe other's inventions and most of these establishments (71.1%) agreed that the search of the patent register would find useful ideas for developing into new inventions.

超過五分之二的機構 (63.4%) 沒有在香港進行“研究及開發”，另有大約四分之一 (26.6%) 機構表示公司業務沒有此需要，只有 9.9% 的商業機構曾經在香港進行“研究及開發”。在這些機構中，大多數 (69.7%) 會檢索專利註冊，以確保不會侵犯他人的發明，這些機構亦大部分 (71.1%) 同意從檢索專利註冊中會找到有用的概念去發展新的發明。

Establishments were asked to rank the seriousness of the consequence for a company which infringed the intellectual property of others. It was observed that more than one quarter of the establishments (27.1%) considered the most serious consequence was loss of money invested in the business / infringing goods, followed by damaged to company's reputation / goodwill (21.8%) and civil liability (large amount of compensation paid; 20.0%).

對於侵犯他人知識產權的後果嚴重程度先後次序，超過四分之一的機構 (27.1%) 認為最嚴重的後果是公司損失投資在業務上 / 該項侵權產品上的資金，其次是公司的聲譽受損 (21.8%) 及要負上民事責任 (支付大額的賠償; 20.0%)。

Attitudes towards Long-term Development for IP Rights

In terms of the long-term development for IP rights, most of the business establishments (89.8%) considered that the protection of IP rights was very / quite helpful to the development of local creative industries. Furthermore, nearly three quarters (74.9%) of the establishments considered the protection of IP rights was very / quite helpful for enhancing the creation of business opportunity and wealth and the overall development of Hong Kong's economy (72.9%).

Awareness of IPD and its' promotional activities

While most of the business establishments were aware that IPD was responsible for promoting awareness on IP rights protection (92.9%), public education about intellectual property (75.7%), registration of patents (71.9%), registration of trademarks (71.7%) and design registration (57.0%), only about half were aware that IPD was also responsible for IP law drafting (51.0%) and acted as Government's IP legal advisor (50.6%).

While close to four-fifths of the business establishments (79.7%) claimed they had not attended or visited any seminar / exhibition organized by IPD in the past 12 months, the remaining 20.1% recalled the seminar / exhibition attended.

Business establishments were asked whether they had seen / heard any IPD's advertising or promotional activities in different channels in the past 12 months. While majority of the business establishments (90.7%) recalled seeing IPD's advertising and promotional activities on TV, nearly half or more of the establishments claimed seeing the print ad / promotional materials (58.1%) and aware of IPD's advertising or promotional activities on radio (49.2%).

對保護知識產權長遠發展的意見

就保護知識產權的長遠發展而言，大部分商業機構 (89.8%) 均認為保護知識產權對本地創意產業發展非常有幫助 / 頗有幫助。此外，亦有接近四分之三的機構認為保護知識產權對營商者創造商機及財富 (74.9%) 及香港整體經濟發展 (72.9%) 非常有幫助 / 頗有幫助。

對知識產權署及其宣傳活動的認知

大多數商業機構正確認知到知識產權署是負責宣傳 / 推廣保護知識產權 (92.9%)、有關知識產權的公民教育 (75.7%)、專利註冊 (71.9%)、商標註冊 (71.7%) 及外觀設計註冊 (57.0%) 的，而知道知識產權署亦有負責草擬知識產權法例 (51.0%) 及擔當政府的知識產權法律顧問 (50.6%) 的比例則只有大約一半。

近八成商業機構代表 (79.7%) 聲稱他們過去 12 個月沒有出席或參觀過由知識產權署所舉辦的講座 / 展覽，而其餘 20.1% 則表示記得曾經參加過的講座 / 展覽。

當被問及曾否在過去 12 個月透過任何途徑見過 / 聽過知識產權署的廣告或宣傳活動時，大部分商業機構代表 (90.7%) 均表示記得曾在電視見過知識產權署的廣告或宣傳活動，另有接近半數或以上表示曾經從印刷廣告 / 宣傳物品 (58.1%) 及電台 (49.2%) 接觸過知識產權署的廣告或宣傳活動。

In terms of the effectiveness of the promotional activities held by IPD in raising the awareness of Hong Kong businesses on protecting IP rights, opinions were quite even split with 48.3% of the business establishments considered them very / quite effective and 43.8% considered the opposite.

Finally, establishments were asked to give suggestions on the most effective way(s) to gather information from IPD. Majority of the establishments (87.8%) considered TV / radio were most effective, followed by newspaper / magazine (50.1%) and other promotion channels (e.g. bus, activities in shopping centres etc.) (35.9%) and Internet / website (37.4%).

Conclusion

Overall speaking, the survey findings were quite consistent with those in the last round. Majority of the business establishments were aware of intellectual property rights and considered it was valuable assets to the company.

Moreover, 96.7% of the establishments also considered that it was very / quite necessary to protect IP rights in the business environment of Hong Kong.

However, 67.6% of the business establishments still considered the situation of IP rights infringement in the business environment of Hong Kong was very / quite serious and only 42.2% considered IP protection was very / quite adequate.

The proportion of establishments which had registered trademark, patent or design in Hong Kong was becoming higher and higher. Besides, more and more establishments had deployed employees specifically responsible for IP management, and had prohibited their staff in committing IP infringement. This illustrated that more establishments were aware that

對於知識產權署的宣傳活動對提升香港商界保護知識產權意識的有效程度，意見頗為平均，有 48.3% 的商業機構認為很有效 / 有效，而 43.8% 則持相反意見。

最後，有關接收知識產權署消息的最有效途徑，大部分 (87.8%) 機構均認為電視 / 電台最有效，其次是報紙 / 雜誌 (50.1%) 及其他宣傳媒介 (如巴士、商場活動等) (35.9%) 和互聯網 / 網頁 (37.4%)。

總結

整體而言，是次調查的結果與上一次的頗一致。大部分商業機構對知識產權有認知，並認為知識產權是公司的寶貴資產。

此外，96.7% 的機構亦認為知識產權在香港商業社會是非常有需要 / 頗需要受到保護的。

然而，67.6% 的商業機構認為現時在香港的商業社會中侵犯知識產權的情況非常嚴重 / 頗嚴重，而只有 42.2% 認為知識產權的保護非常足夠 / 頗足夠。

商業機構有在香港註冊商標、專利或外觀設計的比例有逐年上升的趨勢。另外，愈來愈多機構有委派員工專責從事知識產權管理工作，及有採取措施禁止員工侵犯知識產權。這顯示有更多機構已意識到保護 / 註冊知識產權是對公司有好處的。

protecting IP rights/ registering IP is beneficial to the company.

Furthermore, for the long-term development of the IP rights, most of the establishments considered that the protection of IP rights was very / quite helpful to the development of local creative industries (89.6%), enhancing the creation of business opportunity and wealth (73.4%) and to the overall development of Hong Kong's economy (71.1%).

With reference to the above, it is expected that business attitudes towards IP rights protection and creation will be raised continuously.

除此之外，對於保護知識產權的長遠發展，大部分機構認為保護知識產權對本地創意產業發展 (89.6%)、營商者創造商機及財富 (73.4%) 和香港整體經濟發展 (71.1%) 均非常有幫助 / 頗有幫助。

參考以上的調查結果，可以預料商業機構對保護知識產權及創作的意識將持續提升。

2. Introduction 前言

Background & Objectives

In order to provide insight into Government's policy in establishing intellectual property as a vital driving force towards a knowledge-based economy, the Intellectual Property Department (IPD) started an annual survey on Business Attitudes to Intellectual Property in 2004. Mercado Solutions Associates Ltd. (MSA) was commissioned to conduct the third round of the survey in 2006. The key objectives of the survey are:

- To examine current level of business people's awareness and attitude of protection of intellectual property rights;
- To examine businesses' awareness and the degree of maturity in using intellectual property as an asset for business development; and
- To evaluate IPD's promotion work to the business sector.

背景及調查目的

為向政府提供有關商業機構的統計資料，以配合政府建立知識產權為知識型經濟的重要推動力，知識產權署由二零零四年開始進行香港商業機構對知識產權的意識調查。米嘉道資訊策略有限公司（米嘉道）受委託於二零零六年進行了第三次的調查。調查目的主要包括：

- 探討現時商界人士對保護知識產權的意識及認知程度；
- 探討商業機構視知識產權為業務發展資產的意識及成熟程度；及
- 評估知識產權署於商界所進行的宣傳工作。

Survey Methodology

The study was conducted by means of deploying the mail survey for which questionnaires were sent out to 2 400 business establishments randomly selected from the Central Registry of Establishments maintained by the Census and Statistics Department. In total, 1 201 business establishments had responded by returning the completed questionnaires, which constituted an overall response rate of 50.0%. Based on the achieved sample size, the degree of precision for the proportion estimation would be $\pm 2.83\%$ at 95% confidence level. Data collected from the survey were adjusted to align with the industry and employment size distribution of the population (based on data of mid-2003 from Census and Statistics Department) such that findings of the survey were representative of the opinions / views of the whole population of business establishments. The sample and population distribution were summarized in Appendix.

Analysis of Survey Findings

Chi-Square Test was adopted to test whether there is significant difference between the opinions of establishments in different industries and in different sizes of establishments.

Rounding of Figures

There may be slight discrepancies between the sum of individual items and sub-totals / totals as shown in the tables owing to rounding.

調查方法

是次調查以郵寄問卷形式，從統計處的機構記錄庫中隨機抽選 2 400 間機構進行。總計有 1 201 間機構完成並寄回問卷，回應率達到 50.0%。根據所得的樣本數量，在 95% 的置信度下估值的精確程度為 $\pm 2.83\%$ 。調查數據按照行業及機構規模分佈（根據政府統計處二零零三年中期數據）以加權方式倍大，故此，調查結果能有效地反映所有商業機構的意見及觀點。樣本及總體機構分佈概列於附錄。

分析調查的結果

本調查採用了卡方檢定來測試不同行業及不同規模的機構，在意見上有否明顯差別。

數據進位

由於進位關係，在本報告的表中，個別項目的小計 / 總和或會有輕微差異。

3. Detailed Findings

主要調查結果

3.1 Knowledge and Attitudes toward IP Rights

對知識產權的認識及觀念

3.1.1 Knowledge about IP Rights

對知識產權的認識

Majority of the business establishments (more than 85%) were aware that intellectual property had covered copyright (99.8%), trademarks (98.8%), patents (98.5%) and design (87.0%), which was quite similar to the last round.

大部分商業機構 (超過 85%) 認知到知識產權包括版權 (99.8%)、商標 (98.8%)、專利 (98.5%) 及外觀設計 (87.0%)，結果與上一次調查頗相似。

Moreover, it was found that relatively fewer establishments (less than one-fifth) were aware that trade secrets (18.2%), plant varieties protection right (12.5%) and layout-design of integrated circuits (4.1%) were also covered in intellectual property.

此外，發現相對較少商業機構 (少於五分之一) 認知商業秘密 (18.2%)、植物品種保護權 (12.5%) 及集成電路布圖設計 (4.1%) 亦屬於知識產權的一種。

Besides, two items, which were not covered in intellectual property, were listed on the questionnaire. Only very few business establishments misunderstood that human / civic rights (1.7%) and freedom of speech (1.5%) were also covered in intellectual property.

另外，問卷亦列出兩個不屬於知識產權的項目，結果發現只有極少數商業機構誤以為人權 / 公民權 (1.7%) 及言語自由權 (1.5%) 亦屬知識產權。

(表 1)

(Table 1)

Table 1: Knowledge about Intellectual Property Rights

表 1：對知識產權的認識			
	2006 (%)	2005 (%)	2004 (%)
Correct			
正確			
Copyright 版權	99.8	99.8	99.6
Trademarks 商標	98.8	98.7	99.9
Patents 專利	98.5	98.3	97.2
Designs 外觀設計	87.0	88.2	89.3
Trade Secrets 商業秘密	18.2	18.0	-
Plant varieties protection right 植物品種保護權	12.5	11.7	-
Layout-design of integrated circuits ("mask works") 集成電路布圖設計	4.1	-	-
Incorrect			
不正確			
Human / Civic rights 人權 / 公民權	1.7	1.9	-
Freedom of speech 言論自由權	1.5	1.4	-
Sample 樣本	1 201	1 206	1 204

Note : The sum of % may not add up to 100 as respondents could give multiple answers
 註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Establishments were asked on different situations whether they thought the act was an infringement of IP rights. These situations included:

- a. Selling pirated DVD/VCD or computer software
- b. Using pirated DVD/VCD or computer software for office operation
- c. An employee copies licensed software from his office and brings it home for his/her personal use
- d. Making minor changes to others' design in order to produce your own product
- e. Using another's patented invention to produce your own goods
- f. A businessman put a famous (foreign) trademark on his product
- g. Downloading photos / pictures / articles from the Internet without authorization and reproducing them for your own business purpose
- h. Uploading photos / pictures / articles without authorization to company's website

Of the 8 different situations, nearly seven-tenth or more of the business establishments considered them as infringement of IP rights, demonstrating that most of the establishments have a good knowledge on the IP rights for they were able to identify the situations that had infringed the IP rights.

