

Survey on Business Attitudes to Intellectual Property 2005

商業機構對保護知識產權意識調查 2005

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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 second round of the survey among the business establishments between 14th February and 14th March 2005. In total, 1 206 business establishments were successfully enumerated by means of mail survey. The overall response rate achieved was 50.3%. This executive summary highlights the major findings of the survey.

Knowledge and Attitudes toward IPR

Majority of the business establishments (85.0% or more) were aware that intellectual property had covered copyright (99.8%), trademarks (98.7%), patents (98.3%) and designs (88.2%).

Of the specific aspects, most of the establishments were aware that Intellectual property rights is protecting

- Logos or marks for goods (93.6%);
- Designs of logos or marks (89.1%);
- Technological inventions (88.2%);
- Computer programs (82.6%); and
- Author's writing (81.5%).

Majority of the business establishments (95.6%) considered that it was very / quite necessary to protect IP rights in the business environment of Hong Kong. While more than two-thirds (69.8%) 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 (21.9%) considered the opposite.

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二零零五年二月十四日至三月十四日進行了第二次商業機構統計調查，透過郵寄問卷形式成功訪問了 1 206 間商業機構，回應率達到 50.3%。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 (85.0%或以上) 認知到知識產權包括版權 (99.8%)、商標 (98.7%)、專利權 (98.3%) 及外觀設計 (88.2%)。

就個別權利而言，大部分的商業機構均認知到知識產權能夠保護：

- 產品的品牌標誌 (93.6%)；
- 標誌的設計 (89.1%)；
- 技術上 / 科技上的發明 (88.2%)；
- 電腦程式 (82.6%)；及
- 寫作 (81.5%)。

大部分商業機構 (95.6%) 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 (69.8%) 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 (21.9%) 的機構持相反意見。

Majority of the business establishments (92.0%) were aware that there is legislation on protecting copyright, trademarks, patents and designs in Hong Kong.

While more than one-third (37.4%) of the establishments considered the intellectual property protection in the business environment of Hong Kong was very / quite adequate, more than half (55.7%) of the establishments considered the opposite demonstrating that improvement was necessary to strengthen the protection of IP rights.

In 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” (80.5%), followed by “raising awareness of IP rights protection / strengthening education” (76.4%) and “Strengthen enforcement action against the sale of pirated and counterfeit goods” (62.2%). Besides, more than half of the establishments also considered “increase penalties” (52.1%) as means for improving the situation of IP infringement in Hong Kong.

Furthermore, findings also revealed that more establishments considered full-scale enforcement action against the sale of pirated and counterfeit goods was the effective way to reduce IP infringement in Hong Kong as compared to the previous round.

大多數商業機構 (92.0%) 知道香港有保障版權、商標、專利權及外觀設計的法例。

多於三分之一 (37.4%) 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, 而多於半數 (55.7%) 則持相反意見, 顯示的確有需要加強保護知識產權。

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」(80.5%) 最有效, 其次是「提高保護知識產權意識 / 加強教育」(76.4%) 及「全力掃蕩銷售盜版及冒牌貨」(62.2%)。此外, 亦有多於一半機構提及以「加重刑罰」(52.1%) 作為改善香港侵犯知識產權情況的方法。

與往年結果比較, 發現有較多商業機構認為全力掃蕩銷售盜版及冒牌貨品是有效改善香港侵犯知識產權情況的方法。

For the stakeholder which was considered the most important in reducing IP rights infringement in Hong Kong, more than half (54.9%) of the establishments considered the government should play the most important role, 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 (14.2% and 13.8% respectively).

Majority of the establishments (96.1%) considered intellectual properties (e.g. invented products / technology, logo or brand name) were valuable assets of a company.

Business Operation in relating to Intellectual Property Rights

In this year, 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 (53.1%) of the establishments wrongly considered the statement is true, still 46.9% aware that is not true.

While more than one-fifth (22.9%) of the business establishments claimed they had registered trademark, patent or design in Hong Kong, the majority of the business establishments (77.1%) had not done so.

Among those establishments which had trademark, patent or design registered, about two-thirds (64.0%) had registered 1 trademark, patent or design and 22.1% had registered 4 or more trademarks, patents or designs and the remaining 13.9% had registered 2 – 3 trademarks, patents or designs.

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 (54.9%) 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 14.2% 及 13.8%)。

大部分機構 (96.1%) 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

是次調查也問到各機構認為「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 (53.1%) 的機構誤以為此句子是正確的，但同時仍有 46.9% 知道這並不正確。

約五分之一 (22.9%) 的商業機構表示已經在香港註冊了商標、專利或外觀設計，而大部分的商業機構 (77.1%) 則表示沒有。

在那些已經在香港註冊了商標、專利或外觀設計的機構中，約三分之二 (64.0%) 註冊了一個商標、專利或外觀設計，另有 22.1% 註冊了 4 個或以上。而餘下的 13.9% 則註冊了 2 至 3 個商標、專利或外觀設計。

While majority of the business establishments (81.1%) did not have any employee specifically responsible for intellectual property management, the remaining one-fifth (18.9%) had deployed staffs specifically responsible to do so.

大部分的商業機構 (81.1%) 均沒有員工專責從事知識產權管理的工作，約下五分之一 (18.9%) 則表示有委任員工專責這些事務。

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 (67.2%), followed by monitoring employees' using of other people's IP rights (61.7%), monitoring the IP rights of the company (45.6%) and licensing / trading IP rights of the company to others (41.4%).

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 (67.2%)，其次是監察員工使用其他人的知識產權 (61.7%)、監察公司的知識產權 (45.6%) 及處理公司知識產權的專利授權 / 交易事宜 (41.4%)。

While about half of the establishments (49.4%) claimed they prohibited their staff from using the company computers in uploading or downloading files for personal use during the office hours, about two-thirds (63.1%) prohibited their staff from installing or using pirated computer software during office operation.

約一半 (49.4%) 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，約三分之二 (63.1%) 表示她們有禁止員工在工作上安裝或使用盜版電腦軟件。

Majority of the business establishments (93.0%) considered that protecting / registering intellectual property rights was beneficial to the company. Among them, about ninety percent (87.5%) 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 (70.5%) and earning income from the company's intellectual property (41.9%).

大部分商業機構 (93.0%) 認為保護 / 註冊知識產權對公司是有好處的。他們之中近九成 (87.5%) 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 (70.5%) 及公司可藉著知識產權以賺取收入 (41.9%)。

About four-fifths (79.5%) of the establishments considered Hong Kong as an important place to register trademark, patents or designs, which was higher as compared to the previous round. The remaining one-fifth (20.5%) considered the opposite.

約五分之四 (79.5%) 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，比例較上一次調查的為高。而其餘五分之一 (20.5%) 則持相反意見。

More than half (55.2%) 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 (44.8%) considered the opposite.

While half (51.2%) of the establishments would not check the Hong Kong trademark register before using / adopting their own trademark for their goods / services, another half (48.8%) would do so.

While three-fifths of the establishments (60.9%) did not carry out research and development in Hong Kong and about thirty percent (29.8%) claimed their business had no such need, only 9.3% of the business establishments had carried out research and development in Hong Kong. Among these establishments, most of them (77.9%) would search the patent register to ensure that they would not infringe other’s inventions and most of these establishments (81.0%) agreed that the search of the patent register would find useful ideas for developing into new inventions.

Establishments were asked to rank the seriousness of the consequence for a company which infringed the intellectual property of others. It was observed that about one quarter of the establishments (26.8%) considered the most serious consequence was loss of money invested in the business / infringing goods, followed by damaged to company’s reputation / goodwill (25.0%) and large amount of compensation paid (19.0%).

超過一半 (55.2%) 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、專利權或外觀設計，在香港是將會受到保護的」的說法是錯誤的，而餘下 (44.8%) 的商業機構則並不知道。

半數 (51.2%) 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，而另一半 (48.8%) 則表示會這樣做。

五分之三的機構 (60.9%) 沒有在香港進行“研究及開發”，另有大約三成 (29.8%) 機構表示公司業務沒有此需要，只有 9.3% 的商業機構曾經在香港進行“研究及開發”。在這些機構中，大部分 (77.9%) 會檢索專利權註冊，以確保不會侵犯他人的發明，這些機構亦大部分 (81.0%) 同意從檢索專利權註冊中會找到有用的概念去發展新的發明。

對於侵犯他人知識產權的後果嚴重程度先後次序，約四分之一的機構 (26.8%) 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 (25.0%) 及支付大額的賠償 (19.0%)。

Attitudes towards Long-term Development for IP Rights

In terms of the long-term development for IP rights, most of the business establishments (89.6%) considered that the protection of intellectual property rights was very / quite helpful to the development of local creative industries. Furthermore, more than seventy percent (73.4%) 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 (71.1%).

Awareness of Intellectual Property Department and its' promotional activities

While most of the business establishments were aware that Intellectual Property Department was responsible for promoting awareness on IP rights protection (90.5%), registration of trademarks (71.7%), public education about intellectual property (71.7%), registration of patents (71.5%), registration of designs (58.6%) and IP law drafting (52.7%), less than half of the business establishments (48.4%) were aware that IPD also acted as Government's intellectual property legal advisor.

More than three quarters of the business establishments (76.9%) claimed they had not attended or visited any seminar / exhibition organized by IPD in the past 12 months. The remaining 23.1% of the business establishments recalled the seminar / exhibition attended. The proportion was higher than that in last year.

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 (89.6%) 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，亦有超過七成的機構認為保護知識產權對營商者創造商機及財富 (73.4%) 及香港整體經濟發展 (71.1%) 非常有幫助 / 頗有幫助。

對知識產權署及其宣傳活動的認知

大部分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 (90.5%)、商標註冊 (71.7%)、有關知識產權的公民教育 (71.7%)、專利註冊(71.5%)、外觀設計註冊 (58.6%) 及草擬知識產權法例 (52.7%)。少於半數的機構 (48.4%) 知道知識產權署亦擔當政府的知識產權法律顧問。

超過四分之三的商業機構代表 (76.9%) 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，其餘 23.1% 則表示記得曾經參加過的講座 / 展覽，比較去年的為高。

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 (90.4%) recalled seeing IPD's advertising and promotional activities on TV, more than half of the establishments claimed seeing the print ad / promotional materials (56.3%) and aware of IPD's advertising or promotional activities on radio (51.6%).

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 43.4% of the business establishments considered them very / quite effective and 48.5% 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 (84.2%) considered TV / radio were most effective, followed by newspaper / magazine (49.2%) and other promotion channels (e.g. bus, activities in shopping centres etc.) (35.6%) and Internet / website (35.2%).

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.

Furthermore, most of the establishments (95.6%) also considered that it was very / quite necessary to protect IP rights in the business environment of Hong Kong.

