

**Survey on Business Attitudes to
Intellectual Property 2010**
香港商業機構知識產權意識調查 2010

- Report -

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1 Summary of Findings 調查結果摘要

Introduction

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) has been conducting surveys on Business Attitudes to Intellectual Property since 2004. Mercado Solutions Associates Ltd. (MSA) was commissioned to conduct the 2010 survey between 10th November and 21st December 2010. In total, 1 009 business establishments were successfully enumerated by means of mail survey. The overall response rate achieved was 30.5%. This executive summary highlights the major findings of the survey.

Knowledge and Attitudes toward IPR

The majority of the business establishments were aware that intellectual property (IP) covered "copyright" (96.5%), "trademarks" (95.3%), "patents" (92.3%) and "designs" (82.5%). Overall speaking, the percentages were slightly increased as compared with the last survey (about 78% - 96%).

Moreover, when comparing to the previous surveys (below 23%), largely higher proportion of establishments was aware that "layout-design of integrated circuits" (51.2%) was also covered in intellectual property.

When asked whether thought that "copying newspaper articles / articles from books without authorisation for distribution to staff for internal reference" was an infringement of IP rights, only 53.0% of the establishments claimed "yes", which was similar to the last survey (50.5%).

97.9% of business establishments considered intellectual properties (e.g. patents for invented products / technology, design, logo or brand name) were valuable assets of a company,

前言

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，知識產權署自二零零四年起進行了多個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) 受委託於二零一零年十一月十日至十二月二十一日進行了調查，透過郵寄問卷形式成功訪問了 1 009 間商業機構，回應率達到 30.5%。本摘要概述了主要的調查結果。

對知識產權的認識及觀念

大部分商業機構均知道知識產權包括「版權」(96.5%)、「商標」(95.3%)、「專利」(92.3%)及「外觀設計」(82.5%)。整體而言，比例較上一次調查的結果 (約 78% - 96%) 略有上升。

此外，與過去幾年的調查 (23% 以下) 比較，知道「集成電路布圖設計」(51.2%) 亦屬於知識產權的一種的比例有大幅增加。

當被問到是否認為「未經授權而複製報章 / 書籍文章發放給員工作內部參考」是侵犯知識產權的行為，只有 53.0% 的機構認為「是」，比例與上一次調查 (50.5%) 相若。

97.9% 的商業機構均認為知識產權 (例如發明的產品 / 技術、外觀設計、標誌或品牌) 是公司的寶貴資產，結果與過往幾年調查的結果 (約 95% - 98%) 頗一致。

which was quite consistent to the previous surveys (about 95% - 98%).

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” was true. 73.5% of the establishments misunderstood that the statement was true, which was higher than the previous surveys (below 66%). However, still 26.5% considered that was not true.

15.6% of the business establishments claimed that they had registered trademark, patent or design in Hong Kong, while 84.4% had not done so. The rate of doing so was dropped as compared with the last survey (28.6%).

Among those establishments which had trademark, patent or design registered, 66.0% had registered 1 trademark, patent or design; 14.9% had registered 2 – 3; and 17.2% had registered 4 or more.

86.2% of the business establishments considered Hong Kong as an important place to register trademark, patent or design, which was higher than the previous surveys (about 68% - 81%).

61.2% 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 automatically be protected in Hong Kong” was false, which was higher than those in the past surveys (about 54% - 58%). The remaining (38.8%) considered the opposite.

58.0% of the business establishments had heard about the newly amended Copyright Ordinance – regarding the criminal liability that directors / partners may attract if their companies possess pirated software for business use, which was higher than that in the last survey (49.5%).

各機構均被問到認為「當我在香港取得商業 / 公司註冊後，沒有人能夠在香港採用本公司名稱作為註冊商標」的說法是否正確。73.5% 的機構誤以為此是正確的，比例較以往幾年 (66% 以下) 有所上升。但仍有 26.5% 知道這句子並不正確。

15.6% 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 84.4% 則表示沒有。有這樣做的比率較上一次調查的 (28.6%) 下跌了。

在那些已經在香港註冊了商標、專利或外觀設計的機構中，66.0% 註冊了一個商標、專利或外觀設計；14.9% 註冊了 2 – 3 個；另有 17.2% 註冊了 4 個或以上。

86.2% 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，比例較過往幾年調查的 (約 68% - 81%) 為高。

61.2% 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、專利或外觀設計，將自動地於香港受到保護」的說法是錯誤的，較以往幾年調查的結果 (約 54% - 58%) 為高。而餘下的 (38.8%) 則並不知道。

58.0% 的商業機構有聽過最新修訂版權條例中，有關董事 / 合夥人可能因為公司在業務中管有盜版軟件，須負上刑責。比例較上一次調查的 (49.5%) 為高。

Among them, the major channels of learning about the content of the provision were TV / radio API (72.6%) and print advertisement in newspapers / magazines (30.4%).

在他們之中，主要得知條例內容的渠道是電視 / 電台廣告 (72.6%) 及刊登於報章 / 雜誌的廣告 (30.4%)。

Not many establishments (36.6%) had heard about the newly amended Copyright Ordinance – regarding the offence of copying copyright works in large quantity and regularly for business purpose.

有聽過最新修訂版權條例中，有關大量及定期複印版權作品作商業用途的罪行的商業機構並不多 (36.6%)。

Among them, the major channel of learning about the content of the provision was print advertisement in newspapers / magazines (63.0%).

在他們之中，主要得知條例內容的渠道是刊登於報章 / 雜誌的廣告 (63.0%)。

75.3% of the establishments were not aware that there were licensing schemes (administered by copyright owners) authorising copying of local newspaper articles and books for use in business, while only 24.7% were aware of it (vs. 27.4% in the last survey).

75.3% 的機構不知道有特許計劃 (由版權擁有者執行) 授權公司複製本地報章報導 / 書籍內容供業務中使用。只有 24.7% 對此有認知 (對比上一次調查的 27.4%)。

IP Compliance

遵守知識產權的法例規定

While 55.4% of the establishments would not check the Hong Kong trademark register before using / adopting their own trademark for their goods / services, 44.6% would do so, which was similar to that in the last survey (42.2%).

55.4% 的機構表示不會在使用商標於產品 / 服務前檢索商標是否已有同樣的商標註冊過，而 44.6% 則會這樣做，比例與上一次調查的 (42.2%) 相若。

Only 7.8% of the establishments had deployed staff specifically responsible for IP management (vs. 10% or more in the previous surveys). Among them, many claimed that the staffs were responsible for “registration of trademarks, patents or designs” (73.6%), followed by “monitoring employees’ use of other people’s IP rights” (47.6%), “monitoring the IP rights of the company” (47.0%) and “licensing / trading IP rights of the company to others” (45.0%).

只有 7.8% 的機構有委任員工專責從事知識產權管理的工作 (對比過往幾年調查有 10% 或以上)。在他們之中，很多都表示員工是負責「申請註冊商標、專利或外觀設計」(73.6%) 的，其次是「監察員工使用其他人的知識產權」(47.6%)、「監察公司的知識產權」(47.0%) 及「處理公司知識產權的專利授權 / 交易事宜」(45.0%)。

41.5% of the establishments claimed that they prohibited their staff from using the company computers in uploading or downloading files for personal use during the office hours (vs. more than 48% in the previous surveys).

41.5% 的機構指出它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 (對比過往幾年調查有超過 48%)。另外，60.8% 表示它們有禁止員工在工作上安裝或使用盜版電腦軟件 (對比上一年的調查有 71.6%)。

Besides, 60.8% claimed that they prohibited their staff from installing or using pirated computer software (vs. 71.6% in the last survey).

Among the 41.5% and 60.8% of establishments, the common measures taken were: “setting up internal rules / guidelines” (69.9% and 64.9% respectively), “monitoring by the company” (34.8% and 42.1% respectively) and “regular checking of computer hard disks” (14.7% and 21.2% respectively).

74.9% of the business establishments did not carry out research and development in Hong Kong and 17.2% claimed that their businesses had no such need, only 7.9% had carried out research and development in Hong Kong, which was slightly lowered when compared with the last survey (9.2%).

Among the 7.9%, most of them (64.3%) would search the patent register to ensure that they would not infringe other’s inventions.

Perception of IPR Situation in HK

96.0% of the establishments considered that it was very / quite necessary to protect IP rights in the business environment of Hong Kong, which was quite similar to the previous surveys (about 94% - 97%).

When being asked whether agree that the measures of the Government had been effective in improving the protection for IP rights in Hong Kong in the past two years, most of the establishments (69.1%) “strongly agree / agree”, while 14.8% considered the opposite. The remaining 16.1% claimed “don’t know / hard to say”. The findings were similar to the last survey.