Among the 8 different situations, majority of the establishments considered that "selling pirated DVD/VCD or computer software" (98.6%), "a businessman put a famous (foreign) trademark on his product" (97.9%), "using pirated DVD/VCD or computer software for office operation" (96.1%) and "uploading photos / pictures / articles from the Internet without authorization to company's website" (90.7%) as infringement of IP rights, followed by

調查亦要求機構對不同情況是否有侵犯知識產權作出判斷，這些情況包括：

- a. 售賣盜版光碟或電腦軟件
- b. 工作上使用盜版光碟或電腦軟件
- c. 員工將公司一套正版軟件複製並帶回家作私人用途
- d. 將另一商品的設計稍作更改，然後進行生產
- e. 使用其他人的發明在自己的產品上
- f. 一個商人將一個出名 (外國) 的商標放在自己的產品上
- g. 在沒有授權的情況下，從網上下載相片 / 圖片 / 文章並複製它們作商業用途
- h. 在沒有授權的情況下，把相片 / 圖片 / 文章上載至公司的網頁

以上八個不同的情況，分別有接近七成或以上的商業機構認為是侵犯知識產權的行為。這顯示大多數機構均對知識產權都有相當認識，從而分辨出甚麼情況是侵犯了知識產權。

在八個不同的情況中，大部分機構認為「售賣盜版光碟或電腦軟件」(98.6%)、「一個商人將一個出名 (外國) 的商標放在自己的產品上」(97.9%)、「工作上使用盜版光碟或電腦軟件」(96.1%) 及「在沒有授權的情況下，把相片 / 圖片 / 文章上載至公司的網頁」(90.7%) 是侵犯知識產權的行為，其次是「在沒有授權的情況下，從網上下載相片 / 圖片 / 文章並複製它們作商業用途」(88.8%)、「使用其他人的發明在自己的產品上」(87.0%) 及

“downloading photos / pictures / articles from the Internet without authorization and reproducing them for your own business purpose” (88.8%), “using another’s patented invention to produce your own goods” (87.0%) and “an employee copies licensed software from his office and brings it home for his/her personal use” (86.2%). Relatively few establishments (68.1%) considered that “making minor changes to others’ design in order to produce their own product” as an infringement of IP rights.

Furthermore, findings revealed that more establishments considered “using another’s patented invention to produce your own goods” and “making minor changes to others’ design in order to produce their own product” as infringement of IP rights when compared to last year findings.

(Table 2a – 2h)

「員工將公司一套正版軟件複製並帶回家作私人用途」(86.2%)。相對較少機構 (68.1%) 認為「將另一商品的設計稍作更改，然後進行生產」是侵犯版權行為。

此外，與上一年調查的結果比較，發現今年有較多機構認為「使用其他人的發明在自己的產品上」及「將另一商品的設計稍作更改，然後進行生產」是侵犯了知識產權。

(表 2a – 2h)

Table 2a: Whether consider selling pirated DVD/VCD or computer software has infringed the IP rights

表 2a：是否認為售賣盜版光碟或電腦軟件侵犯知識產權

	2006 (%)	2005 (%)	2004 (%)
Yes 是	98.6	98.7	96.8
No 不是	0.4	0.2	0.7
Don't know /Hard to say 不知道 / 很難說	1.0	1.1	2.5
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 2b: Whether consider using pirated DVD/VCD or computer software for office operation has infringed the IP rights

表 2b：是否認為在工作上使用盜版光碟或電腦軟件侵犯知識產權

	2006 (%)	2005 (%)	2004 (%)
Yes 是	96.1	95.1	93.8
No 不是	1.7	1.8	2.0
Don't know /Hard to say 不知道 / 很難說	2.2	3.1	4.2
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 2c: Whether consider an employee copies licensed software from his office and brings it home for his/her personal use has infringed the IP rights

表 2c：是否認為員工將公司一套正版軟件複製並帶回家作私人用途侵犯知識產權

	2006 (%)	2005 (%)	2004 (%)
Yes 是	86.2	84.7	74.7
No 不是	4.2	3.3	4.7
Don't know /Hard to say 不知道 / 很難說	9.6	12.1	20.7
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 2d: Whether consider making minor changes to others' design in order to produce your own product has infringed the IP rights

表 2d：是否認為將另一商品的設計稍作更改，然後進行生產侵犯知識產權

	2006 (%)	2005 (%)	2004 (%)
Yes 是	68.1	62.4	61.0
No 不是	7.3	9.6	15.7
Don't know /Hard to say 不知道 / 很難說	24.5	28.0	23.4
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 2e: Whether consider using another's patented invention to produce your own goods has infringed the IP rights

表 2e：是否認為使用其他人的發明在自己的產品上侵犯知識產權

	2006 (%)	2005 (%)	2004 (%)
Yes 是	87.0	83.2	80.8
No 不是	3.2	3.2	5.8
Don't know /Hard to say 不知道 / 很難說	9.8	13.5	13.4
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 2f: Whether consider a businessman put a famous (foreign) trademark on his product has infringed the IP rights

表 2f：是否認為一個商人將一個出名 (外國) 的商標放在自己的產品上侵犯知識產權

	2006 (%)	2005 (%)	2004 (%)
Yes 是	97.9	97.8	-
No 不是	0.6	0.8	-
Don't know /Hard to say 不知道 / 很難說	1.5	1.5	-
Sample 樣本	1 201	1 206	-

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 2g: Whether consider downloading photos / pictures / articles from the Internet without authorization and reproducing them for your own business purpose has infringed the IP rights

表 2g：是否認為在沒有授權的情況下，從網上下載相片 / 圖片 / 文章並複製它們作商業用途侵犯知識產權

	2006 (%)	2005 (%)	2004 (%)
Yes 是	88.8	88.3	78.2
No 不是	2.4	2.9	7.8
Don't know /Hard to say 不知道 / 很難說	8.8	8.8	14.0
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 2h: Whether consider uploading photos / pictures / articles without authorization to company's website has infringed the IP rights

表 2h：是否認為在沒有授權的情況下，把相片 / 圖片 / 文章上載至公司的網頁侵犯知識產權

	2006 (%)	2005 (%)	2004 (%)
Yes 是	90.7	90.4	-
No 不是	3.2	3.0	-
Don't know /Hard to say 不知道 / 很難說	6.1	6.6	-
Sample 樣本	1 201	1 206	-

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

When analyzed by industry sector, it was observed that relatively more of those in the construction sector misunderstood that “selling pirated DVD/VCD or computer software” (5.5%) did not infringe the IP rights as compared to other industries.

(Table 3a – 3h)

Besides, it was observed that small and medium sized establishments (employment size 1 – 9 and 10 – 49) knew that “a businessman put a famous (foreign) trademark on his product” (98.2% and 96.8% respectively) and “uploading photos / pictures / articles without authorization to company’s website” (91.1% and 89.4% respectively) were infringement of IP rights as compared to large sized establishments (employment size 50 or above; 90.9% and 82.6%).

(Table 4a – 4h)

以行業類別分析，發現相對有較多從事建造業的機構誤以為「售賣盜版光碟或電腦軟件」(5.5%) 沒有侵犯知識產權。

(表 3a – 3h)

另外，數據亦顯示與大規模的機構 (50 人以上機構；佔 90.9% 及 82.6%) 比較，有略高比例的中小型機構 (1 – 9 人及 10 – 49 人機構) 知道「一個商人將一個出名 (外國) 的商標放在自己的產品上」(分別佔 98.2% 及 96.8%) 及「在沒有授權的情況下，把相片 / 圖片 / 文章上載至公司的網頁」(分別佔 91.1% 及 89.4%) 是侵犯了知識產權。

(表 4a – 4h)

Table 3a: Whether consider selling pirated DVD/VCD or computer software has infringed the IP rights

- bivariate analysis

表 3a：是否認為售賣盜版光碟或電腦軟件侵犯知識產權 - 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 資訊 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 是	98.4	94.5	99.0	96.9	80.0	100.0	99.2
No 不是	-	5.5	-	-	-	-	-
Don't know /Hard to say 不知道 / 很難說	1.6	-	1.0	3.1	20.0	-	0.8
Sample 樣本	64	91	695	32	10	182	127

$\chi^2 = 102.125$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

**Table 3b: Whether consider using pirated DVD/VCD or computer software for office operation
has infringed the IP rights- bivariate analysis**

表 3b：是否認為售賣盜版光碟或電腦軟件侵犯知識產權 - 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 資訊 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 是	96.9	97.8	95.8	93.8	90.0	96.2	96.1
No 不是	1.6	1.1	1.7	3.1	-	1.6	2.3
Don't know /Hard to say 不知道 / 很難說	1.6	1.1	2.4	3.1	10.0	2.2	1.6
Sample 樣本	64	91	695	32	10	182	128

$\chi^2 = 4.964$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 3c: Whether consider an employee copies licensed software from his office and brings it home for his/her personal use has infringed the IP rights – bivariate analysis

表 3c：是否認為員工將公司一套正版軟件複製並帶回家作私人用途侵犯知識產權 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 資訊 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 是	90.6	93.4	84.7	77.4	70.0	88.5	87.4
No 不是	1.6	-	5.0	6.5	10.0	2.2	4.7
Don't know /Hard to say 不知道 / 很難說	7.8	6.6	10.2	16.1	20.0	9.3	7.9
Sample 樣本	64	91	695	31	10	182	127

$\chi^2 = 15.045$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 3d: Whether consider making minor changes to others' design in order to produce your own product has infringed the IP rights – bivariate analysis

表 3d：是否認為將另一商品的設計稍作更改，然後進行生產侵犯知識產權 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 資訊 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 是	64.6	70.7	68.2	61.3	70.0	69.2	67.7
No 不是	7.7	5.4	7.3	12.9	10.0	4.9	9.4
Don't know /Hard to say 不知道 / 很難說	27.7	23.9	24.5	25.8	20.0	25.8	22.8
Sample 樣本	65	92	695	31	10	182	127

$\chi^2 = 5.210$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 3e: Whether consider using another's patented invention to produce your own goods has infringed the IP rights– bivariate analysis

表 3e：是否認為使用其他人的發明在自己的產品上侵犯知識產權 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 資訊 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 是	82.8	87.9	86.5	84.4	90.0	88.4	89.8
No 不是	4.7	2.2	3.2	9.4	-	2.8	2.4
Don't know /Hard to say 不知道 / 很難說	12.5	9.9	10.4	6.3	10.0	8.8	7.9
Sample 樣本	64	91	695	32	10	181	127

$\chi^2 = 7.404$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 3f: Whether consider a businessman put a famous (foreign) trademark on his product has infringed the IP rights– bivariate analysis

表 3f：是否認為一個商人將一個出名(外國)的商標放在自己的產品上侵犯知識產權 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 資訊 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 是	95.4	98.9	98.0	96.9	100.0	97.3	98.4
No 不是	1.5	1.1	0.3	3.1	-	0.5	0.8
Don't know /Hard to say 不知道 / 很難說	3.1	-	1.7	-	-	2.2	0.8
Sample 樣本	65	91	695	32	9	182	127

$\chi^2 = 10.279$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 3g: Whether consider downloading photos / pictures / articles from the Internet without authorization and reproducing them for your own business purpose has infringed the IP rights – bivariate analysis

表 3g：是否認為在沒有授權的情況下，從網上下載相片 / 圖片 / 文章並複製它們作商業用途侵犯知識產權 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/ 零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 資訊 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/ 保險/ 地產/ 商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 是	85.9	86.8	87.6	84.8	90.0	90.6	96.9
No 不是	1.6	3.3	2.3	6.1	-	2.8	1.6
Don't know /Hard to say 不知道 / 很難說	12.5	9.9	10.1	9.1	10.0	6.6	1.6
Sample 樣本	64	91	695	33	10	181	127

$\chi^2 = 15.287$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 3h: Whether consider uploading photos / pictures / articles without authorization to company's website has infringed the IP rights – bivariate analysis

表 3h：是否認為在沒有授權的情況下，把相片 / 圖片 / 文章上傳至公司的網頁侵犯知識產權 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/ 零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 資訊 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/ 保險/ 地產/ 商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 是	89.1	93.3	91.1	84.4	88.9	91.8	89.0
No 不是	4.7	4.4	2.7	3.1	-	3.3	3.1
Don't know /Hard to say 不知道 / 很難說	6.3	2.2	6.2	12.5	11.1	4.9	7.9
Sample 樣本	64	90	694	32	9	182	127

$\chi^2 = 7.761$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 4a: Whether consider selling pirated DVD/VCD or computer software has infringed the IP rights

- bivariate analysis

表 4a：是否認為售賣盜版光碟或電腦軟件侵犯知識產權 - 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	98.7	98.4	95.7
No 不是	0.4	1.6	-
Don't know /Hard to say 不知道 / 很難說	0.9	-	4.3
Sample 樣本	1 054	124	23

$\chi^2 = 7.623$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 4b: Whether consider using pirated DVD/VCD or computer software for office operation has infringed

the IP rights – bivariate analysis

表 4b：是否認為在工作上使用盜版光碟或電腦軟件侵犯知識產權 - 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	96.4	93.5	95.7
No 不是	1.6	3.2	-
Don't know /Hard to say 不知道 / 很難說	2.0	3.2	4.3
Sample 樣本	1 054	124	23

$\chi^2 = 3.450$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 4c: Whether consider an employee copies licensed software from his office and brings it home for

his/her personal use has infringed the IP rights – bivariate analysis

表 4c：是否認為員工將公司一套正版軟件複製並帶回家作私人用途侵犯知識產權 - 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	86.6	81.5	87.0
No 不是	4.4	3.2	4.3
Don't know /Hard to say 不知道 / 很難說	9.0	15.3	8.7
Sample 樣本	1 055	124	23

$\chi^2 = 5.297$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 4d: Whether consider making minor changes to others' design in order to produce your own product has infringed the IP rights – bivariate analysis

表 4d：是否認為將另一商品的設計稍作更改，然後進行生產侵犯知識產權 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	68.0	68.5	69.6
No 不是	7.4	7.3	4.3
Don't know /Hard to say 不知道 / 很難說	24.6	24.2	26.1
Sample 樣本	1 054	124	23

$\chi^2 = 0.328$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 4e: Whether consider using another's patented invention to produce your own goods has infringed the IP rights – bivariate analysis

表 4e：是否認為使用其他人的發明在自己的產品上侵犯知識產權 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	87.0	87.9	87.0
No 不是	3.3	1.6	-
Don't know /Hard to say 不知道 / 很難說	9.7	10.5	13.0
Sample 樣本	1 054	124	23

$\chi^2 = 2.104$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 4f: Whether consider a businessman put a famous (foreign) trademark on his product has infringed the IP rights – bivariate analysis

表 4f：是否認為一個商人將一個出名 (外國) 的商標放在自己的產品上侵犯知識產權 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	98.2	96.8	90.9
No 不是	0.5	1.6	-
Don't know /Hard to say 不知道 / 很難說	1.3	1.6	9.1
Sample 樣本	1 054	124	22

$\chi^2 = 11.400$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 4g: Whether consider downloading photos / pictures / articles from the Internet without authorization and reproducing them for your own business purpose has infringed the IP rights

- bivariate analysis

表 4g：是否認為在沒有授權的情況下，從網上下載相片 / 圖片 / 文章並複製它們作商業用途侵犯知識產權

- 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	88.4	91.9	91.3
No 不是	2.7	-	-
Don't know /Hard to say 不知道 / 很難說	8.9	8.1	8.7
Sample 樣本	1 055	123	23

$\chi^2 = 4.113$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 4h: Whether consider uploading photos / pictures / articles without authorization to company's website has infringed the IP rights – bivariate analysis

表 4h：是否認為在沒有授權的情況下，把相片 / 圖片 / 文章上傳至公司的網頁途侵犯知識產權 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	91.1	89.4	82.6
No 不是	3.5	0.8	-
Don't know /Hard to say 不知道 / 很難說	5.4	9.8	17.4
Sample 樣本	1 054	123	23

$\chi^2 = 11.830$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.1.2 Whether consider necessary to protect IP Rights 是否認為知識產權需要受到保護

Majority of the business establishments (96.7%) considered that it was very / quite necessary to protect IP rights in the business environment of Hong Kong, which was quite similar to the last round. Only 1.7% of the establishments considered the opposite and 1.6% declared “don't know / hard to say”.