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 (90.4%) 均表示記得曾在電視見過知識產權署的廣告或宣傳活動，另有多於半數表示曾經從印刷廣告 / 宣傳物品 (56.3%) 及電台 (51.6%) 接觸過知識產權署的廣告或宣傳活動。

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 43.4% 的商業機構認為很有效 / 有效，而 48.5% 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 (84.2%) 機構均認為電視 / 電台最有效，其次是報紙 / 雜誌 (49.2%) 及其他宣傳媒介 (如巴士、商場活動等) (35.6%) 和互聯網 / 網頁 (35.2%)。

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，大多數機構 (95.6%) 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。

However, close to seventy percent (69.8%) 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 two-fifths (37.4%) of the establishments considered IP protection was very / quite adequate.

Apart from the suggestion of “lowering the price of genuine goods” (80.5%) as effective way to reduce IP infringement, many establishments also suggested “raising awareness of IP rights protection / strengthening education” (76.4%) and “full-scale enforcement action against the sale of pirated and counterfeit goods” (62.2%).

About one-fifth of the establishments had registered trademark, patent or design in Hong Kong. Besides, most of the establishments did not have any employees specifically responsible for intellectual property management.

Nevertheless, 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%).

然而,近七成 (69.8%) 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,而只有五分之二 (37.4%) 認為知識產權的保護非常足夠 / 頗足夠。

除建議「正版貨品價錢下降」(80.5%) 外,不少機構亦認為「提高保護知識產權意識 / 加強教育」(76.4%) 及「全力掃蕩銷售盜版及冒牌貨品」(62.2%) 是有效改善香港侵犯知識產權情況的方法。

約五分之一的機構有在香港註冊商標、專利或外觀設計;另外,大部分機構沒有員工專責從事知識產權管理工作。

雖然如此,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。

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 second round of the survey in 2005. 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 on 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) 受委託於二零零五年進行了第二次的調查。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, 1 206 business establishments had responded by returning the completed questionnaires, which constituted an overall response rate of 50.3%. Based on the achieved sample size, the degree of precision for the proportion estimation would be $\pm 2.82\%$ 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 1 206 間機構完成並寄回問卷，回應率達到 50.3%。根據所得的樣本數量，在 95% 的置信度下估值的精確程度為 $\pm 2.82\%$ 。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 Intellectual Property Rights 對知識產權的認識及觀念

3.1.1 Knowledge about Intellectual Property 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 (98.7%), patents (98.3%) and design (88.2%), 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 (98.7%)、專利權 (98.3%) 及外觀設計 (88.2%)，結果與上一次調查頗相似。

In this round of the survey, it was found that relatively fewer establishments (less than one-fifth) were aware that trade secrets (18.0%) and plant varieties protection right (11.7%) were also covered in intellectual property.

在這次調查中，發現相對較少商業機構 (少於五分之一) 認知商業秘密 (18.0%) 及植物品種保護權 (11.7%) 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 (1.9%) and freedom of speech (1.4%) were also covered in intellectual property.

此外，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 (1.9%) 及言語自由權 (1.4%) 亦屬知識產權。

(表 1)

(Table 1)

In terms of the specific aspects that intellectual property rights is protecting, majority of the business establishments (more than 80%) were aware that IP rights protected:

- Logos or marks for goods (93.6%);
- Designs of logos or marks (89.1%);
- Technological inventions (88.2%);
- Computer programs (82.6%); and
- Author's writing (81.5%),

which was quite consistent with the previous round.

就知識產權所保護到的權利，大部分的商業機構 (超過 80%) 認知到知識產權能夠保護：

- 產品的品牌標誌 (93.6%) ;
 - 標誌的設計 (89.1%) ;
 - 技術上 / 科技上的發明 (88.2%) ;
 - 電腦程式 (82.6%) ; 及
 - 寫作 (81.5%) ,
- 結果與前一次的頗一致。

Apart from the aforementioned aspects, more than half of the business establishments were also aware that IP rights protected:

- *Logos or marks for services (68.6%);
- Right to manufacture good (67.5%);
- *Use of cartoon characters on goods (60.4%);
- Sale of invented goods (58.9%);
- Photographs (58.8%);
- *Use of trade names (56.3%);
- Use of a process / method to manufacture goods (52.9%); and
- *Pattern (51.6%).

It was also observed that for some items (as marked with *), the awareness levels were higher as compared with the findings in last year.

On the other hand, a few business establishments misunderstood that trade taxation information (6.2%), products price list (4.2%), human resource distribution (1.5%) and produce tomato for selling purpose (1.1%) were protected by IP rights.

(Table 2)

除以上提及的項目外，多於半數的商業機構亦認知到知識產權能夠保護：

- *服務的品牌標誌 (68.6%) ;
- 製造產品的權利 (67.5%) ;
- *使用卡通人物產品上 (60.4%) ;
- 售賣發明的產品 (58.9%) ;
- 相片 (58.8%) ;
- *使用營商名稱 (56.3%) ;
- 製造產品時使用某項程序 / 方法 (52.9%) ; 及
- *物品的圖案特色 (51.6%)。

調查亦發現某些項目 (標上 * 號者) 的認知程度更較上年的有所上升。

另一方面，少數機構誤以為商業稅務資料 (6.2%)、商品價格表 (4.2%)、人力資源分佈 (1.5%) 及生產蕃茄作售賣用途 (1.1%) 是受到知識產權保護。

(表2)

Table 1: Knowledge about Intellectual Property Rights

表 1：對知識產權的認識

	2005 (%)	2004 (%)
Correct		
正確		
Copyright 版權	99.8	99.6
Trademarks 商標	98.7	99.9
Patents 專利權	98.3	97.2
Designs 外觀設計	88.2	89.3
Trade Secrets 商業秘密	18.0	-
Plant varieties protection right 植物品種保護權	11.7	-
Incorrect		
不正確		
Human / Civic rights 人權 / 公民權	1.9	-
Freedom of speech 言論自由權	1.4	-
Sample 樣本	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 2: Aspects protected by Intellectual Property Rights

表 2：知識產權所保護到的權利

	2005 (%)	2004 (%)
Correct		
正確		
Logos or marks for goods 產品的品牌標誌	93.6	95.6
Designs of logos or marks 標誌的設計	89.1	80.5
Technological inventions 技術上/科技上的發明	88.2	87.7
Computer programs 電腦程式	82.6	86.8
Author's writing 寫作	81.5	83.2
Logos or marks for services 服務的品牌標誌	68.6	41.4
Right to manufacture goods 製造產品的權利	67.5	74.6
Use of cartoon characters on goods 使用卡通人物在產品上	60.4	34.2
Sale of invented goods 售賣發明的產品	58.9	58.1
Photographs 相片	58.8	56.1
Use of trade names 使用營商名稱	56.3	23.9
Use of a process / method to manufacture goods 製造產品時使用某項程序 / 方法	52.9	52.0
Pattern 物品的圖案特色	51.6	18.7
Configuration 物品的構造特色	46.8	15.8
Packaging of goods 產品的包裝	40.2	17.2
Materials from Internet 從網上所得的資料	38.3	34.6
Shape 物品的形狀特色	28.9	13.9
Ornament 物品的裝飾特色	21.6	2.5
License others to produce rose 授權他人種植特別品種的玫瑰花	13.4	-
Export / import of the protected plant variety 出入口受保護品種植物	6.2	-
Incorrect		
不正確		
Trade taxation information 營業稅務資料	6.2	-
Product price list 商品價格表	4.2	-
Human resource distribution 人力資源分佈	1.5	-
Produce tomato for selling purpose 生產蕃茄作售賣用途	1.1	-
Sample 樣本	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 from the Internet without authorization and reproducing them for your own business purpose
- h. Uploading photos / pictures / articles without authorization to company's web

Of the 8 different situations, three-fifths 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" (98.7%), "a businessman put a famous (foreign) trademark on his product" (97.8%), "using pirated DVD / VCD or computer software for office operation" (95.1%) and "uploading photos / pictures / articles without authorization to company's website" (90.4%) as infringement of IP rights, followed by "downloading photos / pictures from the Internet without authorization and reproducing them for your own business

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，分別有五分之三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」(98.7%)、「一個商人將一個出名 (外國) 的商標放在自己的產品上」(97.8%)、「工作上使用盜版光碟或電腦軟件」(95.1%) 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」(90.4%) 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」(88.3%)、「員工將公司一套正版軟件複製並帶回家作私人用途」(84.7%) 及「使用其他人的發明在自己的產品上」(83.2%)。相對較少機構 (62.4%) 認為「將另一商品的設計稍作更改，

purpose” (88.3%), “an employee copies licensed software from his office and brings it home for his/her personal use” (84.7%) and “using another’s patented invention to produce your own goods” (83.2%) Relatively few establishments (62.4%) 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 “an employee copies licensed software from his office and brings it home for his/her personal use” and “downloading photos / pictures from the Internet without authorization and reproducing them for your own business purpose” as infringement of IP rights when compared to last year findings.

(Table 3a – 3g)

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「員工將公司一套正版軟件複製並帶回家作私人用途」及「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」是侵犯了知識產權。

(表 3a – 3g)

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

表 3a : 是否認為售賣盜版光碟或電腦軟件侵犯知識產權

	2005 (%)	2004 (%)
Yes 是	98.7	96.8
No 不是	0.2	0.7
Don't know /Hard to say 不知道 / 很難說	1.1	2.5
Sample 樣本	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 3b: Whether consider using pirated DVD/VCD or computer software for office operation has infringed the IP rights

表 3b : 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

	2005 (%)	2004 (%)
Yes 是	95.1	93.8
No 不是	1.8	2.0
Don't know /Hard to say 不知道 / 很難說	3.1	4.2
Sample 樣本	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 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

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

	2005 (%)	2004 (%)
Yes 是	84.7	74.7
No 不是	3.3	4.7
Don't know /Hard to say 不知道 / 很難說	12.1	20.7
Sample 樣本	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 3d: Whether consider making minor changes to others' design in order to produce your own product has infringed the IP rights

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

	2005 (%)	2004 (%)
Yes 是	62.4	61.0
No 不是	9.6	15.7
Don't know /Hard to say 不知道 / 很難說	28.0	23.4
Sample 樣本	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 3e: Whether consider using another's patented invention to produce your own goods has infringed the IP rights

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

	2005 (%)	2004 (%)
Yes 是	83.2	80.8
No 不是	3.2	5.8
Don't know /Hard to say 不知道 / 很難說	13.5	13.4
Sample 樣本	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 3f: Whether consider a businessman put a famous (foreign) trademark on his product has infringed the IP rights

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

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

	2005 (%)	2004 (%)
Yes 是	88.3	78.2
No 不是	2.9	7.8
Don't know /Hard to say 不知道 / 很難說	8.8	14.0
Sample 樣本	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 3h: Whether consider uploading photos / pictures / articles without authorization to company's website has infringed the IP rights

表 3h : 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

	2005 (%)	2004 (%)
Yes 是	90.4	-
No 不是	3.0	-
Don't know /Hard to say 不知道 / 很難說	6.6	-
Sample 樣本	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 those in the transport, storage & logistics sector tended more to consider that “using pirated DVD/VCD or computer software for office operation” (6.3%), “downloading photos / pictures / articles from the Internet without authorization and reproducing them for your own business purpose” (6.5%), “using another’s patented invention to produce your own goods” (6.5%) and “uploading photos / pictures / articles without authorization to company’s website” (12.9%) did not infringe the IP rights as compared to other industries.