For the stakeholder which was considered the most important in reducing IP rights infringement in Hong Kong, 47.5% of the establishments considered that “the Government” should play the most important

在該 41.5% 及 60.8% 的機構中，普遍採取的措施是：「訂立公司內部規定 / 指引」(分別有 69.9% 及 64.9%)、「由公司監察」(分別有 34.8% 及 42.1%) 及「定期檢查電腦的硬碟」(分別有 14.7% 及 21.2%)。

74.9% 的商業機構沒有在香港進行研究及開發，另有 17.2% 表示公司業務沒有此需要，只有 7.9% 有在香港進行研究及開發，比例較上一次調查的 (9.2%) 略少。

在那 7.9% 的機構中，大多數 (64.3%) 會檢索專利註冊，以確保不會侵犯他人的發明。

對香港知識產權情況的看法

與以往幾年的調查結果 (約 94% - 97%) 相若，96.0% 的機構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。

當被問到是否同意政府在過去兩年所採取的措施有效改善香港保護知識產權的情況時，多數機構 (69.1%) 均「非常同意 / 同意」，而 14.8% 持相反意見。其餘 16.1% 表示「不知道 / 很難說」。結果與上一次調查的相若。

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，47.5% 的機構認為「政府」應該擔當最重要的角色，18.8% 認為應該擔當最重要角色的是「版權擁有者」，這個比例較「教育團體」(16.5%) 的為

role. 18.8% considered that “rights-owners” (18.8%) should play the most important role, and such proportion was higher than that of “education institutions” (16.5%). Overall speaking, the findings were quite similar to the last survey.

Regarding the most effective ways to improve the situation of IP infringement in Hong Kong, the top four suggestions were the same as those in the previous surveys, which were: “raising awareness of IP rights protection / strengthening education” (76.1%), “lower price of genuine goods” (71.0%), “increase penalties” (57.6%) and “full-scale enforcement action against the sale of pirated and counterfeit goods” (55.4%).

93.8% of the establishments considered that protecting / registering IP rights was beneficial to the company, which was quite similar as in the previous surveys (about 88% - 93%).

Among them, 83.3% thought that the benefit was to “prevent others from copying / using the company’s intellectual property”, followed by “enable the company to build up reputation or goodwill” (58.3%) and “can earn income from the company’s intellectual property” (44.2%).

Establishments were asked about their perceived most serious consequence for a company which infringed the IP of others. 52.7% considered the most serious consequence was “criminal liability”, which was similar to that of the last survey (52.9%). It was followed by “civil liability” (20.0%) and “damage to company’s reputation / goodwill” (13.5%).

In terms of the long-term development for IP rights, the majority of the business establishments considered that the protection of IP rights was very / quite helpful to enhance the development of local creative industries (87.3%), the creation of business opportunity and wealth (80.9%) and the overall development of Hong Kong’s economy (76.0%). The findings were quite consistent

高。整體而言，結果與上一次調查的相若。

對於認為最有效改善香港侵犯知識產權情況的方法，首四項最多提及的建議與以往幾年調查的相同，就是：「提高保護知識產權意識 / 加強教育」(76.1%)、「正版貨品價錢下降」(71.0%)、「加重刑罰」(57.6%)及「全力掃蕩銷售盜版及冒牌貨品」(55.4%)。

與過往幾年調查的結果 (約 88% - 93%) 相若，93.8% 的商業機構均認為保護 / 註冊知識產權對公司是有好處的。

在他們當中，83.3% 認為其好處是「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」(58.3%)及「公司可藉著知識產權以賺取收入」(44.2%)。

對於認為侵犯他人知識產權的最嚴重後果，52.7% 的機構認為最嚴重的後果是「公司要負上刑事責任」，比例與上一次調查的 (52.9%) 相若。其次是「要負上民事責任」(20.0%)及「公司的聲譽受損」(13.5%)。

就保護知識產權的長遠發展而言，大部分商業機構均認為保護知識產權對促進本地創意產業發展 (87.3%)、促進營商者創造商機及財富 (80.9%) 及促進香港整體經濟發展 (76.0%) 非常有幫助 / 頗有幫助。結果與過去幾年調查的頗一致。

to the previous surveys.

Awareness of IPD and its promotional activities

While most of the business establishments were aware that IPD was responsible for “promoting awareness on IP rights protection” (89.3%), “registration of trademarks” (79.1%), “registration of patents” (78.4%), “public education about IP” (73.3%) and “registration of designs” (68.1%), about half were aware that IPD was also responsible for “IP law drafting” (51.8%) and “Government’s IP legal advisor” (49.6%). The respective awareness levels were relatively higher as compared with the last survey.

On the other hand, considerable proportion of the establishments misunderstood that IPD was responsible for “investigating infringing activities” (54.6%), “receiving complaints on copyright piracy and trademark counterfeiting” (53.1%) and “criminal enforcement of IP” (43.0%).

When compared with the last survey (91.4%), it was observed that slightly higher proportion of establishments was able to give correct answer (96.1%).

All business establishments were asked whether they had seen any IPD’s advertising and promotional activities, or attended any exhibition / seminar organised by IPD in the past two years.

71.5% of the establishments had seen IPD’s electronic media promotions / print advertisement / promotional materials, such as promotions on “No Fakes Pledge” Scheme (41.6%), the API series featuring Lee Lik Chee (33.1%), Anti-Software Piracy in Business (21.8%) and others (26.2%), and promotions on “Copyright Ordinance – copying and distribution offence” (16.9%). Moreover, about one-tenth had attended IPD’s exhibitions (10.6%) and visited IPD’s website (10.9%) respectively.

對知識產權署及其宣傳活動的認知

商業機構大多都知道知識產權署是負責「宣傳 / 推廣保護知識產權」(89.3%)、「商標註冊」(79.1%)、「專利註冊」(78.4%)、「有關知識產權的公民教育」(73.3%)及「外觀設計註冊」(68.1%)，約有一半知道知識產權署亦有負責「草擬知識產權法例」(51.8%)及「作為政府的知識產權法律顧問」(49.6%)。個別的認知程度均較上一次調查的為高。

另一方面，有一定比例的機構誤以為知識產權署負責「調查侵權活動」(54.6%)、「接受盜版及商標冒牌的投訴」(53.1%)及「對知識產權的刑事執法」(43.0%)。

與上一次的調查 (91.4%) 比較，發現有略高比例的機構能夠給予正確答案 (96.1%)。

所有機構均被問及在過去兩年曾否見過知識產權署的廣告及宣傳活動，或出席 / 參觀過由該署舉辦的展覽 / 講座。

71.5% 的機構有見過知識產權署的電子媒體宣傳 / 印刷廣告 / 宣傳物品，例如「正版正貨承諾」計劃的宣傳 (41.6%)、由李力持主演 (33.1%)、有關《防止於業務過程中使用盜版軟件》(21.8%) 及其他的 (26.2%) 電視宣傳片系列，以及《版權條例》下複製及分發罪行的宣傳 (16.9%)。此外，分別有大約一成的機構代表曾參觀過該署的展覽 (10.6%) 及瀏覽過該署的網頁 (10.9%)。

In terms of the effectiveness of the promotional activities held by IPD in raising the awareness of Hong Kong businesses on protecting IP rights, 66.6% of the business establishments considered them “very / quite effective”, which was similar to that of the last survey (69.8%). On the other hand, 26.3% considered “quite / very ineffective”.

Finally, 91.0% of the establishments considered “TV / radio” as the most effective ways to gather information from IPD, followed by “newspaper / magazine” (61.1%), “Internet / website” (55.0%) and “other promotion channels (e.g. bus, activities in shopping centres etc.)” (39.3%). It was also noted that the proportion of “Internet / website” was higher than those in the previous surveys (about 33% - 37%).

Conclusion

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

They also considered that it was very / quite necessary to protect IP rights in the business environment of Hong Kong.

Furthermore, most of the establishments considered that protecting / registering IP rights was beneficial to the company, and had positive responses on the long-term development of the IP rights.

Yet, not many establishments had heard about the newly amended Copyright Ordinance – regarding the offence of copying copyright works in large quantity and regularly for business purpose. Further publicity may be required. Also, only a few establishments were aware of licensing schemes (administered by copyright owners) authorising copying of local newspaper articles and books for use in business.

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，66.6% 的商業機構認為「很有效 / 頗有效」，比例與上一次調查的 (69.8%) 差不多。另一方面，有 26.3% 認為「不大有效 / 完全沒有效」。

最後，91.0% 的機構認為透過「電視 / 電台」接收知識產權署消息最有效，其次是「報紙 / 雜誌」(61.1%)、「互聯網 / 網頁」(55.0%) 及「其他宣傳媒介 (如巴士、商場活動等)」(39.3%)。調查結果亦顯示「互聯網 / 網頁」的比例較過往幾年調查的 (約 33% - 37%) 為高。

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。

他們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。

除此之外，大多數的機構都認為保護 / 註冊知識產權對公司是有好處的，而且對於保護知識產權的長遠發展亦有正面的回應。

然而，有聽過最新修訂版權條例中，有關大量及定期複印版權作品作商業用途的罪行的機構並不多，這或有需要加強宣傳。而且只有小部分機構知道有特許計劃 (由版權擁有者執行) 授權公司複製本地報章報導 / 書籍內容供業務中使用。

Besides, probably because of the effect of Financial Tsunami and the increased operation cost in the recent two years, the proportion of establishments which had registered trademark, patent or design in Hong Kong was decreased.