與上一次的調查結果相若，大部分商業機構 (96.7%) 均認為知識產權在香港的商業社會是非常有需要 / 頗需要受到保護的。只有 1.7% 的機構持相反意見，另有 1.6% 表示「不知道 / 很難說」。

No significant difference was observed between different industry sectors and sizes of establishments as the majority (about 90% or above) considered very / quite necessary to protect IP rights in the business environment in Hong Kong.

不同行業及規模的機構的意見並沒有明顯差別，大部分 (約 90% 或以上) 均認為知識產權在香港的商業社會非常有需要 / 頗需要受到保護。

(表 5 – 7)

(Table 5 – 7)

Table 5: Whether consider necessary to protect IP rights

表 5：是否認為知識產權需要受到保護

	2006 (%)	2005 (%)	2004 (%)
Very necessary 非常有需要	51.6	53.8	55.1
Quite necessary 頗有需要	45.1	41.7	39.9
Quite unnecessary 頗不需要	1.7	2.9	2.3
Not necessary at all 完全不需要	-	-	-
Don't know /Hard to say 不知道 / 很難說	1.6	1.6	2.7
Very/ quite necessary 非常有需要/ 頗有需要	96.7	95.6	95.0
Quite unnecessary/ not necessary at all 頗不需要/ 完全不需要	1.7	2.9	2.3
Sample 樣本	1 201	1 206	1 204

Note: Percentages may be slightly discrepancies due to rounding of figures.

註：由於進位關係，個別欄 / 小組的百分比總和或有輕微差異。

Table 6: Whether consider necessary to protect IP rights – bivariate analysis

表 6：是否認為知識產權需要受到保護 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 資訊 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Very / quite necessary 非常有需要 / 頗有需要	96.9	96.7	96.8	90.9	100.0	95.6	97.6
Quite unnecessary / not necessary at all 頗不需要 / 完全不需要	1.5	2.2	1.6	6.1	-	2.2	1.6
Don't know /Hard to say 不知道 / 很難說	1.5	1.1	1.6	3.0	-	2.2	0.8
Sample 樣本	65	91	695	33	9	182	127

$\chi^2 = 5.719$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 7: Whether consider necessary to protect IP rights – bivariate analysis

表 7：是否認為知識產權需要受到保護 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Very / quite necessary 非常有需要 / 頗有需要	96.6	97.6	95.7
Quite unnecessary / not necessary at all 頗不需要 / 完全不需要	1.8	1.6	-
Don't know /Hard to say 不知道 / 很難說	1.6	0.8	4.3
Sample 樣本	1 054	124	23

$\chi^2 = 2.037$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.1.3 Whether consider the current situation of IP Rights infringement in the business environment of HK is serious

是否認為在現時香港商業社會中侵犯知識產權的情況嚴重

When being asked whether considered the current situation of IP rights infringement in the business environment of Hong Kong was serious, more than two-thirds (67.6%) of the establishments considered the situation was very / quite serious. Yet, still about one-fifth (22.9%) considered the opposite. The percentages were about the same as last year.

當被問到認為現時香港商業社會中侵犯知識產權的情況是否嚴重時，有超過三分之二 (67.6%) 的機構認為情況是非常嚴重 / 頗嚴重的，但仍有約五分之一 (22.9%) 持相反意見。百分比與上一年頗接近。

In terms of the size of establishment, it was observed that medium sized establishments (37.1%) tended more to consider that the current situation was not serious / completely not serious in Hong Kong.

以機構的規模而言，發現中型機構 (37.1%) 較傾向認為現時香港的情況並不嚴重 / 完全不嚴重。

(表 8 – 10)

(Table 8 – 10)

Table 8: Whether consider the current situation of IP rights infringement in the business environment of Hong Kong is serious

表 8：是否認為現時香港侵犯知識產權的情況嚴重

	2006 (%)	2005 (%)	2004 (%)
Very serious 非常嚴重	9.2	7.5	9.9
Quite serious 頗嚴重	58.4	62.3	63.0
Not serious 不嚴重	22.9	21.9	19.8
Completely not serious 完全不嚴重	-	-	-
Don't know / Hard to say 不知道 / 很難說	9.5	8.3	7.3
Very / quite serious 非常嚴重 / 頗嚴重	67.6	69.8	72.9
Not serious / completely not serious 不嚴重 / 完全不嚴重	22.9	21.9	19.8
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 9: Whether consider the current situation of IP rights infringement in the business environment of

Hong Kong is serious – bivariate analysis

表 9：是否認為現時香港侵犯知識產權的情況嚴重 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 資訊 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Very / quite serious 非常嚴重 / 頗嚴重	70.3	65.9	67.8	61.3	88.9	65.9	68.8
Not serious / completely not serious 不嚴重 / 完全不嚴重	26.6	26.4	22.3	32.3	11.1	22.0	21.1
Don't know /Hard to say 不知道 / 很難說	3.1	7.7	9.9	6.5	-	12.1	10.2
Sample 樣本	64	91	695	31	9	182	128

$\chi^2 = 9.573$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 10: Whether consider the current situation of IP rights infringement in the business environment of

Hong Kong is serious – bivariate analysis

表 10：是否認為現時香港侵犯知識產權的情況嚴重 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Very / quite serious 非常嚴重 / 頗嚴重	68.6	58.9	69.6
Not serious / completely not serious 不嚴重 / 完全不嚴重	21.2	37.1	26.1
Don't know /Hard to say 不知道 / 很難說	10.2	4.0	4.3
Sample 樣本	1 054	124	23

$\chi^2 = 19.147$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.1.4 Whether aware that there is legislation on protecting copyright, trademarks, patents and designs in HK

是否知道香港有保障版權、商標、專利及外觀設計的法例

Majority of the business establishments (94.2%) were aware that there is legislation on protecting copyright, trademarks, patents and designs in Hong Kong, which was slightly higher than in the last round.

大多數商業機構 (94.2%) 均知道香港有保障版權、商標、專利及外觀設計的法例，百分比較上一次的略有上升。

While majority of the establishments in different industry sectors were aware of the legislation on protecting copyright, trademarks, patents and designs in Hong Kong, relatively more of those in the wholesale, retail & IE trades / restaurants & tourism sector were not aware of the legislation (8.6%).

大部分從事不同行業的機構均知道香港有保障版權、商標、專利及外觀設計的法例，而從事批發 / 零售 / 進出口貿易 / 飲食及旅遊業的機構則相對有較多對法例沒有認知 (8.6%)。

Besides, slightly higher proportion of small sized establishments (6.2%) were not aware of the legislation on protecting IP rights in Hong Kong.

另外，有略高比例的小型機構 (6.2%) 對香港保護知識產權法例並不認知。

(表 11 – 13)

(Table 11 – 13)

Table 11: Whether aware that there is legislation on protecting copyright, trademarks, patents and designs in Hong Kong

表 11：是否知道香港有保障版權、商標、專利及外觀設計的法例

	2006 (%)	2005 (%)	2004 (%)
Yes 有	94.2	92.0	92.9
No 沒有	5.7	8.0	7.1
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 12: Whether aware that there is legislation on protecting copyright, trademarks, patents and designs in Hong Kong – bivariate analysis

表 12：是否知道香港有保障版權、商標、專利及外觀設計的法例 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 有	95.3	100.0	91.4	100.0	100.0	98.4	97.7
No 沒有	4.7	-	8.6	-	-	1.6	2.3
Sample 樣本	64	91	694	32	9	182	128

$\chi^2 = 27.313$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 13: Whether aware that there is legislation on protecting copyright, trademarks, patents and designs in Hong Kong – bivariate analysis

表 13：是否知道香港有保障版權、商標、專利及外觀設計的法例 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 有	93.8	98.4	95.6
No 沒有	6.2	1.6	4.3
Sample 樣本	1 054	123	23

$\chi^2 = 55.517$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.1.5 Whether consider the IP protection in the business environment of HK is adequate

是否認為知識產權的保護在香港商業社會中是足夠

More than two-fifths (42.2%) of the establishments considered very / quite adequate for the protection of IP rights in the business environment of Hong Kong, which was higher than than in last year. Yet, more than half (51.0%) considered the opposite, demonstrating that improvement was still necessary to strengthen the protection of IP rights.

有多於五分之二 (42.2%) 的機構認為在香港商業社會中，知識產權的保護非常足夠 / 頗足夠，百分比較去年有所上升。然而，過半數 (51.0%) 卻持相反意見，顯示仍有需要加強對知識產權的保護。

No significant difference was observed between different industries and sizes of establishments in terms of their attitudes towards the adequacy of the protection of IP rights in the business environment of Hong Kong.

不同行業及規模的機構對知識產權在香港商業社會中的保護是否足夠的意見上並無明顯差別。

(表 14 – 16)

(Table 14 – 16)

Table 14: Whether consider the intellectual property protection in the business environment of Hong Kong is adequate

表 14：是否認為知識產權的保護在香港商業社會中是足夠

	2006 (%)	2005 (%)	2004 (%)
Very adequate 非常足夠	1.6	1.6	2.1
Quite adequate 頗足夠	40.5	35.8	37.7
Inadequate 不足夠	47.1	52.4	48.2
Very inadequate 非常不足夠	3.9	3.4	6.5
Don't know /Hard to say 不知道 / 很難說	6.8	6.9	5.6
Very / quite adequate 非常足夠 / 頗足夠	42.2	37.4	39.8
Inadequate / very inadequate 不足夠 / 非常不足夠	51.0	55.7	54.6
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 15: Whether consider the intellectual property protection in the business environment of Hong Kong is adequate – bivariate analysis

表 15：是否認為知識產權的保護在香港商業社會中是足夠 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Very / quite adequate 非常足夠 / 頗足夠	42.2	39.6	44.3	43.8	40.0	35.7	41.7
Inadequate / very inadequate 不足夠 / 非常不足夠	51.6	52.7	49.1	46.9	60.0	57.1	52.0
Don't know / Hard to say 不知道 / 很難說	6.3	7.7	6.6	9.4	-	7.1	6.3
Sample 樣本	64	91	695	32	10	182	127

$\chi^2 = 6.183$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 16: Whether consider the intellectual property protection in the business environment of Hong Kong is adequate – bivariate analysis

表 16：是否認為知識產權的保護在香港商業社會中是足夠 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Very / quite adequate 非常足夠 / 頗足夠	42.1	41.9	47.8
Inadequate / very inadequate 不足夠 / 非常不足夠	51.2	50.8	43.5
Don't know / Hard to say 不知道 / 很難說	6.7	7.3	8.7
Sample 樣本	1 055	124	23

$\chi^2 = 0.607$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.1.6 Most effective way to improve the situation of IP infringement in HK 最有效改善香港侵犯知識產權情況的方法

Regarding the most effective way to reduce IP infringement in Hong Kong, quite consistent with the findings in the previous round, it was observed that four-fifths of the establishments suggested “lowering the price of genuine goods” (81.9%), followed by “raising awareness of IP rights protection / strengthening education” (76.7%) and “full-scale enforcement action against the sale of pirated and counterfeit goods” (60.9%). Moreover, more than half of the establishments also considered “increase penalties” (52.4%) as means for improving the situation of IP infringement in Hong Kong.

對於認為最有效改善香港侵犯知識產權情況的方法，與上一輪的調查結果頗一致，五分之四的機構認為「正版貨品價錢下降」(81.9%) 最有效，其次是「提高保護知識產權意識 / 加強教育」(76.7%) 及「全力掃蕩銷售盜版及冒牌貨」(60.9%)。此外，亦有多於一半機構提及以「加重刑罰」(52.4%) 作為改善香港侵犯知識產權情況的方法。

(表 17)

(Table 17)

Table 17: Most effective way to improve the situation of IP infringement in Hong Kong

表 17：最有效改善香港侵犯知識產權情況的方法

	2006 (%)	2005 (%)	2004 (%)
Lower price of genuine goods 正版貨品價錢下降	81.9	80.5	87.1
Raising awareness of IP rights protection / Strengthen education 提高保護知識產權意識 / 加強教育	76.7	76.4	77.8
Full-scale enforcement action against the sale of pirated and counterfeit goods 全力掃蕩銷售盜版及冒牌貨品	60.9	62.2	54.4
Increase penalties 加重刑罰	52.4	52.1	51.2
Don't know /Hard to say 不知道 / 很難說	0.5	0.3	0.1
Sample 樣本	1 201	1 206	1 204

Note: The sum of % may not add up to 100 as respondents could give multiple answers.

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

3.1.7 Most important stakeholder in reducing IP rights infringement in HK 改善香港侵犯知識產權情況的最重要角色

For the stakeholder which was considered the most important in reducing IP rights infringement in Hong Kong, more than half (55.9%) of the establishments considered the government should play the most important role, while about equal proportions considered copyright owners and the educational institutions should play the most important role in reducing IP rights infringement in Hong Kong (14.1% and 14.0% respectively). It is also noteworthy that the percentages for retailers were higher in the recent two rounds as compared to the findings in 2004.