Besides, relatively more of those in the constructing sector considered that “an employee copies licensed software from his office and brings it home for his/her personal use” (8.8%) did not infringe the IP rights.

It is noteworthy that one-tenth or more of the business establishments in the transport, storage & logistics (18.8%), manufacturing (12.3%), wholesale, retail & IE trades, restaurants & tourism (11.3%) and IT & communications (10.0%) sectors did not consider that “making minor changes to others’ design in order to produce your own product” had infringed the IP rights.

(Table 4a – 4h)

While no significant difference was observed in terms of the size of establishments for seven out of the eight situations, it was observed that the large establishments (employment size 50 or above; 72.7%) tended more to consider that making minor changes to others’ design in order to produce your own product was an infringement of IP rights as compared to those small and medium establishments (employment size 1 – 49; about 61.8% - 65.4%).

(Table 5a – 5h)

以行業類別分析,發現從事運輸 / 倉庫 / 物流業的機構比其他行業較多認為「工作上使用盜版光或電腦軟件」(6.3%)、「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」(6.5%)「使用其他人的發明在自己的產品上」(6.5%)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」(12.9%)沒有侵犯知識產權。

另外,相對有較多從事建造業的機構認為「員工將公司一套正版軟件複製並帶回家作私人用途」(8.8%)沒有侵犯知識產權。

值得注意的是有十分之一或以上從事運輸 / 倉庫 / 物流業 (18.8%)、製造業 (12.3%)、批發 / 零售 / 進出口貿易 / 飲食及旅遊業 (11.3%) 和資訊科技及通訊業 (10.0%) 的機構認為「將另一商品的設計稍作更改,然後進行生產」沒有侵犯知識產權。

(表 4a – 4h)

在八個情況中,不同規模的機構對其中七個的意見均沒有明顯差別。而較大規模的機構 (50 人以上機構; 佔 72.7%) 則較中小型機構 (1 至 49 人機構; 約佔 61.8% - 65.4%) 傾向認為將另一商品的設計稍作更改,然後進行生產作商業用途是侵犯知識產權。

(表 5a – 5h)

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

	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	99.0	93.8	80.0	100.0	100.0
No 不是	1.5	2.2	-	-	-	-	-
Don't know /Hard to say 不知道 / 很難說	1.5	-	1.0	6.3	20.0	-	-
Sample 樣本	65	91	697	32	10	183	127

$\chi^2 = 70.679$; 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 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	93.8	97.8	93.6	93.8	70.0	100.0	98.4
No 不是	4.7	2.2	1.9	6.3	-	-	1.6
Don't know /Hard to say 不知道 / 很難說	1.6	-	4.6	-	30.0	-	-
Sample 樣本	64	91	698	32	10	182	128

$\chi^2 = 55.217$; 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 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

	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	78.1	80.2	82.5	81.3	70.0	91.8	95.3
No 不是	3.1	8.8	2.3	6.3	-	4.9	0.8
Don't know /Hard to say 不知道 / 很難說	18.8	11.0	15.2	12.5	30.0	3.3	3.9
Sample 樣本	64	91	698	32	10	182	128

$\chi^2 = 49.541$; 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 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

	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	66.2	68.5	57.7	62.5	50.0	72.1	68.0
No 不是	12.3	6.5	11.3	18.8	10.0	6.0	4.7
Don't know /Hard to say 不知道 / 很難說	21.5	25.0	30.9	18.8	40.0	21.9	27.3
Sample 樣本	65	92	698	32	10	183	128

$\chi^2 = 26.102$; 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 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

	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	92.3	93.5	77.8	87.1	100.0	90.1	88.3
No 不是	3.1	-	4.2	6.5	-	1.6	2.3
Don't know /Hard to say 不知道 / 很難說	4.6	6.5	18.1	6.5	-	8.2	9.4
Sample 樣本	65	92	698	31	10	182	128

$\chi^2 = 39.430$; 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 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

	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	100.0	97.8	97.3	96.9	100.0	98.4	98.4
No 不是	-	2.2	0.9	3.1	-	-	-
Don't know /Hard to say 不知道 / 很難說	-	-	1.9	-	-	1.6	1.6
Sample 樣本	65	92	698	32	10	182	128

$\chi^2 = 11.656$; 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 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

	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	84.6	87.9	86.8	87.1	90.0	90.1	96.9
No 不是	1.5	3.3	3.4	6.5	-	1.6	0.8
Don't know /Hard to say 不知道 / 很難說	13.8	8.8	9.8	6.5	10.0	8.2	2.3
Sample 樣本	65	91	697	31	10	182	128

$\chi^2=16.266$; 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 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 / 文章上載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	78.5	97.8	88.4	87.1	100.0	95.6	95.3
No 不是	4.6	-	2.9	12.9	-	3.3	2.3
Don't know /Hard to say 不知道 / 很難說	16.9	2.2	8.8	-	-	1.1	2.3
Sample 樣本	65	92	697	31	10	182	128

$\chi^2 = 49.915$; 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 5a: Whether consider selling pirated DVD/VCD or computer software has infringed the IP rights – bivariate analysis

表 5a：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	98.8	97.6	100.0
No 不是	0.2	0.8	-
Don't know /Hard to say 不知道 / 很難說	1.0	1.6	-
Sample 樣本	1 058	127	21

$\chi^2 = 2.235$; 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 5b: Whether consider using pirated DVD/VCD or computer software for office operation has infringed the IP rights – bivariate analysis

表 5b：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	94.6	97.6	100.0
No 不是	2.0	0.8	-
Don't know /Hard to say 不知道 / 很難說	3.4	1.6	-
Sample 樣本	1 059	127	21

$\chi^2 = 3.315$; 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 5c: 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 5c : 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	84.2	88.1	90.5
No 不是	3.3	2.4	4.8
Don't know /Hard to say 不知道 / 很難說	12.5	9.5	4.8
Sample 樣本	1 058	126	21

$\chi^2 = 2.491$; 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 5d: Whether consider making minor changes to others' design in order to produce your own product has infringed the IP rights – bivariate analysis

表 5d : 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	61.8	65.4	72.7
No 不是	9.5	11.0	4.5
Don't know /Hard to say 不知道 / 很難說	28.7	23.6	22.7
Sample 樣本	1 059	127	22

$\chi^2 = 2.753$; 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 5e: Whether consider using another's patented invention to produce your own goods has infringed the IP rights – bivariate analysis

表 5e : 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	82.6	86.6	86.4
No 不是	3.2	3.9	4.5
Don't know /Hard to say 不知道 / 很難說	14.2	9.4	9.1
Sample 樣本	1 060	127	22

$\chi^2 = 2.709$; 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 5f: Whether consider a businessman put a famous (foreign) trademark on his product has infringed the IP rights – bivariate analysis

表 5f : 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	97.5	99.2	100.0
No 不是	0.8	0.8	-
Don't know /Hard to say 不知道 / 很難說	1.7	-	-
Sample 樣本	1 059	127	21

$\chi^2 = 2.72$; 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 5g: 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 5g : 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	88.6	86.5	90.0
No 不是	2.7	4.0	-
Don't know /Hard to say 不知道 / 很難說	8.7	9.5	10.0
Sample 樣本	1 059	126	20

$\chi^2 = 1.361$; 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 5h: Whether consider uploading photos / pictures / articles without authorization to company's website has infringed the IP rights - bivariate analysis

表 5h : 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	89.9	93.7	90.9
No 不是	3.0	3.1	4.5
Don't know /Hard to say 不知道 / 很難說	7.1	3.1	4.5
Sample 樣本	1 058	127	22

$\chi^2 = 3.151$; 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 Intellectual Property Rights 是否認為知識產權需要受到保護

Majority of the business establishments (95.6%) 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 2.9% 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 (95.6%) 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 2.9% 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 95% 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 95% 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 6 – 8)

(Table 6 – 8)

Table 6: Whether consider necessary to protect IP rights

表 6 : 是否認為知識產權需要受到保護

	2005 (%)	2004 (%)
Very necessary 非常有需要	53.8	55.1
Quite necessary 頗有需要	41.7	39.9
Quite unnecessary 頗不需要	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	2.7
Very / quite necessary 非常有需要 / 頗有需要	95.6	95.0
Quite unnecessary / not necessary at all 頗不需要 / 完全不需要	2.9	2.3
Sample 樣本	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 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

	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	95.4	100.0	94.5	96.9	100.0	96.7	95.3
Quite unnecessary / not necessary at all 頗不需要 / 完全不需要	-	-	3.6	-	-	3.3	3.1
Don't know /Hard to say 不知道 / 很難說	4.6	-	1.9	3.1	-	-	1.6
Sample 樣本	65	91	697	32	10	183	128

$\chi^2 = 16.445$; 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 8: Whether consider necessary to protect IP rights – bivariate analysis

表 8：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	95.3	98.4	100.0
Quite unnecessary / not necessary at all 頗不需要 / 完全不需要	3.1	0.8	-
Don't know /Hard to say 不知道 / 很難說	1.6	0.8	-
Sample 樣本	1 058	126	21

$\chi^2 = 3.736$; 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 Hong Kong 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 (69.8%) of the establishments considered the situation was very / quite serious. Yet, still about one-fifth (21.9%) considered the opposite. The percentages were about the same as last year.

When analyzed by industry sector, it was observed that those in the financing, insurance, real estate and business services sector (73.2%) tended more to consider that the current situation of IP infringement in the business environment of Hong Kong was very / quite serious, followed by the wholesale, retail & IE trades / restaurants and tourism sector (71.9%) and the public utilities / entertainment / public administration / government / education / community / social services sector (69.5%).

On the other hand, about half of those in the IT and communication sector (50.0%) considered the IP rights infringement in the business environment of Hong Kong not serious / completely not serious, followed by those in the constructing (34.8%) and transport, storage and logistics (29.0%) sector.

No significant difference was observed between those large, medium and small establishments in terms of the attitudes towards the seriousness of IP rights infringement in the business environment of Hong Kong.