另外，機構在最近兩年有可能受金融海嘯以及營運成本上升的影響，有在香港註冊商標、專利或外觀設計的比例減少了。

With reference to the above, it is suggested that IPD should keep using TV as a major channel for promotion, and it is expected that business attitudes towards IP rights protection and creation will be raised continuously.

參考以上的調查結果，建議知識產權署保持以電視作為推廣的主要途徑，可以預料商業機構對保護知識產權及創作的意識將持續提升。

2 Introduction 前言

Background & Objectives

In order to provide insight into Government's policy in establishing intellectual property as a vital driving force towards a knowledge-based economy, the Intellectual Property Department (IPD) has been conducting surveys on Business Attitudes to Intellectual Property since 2004. Mercado Solutions Associates Ltd. (MSA) was commissioned to conduct two surveys in 2008 and 2010. The key objectives of the survey are:

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

背景及調查目的

為向政府提供有關商業機構的統計資料，以配合政府建立知識產權為知識型經濟的重要推動力，知識產權署自二零零四年起進行了多個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) 受委託於二零零八年及二零一零年進行調查。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 between 10th November and 21st December 2010. Questionnaires were sent out to 4 000 business establishments randomly selected from the Central Registry of Establishments maintained by the Census and Statistics Department. Excluding 687 invalid cases (e.g. closed down, wrong address), in total, 1 009 business establishments had responded by returning the completed questionnaires, which constituted a response rate of 30.5%. Based on the achieved sample size, the degree of precision for the proportion estimation would be $\pm 3.1\%$ at 95% confidence level. Data collected from the survey were weighted to align with the industry and employment size distribution of the population (based on data of mid-2010 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 summarised in Appendixes.

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.

In the tables, "p-value < 0.05" denotes that there is statistically significant difference between sub-groups, while "p-value > 0.05" denotes that no statistically significant difference is found.

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

是次調查於二零一零年十一月十日至十二月二十一日期間以郵寄問卷形式進行，從統計處的機構記錄庫中隨機抽選 4 000 間機構進行。撇除 687 個無效個案（例如已倒閉、地址錯誤），總計上有 1 009 間機構完成並寄回問卷，回應率達到 30.5%。根據所得的樣本數量，在 95% 的置信度下估值的精確程度為 $\pm 3.1\%$ 。調查數據按照行業及機構規模分佈（根據政府統計處二零一零年中期數據）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。

在列表中，「p-value < 0.05」代表在不同小組之間的統計數據有明顯差別，而「p-value > 0.05」則表示檢測的結果是沒有明顯差別。

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 IP Awareness and Knowledge 知識產權的認知及知識

3.1.1 Knowledge about IP Rights 對知識產權的認識

The majority of the business establishments were aware that intellectual property covered “copyright” (96.5%), “trademarks” (95.3%), “patents” (92.3%) and “designs” (82.5%). Overall speaking, the percentages were slightly increased as compared with the last survey.

大部分商業機構均知道知識產權包括「版權」(96.5%)、「商標」(95.3%)、「專利」(92.3%)及「外觀設計」(82.5%)。整體而言，比例較上一次調查結果略有上升。

Moreover, when comparing to the previous surveys, the proportion of establishments which was aware that “layout-design of integrated circuits” was also covered in intellectual property was largely increased from 4.1% in 2006 and 22.1% in 2008 to 51.2% in 2010.

此外，與過去幾年的調查比較，知道「集成電路布圖設計(模版)」亦屬於知識產權的一種的比例，由2006年的4.1%及2008年的22.1%大幅增加至2010年的51.2%。

Yet, relatively higher proportion of establishments misunderstood that intellectual property covered “freedom of speech” (11.6%) and “human / civic rights” (14.7%), as compared with the previous surveys.

然而，與過去幾年的調查比較，有較高比例的機構誤會了知識產權包括「言論自由權」(11.6%)及「人權 / 公民權」(14.7%)。

In summary, all of the establishments were able to give at least one correct answer.

總括而言，所有機構都能夠給至少一個正確答案。

(Table 1)

(表 1)

Table 1: Knowledge about Intellectual Property Rights

表 1：對知識產權的認識

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Correct 正確					
Copyright 版權	96.5	96.3	99.8	99.8	99.6
Trademarks 商標	95.3	95.0	98.8	98.7	99.9
Patents 專利	92.3	92.1	98.5	98.3	97.2
Designs 外觀設計	82.5	78.0	87.0	88.2	89.3
Layout-design of integrated circuits 集成電路布圖設計 (模版)	51.2	22.1	4.1	-	-
Trade Secrets* 商業秘密	38.2	21.2	18.2	18.0	-
Plant varieties protection right 植物品種保護權	17.1	11.6	12.5	11.7	-
Incorrect 不正確					
Freedom of speech 言論自由權	11.6	3.1	1.5	1.4	-
Human / Civic rights 人權 / 公民權	14.7	2.6	1.7	1.9	-
Don't know 不知道	-	0.2	-	-	-
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

* No definition has been given in the questionnaire of the term "trade secret". While certain elements of the law protecting trade secrets are clearly closely related to intellectual property, other parts are not, therefore it was considered that the classification of the protection of trade secrets can reasonably be interpreted as "correct".

問卷中並沒有就「商業秘密」作出定義。法律上的有關係文清晰地顯示某些保障商業秘密的因素與知識產權有密切關係，而其他的則並不相關。因此，保護商業秘密可合理地分類為「正確」。

Establishments were asked on different situations whether they thought the acts were 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/her office and brings it home for his/her personal use
- d. Making minor changes to others' design in order to produce his own product
- e. Using anothers' patented invention to produce his own goods
- f. A businessman puts a famous foreign trademark on his product
- g. Downloading photos / pictures / videos / articles from the Internet without authorisation and reproducing them for his own business purpose
- h. Uploading photos / pictures / videos / articles without authorisation to company's website
- i. Copying newspaper articles / articles from books without authorisation for distribution to staff for internal reference

More than seven-tenths of the business establishments respectively considered the following acts as infringement of IP rights:

- "selling pirated DVD/VCD or computer software" (98.9%)
- "using pirated DVD/VCD or computer software for office operation" (95.9%)
- "copying licensed software from office to home for personal use" (85.7%)
- "making minor changes to others' design in order to produce his own product" (71.1%)
- "using others' patented invention to produce his own goods" (92.7%)
- "putting a famous foreign trademark on

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. 使用其他人已註冊的發明在自己的產品上
- f. 一個商人將一個出名的外國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 / 短片 / 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 / 短片 / 文章上載至公司的網頁
- i. 在沒有授權的情況下，複製報章 / 書籍文章發放給員工工作內部參考

分別有超過七成的商業機構認為以下行為是侵犯知識產權：

- 「售賣盜版光碟或電腦軟件」(98.9%)
- 「工作上使用盜版光碟或電腦軟件」(95.9%)
- 「將公司正版軟件複製一套回家作私人用途」(85.7%)
- 「將另一商品的設計稍作更改，然後進行生產」(71.1%)
- 「使用其他人已註冊的發明在自己的產品上」(92.7%)
- 「將一個出名的外國商標放在自己的產品上」(93.8%)
- 「未經授權而下載相片 / 圖片 / 短片 /

own product” (93.8%)

- “downloading photos / pictures / videos / articles without authorisation and reproducing them for own business purpose” (90.8%)
- “uploading photos / pictures / videos / articles without authorisation to company’s website” (83.0%)

These demonstrated that most of the establishments had a good knowledge on the IP rights as they were able to identify the situations that had infringed the IP rights.

Yet, only about half of the establishments (53.0%) were aware that “copying newspaper articles / articles from books without authorisation for distribution to staff for internal reference” was an infringement of IP rights.

The findings were quite similar to the last survey.

(Tables 2a – i)

When analysed by industry sector and sizes of establishments on these issues, no significant difference was observed.