至於各機構認為在改善香港侵犯知識產權情況中，哪一方面應擔當最重要的角色，超過一半 (55.9%) 機構認為政府應該擔當最重要的角色，另有相若比例認為版權擁有人及教育團體應該在改善香港侵犯知識產權情況中擔當最重要角色 (分別佔 14.1% 及 14.0%)。同時亦值得留意，零售商在最近兩年調查的相應百分比比較二零零四年的調查結果高。

(表 18)

(Table 18)

Table 18: Most important stakeholder in reducing IP rights infringement in Hong Kong

表 18：改善香港侵犯知識產權情況的最重要角色

	2006 (%)	2005 (%)	2004 (%)
Government 政府	55.9	54.9	58.9
Copyright owner 版權擁有人	14.1	14.2	14.2
Education Institutions 教育機構	14.0	13.8	9.1
Consumers 消費者	8.3	9.2	15.0
Retailer 零售商	7.7	7.9	2.8
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.1.8 Whether consider intellectual properties are valuable assets of a company 是否認為知識產權是公司的寶貴資產

Majority of the business establishments (97.1%) considered intellectual properties (e.g. invented products / technology, logo or brand name) were valuable assets of a company, which was quite consistent to the last round. Only 2.9% of the establishments considered the opposite.

大部分商業機構 (97.1%) 均認為知識產權 (例如發明的產品 / 技術、品牌標誌或名稱) 是公司的寶貴資產，結果與上一次調查頗一致。只有 2.9% 的機構持相反意見。

No significant difference was observed in terms of industry sectors and size of establishments as majority of the establishments (about 93% or more) considered that intellectual properties were valuable assets of a company.

不同行業及規模的機構均有大部分 (約 93% 或以上) 認為知識產權是公司的寶貴資產，並沒有明顯差別。

(表 19 – 21)

(Table 19 – 21)

Table 19: Whether consider intellectual properties are valuable assets of a company

表 19：是否認為知識產權是公司的寶貴資產

	2006 (%)	2005 (%)	2004 (%)
Yes 認為	97.1	96.1	95.0
No 不認為	2.9	3.9	5.0
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 20: Whether consider intellectual properties are valuable assets of a company

- bivariate analysis

表 20：是否認為知識產權是公司的寶貴資產- 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 認為	96.9	93.4	96.8	93.8	100.0	99.5	98.4
No 不認為	3.1	6.6	3.2	6.3	-	0.5	1.6
Sample 樣本	65	91	694	32	10	182	127

$\chi^2 = 10.482$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 21: Whether consider intellectual properties are valuable assets of a company – bivariate analysis

表 21：是否認為知識產權是公司的寶貴資產- 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 認為	96.9	99.2	100.0
No 不認為	3.1	0.8	-
Sample 樣本	1 054	124	22

$\chi^2 = 2.831$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.2 Business Operation in relating to IP Rights

有關知識產權的業務運作

3.2.1 Whether considered “After I have obtained a business or company registration in HK, no-one else can use my company name as a trademark in HK” is true

認為「當我在香港取得商業 / 公司註冊後，沒有人能夠在香港採用本公司名稱作為註冊商標」是否正確

Establishments were asked whether they considered the statement “after I have obtained a business or company registration in Hong Kong, no-one else can use my company name as a trademark in Hong Kong” is true. While more than half (54.3%) of the establishments misunderstood that the statement is true, still 45.6% aware that is not true. The findings were similar as in last year.

各機構均被問到認為「當我在香港取得商業 / 公司註冊後，沒有人能夠在香港採用本公司名稱作為註冊商標」的說法是否正確。超過一半 (54.3%) 的機構誤以為此是正確的，但仍有 45.6% 知道這句子並不正確。

When analyzed by industry sector, it was observed that those establishments in the public utilities / entertainment / public administration / government / education / community / social services sector (75.0%) and the transport / storage and logistics sector (71.9%) tended more to aware that the statement is wrong.

按行業類別分析，發現從事公共 / 娛樂事業 / 公共行政 / 政府部門 / 教育 / 社區及社會服務業 (75.0%) 及運輸 / 倉庫 / 物流業 (71.9%) 的機構較傾向誤解句子是正確的。

No significant difference was observed between different sizes of establishments in terms of the awareness level of the wrong statement.

不同規模的機構之間對認知句子是錯誤的程度並沒有明顯差別。

(Table 22 – 24)

(表 22 – 24)

Table 22: Whether considered “After I have obtained a business or company registration in Hong Kong, no-one else can use my company name as a trademark in Hong Kong” is true

表 22：認為「當我在香港取得商業 / 公司註冊後，沒有人能夠在香港採用本公司名稱作為註冊商標」是否正確

	2006 (%)	2005 (%)	2004 (%)
Considered as true 認為正確	54.3	53.1	-
Considered as false 認為不正確	45.6	46.9	-
Sample 樣本	1 201	1 206	-

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 23: Whether considered “After I have obtained a business or company registration in Hong Kong, no-one else can use my company name as a trademark in Hong Kong” is true

- bivariate analysis

表 23：認為「當我在香港取得商業 / 公司註冊後，沒有人能夠在香港採用本公司名稱作為註冊商標」是否正確

- 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Considered as true 認為正確	35.9	53.8	52.7	71.9	60.0	49.2	75.0
Considered as false 認為不正確	64.1	46.2	47.3	28.1	40.0	50.8	25.0
Sample 樣本	64	91	694	32	10	181	128

$\chi^2 = 37.525$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 24: Whether considered “After I have obtained a business or company registration in Hong Kong, no-one else can use my company name as a trademark in Hong Kong” is true

- bivariate analysis

表 24：認為「當我在香港取得商業 / 公司註冊後，沒有人能夠在香港採用本公司名稱作為註冊商標」是否正確

- 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Considered as true 認為正確	54.3	54.5	59.1
Considered as false 認為不正確	45.7	45.5	40.9
Sample 樣本	1 054	123	22

$\chi^2 = 0.202$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.2.2 Whether registered any trademark, patent or design in HK 有否在香港註冊商標、專利或外觀設計

While three out of ten (30.0%) of the business establishments claimed they had registered trademark, patent or design in Hong Kong, the majority (69.9%) had not done so. Yet, the rate of doing so was higher in these two years.

Among those establishments who had registered trademark, patent or design, about three-fifths (59.4%) had registered 1 trademark, patent or design and 28.9% had registered 4 or more trademarks, patents or designs and the remaining 9.8% had registered 2 to 3 trademarks, patents or designs.

When analyzed by industry sector, it was observed that establishments in the IT & communications (44.4%) and manufacturing (42.2%) sectors were more likely having their trademark, patent or design registered as compared to other industry sectors.

It was also observed that medium and large sized establishments (46.3% and 43.5% respectively) were more likely having their trademark, patent or design registered in Hong Kong.

約三成 (30.0%) 商業機構表示已經在香港註冊了商標、專利或外觀設計，而大部分 (69.9%) 則表示沒有。不過，有這樣做的比率已逐年上升。

在那些已經在香港註冊了商標、專利或外觀設計的機構中，約六成 (59.4%) 註冊了一個商標、專利或外觀設計，另有 28.9% 註冊了 4 個或以上。而其餘 9.8% 則註冊了 2 至 3 個商標、專利或外觀設計。

以行業類別作分析，發現從事資訊科技及通訊業 (44.4%) 及製造業 (42.2%) 的機構比其他行業較傾向有將自己的商標、專利或外觀設計註冊。

調查亦發現中型及大型機構 (分別佔 46.3% 及 43.5%) 較多有在香港註冊商標、專利或外觀設計。

(表 25 – 28)

(Table 25 – 28)

Table 25: Whether had registered any trademark, patent or design in Hong Kong

表 25：有否在香港註冊商標、專利或外觀設計

	2006 (%)	2005 (%)	2004 (%)
Yes 有	30.0	22.9	12.5
No 沒有	69.9	77.1	87.5
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 26: Number of registered trademark, patent or design

表 26：多少個已註冊的商標、專利或外觀設計

	2006 (%)	2005 (%)	2004 (%)
1	59.4	64.0	74.5
2 – 3	9.8	13.9	13.2
4+	28.9	22.1	12.3
(Mean 平均數)	(3.5)	(3.4)	(2.2)
Sample 樣本	360	276	151

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 27: Whether had registered any trademark, patent or design in Hong Kong – bivariate analysis

表 27：有否在香港註冊商標、專利或外觀設計 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 資訊 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 有	42.2	22.0	31.6	25.0	44.4	35.7	12.6
No 沒有	57.9	78.0	68.4	75.0	55.6	64.3	87.4
Sample 樣本	64	91	694	32	9	182	127

$\chi^2 = 48.682$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 28: Whether had registered any trademark, patent or design in Hong Kong – bivariate analysis

表 28：有否在香港註冊商標、專利或外觀設計 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 有	27.7	46.3	43.5
No 沒有	72.3	53.7	56.5
Sample 樣本	1 054	123	23

$\chi^2 = 71.935$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.2.3 Whether had employees specifically responsible for IP management 是否有員工專責從事知識產權管理的工作

While majority of the business establishments (77.3%) did not have any employee specifically responsible for intellectual property management, about one-fifth (22.6%) had deployed staffs specifically responsible to do so, which was higher than in the past two years.

大部分商業機構 (77.3%) 均沒有員工專責從事知識產權管理的工作，約五分之一 (22.6%) 則表示有委任員工專責這些事務，比例較過去兩年的為高。

When analyzed by industry sector, it was observed that the proportion of having employees specifically responsible for intellectual property management was highest among the establishments in manufacturing sector (32.3%).

按行業類別分析，發現有專責管理知識產權事宜的員工的比例在從事製造業的機構中最高 (32.3%)。

No significant difference between different employment sizes of the establishments on whether having employees specifically responsible for intellectual property management.

不同規模的機構在有否員工專責管理知識產權方面並沒有明顯分別。

Among those establishments that had employees specifically responsible for intellectual property management, most of the staffs were responsible for the registration of trademarks, patents or designs (67.6%), followed by monitoring employees' using of other people's IP rights (58.5%), monitoring the IP rights of the company (47.8%) and licensing / trading IP rights of the company to others (35.6%).

在那些有員工專責管理知識產權事宜的機構中，大多數的員工都是負責申請註冊商標、專利或外觀設計的 (67.6%)，其次是監察員工使用其他人的知識產權 (58.5%)、監察公司的知識產權 (47.8%) 及處理公司知識產權的專利授權 / 交易事宜 (35.6%)。

(Table 29 – 32)

(Table 29 – 32)

Table 29: Whether had employees specifically responsible for intellectual property management

表 29：是否有員工專責從事知識產權管理的工作

	2006 (%)	2005 (%)	2004 (%)
Yes 有	22.6	18.9	10.0
No 沒有	77.3	81.1	90.0
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

**Table 30: Whether had employees specifically responsible for intellectual property management
– bivariate analysis**

表 30：是否有員工專責從事知識產權管理的工作 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 資訊 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 有	32.3	17.6	22.4	28.1	20.0	26.5	15.7
No 沒有	67.7	82.4	77.6	71.9	80.0	73.5	84.3
Sample 樣本	65	91	695	32	10	181	127

$\chi^2 = 28.147$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

**Table 31: Whether had employees specifically responsible for intellectual property management
– bivariate analysis**

表 31：是否有員工專責從事知識產權管理的工作 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 有	21.8	27.6	34.8
No 沒有	78.2	72.4	65.2
Sample 樣本	1 054	123	23

$\chi^2 = 4.093$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 32: In what aspect were the staffs responsible for

表 32：員工專責從事哪方面的工作

	2006 (%)	2005 (%)	2004 (%)
Registration of trademarks, patents or designs 申請註冊商標、專利或外觀設計	67.6	67.2	82.5
Monitoring employee's use of other people's intellectual property rights 監察員工使用其他人的知識產權	58.5	61.7	45.8
Monitoring the intellectual property rights of the company 監察公司的知識產權	47.8	45.6	50.8
Licensing / trading intellectual property rights of the company to others 處理公司知識產權的專利授權 / 交易事宜	35.6	41.4	47.5
Sample: Among all establishments who had employees responsible for intellectual property management 樣本：以所有有員工專責從事知識產權管理工作的機構為基數	272	228	120

Note: The sum of % may not add up to 100 as respondents could give multiple answers.

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

3.2.4 Whether prohibit the staff from using the company computers in uploading or downloading files for personal use during the office hours 有否禁止員工在辦公時間內使用公司電腦上載或下載檔案作私人用途

Of all the business establishments, they were asked whether their company prohibited the staff from using the company computers in uploading or downloading files for personal use during the office hours. Close to three-fifths of the establishments (58.0%) claimed that they prohibited their staff to do so, which was significantly higher than the previous survey. Still, about three-tenths (30.6%) of the establishments claimed they did not do so and the remaining 11.4% claimed they had no computer / no internet connection accessible by staff in the company.

When analyzed by industry sector, it was observed that 80.0% of the establishments in the IT & communications sector prohibited the staff from using the company computers in uploading or downloading files for personal use during the office hours, followed by financing, insurance, real estate & business services sector (71.4%), the manufacturing sector (67.2%) and the public utilities / entertainment / public administration / government / education / community / social service sector (66.1%). In contrast, relatively higher proportions of those in the transport, storage and logistics sector (36.4%) and the wholesale, retail and IE trades / restaurants and tourism sector (34.1%) did not do so.

Medium and large sized establishments (71.8% and 73.9% respectively) also tended more to prohibit the staff from using the company computers in uploading or downloading files for personal use during the office hours.