(Table 9 – 11)

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 (69.8%) 的機構認為情況是非常嚴重 / 頗嚴重的，但仍有約五分之一 (21.9%) 持相反意見。百分比與上一年頗接近。

以行業類別分析，發現從事金融 / 保險 / 地產 / 商用服務業 (73.2%) 的機構較傾向認為現時香港商業社會中侵犯知識產權的情況非常嚴重 / 頗嚴重，其次是批發 / 零售 / 進出口貿易 / 飲食及旅遊業 (71.9%) 和公共 / 娛樂事業 / 公共行政 / 政府部門 / 教育 / 社區及社會服務業 (69.5%)。

另一方面，大約一半 (50.0%) 從事資訊科技及通訊業的機構認為現時香港商業社會中侵犯知識產權的情況並不嚴重 / 完全不嚴重，其次是從事建造業 (34.8%) 及運輸 / 倉庫 / 物流業 (29.0%) 的機構。

在規模屬於大、中或小的機構之間，對香港商業社會中侵犯知識產權情況嚴重程度的意見並沒有明顯差別。

(表 9 – 11)

Table 9: Whether consider the current situation of IP rights infringement in the business environment of Hong Kong is serious

表 9：是否認為現時香港侵犯知識產權的情況嚴重

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

	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	61.5	63.0	71.9	48.4	50.0	73.2	69.5
Not serious / completely not serious 不嚴重 / 完全不嚴重	26.2	34.8	20.2	29.0	50.0	19.1	20.3
Don't know /Hard to say 不知道 / 很難說	12.3	2.2	7.9	22.6	-	7.7	10.2
Sample 樣本	65	92	697	31	10	183	128

$X^2 = 32.819$; 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 11: Whether consider the current situation of IP rights infringement in the business environment of Hong Kong is serious – bivariate analysis

表 11：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	69.6	70.6	71.4
Not serious / completely not serious 不嚴重 / 完全不嚴重	21.9	23.0	19.0
Don't know / Hard to say 不知道 / 很難說	8.5	6.3	9.5
Sample 樣本	1 059	126	21

$\chi^2 = 0.839$; 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 Hong Kong 是否知道香港有保障版權、商標、專利權及外觀設計的法例

Majority of the business establishments (92.0%) were aware that there is legislation on protecting copyright, trademarks, patents and designs in Hong Kong, which was about the same as in the last round.

與上一次的調查差不多，大多數商業機構 (92.0%) 均知道香港有保障版權、商標、專利權及外觀設計的法例。

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 (12.8%).

大部分從事不同行業的機構均知道香港有保障版權、商標、專利權及外觀設計的法例，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 (12.8%)。

No significant difference was observed between those large, medium and small establishments in terms of awareness of the legislation on protecting IP rights in Hong Kong.

規模屬大、中或小的機構對香港保護知識產權法例的認知程度均沒有明顯差別。

(表 12 – 14)

(Table 12 – 14)

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

表 12：是否知道香港有保障版權、商標、專利權及外觀設計的法例

	2005 (%)	2004 (%)
Yes 知道	92.0	92.9
No 不知道	8.0	7.1
Sample 樣本	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 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、專利權及外觀設計的法例 – 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. 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 知道	95.4	100.0	87.2	100.0	100.0	97.8	99.2
No 不知道	4.6	-	12.8	-	-	2.2	0.8
Sample 樣本	65	92	698	32	10	183	128

$\chi^2 = 51.360$; 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 14: Whether aware that there is legislation on protecting copyright, trademarks, patents and designs in Hong Kong – bivariate analysis

表 14：是否知道香港有保障版權、商標、專利權及外觀設計的法例 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 知道	91.1	99.2	95.2
No 不知道	8.9	0.8	4.8
Sample 樣本	1 059	126	21

$\chi^2 = 10.339$; 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 intellectual property protection in the business environment of Hong Kong is adequate 是否認為知識產權的保護在香港商業社會中是足夠

Quite similar with the findings in last year, more than one-third (37.4%) of the establishments considered very / quite adequate for the protection of IP rights in the business environment of Hong Kong. Yet, more than half (55.7%) considered the opposite, demonstrating that improvement was still necessary to strengthen the protection of IP rights.

When analyzed by industry sector, it was observed that those establishments in the IT and communication sector (60.0%) and the public utilities / entertainment / public administration / government / education / community / social service sector (44.5%) tended more to consider that intellectual property protection in the business environment of Hong Kong was very / quite adequate.

On the other hand, more than one-half of the establishments in the financing, insurance, real estate and business services sector (62.6%), the constructing sector (57.1%), the wholesale, retail & IE trades / restaurants and tourism (56.6%) and the manufacturing sector (51.6%) tended more to consider that the IP protection was very / quite inadequate.

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

與去年的結果頗相似，有多於三分之一 (37.4%) 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。然而，過半數 (55.7%) 卻持相反意見，顯示仍有需要加強對知識產權的保護。

按行業類別分析，發現從事資訊科技及通訊 (60.0%) 和公共 / 娛樂事業 / 公共行政 / 政府部門 / 教育 / 社區及社會服務業 (44.5%) 的機構較多認為知識產權在香港商業社會中的保護非常足夠 / 頗足夠。

另一方面，超過一半從事金融 / 保險 / 地產 / 商用服務業 (62.6%)、建造業 (57.1%)、批發 / 零售 / 進出口貿易 / 飲食及旅遊業 (56.6%) 及製造業 (51.6%) 則較傾向認為知識產權的保護頗不足夠 / 非常不足夠。

不同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 15 – 17)

(Table 15 – 17)

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

表 15：是否認為知識產權的保護在香港商業社會中是足夠

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

	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 adequate 非常足夠 / 頗足夠	43.8	41.8	36.2	41.9	60.0	30.2	44.5
Inadequate / very inadequate 不足夠 / 非常不足夠	51.6	57.1	56.6	41.9	40.0	62.6	47.7
Don't know / Hard to say 不知道 / 很難說	4.7	1.1	7.2	16.1	-	7.1	7.8
Sample 樣本	64	91	698	31	10	182	128

$\chi^2 = 21.826$; 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 17: Whether consider the intellectual property protection in the business environment of Hong Kong is adequate – bivariate analysis

表 17：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	37.2	37.8	42.9
Inadequate / very inadequate 不足夠 / 非常不足夠	56.0	54.3	52.4
Don't know / Hard to say 不知道 / 很難說	6.8	7.9	4.8
Sample 樣本	1 059	127	21

$\chi^2 = 0.613$; 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 Hong Kong 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, it was observed that four-fifths of the establishments suggested “lowering the price of genuine goods” (80.5%), followed by “raising awareness of IP rights protection / strengthening education” (76.4%) and “Strengthen enforcement action against the sale of pirated and counterfeit goods” (62.2%). Moreover, more than half of the establishments also considered “increase penalties” (52.1%) as means for improving the situation of IP infringement in Hong Kong.

In this round, it was found that more business establishments considered full-scale enforcement action against the sale of pirated and counterfeit goods was the effective way to reduce IP infringement in Hong Kong.

(Table 18)

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」(80.5%) 最有效，其次是「提高保護知識產權意識 / 加強教育」(76.4%) 及「全力掃蕩銷售盜版及冒牌貨」(62.2%)。此外，亦有多於一半機構提及以「加重刑罰」(52.1%) 作為改善香港侵犯知識產權情況的方法。

是次調查亦發現有較多商業機構認為全力掃蕩銷售盜版及冒牌貨品是有效改善香港侵犯知識產權情況的方法。

(表 18)

Table 18: Most effective way to improve the situation of IP infringement in Hong Kong

表 18：最有效改善香港侵犯知識產權情況的方法

	2005 (%)	2004 (%)
Lower price of genuine goods 正版貨品價錢下降	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	76.4	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	62.2	54.4
Increase penalties 加重刑罰	52.1	51.2
Don't know /Hard to say 不知道 / 很難說	0.3	0.1
Sample 樣本	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 Hong Kong 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 (54.9%) 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 (14.2% and 13.8% respectively). It is also noteworthy that the percentages for educational institutions and retailer were higher as compared to the findings in last year.

(Table 19)

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 (54.9%) 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 14.2% 及 13.8%)。同時亦值得留意，教育機構及零售商的相應百分比比較去年的調查結果為高。

(表 19)

Table 19: Most important stakeholder in reducing IP rights infringement in Hong Kong

表 19 : 改善香港侵犯知識產權情況的最重要角色

	2005 (%)	2004 (%)
Government 政府	54.9	58.9
Copyright owner 版權擁有者	14.2	14.2
Education Institutions 教育機構	13.8	9.1
Consumers 消費者	9.2	15.0
Retailer 零售商	7.9	2.8
Sample 樣本	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 (96.1%) 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 3.9% of the establishments considered the opposite.

大部分商業機構 (96.1%) 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 3.9% 的機構持相反意見。

When analyzed by industry sector, it was observed that majority of the establishments in different industry sectors (91.3% or more) considered that intellectual properties were valuable assets of a company.

以行業類別分析，發現大多數 (91.3% 或以上) 從事不同行業類別的機構均認為知識產權是公司的寶貴資產。

No significant difference was observed in terms of the size of establishments as majority of the establishments (about 95% or more) considered that intellectual properties were valuable assets of a company.

不同規模的機構均有大部分 (約 95% 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 20 – 22)

(Table 20 – 22)

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

表 20 : 是否認為知識產權是公司的寶貴資產

	2005 (%)	2004 (%)
Yes 認為	96.1	95.0
No 不認為	3.9	5.0
Sample 樣本	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%。

Table21: 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

	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 認為	98.4	91.3	95.3	96.8	100.0	98.9	98.4
No 不認為	1.6	8.7	4.7	3.2	-	1.1	1.6
Sample 樣本	64	92	697	31	10	183	128

$\chi^2 = 14.029$; 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

Table22: Whether consider intellectual properties are valuable assets of a company

- bivariate analysis

表 22：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	95.8	97.6	100.0
No 不認為	4.2	2.4	-
Sample 樣本	1 059	126	21

$\chi^2 = 1.813$; 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 Intellectual Property 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 Hong Kong, no-one else can use my company name as a trademark in Hong Kong” 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

In this year, 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 (53.1%) of the establishments misunderstood that the statement is true, still 46.9% awared that is not true.

When analyzed by industry sector, it was observed that those establishments in the public utilities / entertainment / public administration / government / education / community / social services sector (78.1%), the transport / storage and logistics sector (68.8%), the IT & communications sector (60.0%) and the wholesale, retail, import & export, restaurants & tourism sector (51.2%) tended more to misunderstand that the statement is true. In contrast, more than three-fifths (61.5%) of those in the manufacturing sector awared that the statement is wrong.

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

(Table 23 – 25)

是次調查也問到各機構認為「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 (53.1%) 的機構誤以為此是正確的，但仍有 46.9% 知道這句子並不正確。

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 (78.1%)、運輸 / 倉庫 / 物流業 (68.8%)、資訊科技及通訊業 (60.0%) 和批發 / 零售 / 進出口貿易 / 飲食及旅遊業 (51.2%) 的機構有較多誤以為句子正確。反之，有超過五分之三 (61.5%) 從事製造業的機構則知道句子是錯誤的。

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。

(表 23 – 25)

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

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

	2005 (%)	2004 (%)
Considered as true 認為正確	53.1	-
Considered as false 認為不正確	46.9	-
Sample 樣本	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 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

	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 (%)
Considered as true 認為正確	38.5	44.6	51.2	68.8	60.0	49.5	78.1
Considered as false 認為不正確	61.5	55.4	48.8	31.3	40.0	50.5	21.9
Sample 樣本	65	92	697	32	10	182	128

$\chi^2 = 45.778$; 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 25: 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 25：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	53.4	51.6	47.6
Considered as false 認為不正確	46.6	48.4	52.4
Sample 樣本	1 059	126	21

$\chi^2 = 0.419$; 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 Hong Kong 有否在香港註冊商標、專利或外觀設計

While more than one-fifth (22.9%) of the business establishments claimed they had registered trademark, patent or design in Hong Kong, the majority (77.1%) had not done so.