(Tables 3a – i & 4a – i)

文章並複製它們作商業用途」(90.8%)

- 「未經授權而把相片 / 圖片 / 短片 / 文章上載至公司的網頁」(83.0%)

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。

然而，只有大約一半的機構 (53.0%) 知道「未經授權而複製報章 / 書籍文章發放給員工工作內部參考」是侵犯知識產權的行為。

結果與上一次調查的相若。

(表 2a – i)

以行業類別及機構規模分析這些問題的意見，發現並沒有明顯差別。

(表 3a – i 及 4a – i)

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

表 2a：是否認為售賣盜版光碟或電腦軟件侵犯知識產權

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 是	98.9	97.8	98.6	98.7	96.8
No 不是	0.5	1.3	0.4	0.2	0.7
Don't know / Hard to say 不知道 / 很難說	0.7	0.9	1.0	1.1	2.5
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

表 2b：是否認為在工作上使用盜版光碟或電腦軟件侵犯知識產權

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 是	95.9	91.4	96.1	95.1	93.8
No 不是	1.8	5.2	1.7	1.8	2.0
Don't know / Hard to say 不知道 / 很難說	2.3	3.5	2.2	3.1	4.2
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

表 2c：是否認為員工將公司一套正版軟件複製並帶回家作私人用途侵犯知識產權

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 是	85.7	80.0	86.2	84.7	74.7
No 不是	6.4	8.3	4.2	3.3	4.7
Don't know / Hard to say 不知道 / 很難說	7.9	11.7	9.6	12.1	20.7
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

表 2d：是否認為將另一商品的設計稍作更改，然後進行生產侵犯知識產權

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 是	71.1	68.9	68.1	62.4	61.0
No 不是	10.9	11.5	7.3	9.6	15.7
Don't know / Hard to say 不知道 / 很難說	18.0	19.6	24.5	28.0	23.4
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

表 2e：是否認為使用其他人已註冊的發明在自己的產品上侵犯知識產權

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 是	92.7	95.8	87.0	83.2	80.8
No 不是	2.5	1.3	3.2	3.2	5.8
Don't know / Hard to say 不知道 / 很難說	4.7	2.9	9.8	13.5	13.4
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

**Table 2f: Whether consider a businessman putting a famous foreign trademark on his product
has infringed the IP rights**

表 2f：是否認為一個商人將一個出名的外國商標放在自己的商品上侵犯知識產權

	2010 (%)	2008 (%)	2006 (%)	2005 (%)
Yes 是	93.8	93.5	97.9	97.8
No 不是	1.5	1.7	0.6	0.8
Don't know / Hard to say 不知道 / 很難說	4.7	4.9	1.5	1.5
Sample 樣本	1 009	1 001	1 201	1 206

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

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

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 是	90.8	89.9	88.8	88.3	78.2
No 不是	2.6	3.6	2.4	2.9	7.8
Don't know / Hard to say 不知道 / 很難說	6.6	6.5	8.8	8.8	14.0
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

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

	2010 (%)	2008 (%)	2006 (%)	2005 (%)
Yes 是	83.0	84.7	90.7	90.4
No 不是	6.1	4.0	3.2	3.0
Don't know / Hard to say 不知道 / 很難說	10.9	11.4	6.1	6.6
Sample 樣本	1 009	1 001	1 201	1 206

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 2i: Whether consider copying newspaper articles / articles from books without authorisation for distribution to staff for internal reference has infringed the IP rights

表 2i：是否認為在沒有授權的情況下，複製報章 / 書籍文章發放給員工工作內部參考侵犯知識產權

	2010 (%)	2008 (%)
Yes 是	53.0	50.5
No 不是	30.3	30.5
Don't know / Hard to say 不知道 / 很難說	16.7	19.1
Sample 樣本	1 009	1 001

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

- bivariate analysis

表 3a：是否認為售賣盜版光碟或電腦軟件侵犯知識產權 - 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm. 資訊 科技及 通訊業 (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 是	100.0	100.0	99.7	100.0	100.0	99.0	99.1
No 不是	-	-	0.3	-	-	1.0	0.9
Sample 樣本	38	3*	584	28*	29*	204	117

$\chi^2 = 2.032$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 3b: Whether consider using pirated DVD/VCD or computer software for office operation

has infringed the IP rights- bivariate analysis

表 3b：是否認為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

	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	97.4	100.0	97.9	100.0	100.0	99.0	96.5
No 不是	2.6	-	2.1	-	-	1.0	3.5
Sample 樣本	38	3*	576	28*	29*	199	114

$\chi^2 = 3.761$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

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

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm. 資訊 科技及 通訊業 (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 是	91.7	100.0	92.0	89.3	93.1	96.4	93.3
No 不是	8.3	-	8.0	10.7	6.9	3.6	6.7
Sample 樣本	36	3*	537	28*	29*	193	105

$\chi^2 = 5.158$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

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

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm. 資訊 科技及 通訊業 (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 是	81.8	100.0	85.2	87.5	100.0	88.1	89.7
No 不是	18.2	-	14.8	12.5	-	11.9	10.3
Sample 樣本	33	3*	479	24*	19*	176	97

$\chi^2 = 6.047$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

表 3e：是否認為使用其他人已註冊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	100.0	100.0	97.1	96.3	100.0	98.0	96.3
No 不是	-	-	2.9	3.7	-	2.0	3.7
Sample 樣本	35	3*	560	27*	29*	198	109

$\chi^2 = 2.818$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.
(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。
(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

表 3f：是否認為一個商人將一個出名的外國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	94.7	100.0	98.6	100.0	93.1	99.0	99.1
No 不是	5.3	-	1.4	-	6.9	1.0	0.9
Sample 樣本	38	3*	561	27*	29*	195	109

$\chi^2 = 9.973$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.
(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。
(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

表 3g：是否認為在沒有授權的情況下，從網上下載相片 / 圖片 / 短片 / 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	100.0	100.0	97.1	100.0	100.0	97.5	94.5
No 不是	-	-	2.9	-	-	2.5	5.5
Sample 樣本	36	3*	546	25*	27*	197	110

$\chi^2 = 5.427$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

表 3h：是否認為在沒有授權的情況下，把相片 / 圖片 / 短片 / 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	91.4	100.0	92.9	83.3	88.5	95.7	95.1
No 不是	8.6	-	7.1	16.7	11.5	4.3	4.9
Sample 樣本	35	3*	522	24*	26*	188	102

$\chi^2 = 7.684$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 3i: Whether consider copying newspaper articles / articles from books without authorisation for distribution to staff for internal reference has infringed the IP rights – bivariate analysis

表 3i：是否認為在沒有授權的情況下，複製報章 / 書籍文章發給員工工作內部參考侵犯知識產權 – 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	57.6	66.7	63.2	60.0	52.0	63.6	72.3
No 不是	42.4	33.3	36.8	40.0	48.0	36.4	27.7
Sample 樣本	33	3*	486	25*	25*	176	94

$\chi^2 = 5.266$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

表 4a：是否認為售賣盜版光碟或電腦軟件侵犯知識產權 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	99.5	99.1	100.0
No 不是	0.5	0.9	-
Sample 樣本	877	109	18*

$\chi^2 = 0.508$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample 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	98.0	99.1	100.0
No 不是	2.0	0.9	-
Sample 樣本	861	108	18*

$\chi^2 = 0.930$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

**Table 4c: Whether consider an employee copies licensed software from his/her office and brings it home
for his/her personal use has infringed the IP rights – bivariate analysis**

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

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	93.1	92.3	94.4
No 不是	6.9	7.7	5.6
Sample 樣本	810	104	18*

$\chi^2 = 0.143$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample 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

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	86.9	84.4	93.3
No 不是	13.1	15.6	6.7
Sample 樣本	724	90	15*

$\chi^2 = 0.991$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

**Table 4e: Whether consider using others' 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已註冊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	97.1	98.1	100.0
No 不是	2.9	1.9	-
Sample 樣本	838	108	17*

$\chi^2 = 0.853$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 4f: Whether consider a businessman putting 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的外國商標放在自己的產品上侵犯知識產權 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	98.3	99.1	100.0
No 不是	1.7	0.9	-
Sample 樣本	839	106	17*

$\chi^2 = 0.597$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered “don't know / hard to say” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 4g: Whether consider downloading photos / pictures / videos / articles from the Internet without authorisation 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 / 短片 / 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	97.3	96.2	100.0
No 不是	2.7	3.8	-
Sample 樣本	821	105	18*

$\chi^2 = 0.963$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered “don't know / hard to say” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 4h: Whether consider uploading photos / pictures / videos / articles without authorisation 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 / 短片 / 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	93.6	88.9	94.1
No 不是	6.4	11.1	5.9
Sample 樣本	785	99	17*

$\chi^2 = 3.112$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 4i: Whether consider copying newspaper articles / articles from books without authorisation for distribution to staff for internal reference has infringed the IP rights – bivariate analysis

表 4i：是否認為在沒有授權的情況下，複製報章 / 書籍文章發放給員工工作內部參考侵犯知識產權 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	64.4	58.4	66.7
No 不是	35.6	41.6	33.3
Sample 樣本	738	89	15*

$\chi^2 = 1.267$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

The vast majority of business establishments (97.9%) considered intellectual properties (e.g. patents for invented products / technology, design, logo or brand name) were valuable assets of a company, which was quite consistent to the previous surveys. Only 2.1% of the establishments considered the opposite.

絕大部分商業機構 (97.9%) 均認為知識產權 (例如發明的產品 / 技術、外觀設計、標誌或品牌) 是公司的寶貴資產，結果與過往幾年的調查頗一致。只有 2.1% 的機構持相反意見。

No significant difference was observed in terms of industry sectors and size of establishments on this issue.