Of the establishments who claimed that they prohibited their staff from using the company computers in uploading or downloading files for personal use during the office hours, 75.1% of them set up internal rules / guidelines; more than half (57.3%) of the establishments by using the means of monitoring by the company;

所有商業機構人士均被問及有否禁止員工在辦公時間內使用公司電腦上載或下載檔案作私人用途。近六成 (58.0%) 的機構指出她們有這樣做，比例明顯較上一次調查時高。但仍有超過三成 (30.6%) 機構表示她們沒有禁止。其餘 11.4% 表示公司沒有電腦 / 員工的電腦沒有接駁上網。

按行業類別分析，發現有 80.0% 從事資訊科技及通訊業的機構有禁止員工在辦公時間內使用公司電腦上載或下載檔案作私人用途，其次是金融 / 保險 / 地產 / 商用服務業 (71.4%)、製造業 (67.2%) 及公共 / 娛樂事業 / 公共行政 / 政府部門 / 教育 / 社區及社會服務業 (66.1%)。相反地，有較高比例從事運輸 / 倉庫 / 物流業 (36.4%) 及批發 / 零售 / 進出口貿易 / 飲食及旅遊業 (34.1%) 的機構則沒有這樣做。

此外，中型及大型機構 (分別佔 71.8% 及 73.9%) 亦較傾向有禁止員工在辦公時間內使用公司電腦上載或下載檔案作私人用途。

在那些表示有禁止員工在辦公時間內使用公司電腦上載或下載檔案作私人用途的機構中，有 75.1% 表示訂立了公司內部規定 / 指引；超過一半的機構 (57.3%) 由公司監察；40.4% 會定期檢查電腦的硬碟，亦有 11.4% 會在僱員合約上訂明。

(表 33 – 36)

some 40.4% by regular checking of computer hard disks and 11.4% by stating explicitly in the staff's employment contract.

(Table 33 – 36)

Table 33: Whether prohibit the staff from using the company computers in uploading or downloading files for personal use during the office hours

表 33：有否禁止員工在辦公時間內使用公司電腦上載或下載檔案作私人用途

	2006 (%)	2005 (%)	2004 (%)
Yes 有	58.0	49.4	-
No 沒有	30.6	35.4	-
No computer in the company 公司沒有電腦	11.4	15.3	-
Sample 樣本	1 201	1 206	-

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 34: Whether prohibit the staff from using the company computers in uploading or downloading files for personal use during the office hours – bivariate analysis

表 34：有否禁止員工在辦公時間內使用公司電腦上載或下載檔案作私人用途— 雙變項分析

	Manufacturing (%) 製造業 (%)	Construction (%) 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 有	67.2	53.3	52.3	57.6	80.0	71.4	66.1
No 沒有	25.0	26.1	34.1	36.4	20.0	23.6	27.6
No computer in the company 公司沒有電腦	7.8	20.7	13.5	6.1	-	4.9	6.3
Sample 樣本	64	92	694	33	10	182	127

$\chi^2 = 43.182$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 35: Whether prohibit the staff from using the company computers in uploading or downloading files for personal use during the office hours – bivariate analysis

表 35：有否禁止員工在辦公時間內使用公司電腦上載或下載檔案作私人用途 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 有	56.0	71.8	73.9
No 沒有	32.2	17.7	21.7
No computer in the company 公司沒有電腦	11.8	10.5	-
No answer 沒有回答	-	-	4.3
Sample 樣本	1 055	124	23

$\chi^2 = 68.085$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 36: By what means to prohibit the staff from using the company computers in uploading or downloading files for personal use during the office hours

表 36：使用甚麼方法禁止員工在辦公時間內使用公司電腦上載或下載檔案作私人用途

	2006 (%)	2005 (%)	2004 (%)
By internal rules / guidelines 訂立公司內部規定 / 指引	75.1	69.3	-
Monitoring by the company 由公司監察	57.3	58.9	-
Regular checking of computer hard disks 定期檢查電腦的硬碟	40.4	37.8	-
Employment contract 在僱員合約上訂明	11.4	12.2	-
Set Inter access log 安裝上網權限	-	0.1	-
Sample: Among all establishments who prohibited the staff from installing or using pirated computer software 樣本：以所有禁止員工安裝或使用盜版電腦軟件的機構為基數	696	595	-

Note: The sum of % may not add up to 100 as respondents could give multiple answers.

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

3.2.5 Whether prohibit the staff from using the company computers in installing or using pirated computer software 有否禁止員工使用盜版電腦軟件

When being asked whether their company prohibited the staff from installing or using pirated computer software, about seven out of ten of the establishments (70.8%) claimed that they prohibited their staff from doing so, while still 18.3% of the establishments claimed they did not do so and the remaining 10.7% claimed they had no computer / no internet connection accessible by staff in the company. It was observed that the proportion of establishments which had such practice had increased as compared to previous survey.

When analyzed by industry sector, it was observed that all (100.0%) of the establishments in the IT & communications sector prohibited the staff from installing or using pirated computer software, followed by the public utilities / entertainment / public administration / government / education / community / social service sector (87.4%) and financing, insurance, real estate & business services sector (84.0%). In contrast, relatively more of those in the wholesale, retail and IE trades / restaurants and tourism sector (21.7%) and the construction sector (20.7%) did not do so.

The larger the size of the establishments, the higher the proportion of the establishments prohibited the staff from installing or using pirated computer software.

Of the establishments which claimed they prohibited their staff from installing or using pirated computer software, 71.2% of them used the means of setting up internal rules / guidelines; about three-fifths (58.2%) of the establishments were monitoring by the company; 38.3% by regular checking of computer hard disks and 9.1% by stating explicitly in the staff's employment contract.

當被問到有否禁止員工安裝或使用盜版電腦軟件時，大約七成 (70.8%) 的機構表示她們有這樣做，但仍有 18.3% 的機構表示她們沒有禁止，其餘 10.7% 表示公司沒有電腦 / 員工的電腦沒有接駁上網。與去年的調查結果比較，發現有禁止的比例有所增加。

按行業類別分析，發現所有 (100.0%) 從事資訊科技及通訊業的機構均有禁止員工在工作上安裝或使用盜版電腦軟件，其次是公共 / 娛樂事業 / 公共行政 / 政府部門 / 教育 / 社區及社會服務業 (87.4%) 及金融 / 保險 / 地產 / 商用服務業 (84.0%) 的機構。相反地，較多從事批發 / 零售 / 進出口貿易 / 飲食及旅遊業 (21.7%) 及建造業 (20.7%) 的機構並沒有禁止員工這種行爲。

機構的規模越大，有禁止員工安裝或使用盜版電腦軟件的比例亦越高。

在那些聲稱有禁止員工安裝或使用盜版電腦軟件的機構中，71.2% 表示會訂立公司內部規定 / 指引來監察員工使用軟件的情況；約五分之三 (58.2%) 的機構則由公司監察；38.3% 會定期檢查電腦的硬碟，9.1% 會在僱員合約上訂明。

By comparing previous survey, relatively more establishments prohibited their staff from installing or using pirated computer software by setting up internal rules / guidelines. 與上一次的調查結果比較，發現有較多機構會訂立公司內部規定 / 指引來禁止安裝或使用盜版電腦軟件。

(表 37 – 40)

(Table 37 – 40)

Table 37: Whether prohibit the staff from installing or using pirated computer software

表 37：有否禁止員工安裝或使用盜版電腦軟件

	2006 (%)	2005 (%)	2004 (%)
Yes 有	70.8	63.1	49.1
No 沒有	18.3	22.9	28.5
No computer in the company 公司沒有電腦	10.7	14.0	22.4
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 38: Whether prohibit the staff from installing or using pirated computer software

– bivariate analysis

表 38：有否禁止員工安裝或使用盜版電腦軟件 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 有	75.0	58.7	65.0	75.0	100.0	84.0	87.4
No 沒有	17.2	20.7	21.7	18.8	-	13.3	6.3
No computer in the company 公司沒有電腦	7.8	20.7	12.9	6.3	-	2.8	6.3
Sample 樣本	64	92	695	32	10	181	127

$\chi^2 = 63.438$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 39: Whether prohibit the staff from installing or using pirated computer software

- bivariate analysis

表 39：有否禁止員工安裝或使用盜版電腦軟件 - 雙變項分析

	Size of establishments 機構規模		
	1 - 9 (%)	10 - 49 (%)	50+ (%)
Yes 有	68.9	83.1	95.7
No 沒有	19.9	7.3	4.3
No computer in the company 公司沒有電腦	11.0	9.7	-
Sample 樣本	1 054	124	23

$\chi^2 = 20.361$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 40: By what means to prohibit the staff from installing or using pirated computer software

表 40：使用甚麼方法禁止員工安裝或使用盜版電腦軟件

	2006 (%)	2005 (%)	2004 (%)
By internal rules / guidelines 訂立公司內部規定 / 指引	71.2	67.1	52.3
Monitoring by the company 由公司監察	58.2	59.9	71.7
Regular checking of computer hard disks 定期檢查電腦的硬碟	38.3	37.7	32.3
Employment contract 在僱員合約上訂明	9.1	8.9	6.8
Sample: Among all establishments who prohibited the staff from installing or using pirated computer software 樣本：以所有禁止員工安裝或使用盜版電腦軟件的機構為基數	851	761	591

Note: The sum of % may not add up to 100 as respondents could give multiple answers.

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

3.2.6 Whether consider protecting IP rights/ registering IP is beneficial to the company

是否認為保護 / 註冊知識產權對公司是有好處

A vast majority of the business establishments (92.5%) considered that protecting / registering intellectual property rights was beneficial to the company, which was quite similar as in the last round. Only 7.5% considered the opposite.

與上一次調查的結果相若，絕大部分商業機構 (92.5%) 均認為保護 / 註冊知識產權對公司是有好處的。只有 7.5% 持相反意見。

When analyzed by industry sector, it was observed that all establishments in the IT & communications sector (100.0%) considered that protecting IP rights/ registering IP was beneficial to the company, followed by financing, insurance, real estate & business services sector (98.4%). On the contrary, those in the transport, storage & logistics sector (18.8%) were least likely to consider it was beneficial.

以行業類別分析，發現所有從事資訊科技及通訊業 (100.0%) 均認為保護 / 註冊知識產權對公司有好處，其次是金融 / 保險 / 地產 / 商用服務業 (98.4%)。而從事運輸 / 倉庫 / 物流業的機構 (18.8%) 則最傾向不認為此舉是有好處。

No significant difference was observed in terms of the size of establishments as majority (about 92% or more) of the establishments considered that protecting IP rights/ registering IP was beneficial to the company.

不同規模的機構均有大部分 (約 92% 或以上) 認為保護 / 註冊知識產權對公司有好處，意見並無明顯差別。

Among the establishments which considered protecting IP rights/ registering IP was beneficial to the company, 86.5% claimed the main benefit was to “prevent others from copying / using the company’s intellectual property”, followed by “enable the company to build up reputation or goodwill” (69.5%) and “earning income from the company’s intellectual property” (39.9%).

在那些認為保護 / 註冊知識產權對公司有好處的機構中，86.5% 指出最主要的好處是「預防他人複製 / 使用公司的知識產權」，其次是「有助建立公司聲譽」(69.5%) 及「公司可藉著知識產權以賺取收入」(39.9%)。

(表 41 – 44)

(Table 41 – 44)

Table 41: Whether consider protecting IP rights / registering IP is beneficial to the company

表 41：是否認為保護 / 註冊知識產權對公司是有好處

	2006 (%)	2005 (%)	2004 (%)
Yes 認為	92.5	93.0	88.4
No 不認為	7.5	7.0	11.6
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 42: Whether consider protecting / registering intellectual property rights is beneficial to the company – bivariate analysis

表 42：是否認為保護 / 註冊知識產權對公司是有好處 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/ 零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 認為	93.8	90.1	92.8	81.3	100.0	98.4	85.8
No 不認為	6.3	9.9	7.2	18.8	-	1.6	13.4
Sample 樣本	64	91	695	32	10	182	127

$\chi^2 = 31.797$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 43: Whether consider protecting IP rights/ registering IP is beneficial to the company – bivariate analysis

表 43：是否認為保護 / 註冊知識產權對公司是有好處 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 認為	91.9	96.0	95.7
No 不認為	8.0	4.0	4.3
Don't know 不知道	0.1	-	-
Sample 樣本	1 055	124	23

$\chi^2 = 2.957$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 44: The main benefit of a company in seeking protection / registration of intellectual property

表 44：取得保護 / 註冊知識產權對公司的最主要好處

	2006 (%)	2005 (%)	2004 (%)
Prevent others from copying / using the company's intellectual property 預防其他人複製 / 使用公司的知識產權	86.5	87.5	78.6
Enable the company to build up reputation or goodwill 有助建立公司的聲譽	69.5	70.5	70.6
Can earn income from the company's intellectual property 公司可藉著知識產權以賺取收入	39.9	41.9	40.9
Sample: Among all establishments who considered protecting / registering intellectual property rights was beneficial 樣本：以所有認為保護 / 註冊知識產權是有好處的機構為基數	1 111	1 122	1 065

Note: The sum of % may not add up to 100 as respondents could give multiple answers.

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

3.2.7 Whether consider HK is an important place to register trademark, patent or design

是否認為香港是一個重要地點去註冊商標、專利或外觀設計

About four-fifths (80.4%) of the business establishments considered Hong Kong as an important place to register trademark, patent or design, which was quite similar as compared to the previous round. The remaining one-fifth (19.5%) considered the opposite.

約五分之四 (80.4%) 的商業機構認為香港是一個重要地點去註冊商標、專利或外觀設計，與上一次調查的差不多。而其餘五分之一 (19.5%) 則持相反意見。

When analyzed by industry sector, it was observed that those establishments in the the public utilities / entertainment / public administration / government / education / community / social services sector (89.1%) tended more to consider that Hong Kong is an important place to register trademark, patent or design as compared to other industry sectors.

以行業類別分析，發現從事公共 / 娛樂事業 / 公共行政 / 政府部門 / 教育 / 社區及社會服務業 (89.1%) 的機構較其他行業的機構傾向認為香港是一個重要地點去註冊商標、專利或外觀設計。

Relatively more medium sized establishments (87.1%) considered Hong Kong as an important place to register trademark, patent or design.