Among those establishments who had registered trademark, patent or design, about two-thirds (64.0%) had registered 1 trademark, patent or design and 22.1% had registered 4 or more trademarks, patents or designs and the remaining 13.9% had registered 2 – 3 trademarks, patents or designs.

When analyzed by industry sector, it was observed that establishments in the IT & communication (40.0%), manufacturing (35.4%) and the financing, insurance, real estate and business service (28.4%) sectors were more likely having their trademark, patent or design registered as compared to other industry sectors.

It was also observed that the larger the size of establishments, the more likely they had their trademark, patent or design registered in Hong Kong.

(Table 26 – 29)

約五分之一 (22.9%) 的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 (77.1%) 則表示沒有。

在那些已經在香港註冊了商標、專利或外觀設計的機構中，約三分之二 (64.0%) 註冊了一個商標、專利或外觀設計，另有 22.1% 註冊了 4 個或以上。而其餘 13.9% 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 (40.0%)、製造業 (35.4%) 及金融 / 保險 / 地產 / 商用服務業 (28.4%) 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。

調查亦發現機構的規模越大，有在香港註冊商標、專利或外觀設計的比例就越高。

(表 26 – 29)

Table 26: Whether had registered any trademark, patent or design in Hong Kong

表 26：有否在香港註冊商標、專利或外觀設計

	2005 (%)	2004 (%)
Yes 有	22.9	12.5
No 沒有	77.1	87.5
Sample 樣本	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 27: Number of registered trademark, patent or design

表 27：多少個已註冊的商標、專利或外觀設計

	2005 (%)	2004 (%)
1	64.0	74.5
2 – 3	13.9	13.2
4+	22.1	12.3
Sample 樣本	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 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

	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	35.4	15.4	23.0	21.9	40.0	28.4	12.5
No 沒有	64.6	84.6	77.0	78.1	60.0	71.6	87.5
Sample 樣本	65	91	697	32	10	183	128

$\chi^2 = 21.329$; 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 29: Whether had registered any trademark, patent or design in Hong Kong – bivariate analysis

表 29：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	21.3	32.5	42.9
No 沒有	78.7	67.5	57.1
Sample 樣本	1 059	126	21

$\chi^2 = 12.832$; 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 intellectual property 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 (81.1%) did not have any employee specifically responsible for intellectual property management, about one-fifth (18.9%) had deployed staffs specifically responsible to do so.

When analyzed by industry sector, it was observed that close to three-tenths (29.2%) of the establishments in manufacturing sector have employees specifically responsible for intellectual property management, followed by the financing, insurance, real estate sector (23.6%) and the transport, storage and logistics sector (22.6%).

Furthermore, the larger the employment size of the establishments, the more likely they had the employees specifically responsible for intellectual property management.

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 (67.2%), followed by monitoring employees' using of other people's IP rights (61.7%), monitoring the IP rights of the company (45.6%) and licensing / trading IP rights of the company to others (41.4%).

(Table 30 – 33)

大部分商業機構 (81.1%) 均沒有員工專責從事知識產權管理的工作，約五分之一 (18.9%) 則表示有委任員工專責這些事務。

按行業類別分析，發現接近三成 (29.2%) 從事製造業的機構有專責管理知識產權事宜的員工，其次是金融 / 保險 / 地產商用服務業 (23.6%) 及運輸 / 倉庫 / 物流業 (22.6%)。

除此之外，機構的規模越大，表示有員工專責管理知識產權事宜的比例亦越高。

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 (67.2%)，其次是監察員工使用其他人的知識產權 (61.7%)、監察公司的知識產權 (45.6%) 及處理公司知識產權的專利授權 / 交易事宜 (41.4%)。

(表 30 – 33)

Table 30: Whether had employees specifically responsible for intellectual property management

表 30：是否有員工專責從事知識產權管理的工作

	2005 (%)	2004 (%)
Yes 有	18.9	10.0
No 沒有	81.1	90.0
Sample 樣本	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 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

	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	29.2	14.3	17.8	22.6	20.0	23.6	15.6
No 沒有	70.8	85.7	82.2	77.4	80.0	76.4	84.4
Sample 樣本	65	91	698	31	10	182	128

$\chi^2 = 10.197$; 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 32: Whether had employees specifically responsible for intellectual property management
– bivariate analysis**

表 32：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	17.6	27.8	33.3
No 沒有	82.4	72.2	66.7
Sample 樣本	1 059	126	21

$\chi^2 = 10.564$; 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 33: In what aspect were the staffs responsible for

表 33：員工專責從事哪方面的工作

	2005 (%)	2004 (%)
Registration of trademarks, patents or designs 申請註冊商標、專利權或外觀設計	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	61.7	45.8
Monitoring the intellectual property rights of the company 監察公司的知識產權	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	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	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. While about half of the establishments (49.4%) claimed that they prohibited their staff to do so, still more than one-third (35.4%) of the establishments claimed they did not do so and the remaining 15.3% 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 & communication sector prohibited the staff from using the company computers in uploading or downloading files for personal use during the office hours, followed by the public utilities / entertainment / public administration / government / education / community / social service sector (65.4%) and the financing, insurance, real estate and business service sector (63.9%). In contrast, two-fifths of those in the wholesale, retail and IE trades / restaurants and tourism sector (41.4%) and transport, storage and logistics sector (35.5%) did not do so.

The larger the size of the establishments, the higher the proportion of the establishments prohibited the staff from using the company computers in uploading or downloading files for personal use during the office hours.

Of the establishments who claimed they prohibited their staff from using the company computers in uploading or downloading files for personal use during

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，大約一半 (49.4%) 的機構指出她們有這樣做，但仍有超過三分之一 (35.4%) 的機構表示她們沒有禁止。其餘 15.3% 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 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，其次是公共 / 娛樂事業 / 公共行政 / 政府部門 / 教育 / 社區及社會服務業 (65.4%) 和金融 / 保險 / 地產 / 商用服務業 (63.9%)。相反地，五分之二從事批發 / 零售 / 進出口貿易 / 飲食及旅遊業 (41.4%) 和運輸 / 倉庫 / 物流業 (35.5%) 的機構則沒有這樣做。

機構的規模越大，在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比例就越高。

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 69.3% 表示訂立了公司內部規定 / 指引；超過一半的機構 (58.9%) 由公司監

the office hours, 69.3% of them set up internal rules / guidelines; more than half (58.9%) of the establishments by using the means of monitoring by the company; some 37.8% by regular checking of computer hard disks and 12.2% by stating explicitly in the staff's employment contract.

(Table 34 – 37)

察 ; 37.8% 會定期檢查電腦的硬碟 , 亦有 12.2% 會在僱員合約上訂明。

(表 34 – 37)

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

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

	2005 (%)	2004 (%)
Yes 有	49.4	-
No 沒有	35.4	-
No computer in the company 公司沒有電腦	15.3	-
Sample 樣本	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 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

	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	56.3	48.9	41.3	58.1	80.0	63.9	65.4
No 沒有	28.1	22.8	41.4	35.5	20.0	28.4	26.0
No computer in the company 公司沒有電腦	15.6	28.3	17.3	6.5	-	7.7	8.7
Sample 樣本	64	92	698	31	10	183	127

$\chi^2 = 71.110$; 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 36: Whether prohibit the staff from using the company computers in uploading or downloading files for personal use during the office hours – bivariate analysis

表 36：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	45.8	73.8	81.0
No 沒有	37.4	20.6	19.0
No computer in the company 公司沒有電腦	16.7	5.6	-
Sample 樣本	1 058	126	21

$\chi^2 = 45.212$; 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 37: 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 37：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

	2005 (%)	2004 (%)
By internal rules / guidelines 訂立公司內部規定 / 指引	69.3	-
Monitoring by the company 由公司監察	58.9	-
Regular checking of computer hard disks 定期檢查電腦的硬碟	37.8	-
Employment contract 在僱員合約上訂明	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	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 two-thirds of the establishments (63.1%) claimed that they prohibited their staff from doing so, while still 22.9% of the establishments claimed they did not do so and the remaining 14.0% 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 & communication 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 (84.4%). In contrast, about three-tenths (27.7%) of those in the wholesale, retail and IE trades / restaurants and tourism sector 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.

當被問到有否禁止員工安裝或使用盜版電腦軟件時,約三分之二 (63.1%) 的機構表示她們有這樣做,但仍有 22.9% 的機構表示她們沒有禁止,其餘 14.0% 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 (84.4%)。相反地,約有十分之三 (27.7%) 從事批發 / 零售 / 進出口貿易 / 飲食及旅遊業的機構並沒有禁止員工這種行為。

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。

Of the establishments which claimed they prohibited their staff from installing or using pirated computer software, 67.1% of them used the means of setting up internal rules / guidelines; about three-fifths (59.9%) of the establishments were monitoring by the company; 37.7% by regular checking of computer hard disks and 8.9% by stating explicitly in the staff's employment contract.

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, 67.1% 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 (59.9%) 的機構則由公司監察; 37.7% 會定期檢查電腦的硬碟, 8.9% 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 38 – 41)

(Table 38 – 41)

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

表 38 : 有否禁止員工安裝或使用盜版電腦軟件

	2005 (%)	2004 (%)
Yes 有	63.1	49.1
No 沒有	22.9	28.5
No computer in the company 公司沒有電腦	14.0	22.4
Sample 樣本	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 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

	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	64.6	52.2	56.4	74.2	100.0	74.3	84.4
No 沒有	20.0	19.6	27.7	19.4	-	20.8	7.0
No computer in the company 公司沒有電腦	15.4	28.3	15.9	6.5	-	4.9	8.6
Sample 樣本	65	92	698	31	10	183	128

$\chi^2 = 78.051$; 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 40: Whether prohibit the staff from installing or using pirated computer software
- bivariate analysis

表 40：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	60.1	83.3	90.5
No 沒有	24.5	11.9	9.5
No computer in the company 公司沒有電腦	15.4	4.8	-
Sample 樣本	1 058	126	21

$\chi^2 = 33.708$; 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 41: By what means to prohibit the staff from installing or using pirated computer software

表 41：使用甚麼方法禁止員工安裝或使用盜版電腦軟件

	2005 (%)	2004 (%)
By internal rules / guidelines 訂立公司內部規定 / 指引	67.1	52.3
Monitoring by the company 由公司監察	59.9	71.7
Regular checking of computer hard disks 定期檢查電腦的硬碟	37.7	32.3
Employment contract 在僱員合約上訂明	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	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 / registering intellectual property rights 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 (93.0%) considered that protecting / registering intellectual property rights was beneficial to the company. The proportion was relatively higher than that in the previous round. Only 7.0% considered the opposite.