不同行業及規模的機構在這問題的意見並沒有明顯差別。

(表 5 – 7)

(Tables 5 – 7)

Table 5: Whether consider intellectual properties are valuable properties of a company

表 5：是否認為知識產權是公司的寶貴資產

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 認為	97.9	98.3	97.1	96.1	95.0
No 不認為	2.1	1.7	2.9	3.9	5.0
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 6: Whether consider intellectual properties are valuable properties of a company – bivariate analysis

表 6：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	97.4	100.0	98.1	100.0	100.0	96.1	98.3
No 不認為	2.6	-	1.9	-	-	3.9	1.7
Sample 樣本	39	3*	589	28*	29*	206	117

$\chi^2 = 4.567$; 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 sample base

注意：樣本數量較少

Table 7: Whether consider intellectual properties are valuable properties of a company – bivariate analysis

表 7：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	97.8	98.2	100.0
No 不認為	2.2	1.8	-
Sample 樣本	882	110	18*

$\chi^2 = 0.443$; 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 sample base

注意：樣本數量較少

3.1.3 Whether consider “After I have obtained a business or company registration in HK, no one else can use my company name as a trademark in HK” is true
認為「當我在香港取得商業 / 公司註冊後，沒有人能夠在香港採用本公司名稱作為註冊商標」是否正確

Establishments were asked whether they considered the statement “After I have obtained a business or company registration in Hong Kong, no one else can use my company name as a trademark in Hong Kong” was true. More than seven-tenths of the establishments (73.5%) misunderstood that the statement was true, which was higher than the previous surveys (below 66%). However, still 26.5% considered that was not true.

各機構均被問到認為「當我在香港取得商業 / 公司註冊後，沒有人能夠在香港採用本公司名稱作為註冊商標」的說法是否正確。超過七成的機構 (73.5%) 誤以為此是正確的，比例較以往幾年 (66% 以下) 有所上升。但仍有 26.5% 知道這句子並不正確。

When analysed by industry sector and size of establishment, no significant difference was observed in terms of the awareness level of the wrong statement.

以行業類別及機構規模分析認知句子是錯誤的比例，發現並沒有明顯差別。

(Tables 8 – 10)

(表 8 – 10)

Table 8: Whether consider “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 8：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

	2010 (%)	2008 (%)	2006 (%)	2005 (%)
Consider as true 認為正確	73.5	65.0	54.3	53.1
Consider as false 認為不正確	26.5	35.0	45.6	46.9
Sample 樣本	1 009	1 001	1 201	1 206

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 9: Whether consider “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 9：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 (%)
Consider as true 認為正確	74.4	66.7	74.1	82.1	79.3	68.0	75.4
Consider as false 認為不正確	25.6	33.3	25.9	17.9	20.7	32.0	24.6
Sample 樣本	39	3*	588	28*	29*	206	118

$\chi^2 = 5.240$; 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 sample base

注意：樣本數量較少

Table 10: Whether consider “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 10：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+ (%)
Consider as true 認為正確	73.2	75.5	66.7
Consider as false 認為不正確	26.8	24.5	33.3
Sample 樣本	883	110	18*

$\chi^2 = 0.674$; 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 sample base

注意：樣本數量較少

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

More than one-tenth of the business establishments (15.6%) claimed that they had registered trademark, patent or design in Hong Kong, while the majority (84.4%) had not done so. The rate of doing so was dropped as compared with the last survey (28.6%).

約有一成半商業機構 (15.6%) 表示已經在香港註冊了商標、專利或外觀設計，而大部分 (84.4%) 則表示沒有。有這樣做的比率較上一次調查的 (28.6%) 下跌了。

When analysed by industry sector, it was observed that relatively higher proportion of establishments in the IT and communications sector (31.0%) had registered their trademark, patent or design.

以行業類別作分析，發現從事資訊科技及通訊業的機構 (31.0%) 有較高比例有將自己的商標、專利或外觀設計註冊。

Moreover, the larger the size of establishment, the higher the proportion that they had registered their trademark, patent or design (ranged from 12.9% for small-sized to 50.0% for large-sized establishments).

此外，機構的規模愈大，有註冊商標、專利或外觀設計的比例就愈高 (由小型機構的 12.9% 至大型的 50.0%)。

Among those establishments which had registered trademark, patent or design in Hong Kong, about two-thirds (66.0%) had registered 1 trademark, patent or design; 14.9% had registered 2 – 3; and 17.2% had registered 4 or more.

在那些已經在香港註冊了商標、專利或外觀設計的機構中，約有三分之二 (66.0%) 註冊了一個商標、專利或外觀設計；14.9% 註冊了 2 – 3 個；另有 17.2% 註冊了 4 個或以上。

Among those which did not register any trademark, patent or design, the major reason was “no such need” (91.3%).

在那些沒有註冊任何商標、專利或外觀設計的機構中，他們最主要的原因是「無此需要」 (91.3%)。

(表 11 – 15)

(Tables 11 – 15)

Table 11: Whether register any trademark, patent or design in Hong Kong

表 11：有否在香港註冊商標、專利或外觀設計

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 有	15.6	28.6	30.0	22.9	12.5
No 沒有	84.4	71.4	69.9	77.1	87.5
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 12: Whether register any trademark, patent or design in Hong Kong – bivariate analysis

表 12：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	17.9	25.0	18.0	10.7	31.0	9.2	11.1
No 沒有	82.1	75.0	82.0	89.3	69.0	90.8	88.9
Sample 樣本	39	4*	588	28*	29*	206	117

$\chi^2 = 16.945$; 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 sample base

注意：樣本數量較少

Table 13: Whether register any trademark, patent or design in Hong Kong – bivariate analysis

表 13：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	12.9	31.2	50.0
No 沒有	87.1	68.8	50.0
Sample 樣本	882	109	18*

$\chi^2 = 41.184$; 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 sample base

注意：樣本數量較少

Table 14: Number of registered trademark, patent or design

表 14：多少個已註冊的商標、專利或外觀設計

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
1	66.0	52.1	59.4	64.0	74.5
2 – 3	14.9	11.1	9.8	13.9	13.2
4+	17.2	30.8	28.9	22.1	12.3
Refused to answer 拒絕回答	1.9	5.7	8.9	9.3	7.2

Sample: Among all establishments who registered trademark, patents or designs in HK

樣本：以所有在香港有註冊商標、專利或外觀設計的機構為基數

158	286	360	276	151
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Note: Percentages may not add up to 100 due to rounding of figures.

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 15: Reasons of not registering any trademark, patent or design in Hong Kong

表 15：在香港沒有註冊商標、專利或外觀設計的原因

	2010 (%)	2008 (%)
No such need 無此需要	91.3	95.8
Do not know where to register 不知道在那裡註冊	6.8	1.9
Complicated procedures 手續繁複	6.7	3.9
Fee issue 費用問題	6.0	3.1
Have registered in overseas 已在海外註冊	0.5	-
Have already planned to apply 正計劃申請	0.2	-
Have no confidence on the protection of registered trademark / patent / design 對已註冊的商標 / 專利 / 外觀設計所受的保護沒有信心	-	0.2
Refused to answer 拒絕回答	-	0.8

Sample: Among all establishments who did not register trademark, patents or designs in HK

樣本：以所有在香港沒有註冊商標、專利或外觀設計的機構為基數

851	715
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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%。

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

是否認為香港是一個重要地點去註冊商標、專利或外觀設計

The majority of business establishments (86.2%) considered Hong Kong as an important place to register trademark, patent or design, which was higher than the previous surveys (about 68% - 81%). The remaining (13.8%) considered the opposite. 大部分商業機構 (86.2%) 認為香港是一個重要地點去註冊商標、專利或外觀設計，比例較過往幾年調查的 (約 68% - 81%) 為高。而其餘 (13.8%) 則持相反意見。

No significant difference was observed in terms of industry sectors and size of establishments on this issue. 不同行業及規模的機構在這問題的意見並沒有明顯差別。

(表 16 – 18)

(Tables 16 – 18)

Table 16: Whether consider Hong Kong is an important place to register trademark, patent or design

表 16：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

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 認為	86.2	80.6	80.4	79.5	67.5
No 不認為	13.8	19.4	19.5	20.5	32.5
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 17: Whether consider Hong Kong is an important place to register trademark, patent or design

- bivariate analysis

表 17：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 認為	87.2	75.0	86.8	78.6	96.6	84.5	86.3
No 不認為	12.8	25.0	13.2	21.4	3.4	15.5	13.7
Sample 樣本	39	4*	589	28*	29*	206	117

$\chi^2 = 5.128$; 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 sample base

注意：樣本數量較少

Table 18: Whether consider Hong Kong is an important place to register trademark, patent or design

- bivariate analysis

表 18：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	86.5	83.6	94.4
No 不認為	13.5	16.4	5.6
Sample 樣本	883	110	18*

$\chi^2 = 1.710$ 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 sample base

注意：樣本數量較少

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

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

More than three-fifths of the business establishments (61.2%) know that the statement “If I have a trademark, patent or design registered in the National Trademark or Patent Registry of PRC, it will automatically be protected in Hong Kong” was false. Such proportion was higher than those in the previous surveys (about 54% - 58%). The remaining (38.8%) considered the opposite.