較多中型機構 (87.1%) 認為香港是一個重要地點去註冊商標、專利或外觀設計。

(表 45 – 47)

(Table 45 – 47)

Table 45: Whether consider Hong Kong is an important place to register trademark, patent or design

表 45：是否認為香港是一個重要地點去註冊商標、專利或外觀設計

	2006 (%)	2005 (%)	2004 (%)
Yes 認為	80.4	79.5	67.5
No 不認為	19.5	20.5	32.5
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 46: Whether consider Hong Kong is an important place to register trademark, patent or design – bivariate analysis

表 46：是否認為香港是一個重要地點去註冊商標、專利或外觀設計 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 認為	71.9	70.3	80.0	84.4	60.0	84.6	89.1
No 不認為	28.1	29.7	20.0	15.6	40.0	15.3	10.9
Sample 樣本	64	91	694	32	10	182	128

$\chi^2 = 26.144$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 47: Whether consider Hong Kong is an important place to register trademark, patent or design – bivariate analysis

表 47：是否認為香港是一個重要地點去註冊商標、專利或外觀設計 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 認為	79.5	87.1	82.6
No 不認為	20.5	12.9	17.4
Sample 樣本	1 055	124	23

$\chi^2 = 13.538$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.2.8 Whether consider the statement “If I have a trademark, patent or design registered in the National Trademark or Patent Registry of PRC, it will be protected in HK” is true

認為「於中華人民共和國商標或專利註冊處註冊的註冊商標、專利或外觀設計，將於香港受到保護」是否正確

More than half (57.9%) of the business establishments know that the statement “If I have a trademark, patent or design registered in the National Trademark or Patent Registry of PRC, it will be protected in HK” is false, while the remaining (42.0%) considered the opposite.

超過一半 (57.9%) 的商業機構知道「於中華人民共和國商標或專利註冊處註冊的註冊商標、專利或外觀設計，在香港是將會受到保護的」的說法是錯誤的，而餘下 (42.0%) 的商業機構則並不知道。

No significant difference was observed in terms of the different industry sectors and size of establishments of considering whether the above statement is true.

不同行業及規模的機構對上述句子的說法是否正確方面並無明顯差別。

(表 48 – 50)

(Table 48 – 50)

Table 48: Whether consider the statement “If I have a trademark, patent or design registered in the National Trademark or Patent Registry of PRC, it will be protected in HK” is true

表 48：認為「於中華人民共和國商標或專利註冊處註冊的註冊商標、專利或外觀設計，將於香港受到保護」

是否正確

	2006 (%)	2005 (%)	2004 (%)
Consider as true 認為正確	42.0	44.8	-
Consider as false 認為不正確	57.9	55.2	-
Sample 樣本	1 201	1 206	-

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 49: Whether consider the statement “If I have a trademark, patent or design registered in the National Trademark or Patent Registry of PRC, it will be protected in HK” is true – bivariate analysis

表 49：認為「於中華人民共和國商標或專利註冊處註冊的註冊商標、專利或外觀設計，將於香港受到保護」

是否正確- 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 資訊 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Consider as true 認為正確	35.9	37.4	43.0	45.2	33.3	35.2	52.8
Consider as false 認為不正確	64.1	62.6	57.0	54.8	66.7	64.8	47.2
Sample 樣本	64	91	695	31	9	182	127

$\chi^2 = 11.990$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 50: Whether consider the statement “If I have a trademark, patent or design registered in the National Trademark or Patent Registry of PRC, it will be protected in HK” is true – bivariate analysis

表 50：認為「於中華人民共和國商標或專利註冊處註冊的註冊商標、專利或外觀設計，將於香港受到保護」

是否正確- 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Consider as true 認為正確	42.3	42.7	26.1
Consider as false 認為不正確	57.7	57.3	73.9
Sample 樣本	1 054	124	23

$\chi^2 = 2.460$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.2.9 Whether would check the HK trademark register before using / adopting your own trademark for your goods / services

會否在使用商標於產品 / 服務前檢查是否已有同樣的商標註冊過

While about two-fifths (43.4%) of the establishments would not check the Hong Kong trademark register before using / adopting their own trademark for their goods / services, more than half (54.6%) would do so, which was higher than that in the past years.

約五分之一 (43.4%) 機構表示不會在使用商標於產品 / 服務前檢索商標是否有註冊過，而超過一半 (54.6%) 則會這樣做，比例較往年有增加。

No significant difference was observed in terms of the different industry sectors and size of establishments of whether would check the trademark register before using / adopting.

不同行業及規模的機構就會否在使用商標時檢索商標有否註冊過方面並無明顯差別。

(表 51 – 53)

(Table 51 – 53)

Table 51: Whether would check the Hong Kong trademark register before using / adopting their own trademark

表 51：會否在使用商標於產品 / 服務前檢查是否已有同樣的商標註冊過

	2006 (%)	2005 (%)	2004 (%)
Yes 有檢索	54.6	48.8	40.6
No 沒有檢索	43.4	51.2	59.4
Refused to answer 拒絕回答	2.0	-	-
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 52: Whether would check the Hong Kong trademark register before using / adopting their own trademark – bivariate analysis

表 52：會否在使用商標於產品 / 服務前檢查是否已有同樣的商標註冊過 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 有檢索	50.0	56.0	55.0	50.0	100.0	58.2	45.3
No 沒有檢索	48.4	40.7	43.2	50.0	-	40.1	51.6
Refused 拒答	1.6	3.3	1.9	-	-	1.6	3.1
Sample 樣本	64	91	695	32	9	182	128

$\chi^2 = 16.083$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 53: Whether would check the Hong Kong trademark register before using / adopting their own trademark – bivariate analysis

表 53：會否在使用商標於產品 / 服務前檢查是否已有同樣的商標註冊過 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 有檢索	54.0	58.1	60.9
No 沒有檢索	43.9	40.3	34.8
Refused 拒答	2.1	1.6	4.3
Sample 樣本			

$\chi^2 = 1.941$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.2.10 Whether carry out research and development in HK 有否在香港進行“研究及開發”

While more than three-fifths of the business establishments (63.4%) did not carry out research and development in Hong Kong and about one quarter (26.6%) claimed their business had no such need, only 9.9% had carried out research and development in Hong Kong. Among these establishments, most of them (69.7%) would search the patent register to ensure that they would not infringe other's inventions.

超過五分之三的商業機構 (63.4%) 沒有在香港進行“研究及開發”，另有大約四分之一 (26.6%) 表示公司業務沒有此需要，只有 9.9% 曾經在香港進行“研究及開發”。在這些機構中，大多數 (69.7%) 會檢索專利註冊，以確保不會侵犯他人的發明。

Among those who would search the patent register, they were further asked whether the search of patent register would find useful ideas for developing into new inventions. It was observed that majority of these establishments (71.1%) agreed that the search of the patent register would find useful ideas for developing into new inventions.

那些會檢索專利註冊的機構再被問到會否從檢索專利註冊中找到有用的概念去發展新的發明，結果發現這些機構有大部分 (71.1%) 同意從檢索專利註冊中會找到有用的概念去發展新的發明。

Yet, it was observed that the respective percentages were slightly declined when compared with the past years.

然而，調查發現有關的百分比均較往年有所下降。

(Table 54 – 56)

(表 54 – 56)

Table 54: Whether carry out research and development in Hong Kong

表 54：有否在香港進行研究及開發

	2006 (%)	2005 (%)	2004 (%)
No 沒有	63.4	60.9	67.4
No research and development needs for the business 公司業務沒有“研究及開發”的需要	26.6	29.8	25.5
Yes 有	9.9	9.3	7.1
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 55: Whether would search the patent register to ensure not infringing other's inventions

表 55：會否檢索專利註冊，以確保不會侵犯他人發明

	2006 (%)	2005 (%)	2004 (%)
Yes 會	69.7	77.9	80.9
No 不會	30.3	22.1	19.1
Sample: Among all establishments who carried out R&D in HK 樣本: 以所有在香港進行 "研究及開發" 工作的機構為基數	119	112	86

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 56: Whether the search of the patent register would find useful ideas for developing into new inventions

表 56：有否從檢索專利註冊中找到有用的概念去發展新的發明

	2006 (%)	2005 (%)	2004 (%)
Yes 會	71.1	81.0	85.3
No 不會	28.9	19.0	14.7
Sample: Among all establishments who searched the patent register to avoid infringing other people's invention 樣本: 以所有會否檢索專利註冊以避免侵犯他人發明的機構為基數	83	57	69

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.2.11 The most serious consequence for a company which infringed the IP of others 侵犯他人知識產權的最嚴重的後果

Establishments were asked to rank the seriousness of the consequence for a company which infringed the intellectual property of others. It was observed that more than one quarter of the establishments (27.1%) considered the most serious consequence was loss of money invested in the business / infringing goods, followed by damaged to company's reputation / goodwill (21.8%) and civil liability (large amount of compensation paid; 20.0%).

對於侵犯他人知識產權的後果嚴重程度先後次序，超過四分之一的機構 (27.1%) 認為最嚴重的後果是公司損失投資在業務上 / 該項侵權產品上的資金，其次是公司的聲譽受損 (21.8%) 及要負上民事責任 (支付大額的賠償；20.0%)。

For the findings in the recent two years, relatively more establishments considered loss of money invested in the business / infringing goods (27.7% and 26.8% versus 7.3%) as the most serious consequence, whereas relatively smaller proportion considered criminal liability (13.3% and 12.4% versus 50.1%) as the most serious consequence.

在最近兩年的調查結果發現，較多機構認為最嚴重的後果是公司損失投資在業務上 / 該項侵權產品上的資金 (27.7% 及 26.8% 對比 7.3%)，而認為公司要負上刑事責任 (13.3% 及 12.4% 對比 50.1%) 是最嚴重後果的比例則較去年為小。

(表 57)

(Table 57)

Table 57: The perceived most serious consequence for a company which infringed the intellectual property of others

表 57：認為侵犯他人知識產權的最嚴重後果

	2006 (%)	2005 (%)	2004 (%)
Loss of money invested in the business/ infringing goods 損失投資在業務上 / 該項侵權產品上的資金	27.1	26.8	7.3
Damage to company's reputation/ goodwill 公司聲譽受損	21.8	25.0	14.7
Civil liability (e.g. Large amount of compensation paid) 要負上民事責任 (如: 支付大額的賠償)	20.0	19.0	21.6
Disruption to the running of the business/ trade 公司的業務 / 商業活動需要暫時停止	17.1	16.7	6.2
Criminal liability 公司要負上刑事責任	13.3	12.4	50.1
Don't know/ Hard to say 不知道 / 很難說	0.8	-	-
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.3 Attitudes towards Long-term Development for IP Rights 對保護知識產權長遠發展的意見

In terms of the long-term development for IP rights, most of the business establishments (89.8%) considered that the protection of intellectual property rights was very / quite helpful to the development of local creative industries. Furthermore, nearly three quarters of the establishments considered the protection of IP rights was very / quite helpful for enhancing the creation of business opportunity (74.9%) and wealth and the overall development of Hong Kong's economy (72.9%).

While more than three quarters of the establishments from different industry sectors considered it very / quite helpful that the protection of IP rights could help the development of local creative industries, relatively lower proportion of establishments from the transport, storage & logistics sector (65.6%) considered so.

Besides, small and medium sized establishments (89.7% and 91.9% respectively) tended more to consider that protection of IP rights was helpful in the development of local creative industries.

就保護知識產權的長遠發展而言，大多數商業機構 (89.8%) 均認為保護知識產權對本地創意產業發展非常有幫助 / 頗有幫助。除此之外，亦有接近四分之三的機構認為保護知識產權對營商者創造商機及財富 (74.9%) 及香港整體經濟發展 (72.9%) 非常有幫助 / 頗有幫助。

逾七成半從事不同行業的機構均認為保護知識產權對本地創意產業發展非常有幫助 / 頗有幫助，而從事運輸 / 倉庫 / 物流業的機構有相同觀點的比例則相對較低 (65.6%)。

另外，中小型機構 (分別佔 89.7% 及 91.9%) 較傾向認為保護知識產權對促進本地創意產業發展有幫助。

(表 58 – 66)

(Table 58 – 66)

Table 58: Whether consider the protection of IP rights could help the development of local creative industries

表 58：認為保護知識產權對促進本地創意產業發展有沒有幫助

	2006 (%)	2005 (%)	2004 (%)
Very helpful 非常有幫助	51.4	53.7	49.5
Quite helpful 頗有幫助	38.4	35.9	35.9
Average 一般	8.4	9.1	11.2
Not quite helpful 幫助不大	0.9	0.6	0.9
Not helpful at all 完全沒有幫助	0.1	0.1	0.2
Don't know / Hard to say 不知道 / 很難說	0.8	0.6	2.3
Very / quite helpful 非常有幫助 / 頗有幫助	89.8	89.6	85.4
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	1.0	0.7	1.1
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.
 註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 59: Whether consider the protection of IP rights could enhance the creation of business opportunity and wealth

表 59：認為保護知識產權對促進營商者創造商機及財富有沒有幫助

	2006 (%)	2005 (%)	2004 (%)
Very helpful 非常有幫助	29.6	32.0	31.8
Quite helpful 頗有幫助	45.4	41.4	43.8
Average 一般	20.8	21.1	16.4
Not quite helpful 幫助不大	2.1	3.1	3.7
Not helpful at all 完全沒有幫助	0.2	0.1	0.2
Don't know / Hard to say 不知道 / 很難說	1.9	2.3	4.1
Very / quite helpful 非常有幫助 / 頗有幫助	74.9	73.4	75.6
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	2.4	3.3	3.9
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.
 註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 60: Whether consider the protection of IP rights could help the overall development of HK's economy

表 60：認為保護知識產權對促進香港整體經濟發展有沒有幫助

	2006 (%)	2005 (%)	2004 (%)
Very helpful 非常有幫助	29.6	26.8	25.1
Quite helpful 頗有幫助	46.2	44.3	42.1
Average 一般	21.1	22.1	20.5
Not quite helpful 幫助不大	4.1	4.4	6.6
Not helpful at all 完全沒有幫助	0.3	0.2	0.7
Don't know / Hard to say 不知道 / 很難說	1.7	2.2	5.0
Very / quite helpful 非常有幫助 / 頗有幫助	72.9	71.1	67.2
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	4.4	4.7	7.3
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.
 註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 61: Whether consider the protection of IP rights could help the development of local creative industries – bivariate analysis