When analyzed by industry sector, it was observed that all establishments in the IT & communication sector (100.0%) considered that protecting / registering IP rights was beneficial to the company, followed by the financing, insurance, real estate & business services sector (98.4%) and the wholesale, retail and IE trades / restaurants and tourism sector (93.4%). Those in the transport, storage & logistics sector (75.0%) were least likely to consider that protecting / registering IP rights was beneficial.

No significant difference was observed in terms of the size of establishments as majority (92.9% or more) of the establishments considered that protecting / registering IP rights was beneficial to the company.

Among the establishments which considered protecting / registering IP rights was beneficial to the company, about ninety percent (87.5%) 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” (70.5%) and “earning income from the company’s intellectual property” (41.9%).

(Table 42 – 45)

絕大部分商業機構 (93.0%) 均認為保護 / 註冊知識產權對公司是有好處的，比例相對較上一次調查的為高。只有 7.0% 持相反意見。

以行業類別分析，發現所有從事資訊科技及通訊業 (100.0%) 的機構均認為保護 / 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%) 和批發 / 零售 / 進出口貿易 / 飲食及旅遊業 (93.4%)。而從事運輸 / 倉庫 / 物流業的機構 (75.0%) 認為保護 / 註冊知識產權是有好處的比例則最低。

不同規模的機構均有大部分 (92.9% 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。

在那些認為保護 / 註冊知識產權對公司有好處的機構中，近九成 (87.5%) 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」(70.5%) 及「公司可藉著知識產權以賺取收入」(41.9%)。

(表 42 – 45)

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

表 42 : 是否認為保護 / 註冊知識產權對公司是有好處

	2005 (%)	2004 (%)
Yes 認為	93.0	88.4
No 不認為	7.0	11.6
Sample 樣本	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 43: Whether consider protecting / registering intellectual property rights 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

	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 認為	92.3	91.3	93.4	75.0	100.0	98.4	87.5
No 不認為	7.7	8.7	6.6	25.0	-	1.6	12.5
Sample 樣本	65	92	698	32	10	183	128

$\chi^2 = 30.828$; 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 44: Whether consider protecting / registering intellectual property rights is beneficial to the company – bivariate analysis

表 44：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	93.0	92.9	95.2
No 不認為	7.0	7.1	4.8
Sample 樣本	1 059	126	21

$\chi^2 = 0.164$; 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 45: The main benefit of a company in seeking protection / registration of intellectual property

表 45：取得保護 / 註冊知識產權對公司的最主要好處

	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	87.5	78.6
Enable the company to build up reputation or goodwill 有助建立公司的聲譽	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	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	1 122	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 Hong Kong 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 (79.5%) of the business establishments considered Hong Kong as an important place to register trademark, patent or design, which was higher as compared to the previous round. The remaining one-fifth (20.5%) considered the opposite.

約五分之四 (79.5%) 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，比例較上一次調查的為高。而其餘五分之一 (20.5%) 則持相反意見。

When analyzed by industry sector, it was observed that those establishments in the financing / insurance / real estate / business service sector (86.8%) and the public utilities / entertainment / public administration / government / education / community / social services sector (85.9%) 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，發現從事金融 / 保險 / 地產 / 商用服務業 (86.8%) 和公共 / 娛樂事業 / 公共行政 / 政府部門 / 教育 / 社區及社會服務業 (85.9%) 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。

No significant difference was observed in terms of the size of establishments of considering Hong Kong as an important place to register trademark, patent or design.

不同規模的機構在是否認為香港是一個重要地點去註冊商標、專利或外觀設計的意見並沒有明顯差別。

(表 46 – 48)

(Table 46 – 48)

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

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

	2005 (%)	2004 (%)
Yes 會	79.5	67.5
No 不會	20.5	32.5
Sample 樣本	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 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

	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 會	68.8	71.4	78.8	84.4	60.0	86.8	85.9
No 不會	31.3	28.6	21.2	15.6	40.0	13.2	14.1
Sample 樣本	64	91	697	32	10	182	128

$\chi^2 = 20.529$; 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 48: Whether consider Hong Kong is an important place to register trademark, patent or design – bivariate analysis

表 48：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	79.4	85.7
No 不認為	20.5	20.6	14.3
Sample 樣本	1 058	126	21

$\chi^2 = 0.495$; 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、專利權或外觀設計，將於香港受到保護」是否正確

More than half (55.2%) 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 (44.8%) considered the opposite.

超過一半 (55.2%) 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、專利權或外觀設計，在香港是將會受到保護的」的說法是錯誤的，而餘下 (44.8%) 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 49 – 51)

(Table 49 – 51)

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

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、專利權或外觀設計，將於香港受到保護」

	是否正確	
	2005 (%)	2004 (%)
Consider as true 認為正確	44.8	-
Consider as false 認為不正確	55.2	-
Sample 樣本	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 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、專利權或外觀設計，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	38.5	45.7	45.6	50.0	36.4	37.4	53.1
Consider as false 認為不正確	61.5	54.3	54.4	50.0	63.6	62.6	46.9
Sample 樣本	65	92	698	32	11	182	128

$\chi^2 = 9.571$; 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 51: 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 51：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、專利權或外觀設計，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	45.0	43.7	38.1
Consider as false 認為不正確	55.0	56.3	61.9
Sample 樣本	1 059	126	21

$\chi^2 = 0.474$; 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 Hong Kong 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 half (51.2%) of the establishments would not check the Hong Kong trademark register before using / adopting their own trademark for their goods / services, another half (48.8%) would do so.

When analyzed by industry sector, it was observed that establishments in the IT & communication sector (90.0%) were more likely to check the Hong Kong trademark register before using / adopting their own trademark for their goods / services, followed by the constructing sector (54.9%), the financing, insurance, real estates and business service sector (53.6%) and the public utilities / entertainment / public administration / government / education / community / social services sector (51.6%). On the other hand, those in transport, storage & logistics sector (59.4%), wholesale, retail and IE trades / restaurants and tourism sector (53.9%) and the manufacturing sector (53.8%) tended more to claim the opposite.

The larger the size of establishments, the higher the proportion of the establishments would check the Hong Kong trademark register before using / adopting their own trademark for their goods / services.

半數 (51.2%) 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，而另一半 (48.8%) 則會這樣做。

以行業類別分析，發現從事資訊科技及通訊業的機構 (90.0%) 比其他機構較傾向會在使用商標於產品 / 服務前檢索是否有註冊過，其次是建造業 (54.9%)、金融 / 保險 / 地產 / 商用服務業 (53.6%) 和公共 / 娛樂事業 / 公共行政 / 政府部門 / 教育 / 社區及社會服務業 (51.6%)。另一方面，從事運輸 / 倉庫 / 物流業 (59.4%)、批發 / 零售 / 進出口貿易 / 飲食及旅遊業 (53.9%) 及製造業 (53.8%) 的機構則較傾向表示沒有這樣做。

機構的規模越大，表示會在使用商標於產品 / 服務前檢索是否已有同樣的商標註冊的比例亦越高。

(表 52 – 54)

(Table 52 – 54)

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

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

	2005 (%)	2004 (%)
Yes 有檢索	48.8	40.6
No 沒有檢索	51.2	59.4
Sample 樣本	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 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

	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 有檢索	46.2	54.9	46.1	40.6	90.0	53.6	51.6
No 沒有檢索	53.8	45.1	53.9	59.4	10.0	46.4	48.4
Sample 樣本	65	91	698	32	10	183	128

$\chi^2 = 13.238$; 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 54: Whether would check the Hong Kong trademark register before using / adopting their own trademark – bivariate analysis

表 54：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	47.1	60.6	61.9
No 沒有檢索	52.9	39.4	38.1
Sample 樣本	1 058	127	21

$\chi^2 = 9.824$; 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 Hong Kong 有否在香港進行“研究及開發”

While three-fifths of the business establishments (60.9%) did not carry out research and development in Hong Kong and about thirty percent (29.8%) claimed their business had no such need, only 9.3% had carried out research and development in Hong Kong. Among these establishments, most of them (77.9%) would search the patent register to ensure that they would not infringe other's inventions.

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 (81.0%) agreed that the search of the patent register would find useful ideas for developing into new inventions.

(Table 55 – 57)

五分之三的商業機構 (60.9%) 沒有在香港進行“研究及開發”，另有大約三成 (29.8%) 表示公司業務沒有此需要，只有 9.3% 曾經在香港進行“研究及開發”。在這些機構中，大多數 (77.9%) 會檢索專利權註冊，以確保不會侵犯他人的發明。

那些會檢索專利權註冊的機構再被問到會否從檢索專利權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 (81.0%) 同意從檢索專利權註冊中會找到有用的概念去發展新的發明。

(表 55 – 57)

Table 55: Whether carry out research and development in Hong Kong

表 55：有否在香港進行研究及開發

	2005 (%)	2004 (%)
No 沒有	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	29.8	25.5
Yes 有	9.3	7.1
Sample 樣本	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 56: Whether would search the patent register to ensure not infringing other's inventions

表 56：會否檢索專利權註冊，以確保不會侵犯他人發明

	2005 (%)	2004 (%)
Yes 會	77.9	80.9
No 不會	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	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 57: Whether the search of the patent register would find useful ideas for developing into new inventions

表 57：有否從檢索專利權註冊中找到有用的概念去發展新的發明

	2005 (%)	2004 (%)
Yes 會	81.0	85.3
No 不會	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權註冊以避免侵犯他人發明的機構為基數	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 intellectual property 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 about one quarter of the establishments (26.8%) considered the most serious consequence was loss of money invested in the business / infringing goods, followed by damaged to company's reputation / goodwill (25.0%) and large amount of compensation paid (19.0%).

As compared to last year's findings, relatively more establishments considered loss of money invested in the business / infringing goods (26.8% versus 7.3%) as the most serious consequence, whereas relatively smaller proportion considered criminal liability (12.4% versus 50.1%) as the most serious consequence.

(Table 58)

對於侵犯他人知識產權的後果嚴重程度先後次序,約四分之一的機構 (26.8%) 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 (25.0%) 及支付大額的賠償 (19.0%)。

與去年的調查結果比較,發現有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 (26.8% 對比 7.3%),而認為公司要負上刑事責任 (12.4% 對比 50.1%) 是最嚴重後果的比例則較去年為小。

(表 58)

Table 58: The perceived most serious consequence for a company which infringed the intellectual property of others

表 58 : 認為侵犯他人知識產權的最嚴重後果

	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	26.8	7.3
Damage to company's reputation/ goodwill 公司聲譽受損	25.0	14.7
Large amount of compensation paid 支付大額的賠償	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	16.7	6.2
Criminal liability 公司要負上刑事責任	12.4	50.1
Sample 樣本	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 (89.6%) considered that the protection of intellectual property rights was very / quite helpful to the development of local creative industries. Furthermore, more than seventy percent of the establishments considered the protection of IP rights was very / quite helpful for enhancing the creation of business opportunity (73.4%) and wealth and the overall development of Hong Kong's economy (71.1%).