超過六成的商業機構 (61.2%) 知道「於中華人民共和國商標或專利註冊處註冊的註冊商標、專利或外觀設計，將自動地於香港受到保護」的說法是錯誤的，比例較過往幾年調查的 (約 54% - 58%) 為高。餘下的 (38.8%) 則並不知道。

No significant difference was observed in terms of industry sectors and size of establishments on this issue.

不同行業及規模的機構在這問題的回應並沒有明顯差別。

(表 19 – 21)

(Tables 19 – 21)

Table 19: Whether consider the statement “If I have a trademark, patent or design registered in the National Trademark or Patent Registry of PRC, it will automatically be protected in HK” is true

表 19：認為「於中華人民共和國商標或專利註冊處註冊的註冊商標、專利或外觀設計，將自動地於香港受到保護」是否正確

	2010 (%)	2008 (%)	2006 (%)	2005 (%)
Consider as true 認為正確	38.8	45.7	42.0	44.8
Consider as false 認為不正確	61.2	54.3	57.9	55.2
Sample 樣本	1 009	1 001	1 201	1 206

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 20: Whether consider the statement “If I have a trademark, patent or design registered in the National Trademark or Patent Registry of PRC, it will automatically be protected in HK” is true – bivariate analysis

表 20：認為「於中華人民共和國商標或專利註冊處註冊的註冊商標、專利或外觀設計，將自動地於香港受到保護」

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	41.0	33.3	41.8	37.9	20.7	33.0	37.3
Consider as false 認為不正確	59.0	66.7	58.2	62.1	79.3	67.0	62.7
Sample 樣本	39	3*	588	29*	29*	206	118

$\chi^2 = 9.444$; 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 sample base

注意：樣本數量較少

Table 21: Whether consider the statement “If I have a trademark, patent or design registered in the National Trademark or Patent Registry of PRC, it will automatically be protected in HK” is true – bivariate analysis

表 21：認為「於中華人民共和國商標或專利註冊處註冊的註冊商標、專利或外觀設計，將自動地於香港受到保護」

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	38.8	38.2	38.9
Consider as false 認為不正確	61.2	61.8	61.1
Sample 樣本	883	110	18*

$\chi^2 = 0.018$; 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 sample base

注意：樣本數量較少

3.1.7 Whether have heard about the newly amended Copyright Ordinance – regarding the criminal liability that directors / partners may attract if their companies possess pirated software for business use

有否聽過最新修訂版權條例中，有關董事 / 合夥人可能因為公司在業務中管有盜版軟件，須負上刑責

Nearly three-fifths of the business establishments (58.0%) claimed that they had heard about the newly amended Copyright Ordinance – regarding the criminal liability that directors / partners may attract if their companies possess pirated software for business use, which was higher than that in the last survey (49.5%).

有近六成的商業機構 (58.0%) 表示有聽過最新修訂版權條例中，有關董事 / 合夥人可能因為公司在業務中管有盜版軟件，須負上刑責。比例較上一次調查的 (49.5%) 為高。

Among them, the major channels of learning about the content of the provision were TV / radio API (72.6%) and print advertisement in newspapers / magazines (30.4%).

在他們之中，主要得知條例內容的渠道是電視 / 電台廣告 (72.6%) 及刊登於報章 / 雜誌的廣告 (30.4%)。

When analysed by industry sector, it was observed that relatively higher proportion of those in the IT and communications sector (86.2%) claimed that they had heard about the newly amended Copyright Ordinance.

以行業類別分析，發現從事資訊科技及通訊業的機構 (86.2%) 相對有較高比例有聽過最新修訂的版權條例內容。

No significant difference was observed in terms of size of establishments on this issue.

不同規模的機構在這問題的回應並沒有明顯差別。

(表 22 – 25)

(Tables 22 – 25)

Table 22: Whether have heard about the newly amended Copyright Ordinance – regarding the criminal liability that directors / partners may attract if their companies possess pirated software for business use

表 22：有否聽過最新修訂版權條例中，有關董事 / 合夥人可能因為公司在業務中管有盜版軟件，須負上刑責

	2010 (%)	2008 (%)
Yes 有	58.0	49.5
No 沒有	42.0	50.5
Sample 樣本	1 009	1 001

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 23: Channels of learning about the content of the provision

表 23：得知條例內容的渠道

	2010 (%)	2008 (%)
TV / radio API 電視 / 電台廣告	72.6	67.7
Print advertisement in newspapers / magazines 刊登於報章 / 雜誌的廣告	30.4	42.4
Newsletter issued by trade associations / government / non-governmental organisations 商會、政府及非政府機構的電子簡訊	9.2	-
Leaflets 小冊子	8.0	7.1
Print advertisement in MTR 港鐵內之宣傳	3.1	1.7
News of mass media 傳媒報導	2.2	-
Seminars 研討會	2.1	2.0
Heard from by friends / relatives 親友提及	1.8	1.1
Internet 互聯網	1.4	0.1
Advertisement on bus body 於巴士車身展示之廣告	0.4	1.4
Telemarketing / direct mailing 電話 / 郵遞直銷	0.4	0.4
Accountant / legal adviser 會計師 / 法律顧問	-	0.2
Others 其他	-	0.4
Can't remember 記不起	0.7	1.0
Sample: Among all establishments who have heard about the newly amended Copyright Ordinance 樣本：以所有聽過最新修訂版權條例的機構為基數	585	496

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 24: Whether have heard about the newly amended Copyright Ordinance – regarding the criminal liability that directors / partners may attract if their companies possess pirated software for business use – bivariate analysis

表 24：有否聽過最新修訂版權條例中，有關董事 / 合夥人可能因為公司在業務中管有盜版軟件，須負上刑責 – 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	57.9	75.0	55.6	60.7	86.2	62.6	54.7
No 沒有	42.1	25.0	44.4	39.3	13.8	37.4	45.3
Sample 樣本	38	4*	588	28*	29*	206	117

$\chi^2 = 13.741$; 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 sample base

注意：樣本數量較少

Table 25: Whether have heard about the newly amended Copyright Ordinance – regarding the criminal liability that directors / partners may attract if their companies possess pirated software for business use – bivariate analysis

表 25：有否聽過最新修訂版權條例中，有關董事 / 合夥人可能因為公司在業務中管有盜版軟件，須負上刑責 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 有	57.5	60.9	66.7
No 沒有	42.5	39.1	33.3
Sample 樣本	882	110	18*

$\chi^2 = 1.034$; 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 sample base

注意：樣本數量較少

3.1.8 Whether have heard about the newly amended Copyright Ordinance – regarding the offence of copying copyright works in large quantity and regularly for business purpose

有否聽過最新修訂版權條例中，有關大量及定期複印版權作品作商業用途的罪行

More than one-third of the establishments (36.6%) had heard about the newly amended Copyright Ordinance – regarding the offence of copying copyright works in large quantity and regularly for business purpose, while more than three-fifths (63.4%) were not aware of it. 超過三分之一的機構 (36.6%) 有聽過最新修訂版權條例中，有關大量及定期複印版權作品作商業用途的罪行，而逾六成 (63.4%) 則對此並不認知。

Among them, the major channel of learning about the content of the provision was print advertisement in newspapers / magazines (63.0%). 在他們之中，主要得知條例內容的渠道是刊登於報章 / 雜誌的廣告 (63.0%)。

No significant difference was observed in terms of industry sectors and size of establishments on this issue. 不同行業及規模的機構在這問題的回應並沒有明顯差別。

(表 26 – 29)

(Tables 26 – 29)

Table 26: Whether have heard about the newly amended Copyright Ordinance – regarding the offence of copying copyright works in large quantity and regularly for business purpose

表 26：有否聽過最新修訂版權條例中，有關大量及定期複印版權作品作商業用途的罪行

	2010 (%)
Yes 有	36.6
No 沒有	63.4
Sample 樣本	1 009

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: Channels of learning about the content of the provision

表 27：得知條例內容的渠道

	2010 (%)
Print advertisement in newspapers / magazines 刊登於報章 / 雜誌的廣告	63.0
News of mass media 傳媒報導	18.5
Newsletter issued by trade associations / government / non-governmental organisations 商會、政府及非政府機構的電子簡訊	16.5
Leaflets 小冊子	8.0
Print advertisement in trade magazines of trade associations / professional bodies 刊登於商會及專業團體雜誌的廣告	5.2
Heard from friends / relatives 親友提及	3.9
Seminars 研討會	1.2
Internet 互聯網	0.5
Can't remember 記不起	0.4
Sample: Among all establishments who have heard about the newly amended Copyright Ordinance 樣本：以所有聽過最新修訂版權條例的機構為基數	369

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 28: Whether have heard about the newly amended Copyright Ordinance – regarding the offence of copying copyright works in large quantity and regularly for business purpose

– bivariate analysis

表 28：有否聽過最新修訂版權條例中，有關大量及定期複印版權作品作商業用途的罪行 – 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	43.6	33.3	35.1	42.9	37.9	42.2	30.8
No 沒有	56.4	66.7	64.9	57.1	62.1	57.8	69.2
Sample 樣本	39	3*	589	28*	29*	206	117

$\chi^2 = 6.387$; 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 sample base

注意：樣本數量較少

Table 29: Whether have heard about the newly amended Copyright Ordinance – regarding the offence of copying copyright works in large quantity and regularly for business purpose

– bivariate analysis

表 29：有否聽過最新修訂版權條例中，有關大量及定期複印版權作品作商業用途的罪行 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 有	36.2	40.0	38.9
No 沒有	63.8	60.0	61.1
Sample 樣本	883	110	18*

$\chi^2 = 0.633$; 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 sample base

注意：樣本數量較少

3.1.9 Whether aware that there are licensing schemes (administered by copyright owners) authorising copying of local newspaper articles and books for use in business

是否知道有特許計劃 (由版權擁有者執行) 授權公司複製本地報章報導 / 書籍內容供業務中使用

About three-quarters of the establishments (75.3%) were not aware that there were licensing schemes (administered by copyright owners) authorising copying of local newspaper articles and books for use in business, while only 24.7% were aware of it. The awareness level was slightly lowered than the last survey (27.4%).