表 61：認為保護知識產權對促進本地創意產業發展有沒有幫助 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 資訊 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Very / quite helpful 非常有幫助/ 頗有幫助	75.4	89.0	90.9	65.6	90.0	94.5	90.6
Average 一般	15.4	11.0	7.8	31.3	10.0	3.3	7.0
Not quite / not helpful at all 幫助不大/ 完全沒有幫助	7.7	-	0.3	-	-	1.6	1.6
Don't know /Hard to say 不知道 / 很難說	1.5	-	1.0	3.1	-	0.5	0.8
Sample 樣本	65	91	694	32	10	182	128

$\chi^2 = 73.556$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 62: Whether consider the protection of IP rights could enhance the creation of business opportunity and wealth – bivariate analysis

表 62：認為保護知識產權對促進營商者創造商機及財富有沒有幫助 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 資訊 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Very / quite helpful 非常有幫助/ 頗有幫助	67.7	75.8	75.1	65.6	100.0	75.8	76.2
Average 一般	26.2	16.5	21.0	28.1	-	22.5	18.3
Not quite / not helpful at all 幫助不大/ 完全沒有幫助	3.1	4.4	2.2	3.1	-	1.1	3.2
Don't know /Hard to say 不知道 / 很難說	3.1	3.3	1.7	3.1	-	0.5	2.4
Sample 樣本	65	91	695	32	9	182	126

$\chi^2 = 14.402$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 63: Whether consider the protection of IP rights could help the overall development of

HK's economy – bivariate analysis

表 63：認為保護知識產權對促進香港整體經濟發展有沒有幫助 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Very / quite helpful 非常有幫助/ 頗有幫助	68.8	71.1	73.5	62.5	80.0	73.6	74.0
Average 一般	23.4	21.1	20.7	25.0	20.0	22.0	19.7
Not quite / not helpful at all 幫助不大/ 完全沒有幫助	4.7	4.4	4.0	9.4	-	4.4	4.7
Don't know /Hard to say 不知道 / 很難說	3.1	3.3	1.7	3.1	-	-	1.6
Sample 樣本	64	90	695	32	10	182	127

$\chi^2 = 9.917$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 64: Whether consider the protection of IP rights could help the development of

local creative industries – bivariate analysis

表 64：認為保護知識產權對促進本地創意產業發展有沒有幫助 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Very / quite helpful 非常有幫助 / 頗有幫助	89.7	91.9	79.2
Average 一般	8.8	4.1	12.5
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	0.9	0.8	4.2
Don't know /Hard to say 不知道 / 很難說	0.6	3.3	4.2
Sample 樣本	1 055	123	24

$\chi^2 = 17.787$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 65: Whether consider the protection of IP rights could enhance the creation of business opportunity and wealth – bivariate analysis

表 65：認為保護知識產權對促進營商者創造商機及財富有沒有幫助 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Very / quite helpful 非常有幫助 / 頗有幫助	74.7	77.2	73.9
Average 一般	21.4	15.4	21.7
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	2.1	4.9	-
Don't know /Hard to say 不知道 / 很難說	1.8	2.4	4.3
Sample 樣本	1 055	123	23

$\chi^2 = 7.188$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 66: Whether consider the protection of IP rights could help the overall development of HK's economy – bivariate analysis

表 66：認為保護知識產權對促進香港整體經濟發展有沒有幫助 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Very / quite helpful 非常有幫助 / 頗有幫助	72.3	78.2	69.6
Average 一般	21.9	13.7	21.7
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	4.2	5.6	4.3
Don't know /Hard to say 不知道 / 很難說	1.6	2.4	4.3
Sample 樣本	1 055	124	23

$\chi^2 = 5.984$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.4 Awareness of IPD and its' promotional activities

對知識產權署及其宣傳活動的認知

3.4.1 Awareness of IPD and its' duties

對知識產權署及其工作的認知

While most of the business establishments were aware that IPD was responsible for promoting awareness on IP rights protection (92.9%), public education about IP (75.7%), registration of patents (71.9%), registration of trademark (71.7%) and design registration (57.0%), only about half were aware that IPD was also responsible for IP law drafting (51.0%) and acted as Government's IP legal advisor (50.6%).

On the other hand, more than half of the establishments (55.6%) misunderstood that IPD was responsible for receiving complaints on copyright piracy and trademark counterfeiting. Some also misunderstood that IPD was responsible for investigating into infringing activities (43.7%), and criminal justice of IP (32.5%).

When compared with the previous years, it was observed that more and more establishments were aware that IPD was responsible for promoting awareness on IP rights protection and public education about IP.

When analyzed by industry sector, it was observed that all establishments (100.0%) in the IT & communications sector were aware of the duties of IPD, followed by those in the financing, insurance, real estate & business services sector (98.9%) and the manufacturing sector (98.4%). On the contrary, relatively more of those in the construction sector (9.9%) were not aware of the duties of IPD.

No significant difference was observed between the sizes of establishments with the awareness level of the duties of IPD.

大多數商業機構均知道知識產權署是負責宣傳 / 推廣保護知識產權 (92.9%)、有關知識產權的公民教育 (75.7%)、專利註冊 (71.9%)、商標註冊 (71.7%) 及外觀設計註冊 (57.0%) 的，而知道知識產權署亦有負責草擬知識產權法例 (51.0%) 及擔當政府的知識產權法律顧問 (50.6%) 的比例則只有大約一半。

另一方面，過半數機構 (55.6%) 誤以為知識產權署負責接受盜版及商標冒牌的投訴，亦有部分機構誤以為知識產權署負責調查侵權活動 (43.7%) 及對知識產權的刑事執法 (32.5%)。

與往年比較，發現已有愈來愈多機構知道知識產權署是負責宣傳 / 推廣知識產權及有關知識產權的公民教育。

以行業類別分析，發現所有 (100.0%) 從事資訊科技及通訊業的機構均認知到知識產權署的工作範圍，其次是從事和金融 / 保險 / 地產 / 商用服務業 (98.9%) 及製造業 (98.4%) 的機構。反之，較多從事建造業 (9.9%) 的機構則未能正確指出知識產權署的工作範圍。

不同規模的機構對知識產權署的工作的認知程度並無明顯差別。

(表 67a – 69)

(Table 67a – 69)

Table 67a: Awareness of the duties of IPD

表 67a：對知識產權署工作範圍的認知

	2006 (%)	2005 (%)	2004 (%)
<u>Correct</u> 正確			
Promote awareness on IP rights protection 宣傳 / 推廣保護知識產權	92.9	90.5	86.0
Public education about intellectual property 有關知識產權的公民教育	75.7	71.7	61.0
Registration of patents 專利註冊	71.9	71.5	71.1
Registration of trademark 商標註冊	71.7	71.7	68.1
Design registration 外觀設計註冊	57.0	58.6	55.2
Intellectual property law drafting 草擬知識產權法例	51.0	52.7	-
As legal advisor for government 作為政府的知識產權法律顧問	50.6	48.4	48.0
<u>Incorrect</u> 不正確			
Receiving complaints on copyright piracy and trademark counterfeiting 接受盜版及商標冒牌的投訴	55.6	58.4	55.2
Investigate into infringing activities 調查侵權活動	43.7	46.2	46.4
Criminal justice of intellectual property 知識產權的刑事執法	32.5	33.5	-
<u>Don't know</u> 不知道	2.4	3.4	4.1
Sample 樣本	1 201	1 206	1 204

Note: The sum of % may not add up to 100 as respondents could give multiple answers.
註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 67b: Awareness of the duties of IPD

表 67b：對知識產權署工作範圍的認知

	2006 (%)	2005 (%)	2004 (%)
Aware (at least one of the answer correct) 知道 (至少有一個答案正確)	97.2	96.2	94.2
Not aware (no correct answer or declared "don't know") 不知道 (沒有正確答案或表示 "不知道")	2.8	3.8	5.8
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 68: Awareness of the duties of IPD – bivariate analysis

表 68：對知識產權署工作範圍的認知 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 資訊 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Aware 知道	98.4	90.1	97.6	93.8	100.0	98.9	97.6
Not aware 不知道	1.6	9.9	2.4	6.3	-	1.1	2.4
Sample 樣本	64	91	695	32	10	182	127

$\chi^2 = 20.971$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。* Caution: Small base

* 注意：樣本數量較少

Table 69: Awareness of the duties of IPD – bivariate analysis

表 69：對知識產權署工作範圍的認知 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Aware 知道	97.1	98.4	95.7
Not aware 不知道	2.9	1.6	4.3
Sample 樣本	1 054	124	23

$\chi^2 = 0.908$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.4.2 Participation of IPD's seminar or exhibition 對知識產權署的講座或展覽的參與

Business establishments were asked whether they had attended any seminar or visited any exhibition organized by IPD in the past 12 months. While close to four-fifths of the establishments (79.7%) claimed they had not attended or visited any seminar / exhibition organized by IPD in the past 12 months, the remaining 20.1% establishments recalled the seminar / exhibition attended.

As compared to the previous round, about similar proportion of the business establishments claimed that they had attended any seminar or visited any exhibition organized by IPD in the past 12 months.

When analyzed by industry sector, it was observed that relatively higher proportion of the establishments in the wholesale, retail & IE trades / restaurants & tourism sector (84.7%) claimed that they had not attended or visited the seminars / exhibitions organized by IPD in the past 12 months, followed by those in the manufacturing sector (79.7%).

No significant difference was observed between the size of establishments with the incidence of attending / visiting any seminar / exhibition organized by IPD in the past 12 months.

(Table 70 – 72)

被問及在過去 12 個月有否出席過任何由知識產權署所舉辦的講座或參觀過該署的展覽，近八成商業機構代表 (79.7%) 聲稱他們過去十二個月沒有出席或參觀過由知識產權署所舉辦的講座 / 展覽，而其餘 20.1% 則表示記得曾經參加過的講座 / 展覽。

與上一次的調查結果比較，有相若比例的商業機構表示曾在過去 12 個月出席或參觀過由知識產權署所舉辦的講座 / 展覽。

以行業類別分析，發現有較高比例從事批發 / 零售 / 進出口貿易 / 飲食及旅遊業 (84.7%) 的機構表示在過去 12 個月沒有出席或參觀過由知識產權署所舉辦的講座 / 展覽，其次是製造業 (79.7%)。

不同規模的機構在過去十二個月有參與知識產權署所舉辦的講座 / 展覽的比率沒有明顯差別。

(表 70 – 72)

Table 70: Ever attended or visited IPD's seminar / exhibition

表 70 : 曾否出席 / 參觀過由知識產權署所舉辦的講座 / 展覽

	2006 (%)	2005 (%)	2004 (%)
Had attended or visited IPD's seminar / exhibition 有出席 / 參觀過任何該署的講座 / 展覽	20.3	23.1	11.7
Hong Kong 香港			
Hong Kong Book Fair 香港書展	11.3	13.6	-
Hong Kong Computer & Communications Festival 香港電腦通訊節	7.1	5.7	-
International ICT Expo 國際資訊科技博覽	2.9	3.0	-
Regional Symposium on Intellectual Property Rights – “Creating Wealth through Brand Building” 「利用品牌、創造財富」知識產權區域研討會	1.1	1.0	-
IPR Protection Seminar - “Tips on Managing IP and Handling IPR Infringement.” 保護知識產權講座 – 「管理知識產權及侵權處理的要訣」 (主辦機構: 知識產權署、香港貿易發展局及香港工業總會)	0.6	-	-
Hong Kong Licensing Show 香港專利授權展	0.4	0.4	-
Hong Kong Comics Festival 香港漫畫展	0.4	-	-
The 'Hong Kong - The Real Experience' Seminar 「正版正貨」承諾保護知識產權講座	0.2	-	-
Innovation and Design Expo 創新科技及設計博覽	0.2	-	-
Mainland China 中國內地			
2005 Jiangmen Seminar on Intellectual Property (IP) and the Development of SMEs -- "IP as a Tool in Developing Business Opportunities" 2005 粵港知識產權與中小企業發展(江門)研討會 - 「以知識產 權開拓商機」	0.5	-	-
2005 Huizhou Seminar on Intellectual Property (IP) and the Development of SMEs -- "IP as a Tool in Developing Business Opportunities" 2005 粵港知識產權與中小企業發展(惠州)研討會 - 「以知識產 權開拓商機」	0.2	-	-
Visited exhibition, but cannot remember which one 有參觀過展覽, 但忘記是哪一個	1.5	1.3	-
Attended seminar, but cannot remember which one 有出席過講座, 但忘記是哪一個	1.0	0.7	-
Had not attended / visited any seminar / exhibition organized by IPD 沒有出席 / 參觀過任何該署的講座 / 展覽	79.7	76.9	88.3
Sample 樣本	1 201	1 206	1 204

Note: The sum of % may not add up to 100 as respondents could give multiple answers.

Mention(s) with less than 0.05% was not shown.

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。
沒有顯示少於 0.05% 機構提及的答案。

Table 71: Ever attended or visited IPD's seminar / exhibition – bivariate analysis

表 71：曾否出席 / 參觀過由知識產權署所舉辦的講座 / 展覽 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 資訊 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 曾經出席 / 參觀過	20.3	23.9	15.3	31.3	22.2	29.1	29.9
No 未曾出席 / 參觀過	79.7	76.1	84.7	68.8	77.8	70.9	70.1
Sample 樣本	64	92	695	32	9	182	127

$\chi^2 = 30.082$; p-value < 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

注意：樣本數量較少

Table 72: Ever attended or visited IPD's seminar / exhibition – bivariate analysis

表 72：曾否出席 / 參觀過由知識產權署所舉辦的講座 / 展覽 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 曾經出席 / 參觀過	19.8	22.0	34.8
No 未曾出席 / 參觀過	80.2	78.0	65.2
Sample 樣本	1 054	123	23

$\chi^2 = 3.328$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.4.3 Awareness of IPD's advertising and promotional activities 對知識產權署的廣告及宣傳活動的認知

Business establishments were asked whether they had seen / heard any IPD's advertising or promotional activities in different channels in the past 12 months. While majority of them (90.7%) recalled seeing IPD's advertising and promotional activities on TV, nearly half or more of the establishments claimed seeing the print ad / promotional materials (58.1%) and awared of IPD's advertising or promotional activities on radio (49.2%).