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 less establishments (64.5%) from the transport, storage, logistics sector considered it helpful to the development of local creative industries.

Seven out of ten of the establishments in the financing, insurance, real estates & business services (82.4%), public utilities / entertainment / public administration / government / education / community / social services sectors (74.0%) and the constructing sector (72.5%) considered the protection of IP rights was very / quite helpful to the overall development of HK's economy. Besides, again it is noteworthy that 20.0% of those in the IT & communication sector claimed "don't know / hard to say".

No significant difference was observed between the sizes of establishments with their attitudes towards the long-term development for the IP rights.

就保護知識產權的長遠發展而言，大多數商業機構 (89.6%) 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，亦有超過七成的機構認為保護知識產權對營商者創造商機及財富 (73.4%) 及香港整體經濟發展 (71.1%) 非常有幫助 / 頗有幫助。

超過四分之三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 / 物流業的機構則相對較少 (64.5%) 認為保護知識產權能幫助本地創意產業發展。

七成從事金融 / 保險 / 地產 / 商用服務業 (82.4%)、公共 / 娛樂事業 / 公共行政 / 政府部門 / 教育 / 社區及社會服務業 (74.0%) 和建造業 (72.5%) 的機構認為保護知識產權對香港整體經濟發展非常有幫助 / 頗有幫助。另外，也值得注意有 20.0% 從事資訊科技及通訊業的機構表示「不知道 / 很難說」。

不同規模的機構在保護知識產權的長遠發展的意見並沒有明顯差別。

(表 59– 67)

(Table 59 – 67)

Table 59: Whether consider the protection of IP rights could help the development of local creative industries

表 59：認為保護知識產權對促進本地創意產業發展有沒有幫助

	2005 (%)	2004 (%)
Very helpful 非常有幫助	53.7	49.5
Quite helpful 頗有幫助	35.9	35.9
Average 一般	9.1	11.2
Not quite helpful 幫助不大	0.6	0.9
Not helpful at all 完全沒有幫助	0.1	0.2
Don't know /Hard to say 不知道 / 很難說	0.6	2.3
Very / quite helpful 非常有幫助 / 頗有幫助	89.6	85.4
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	0.7	1.1
Sample 樣本	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 enhance the creation of business opportunity and wealth

表 60：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

	2005 (%)	2004 (%)
Very helpful 非常有幫助	32.0	31.8
Quite helpful 頗有幫助	41.4	43.8
Average 一般	21.1	16.4
Not quite helpful 幫助不大	3.1	3.7
Not helpful at all 完全沒有幫助	0.1	0.2
Don't know /Hard to say 不知道 / 很難說	2.3	4.1
Very / quite helpful 非常有幫助 / 頗有幫助	73.4	75.6
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	3.3	3.9
Sample 樣本	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 overall development of HK's economy

表 61：認為保護知識產權對促進香港整體經濟發展有沒有幫助

	2005 (%)	2004 (%)
Very helpful 非常有幫助	26.8	25.1
Quite helpful 頗有幫助	44.3	42.1
Average 一般	22.1	20.5
Not quite helpful 幫助不大	4.4	6.6
Not helpful at all 完全沒有幫助	0.2	0.7
Don't know /Hard to say 不知道 / 很難說	2.2	5.0
Very / quite helpful 非常有幫助 / 頗有幫助	71.1	67.2
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	4.7	7.3
Sample 樣本	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 62: Whether consider the protection of IP rights could help the development of local creative industries – bivariate analysis

表 62：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	78.1	85.9	89.7	64.5	100.0	98.4	90.6
Average 一般	14.1	14.1	9.3	32.3	-	1.6	7.0
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	7.8	-	0.1	-	-	-	1.6
Don't know /Hard to say 不知道 / 很難說	-	-	0.9	3.2	-	-	0.8
Sample 樣本	64	92	697	31	10	183	128

$\chi^2 = 102.051$; 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 enhance the creation of business opportunity and wealth – bivariate analysis

表 63：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	71.9	78.3	71.9	71.9	100.0	76.4	73.4
Average 一般	20.3	18.5	22.1	18.8	-	20.3	21.1
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	7.8	-	3.3	6.3	-	3.3	2.3
Don't know /Hard to say 不知道 / 很難說	-	3.3	2.7	3.1	-	-	3.1
Sample 樣本	64	92	698	32	10	182	128

$\chi^2 = 20.712$; 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 overall development of HK's economy – bivariate analysis

表 64：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. 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	64.1	72.5	68.8	67.7	50.0	82.4	74.0
Average 一般	23.4	24.2	24.1	25.8	20.0	15.9	16.5
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	10.9	-	4.6	3.2	10.0	1.6	8.7
Don't know /Hard to say 不知道 / 很難說	1.6	3.3	2.6	3.2	20.0	-	0.8
Sample 樣本	64	91	698	31	10	182	127

$\chi^2 = 51.483$; 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 65: Whether consider the protection of IP rights could help the development of local creative industries – bivariate analysis

表 65：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	89.6	90.5	90.5
Average 一般	9.5	5.6	9.5
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	0.6	1.6	-
Don't know /Hard to say 不知道 / 很難說	0.4	2.4	-
Sample 樣本	1 058	126	21

$\chi^2 = 11.712$; 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 enhance the creation of business opportunity and wealth – bivariate analysis

表 66：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	72.9	77.0	72.7
Average 一般	21.5	17.5	18.2
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	3.4	2.4	4.5
Don't know /Hard to say 不知道 / 很難說	2.2	3.2	4.5
Sample 樣本	1 060	126	22

$\chi^2 = 2.642$; 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 67: Whether consider the protection of IP rights could help the overall development of HK's economy – bivariate analysis

表 67：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	70.9	72.2	76.2
Average 一般	22.3	20.6	19.0
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	4.7	4.8	4.8
Don't know / Hard to say 不知道 / 很難說	2.1	2.4	-
Sample 樣本	1 059	126	21

$\chi^2 = 0.824$; 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 Intellectual Property Department 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 Intellectual Property Department was responsible for promoting awareness on IP rights protection (90.5%), registration of trademarks (71.7%), public education about intellectual property (71.7%), registration of patents (71.5%), registration of designs (58.6%) and IP law drafting (52.7%), less than half of the business establishments (48.4%) were aware that IPD also acted as Government's intellectual property legal advisor.

On the other hand, more than half of the establishments (58.4%) misunderstood that IPD was responsible for receiving complaints on copyright piracy and trademark counterfeiting. One third or more also misunderstood that IPD was responsible for investigating into infringing activities (46.2%), and criminal justice of IP (33.5%).

When analyzed by industry sector, it was observed that all establishments (100.0%) in the manufacturing, IT & communication sector and financing, insurance, real estate and business services sector were aware of the duties of IPD, followed by those in the wholesale, retailing and IE trades / restaurants and tourism sector (96.3%), public utilities / entertainment / public administration / government / education / community / social services sector (96.1%) and the transport, storage and logistics sector (93.5%). On the contrary, relatively more of those in the constructing sector (17.4%) were not aware of the duties of IPD.

大部分商業機構意識到知識產權署是負責宣傳 / 推廣保護知識產權 (90.5%)、商標註冊 (71.7%)、有關知識產權的公民教育 (71.7%)、專利註冊 (71.5%)、外觀設計註冊 (58.6%) 及草擬知識產權法例 (52.7%) 的,少於半數的機構 (48.4%) 知道知識產權署亦擔當政府的知識產權法律顧問。

另一方面,過半數機構 (58.4%) 誤以為知識產權署負責接受盜版及商標冒牌的投訴,三分之一或以上亦誤以為知識產權署負責調查侵權活動 (46.2%) 及對知識產權的刑事執法 (33.5%)。

以行業類別分析,發現所有 (100.0%) 從事製造業、資訊科技及通訊業和金融 / 保險 / 地產 / 商用服務業的機構均認知到知識產權署的工作範圍,其次是從事批發 / 零售 / 進出口貿易 / 飲食及旅遊業 (96.3%)、公共 / 娛樂事業 / 公共行政 / 政府部門 / 教育 / 社區及社會服務業 (96.1%) 及運輸 / 倉庫 / 物流業 (93.5%) 的機構。反之,較多從事建造業 (17.4%) 的機構則未能正確指出知識產權署的工作範圍。

No significant difference was observed between the sizes of establishments with the awareness level of the duties of IPD. 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 68 – 70)

(Table 68 – 70)

Table 68: Awareness of the duties of IPD

表 68 : 對知識產權署工作範圍的認知

	2005 (%)	2004 (%)
Correct		
正確		
Promote awareness on IP rights protection 宣傳 / 推廣保護知識產權	90.5	86.0
Registration of trademark 商標註冊	71.7	68.1
Public education about intellectual property 有關知識產權的公民教育	71.7	61.0
Registration of patents 專利註冊	71.5	71.1
Design registration 外觀設計註冊	58.6	55.2
Intellectual property law drafting 草擬知識產權法例	52.7	-
As legal advisor for government 作為政府的知識產權法律顧問	48.4	48.0
Incorrect		
不正確		
Receiving complaints on copyright piracy and trademark counterfeiting 接受盜版及商標冒牌的投訴	58.4	55.2
Investigate into infringing activities 調查侵權活動	46.2	46.4
Criminal justice of intellectual property 知識產權的刑事執法	33.5	-
Don't know 不知道	3.5	4.1
Sample 樣本	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 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

	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	100.0	84.6	96.3	93.5	100.0	100.0	96.1
Not aware 不知道	-	15.4	3.7	6.5	-	-	3.9
Sample 樣本	64	91	698	31	10	182	128

$X^2 = 42.971$; 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 70: Awareness of the duties of IPD – bivariate analysis

表 70：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	95.7	99.2	100.0
Not aware 不知道	4.3	0.8	-
Sample 樣本	1 058	126	21

$X^2 = 4.662$; 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 more than three quarters of the establishments (76.9%) claimed they had not attended or visited any seminar / exhibition organized by IPD in the past 12 months, the remaining 23.1% establishments recalled the seminar / exhibition attended.

As compared to the previous round, relatively more 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 about one-third (35.5%) of the establishments in the transport / storage and logistics sector had attended or visited the seminars / exhibitions organized by IPD in the past 12 months, followed by those in the public utilities / entertainment / public administration / government / education / community / social service sector (32.0%).