約有四分之三的機構 (75.3%) 不知道有特許計劃 (由版權擁有者執行) 授權公司複製本地報章報導 / 書籍內容供業務中使用。只有 24.7% 對此有認知。認知程度比上一次調查的 (27.4%) 輕微下降了。

No significant difference was observed in terms of industry sectors and size of establishments on this issue.

不同行業及規模的機構在這問題的回應並沒有明顯差別。

(表 30 – 32)

(Tables 30 – 32)

Table 30: Whether aware that there are licensing schemes (administered by copyright owners) authorising copying of local newspaper articles and books for use in business

表 30：是否知道有特許計劃 (由版權擁有者執行) 授權公司複製本地報章報導 / 書籍內容供業務中使用

	2010 (%)	2008 (%)
Yes 知道	24.7	27.4
No 不知道	75.3	72.6
Sample 樣本	1 009	1 001

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 aware that there are licensing schemes (administered by copyright owners) authorising copying of local newspaper articles and books for use in business – bivariate analysis

表 31：是否知道有特許計劃（由版權擁有者執行）授權公司複製本地報章報導 / 書籍內容供業務中使用
— 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	25.6	33.3	22.1	14.3	37.9	30.1	29.7
No 不知道	74.4	66.7	77.9	85.7	62.1	69.9	70.3
Sample 樣本	39	3*	589	28*	29*	206	118

$\chi^2 = 11.336$; 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 sample base

注意：樣本數量較少

Table 32: Whether aware that there are licensing schemes (administered by copyright owners) authorising copying of local newspaper articles and books for use in business – bivariate analysis

表 32：是否知道有特許計劃（由版權擁有者執行）授權公司複製本地報章報導 / 書籍內容供業務中使用
— 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 知道	24.0	30.0	33.3
No 不知道	76.0	70.0	66.7
Sample 樣本	883	110	18*

$\chi^2 = 2.592$; 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 sample base

注意：樣本數量較少

3.2 IP Compliance 遵守知識產權的法例規定

3.2.1 Whether would check the HK trademark register before using / adopting their own trademark for goods / services 會否在使用商標於產品 / 服務前檢索是否已有同樣的商標註冊過

While more than half of the establishments (55.4%) would not check the Hong Kong trademark register before using / adopting their own trademark for their goods / services, more than two-fifths (44.6%) would do so, which was similar to that in the last survey (42.2%).

過半數的機構 (55.4%) 表示不會在使用商標於產品 / 服務前檢索商標是否已有同樣的商標註冊過，而超過四成 (44.6%) 則會這樣做，比例與上一次調查的 (42.2%) 相若。

When analysed by industry sector, it was observed that relatively higher proportion of those in the IT and communications sector (79.3%) claimed that they would check the trademark register before using / adopting.

以行業類別分析，發現從事資訊科技及通訊業的機構 (79.3%) 相對有較高比例表示會在使用商標時檢索商標有否註冊過。

Besides, the larger the size of establishments, the higher the proportions that they would do so (ranged from 43.0% for small-sized to 61.1% for large-sized establishments).

另外，機構的規模愈大，會檢索的比例就愈高 (由小型機構的 43.0% 至大型的 61.1%)。

(表 33 – 35)

(Tables 33 – 35)

Table 33: Whether would check the HK trademark register before using / adopting their own trademark

表 33：會否在使用商標於產品 / 服務前檢索是否已有同樣的商標註冊過

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 有檢索	44.6	42.2	54.6	48.8	40.6
No 沒有檢索	55.4	57.8	43.4	51.2	59.4
Refused to answer 拒絕回答	-	-	2.0	-	-
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 34: Whether would check the HK trademark register before using / adopting their own trademark

- bivariate analysis

表 34：會否在使用商標於產品 / 服務前檢索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	41.0	33.3	46.5	31.0	79.3	41.7	37.6
No 沒有檢索	59.0	66.7	53.5	69.0	20.7	58.3	62.4
Sample 樣本	39	3*	589	29*	29*	206	117

$\chi^2 = 20.504$; 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 sample base

注意：樣本數量較少

Table 35: Whether would check the HK trademark register before using / adopting their own trademark

- bivariate analysis

表 35：會否在使用商標於產品 / 服務前檢索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	43.0	56.4	61.1
No 沒有檢索	57.0	43.6	38.9
Sample 樣本	883	110	18*

$\chi^2 = 8.996$; 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 sample base

注意：樣本數量較少

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

While more than nine-tenths of the establishments (92.2%) did not have any employee specifically responsible for intellectual property management, some (7.8%) had deployed staff specifically responsible to do so, which was lower than those in the previous surveys (10% or more).

超過九成的機構 (92.2%) 均沒有員工專責從事知識產權管理的工作，部分 (7.8%) 則表示有委任員工專責這些事務，比例較過往幾年調查的 (10% 或以上) 下降了。

While no significant difference was observed in terms of industry sectors on this issue, it was observed that the larger the size of establishments, the higher the proportions that they had deployed staff specifically responsible to do so (ranged from 6.2% for small-sized to 31.6% for large-sized establishments).

調查發現不同行業的機構在這問題的回應並沒有明顯差別，而機構的規模愈大，有委任員工專責這些事務的比例就愈高 (由小型機構的 6.2% 至大型的 31.6%)。

Among those establishments that had employees specifically responsible for intellectual property management, many claimed that the staffs were responsible for “registration of trademarks, patents or designs” (73.6%), followed by “monitoring employees’ use of other people’s IP rights” (47.6%), “monitoring the IP rights of the company” (47.0%) and “licensing / trading IP rights of the company to others” (45.0%).

在那些有員工專責管理知識產權事宜的機構中，很多都表示員工是負責「申請註冊商標、專利或外觀設計」(73.6%) 的，其次是「監察員工使用其他人的知識產權」(47.6%)、「監察公司的知識產權」(47.0%) 及「處理公司知識產權的專利授權 / 交易事宜」(45.0%)。

(表 36 – 39)

(Tables 36 – 39)

Table 36: Whether have employees specifically responsible for intellectual property management

表 36：是否有員工專責從事知識產權管理的工作

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 有	7.8	15.5	22.6	18.9	10.0
No 沒有	92.2	84.5	77.3	81.1	90.0
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

**Table 37: Whether have employees specifically responsible for intellectual property management
– bivariate analysis**

表 37：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	7.7	-	8.3	6.9	20.7	5.4	6.0
No 沒有	92.3	100.0	91.7	93.1	79.3	94.6	94.0
Sample 樣本	39	3*	588	29*	29*	205	117

$\chi^2 = 9.524$; 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 sample base

注意：樣本數量較少

**Table 38: Whether have employees specifically responsible for intellectual property management
– bivariate analysis**

表 38：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	6.2	16.4	31.6
No 沒有	93.8	83.6	68.4
Sample 樣本	882	110	19*

$\chi^2 = 29.108$; 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 sample base

注意：樣本數量較少

Table 39: In what aspect were the staff responsible for

表 39：員工專責從事哪方面的工作

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Registration of trademarks, patents or designs 申請註冊商標、專利或外觀設計	73.6	62.2	67.6	67.2	82.5
Monitoring employee's use of other people's intellectual property rights 監察員工使用其他人的知識產權	47.6	53.1	58.5	61.7	45.8
Monitoring the intellectual property rights of the company 監察公司的知識產權	47.0	41.0	47.8	45.6	50.8
Licensing / trading intellectual property rights of the company to others 處理公司知識產權的專利授權 / 交易事宜	45.0	37.2	35.6	41.4	47.5
Sample: Among all establishments who had employees responsible for IP 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	79	155	272	228	120

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

3.2.3 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. More than two-fifths of the establishments (41.5%) claimed that they prohibited their staff to do so, which was lower than the previous surveys (more than 48%). Still, about equal proportion (42.7%) claimed that they did not do so. The remaining 15.8% claimed that there is “no computer / no Internet connection accessible by staff in the company”.