當被問及曾否在過去 12 個月透過任何途徑見過 / 聽過知識產權署的廣告或宣傳活動時，大部分商業機構代表 (90.7%) 均表示記得曾在電視見過知識產權署的廣告或宣傳活動，另有接近半數或以上表示曾經從印刷廣告 / 宣傳物品 (58.1%) 及電台 (49.2%) 接觸過知識產權署的廣告或宣傳活動。

(表 73 – 74)

(Table 73 – 74)

Table 73: Awareness of IPD's advertising and promotional activities

表 73：對知識產權署的廣告及宣傳活動的認知

	2006 (%)
TV 電視	
The API of the "Don't Use Pirated Software Today, Not Even Once" 《勿用盜版軟件，一次都唔可以》電視宣傳片	37.5
The API of the "Let's Be Imaginative, Creative; Let's Protect IP Rights (McMug)" 《想像、創作、保護知識產權 (麥嘜)》電視宣傳片	25.0
The API series on Intellectual Property Protection 保護知識產權電視宣傳片系列	14.3
The API of the "No Fakes Pledge" (Hong Kong Only) 《「正版正貨」承諾行動正版大將軍》電視宣傳片	11.4
The API of 'Mission to Stop Piracy' (featuring Arnold Schwar) 反盜版任務電視宣傳片 (由亞諾舒華辛力加及成龍主演)	6.4
The API of the "Shop for Real" (In Hong Kong & Guangdong) 《愛正版 買正貨》粵港電視宣傳片	5.9
"Creativity Is Wealth" – Show in Exhibitions 《創造財富》- 在展覽活動中播放	3.9
TV series – "Making Intellectual Property Your Business – A Wealth Creation Series" 《知識產權與你息息相關 – 致富系列》	3.4
"Treasure Trove of Ideas" - Show in Exhibitions 《知產新寶藏》- 在展覽活動中播放	0.1
Cannot remember which ad / program 電視見過，但忘記是哪一個廣告 / 特輯	29.4
Radio 電台	
API on Music Copyright Protection "Keep away from Download Pirated MP3 and Pirated Music Recording" 《遠離盜版歌曲，切勿下載盜版 MP3》宣傳聲帶	16.4
The API of the World IP Day 《世界知識產權日》宣傳聲帶	3.8
Cannot remember which ad / program 聽過但忘記是哪一個廣告 / 節目	31.0
Sample 樣本	1 089

Note: The sum of % may not add up to 100 as respondents could give multiple answers.
註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 73: Awareness of IPD's advertising and promotional activities (cont')

表 73：對知識產權署的廣告及宣傳活動的認知 (續)

	2006 (%)
Print ad / promotional materials	58.1
印刷廣告 / 宣傳物品	58.1
"No Fakes Pledge" advertisement in MTR escalator crown and KCR escalator crown 於地鐵及九鐵內之「正版正貨承諾」廣告	26.2
"No Fakes Pledge" advertisement in newspapers and magazines 於報章及雜誌內刊登之「正版正貨承諾」廣告	16.6
"No Fakes Pledge" labels in shops 貨品或商戶貼有「正版正貨承諾」標籤	12.4
The "No Fakes Pledge Merchants Name List 2005" 「正版正貨承諾」商戶名冊 2005	10.0
Booklet "Intellectual Property in Hong Kong" 「香港的知識產權」小冊子	4.0
Newspaper Supplements about the "World Intellectual Property Day" 於報章刊載「世界知識產權日」特約專輯	3.2
Comic book on Intellectual Property 漫「話」知識產權	1.4
Shopping and Entertainment in Hong Kong 香港購物玩樂	0.7
Cannot remember which print ad / promotional materials 見過，但忘記是哪一個印刷廣告 / 宣傳物品	12.4
Outdoor Advertising	31.8
戶外廣告	31.8
The "No Fakes Pledge" Octopus pouches distributed at the MTR stations 地鐵站內派發之「正版正貨承諾」八達通套	7.9
The "No Fakes Pledge" advertisement on tram 電車上之「正版正貨承諾」廣告	4.9
The API series on Intellectual Property Protection in bus 於巴士內播放之保護知識產權電視宣傳片系列	2.2
The API of 'Mission to Stop Piracy' in bus (featuring Arnold Schwar) 於巴士內播放之反盜版任務電視宣傳片 (由亞諾舒華辛力加及成龍主演)	2.1
The API of the 'Shop for Real' (In Hong Kong & Guangdong) in bus 於巴士內播放之《愛正版 買正貨》粵港電視宣傳片	1.9
The "No Fakes Pledge" advertisement at the Peak Tower 山頂景觀台上之「正版正貨承諾」廣告	1.9
"No Fakes Pledge" advertisement in HK International Airport's trolley 香港機場手推車內之「正版正貨承諾」廣告	1.5
The API of the 'Shop for Real' (In Hong Kong & Guangdong) at HK International Airport's Departure Hall 於香港機場離境大堂內播放之《愛正版 買正貨》粵港電視宣傳片	1.3
Cannot remember which print outdoor advertising 見過，但忘記是哪一個戶外廣告	15.9
Sample	1 201
樣本	1 201

Note: The sum of % may not add up to 100 as respondents could give multiple answers.

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 73: Awareness of IPD's advertising and promotional activities (cont')

表 73：對知識產權署的廣告及宣傳活動的認知 (續)

	2006 (%)
其他 Other	9.2
IPD website 知識產權署網頁	8.7
IP Database for Guangdong, HK and Macao 粵港澳知識產權資料庫	1.9
I Pledge - 6th Anniversary mini concert 我承諾六週年音樂會	0.2
Do not remember whether ever seen / heard 忘記有沒有見過 / 聽過	4.3
Haven't seen / heard of any promotions by IPD 沒有見過 / 聽過任何該署的宣傳	2.3
Sample 樣本	1 201

Note: The sum of % may not add up to 100 as respondents could give multiple answers.
註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 74: Awareness of IPD's advertising and promotional activities – by Media

表 74：對知識產權署的廣告及宣傳活動的認知 – 媒體

	2006 (%)	2005 (%)	2004 (%)
TV 電視	90.7	90.4	90.5
Print ad / promotional materials 印刷廣告 / 宣傳物品	58.1	56.3	40.9
Radio 電台	49.2	51.6	52.7
Outdoor Advertising 戶外廣告	31.8	28.1	-
Other 其他	9.2	11.3	-
Do not remember whether ever seen / heard 忘記有沒有見過 / 聽過	4.3	3.8	4.9
Haven't seen / heard of any promotions by IPD 沒有見過 / 聽過任何該署的宣傳	2.3	2.9	2.7
Sample 樣本	1 201	1,206	1,204

Note: The sum of % may not add up to 100 as respondents could give multiple answers.
註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

3.4.4 Effectiveness of the promotional activities held by IPD in raising the awareness of HK businesses on protecting IP rights

知識產權署的宣傳活動對提升香港商界保護知識產權意識的有效程度

In terms of the effectiveness of the promotional activities held by IPD in raising the awareness of Hong Kong businesses on protecting IP rights, opinions were quite even split with 48.3% of the business establishments considered them very / quite effective, which was slightly higher than in the last round, and 43.8% considered the opposite.

對於知識產權署的宣傳活動對提升香港商界保護知識產權意識的有效程度，意見頗為平均，有 48.3% 的商業機構認為很有效 / 有效，較上一次略為增加了，而 43.8% 則持相反意見。

No significant difference was observed between the different industries and the sizes of establishments with the perceived effectiveness of promotional activities held by IPD in raising the awareness of Hong Kong businesses on protecting IP rights.

不同行業及規模的機構認為知識產權署的宣傳活動能提升香港商界保護知識產權意識的比例並沒有明顯分別。

(表 75 – 77)

(Table 75 – 77)

Table 75: Effectiveness of the promotional activities held by IPD in raising the awareness of Hong Kong

表 75：知識產權署的宣傳活動對提升香港商界保護知識產權意識的有效程度

	2006 (%)	2005 (%)	2004 (%)
Very effective 很有效	6.8	5.9	7.7
Quite effective 頗有效	41.5	37.4	37.8
Quite ineffective 不大有效	42.4	47.5	46.4
Very ineffective 完全沒有效	1.4	1.1	1.4
Don't know / Hard to say 不知道 / 很難說	7.9	8.1	6.7
Very / quite effective 很有效 / 頗有效	48.3	43.4	45.5
Quite / very ineffective 不大有效 / 完全沒有效	43.8	48.5	47.8
Sample 樣本	1 201	1 206	1 204

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 76: Effectiveness of the promotional activities held by IPD in raising the awareness of Hong Kong – bivariate analysis

表 76：知識產權署的宣傳活動對提升香港商界保護知識產權意識的有效程度 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm.* 資訊 科技及 通訊業* (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Very / quite effective 很有效 / 頗有效	52.3	41.8	49.6	50.0	50.0	45.3	46.5
Quite / very ineffective 不大有效 / 完全沒有效	43.1	51.6	42.2	46.9	40.0	45.9	44.9
Don't know /Hard to say 不知道 / 很難說	4.6	6.6	8.2	3.1	10.0	8.8	8.7
Sample 樣本	65	91	695	32	10	181	127

$\chi^2=6.189$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small base

* 注意：樣本數量較少

Table 77: Effectiveness of the promotional activities held by IPD in raising the awareness of Hong Kong – bivariate analysis

表 77：知識產權署的宣傳活動對提升香港商界保護知識產權意識的有效程度 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Very / quite effective 很有效 / 頗有效	48.2	47.6	56.5
Quite / very ineffective 不大有效 / 完全沒有效	43.8	45.2	34.8
Don't know /Hard to say 不知道 / 很難說	8.0	7.3	8.7
Sample 樣本	1 055	124	23

$\chi^2 = 0.903$; p-value > 0.05

Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Finally, establishments were asked to give suggestions on the most effective way(s) to gather information from IPD. Majority of the establishments (87.8%) considered TV / radio were most effective, followed by newspaper / magazine (50.1%) and other promotion channels (e.g. bus, activities in shopping centres etc.) (35.9%) and Internet / website (37.4%).

(Table 78)

最後，有關接收知識產權署消息的最有效途徑，大部分 (87.8%) 機構均認為電視 / 電台最有效，其次是報紙 / 雜誌 (50.1%) 及其他宣傳媒介 (如巴士、商場活動等) (35.9%) 和互聯網 / 網頁 (37.4%)。

(表 78)

Table 78: The most effective way(s) to gather information from IPD

表 78：最有效接收知識產權署消息的途徑

	2006 (%)	2005 (%)	2004 (%)
TV / radio 電視 / 電台	87.8	84.2	82.2
Newspaper / magazine 報紙 / 雜誌	50.1	49.2	51.2
Other promotion channel (e.g., bus, activities in shopping centres, etc.) 其他宣傳媒介 (例如巴士、商場活動等)	35.9	35.6	39.0
Internet / website 互聯網 / 網頁	37.4	35.2	32.7
Promotion booklet / leaflet 宣傳小冊子 / 單張	20.1	18.5	16.5
Exhibition / seminar 展覽 / 講座	15.6	13.3	10.2
School 學校	0.1	-	-
Don't know / Hard to say 不知道 / 很難說	3.5	5.5	6.5
Sample 樣本	1 201	1 206	1 204

Note: The sum of % may not add up to 100 as respondents could give multiple answers.

Mention(s) with less than 0.05% was not shown.

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

沒有顯示少於 0.05% 機構提及的答案。

Appendix 1: Sample & population distribution

附錄一：樣本及總體人口分佈

	Sample 樣本		Population 總體人口	
	No. of establishments 機構數目	(%) 百份比	No. of establishments 機構數目	(%) 百份比
Industry 行業				
Manufacturing 製造業	183	15.2	16 631	5.4
Construction 建造業	95	7.9	23 565	7.6
Wholesale, retail, import & export trades, restaurants & tourism 批發 / 零售 / 進出口貿易 / 飲食及旅遊業	362	30.1	179 350	57.8
Transport, storage, logistics 運輸 / 倉庫 / 物流業	71	5.9	8 111	2.6
IT & communications 資訊科技及通訊業	22	1.8	2 614	0.8
Financing, insurance, real estate & business services 金融 / 保險 / 地產 / 商用服務業	189	15.7	46 933	15.1
Public utilities/ entertainment/ public administration/ government departments/ education/ community/ social services 公共 / 娛樂事業 / 公共行政 / 政府部門 / 教育 / 社區及社會服務業	279	23.2	32 875	10.6
Employment Size 員工人數				
1 – 9	911	75.9	272 219	87.8
10+	290	24.1	37 860	12.2
Total 總計	1 201	100.0	310 079	100.0

Appendix 2: Sample distribution

附錄二：樣本分佈

	Sample 樣本					
	2006		2005		2004	
	No. of establishments 機構數目	(%) 百份比	No. of establishments 機構數目	(%) 百份比	No. of establishments 機構數目	(%) 百份比
No. of years the company had established 成立多少年						
1 – 2 years 1 – 2 年	9	0.7	47	3.9	74	6.1
3 – 5 years 3 – 5 年	181	15.1	179	22.7	203	16.9
6 – 10 years 6 – 10 年	210	17.5	391	20.5	303	25.2
11 – 20 years 11 – 20 年	458	38.1	345	28.7	359	29.8
20+ years 20+ 年	331	27.6	101	32	265	22.0
Refused to answer 拒絕回答	12	1.0	-	-	-	-
Capital 資金						
Local based 本地公司	1 019	84.8	1 026	85.1	1 106	91.9
Foreign based 外資公司	157	13.1	156	13.0	85	7.1
PRC based 中資公司	21	1.7	23	1.9	11	0.9
Local & Foreign based 本地及外資公司	-	-	-	-	2	0.2
Refused to answer 拒絕回答	4	0.3	-	-	-	-
Total 總計	1 201	100.0	1 206	100.0	1 204	100.0