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 71 – 73)

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，超過四分之三的商业機構代表 (76.9%) 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 23.1% 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，有較多機構表示曾在過去 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，發現約三分之一 (35.5%) 從事運輸 / 倉庫 / 物流業的機構表示在過去 12 個月曾經出席或參觀過由知識產權署所舉辦的講座 / 展覽，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 (32.0%)。

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 71 – 73)

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

表 71 : 曾否出席 / 參觀過由知識產權署所舉辦的講座 / 展覽

	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	23.1	11.7
Hong Kong 香港		
Hong Kong Book Fair 香港書展	13.6	-
Hong Kong Computer & Communications Festival 香港電腦通訊節	5.7	-
2004 World SME Expo 2004 中小企業國際市場推廣日	3.1	-
International ICT Expo 國際資訊科技博覽	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	1.0	-
WIPO Regional Symposium on Copyright in Educational institutions and Libraries in the Digital Era 世界知識產權組織 "數碼時代圖書館及教育機構面對的版權問題"地區研 討會	0.7	-
Hong Kong Licensing Show 香港專利授權展	0.4	-
China 中國內地		
China International Service Industries Convention & Expo (Beijing) 中國國際服務業大會和展覽會 (北京)	0.4	-
2004 Dongguan Seminar on Intellectual Property (IP) and the Development of SMEs -- "IP as a Tool in Developing Business Opportunities" 2004 2004 知識產權與中小企業發展 (東莞) 研討會 - "以知識產權開拓商機"	0.3	-
Visited exhibition, but cannot remember which one 有參觀過展覽, 但忘記是哪一個	1.3	-
Attended seminar, but cannot remember which one 有出席過講座, 但忘記是哪一個	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	76.9	88.3
Sample 樣本	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 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

	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	23.1	26.4	18.9	35.5	27.3	28.4	32.0
No 未曾出席 / 參觀過	76.9	73.6	81.1	64.5	72.7	71.6	68.0
Sample 樣本	65	91	697	31	11	183	128

$\chi^2 = 18.813$; 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 73: Ever attended or visited IPD's seminar / exhibition – bivariate analysis

表 73：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	23.0	22.2	28.6
No 未曾出席 / 參觀過	77.0	77.8	71.4
Sample 樣本	1 059	126	21

$\chi^2 = 0.410$; 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 (90.4%) recalled seeing IPD's advertising and promotional activities on TV, more than half of the establishments claimed seeing the print ad / promotional materials (56.3%) and aware of IPD's advertising or promotional activities on radio (51.6%).

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 (90.4%) 均表示記得曾在電視見過知識產權署的廣告或宣傳活動,另有超過一半表示曾經從印刷廣告 / 宣傳物品 (56.3%) 及電台 (51.6%) 接觸過知識產權署的廣告或宣傳活動。

(表 74 – 75)

(Table 74 – 75)

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

表 74 : 對知識產權署的廣告及宣傳活動的認知

	2005 (%)
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	40.0
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	23.3
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	17.2
The documentary of the "Hong Kong - The Real Experience" - ATV 《亞洲電視 - 「正貨之都@香港」電視特輯》	10.1
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》	9.4
The API of the "No Fakes Pledge" (In Hong Kong & Guangdong) 《「正版正貨」承諾行動》粵港電視宣傳片	9.3
"Creativity Is Wealth" - Show in Exhibitions 《創造財富》- 在展覽活動中播放	4.9
Cannot remember which ad / program 電視見過, 但忘記是哪一個廣告 / 特輯	33.1
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	18.1
The API of the World IP Day 《世界知識產權日》宣傳聲帶	3.9
Promo on the "Hong Kong - The Real Experience" Mini-concert & Seminar 「正貨之都@香港」音樂會及保護知識產權講座宣傳	2.9
Cannot remember which ad / program 聽過但忘記是哪一個廣告 / 節目	30.8
Sample 樣本	1 206

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 (cont')

表 74 : 對知識產權署的廣告及宣傳活動的認知 (續)

	2005 (%)
Print ad / promotional materials 印刷廣告 / 宣傳物品	
"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	29.8
"No Fakes Pledge" labels in shops 貨品或商戶貼有「正版正貨承諾」標籤	16.5
"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	16.0
The "No Fakes Pledge Merchants Name List 2004" 「正版正貨承諾」商戶名冊 2004	9.0
Booklet "Intellectual Property in Hong Kong" 「香港的知識產權」小冊子	6.2
Hong Kong Tour Guide Book 香港購物街道圖	4.4
Newspaper Supplements about the "World IP Day" 於報章刊載「世界知識產權日」特約專輯	3.3
Hong Kong – "The Real Experience" Mini-concert & Seminar advertisement in newspapers and magazines 於報章及雜誌內刊登之「正貨之都@香港」音樂會暨展覽會廣告	2.6
Comic book about Intellectual Property 漫「話」知識產權	2.1
Cannot remember which print ad / promotional materials 見過，但忘記是哪一個印刷廣告 / 宣傳物品	10.2
Outdoor Advertising 戶外廣告	
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	6.9
The "No Fakes Pledge" advertisement on tram 電車上之「正版正貨承諾」廣告	5.4
The "No Fakes Pledge" advertisement at the Peak Tower 山頂景觀台上之「正版正貨承諾」廣告	1.5
Cannot remember which print outdoor advertising 見過，但忘記是哪一個戶外廣告	15.6
Sample 樣本	1 206

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 (cont')

表 74 : 對知識產權署的廣告及宣傳活動的認知 (續)

	2005 (%)
其他 Other	
IPD website 知識產權署網頁	8.6
I Pledge - Infernal Affairs II - Movie Activity 我承諾 -- 無間道二 - 電影優惠活動	2.1
IPD Database for Guangdong, HK and Macao 粵港澳知識產權資料庫	1.3
I Pledge - Twins Effect II - Movie Activity 我承諾 -- 千機變二 - 花都大戰電影優惠活動	1.0
"Anti Piracy Action Team" 3-D Computer Game "反盜版特遣隊" 三維立體電腦遊戲	0.6
Web-based "IP Interactive Zone" Teaching Kit and "Let's Protect Intellectual Property - Learning Guidebook" 「IP 互動新地帶」網上教材套及「齊來保護知識產權 - 學習手冊」	0.5
"I Pledge – 5 th Anniversary Mini-concert " 我承諾五週年音樂會	0.1
Do not remember whether ever seen / heard 忘記有沒有見過 / 聽過	3.8
Haven't seen / heard of any promotions by IPD 沒有見過 / 聽過任何該署的宣傳	2.9
Sample 樣本	1 206

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

表 75 : 對知識產權署的廣告及宣傳活動的認知 – 媒體

	2005 (%)	2004 (%)
TV 電視	90.4	90.5
Print ad / promotional materials 印刷廣告 / 宣傳物品	56.3	40.9
Radio 電台	51.6	52.7
Outdoor Advertising 戶外廣告	28.1	-
Other 其他	11.3	-
Do not remember whether ever seen / heard 忘記有沒有見過 / 聽過	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	2.9	2.7
Sample 樣本	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 Hong Kong 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 43.4% of the business establishments considered them very / quite effective and 48.5% considered the opposite, which was quite similar with those in the last round.

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 43.4% 的商業機構認為很有效 / 有效，而 48.5% 則持相反意見，結果與上一次相若。

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 76 – 78)

(Table 76 – 78)

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

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

	2005 (%)	2004 (%)
Very effective 很有效	5.9	7.7
Effective/Quite effective 頗有效	37.4	37.8
Quite ineffective 不大有效	47.5	46.4
Very ineffective 完全沒有效	1.1	1.4
Don't know /Hard to say 不知道 / 很難說	8.1	6.7
Very / quite effective 很有效 / 頗有效	43.4	45.5
Quite / very ineffective 不大有效 / 完全沒有效	48.5	47.8
Sample 樣本	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 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

	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	50.0	44.0	41.8	41.9	10.0	44.0	51.6
Quite / very ineffective 不大有效 / 完全沒有效	42.2	53.8	49.4	51.6	90.0	46.2	43.0
Don't know /Hard to say 不知道 / 很難說	7.8	2.2	8.9	6.5	-	9.9	5.5
Sample 樣本	64	91	697	31	10	182	128

$\chi^2=18.705$; 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 78: Effectiveness of the promotional activities held by IPD in raising
the awareness of Hong Kong – bivariate analysis**

表 78：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	42.4	49.2	52.4
Quite / very ineffective 不大有效 / 完全沒有效	49.3	43.7	42.9
Don't know /Hard to say 不知道 / 很難說	8.3	7.1	4.8
Sample 樣本	1 059	126	21

$\chi^2 = 2.983$; 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 (84.2%) considered TV / radio were most effective, followed by newspaper / magazine (49.2%) and other promotion channels (e.g. bus, activities in shopping centres etc.) (35.6%) and Internet / website (35.2%).

最後，有關接收知識產權署消息的最有效途徑，大部分 (84.2%) 機構均認為電視 / 電台最有效，其次是報紙 / 雜誌 (49.2%) 及其他宣傳媒介 (如巴士、商場活動等) (35.6%) 和互聯網 / 網頁 (35.2%)。

(表 79)

(Table 79)

Table 79: The most effective way(s) to gather information from IPD

表 79 : 最有效接收知識產權署消息的途徑

	2005 (%)	2004 (%)
TV / radio 電視 / 電台	84.2	82.2
Newspaper / magazine 報紙 / 雜誌	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)	35.6	39.0
Internet / website 互聯網 / 網頁	35.2	32.7
Promotion booklet / leaflet 宣傳小冊子 / 單張	18.5	16.5
Exhibition / seminar 展覽 / 講座	13.3	10.2
Don't know / Hard to say 不知道 / 很難說	5.5	6.5
Sample 樣本	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	182	15.1	16 631	5.4
Construction 建造業	102	8.5	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	377	31.3	179 350	57.8
Transport, storage, logistics 運輸 / 倉庫 / 物流業	63	5.2	8 111	2.6
IT & communications 資訊科技及通訊業	23	1.9	2 614	0.8
Financing, insurance, real estate & business services 金融 / 保險 / 地產 / 商用服務業	183	15.2	46 933	15.1
Public utilities / entertainment/ public administration / government/ 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	276	22.9	32 875	10.6
Employment Size 員工人數				
1 – 9	613	50.8	272 219	87.8
10+	593	49.2	37 860	12.2
Total 總計	1 206	100.0	310 079	100.0

Appendix 2: Sample distribution

附錄二：樣本分佈

	Sample 樣本			
	2005		2004	
	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	47	3.9	74	6.1
3 – 5 years 3 – 5 年	179	22.7	203	16.9
6 – 10 years 6 – 10 年	391	20.5	303	25.2
11 – 20 years 11 – 20 年	345	28.7	359	29.8
20+ years 20+ 年	101	32	265	22.0
Capital 資金				
Local based 本地公司	1 026	85.1	1 106	91.9
Foreign based 外資公司	156	13.0	85	7.1
PRC based 中資公司	23	1.9	11	0.9
Local & Foreign based 本地及外資公司	-	-	2	0.2
Total 總計	1 206	100.0	1 204	100.0