所有商業機構人士均被問及有否禁止員工在辦公時間內使用公司電腦上載或下載檔案作私人用途。逾四成的機構 (41.5%) 指出它們有這樣做，比例較過往幾年調查的 (超過 48%) 下降了。但仍有差不多相同比例 (42.7%) 表示它們沒有禁止。其餘 15.8% 表示「公司沒有電腦 / 員工的電腦沒有接駁上網」。

There is no significant difference between different industry sectors and size of establishments.

不同行業及機構規模的結果並沒有明顯差別。

Of the establishments who claimed that they had taken measures to prohibit their staff to do so, most of them (69.9%) said that they “set up internal rules / guidelines”, followed by “monitoring by the company” (34.8%).

在那些表示有採取措施禁止員工這樣做的機構中，他們大多 (69.9%) 表示「訂立了公司內部規定 / 指引」，其次是「由公司監察」(34.8%)。

(表 40 – 43)

(Tables 40 – 43)

Table 40: Whether prohibit the staff from using the company computers in uploading or downloading files for personal use during the office hours

表 40：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

	2010 (%)	2008 (%)	2006 (%)	2005 (%)
Yes 有	41.5	48.4	58.0	49.4
No 沒有	42.7	33.7	30.6	35.4
No computer in the company / no Internet connection accessible by staff in the company 公司沒有電腦 / 員工電腦沒有上網功能	15.8	17.9	11.4	15.3
Sample 樣本	1 009	1 001	1 201	1 206

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 41: Whether prohibit the staff from using the company computers in uploading or downloading files for personal use during the office hours – bivariate analysis

表 41：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	48.6	66.7	47.7	60.0	48.3	55.2	44.1
No 沒有	51.4	33.3	52.3	40.0	51.7	44.8	55.9
Sample 樣本	35	3*	474	25*	29*	192	93

$\chi^2 = 5.707$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "no computer in the company / no Internet connection accessible by staff in the company" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“公司沒有電腦 / 員工電腦沒有上網功能”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 42: Whether prohibit the staff from using the company computers in uploading or downloading files for personal use during the office hours – bivariate analysis

表 42：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	48.3	53.9	66.7
No 沒有	51.7	46.1	33.3
Sample 樣本	731	102	18*

$\chi^2 = 3.341$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "no computer in the company / no Internet connection accessible by staff in the company" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“公司沒有電腦 / 員工電腦沒有上網功能”的個案。

* Caution: Small sample base

注意：樣本數量較少

**Table 43: 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 43：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

	2010 (%)	2008 (%)	2006 (%)	2005 (%)
By internal rules / guidelines 訂立公司內部規定 / 指引	69.9	78.8	75.1	69.3
Monitoring by the company 由公司監察	34.8	43.5	57.3	58.9
Regular checking of computer hard disks 定期檢查電腦的硬碟	14.7	29.3	40.4	37.8
Install software for prohibiting uploading / downloading files 安裝禁止上/下載檔案的電腦軟件	13.5	5.9	-	0.1
Employment contract 在僱員合約上訂明	11.8	9.7	11.4	12.2
Sample: Among all establishments who prohibited their staff from uploading / downloading files for personal use 樣本：以所有禁止員工上載或下載檔案作私人用途的機構為基數	419	485	696	595

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

3.2.4 Whether prohibit the staff from using the company computers in installing or using pirated computer software 有否禁止員工安裝或使用盜版電腦軟件

When being asked whether their company prohibited the staff from installing or using pirated computer software, about three-fifths of the establishments (60.8%) claimed that they prohibited their staff from doing so, which was decreased when compared with the last round (71.6%). On the other hand, 22.5% claimed that they did not do so.

當被問到有否禁止員工安裝或使用盜版電腦軟件時，大約六成的機構 (60.8%) 表示它們有這樣做，比例較上一次調查的 (71.6%) 減少了。另一方面，有 22.5% 表示它們沒有禁止。

When analysed by industry sector and size of establishment, it was observed that relatively higher proportion of those establishments in the IT and communications sector (100.0%) and large-sized establishments (94.4%) had taken measures to prohibit their staff from doing so.

以行業類別及機構規模分析，發現從事資訊科技及通訊業 (100.0%) 及大型 (94.4%) 的機構有較高比例表示有採取措施禁止員工這樣做。

Of the establishments which claimed they had taken measures to prohibit their staff from doing so, similarly, many said that the measures were “by internal rules / guidelines” (64.9%), “monitoring by the company” (42.1%) and “regular checking of computer hard disks” (21.2%).

在那些表示有採取措施禁止員工這樣做的機構中，頗相似的是，他們有不少都表示所採取的措施是「訂立公司內部規定 / 指引」(64.9%)、「由公司監察」(42.1%) 及「定期檢查電腦的硬碟」(21.2%)。

(表 44 – 47)

(Tables 44 – 47)

Table 44: Whether prohibit the staff from installing or using pirated computer software

表 44：有否禁止員工安裝或使用盜版電腦軟件

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 有	60.8	71.6	70.8	63.1	49.1
No 沒有	22.5	13.6	18.3	22.9	28.5
No computer in the company / no Internet connection accessible by staff in the company 公司沒有電腦 / 員工電腦沒有上網功能	16.7	14.8	10.7	14.0	22.4
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 45: Whether prohibit the staff from installing or using pirated computer software – bivariate analysis

表 45：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	74.3	66.7	68.0	79.2	100.0	80.1	73.1
No 沒有	25.7	33.3	32.0	20.8	-	19.9	26.9
Sample 樣本	35	3*	466	24*	29*	191	93

$\chi^2 = 22.026$; p-value < 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered “no computer in the company / no Internet connection accessible by staff in the company” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“公司沒有電腦 / 員工電腦沒有上網功能”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 46: Whether prohibit the staff from installing or using pirated computer software – bivariate analysis

表 46：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	71.6	79.4	94.4
No 沒有	28.4	20.6	5.6
Sample 樣本	722	102	18*

$\chi^2 = 7.044$; p-value < 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered “no computer in the company / no Internet connection accessible by staff in the company” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“公司沒有電腦 / 員工電腦沒有上網功能”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 47: By what means to prohibit the staff from installing or using pirated computer software

表 47：使用甚麼方法禁止員工安裝或使用盜版電腦軟件

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
By internal rules / guidelines 訂立公司內部規定 / 指引	64.9	76.4	71.2	67.1	52.3
Monitoring by the company 由公司監察	42.1	52.4	58.2	59.9	71.7
Regular checking of computer hard disks 定期檢查電腦的硬碟	21.2	32.8	38.3	37.7	32.3
Employment contract 在僱員合約上訂明	8.3	9.2	9.1	8.9	6.8
Setting access right password, that only designated staff can install software 安裝密碼，只可由指定職員安裝軟件	0.7	0.7	-	-	-
Refused to answer 拒絕回答	-	1.3	-	-	-
Sample: Among all establishments who prohibited their staff from installing / using pirated computer software 樣本：以所有禁止員工安裝 / 使用盜版電腦軟件的 機構為基數	613	717	851	761	591

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

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

While nearly three-quarters of the business establishments (74.9%) did not carry out research and development in Hong Kong and some (17.2%) claimed that their businesses had no such need, only 7.9% had carried out research and development in Hong Kong, which was slightly lowered when compared with the last survey (9.2%).

近四分之三的商業機構 (74.9%) 沒有在香港進行研究及開發，另有部分 (17.2%) 表示公司業務沒有此需要，只有 7.9% 有在香港進行研究及開發，比例較上一次調查的 (9.2%) 略少。

When analysed by industry sector, it was observed that relatively higher proportion of those establishments in the IT and communications sector (52.2%) carried out research and development in Hong Kong.

以行業類別分析，發現從事資訊科技及通訊業 (52.2%) 的機構有較高比例有在香港進行研究及開發。

No significant difference was observed in terms of size of establishments on this issue.

不同規模的機構在這問題的回應並沒有明顯差別。

Among those establishments which carried out research and development, most of them (64.3%) would search the patent register to ensure that they would not infringe other's inventions. Such percentage was lower than the last survey (78.1%).

在那些有進行研究及開發的機構中，大多數 (64.3%) 會檢索專利註冊，以確保不會侵犯他人的發明。這個百分比比較上一次調查的 (78.1%) 下降了。

(表 48 – 51)

(Tables 48 – 51)

Table 48: Whether carry out “research and development” in HK

表 48：有否在香港進行研究及開發

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 有	7.9	9.2	9.9	9.3	7.1
No 沒有	74.9	64.0	63.4	60.9	67.4
No “research and development” needs for the business 公司業務沒有“研究及開發”的需要	17.2	26.7	26.6	29.8	25.5
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 49: Whether carry out “research and development” in HK – bivariate analysis

表 49：有否在香港進行研究及開發 – 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	14.3	-	9.3	-	52.2	6.0	7.4
No 沒有	85.7	100.0	90.7	100.0	47.8	94.0	92.6
Sample 樣本	35	3*	492	24*	23*	166	95

$\chi^2 = 55.088$; p-value < 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered “no R&D needs for the business” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“公司業務沒有研究及開發的需要”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 50: Whether carry out “research and development” in HK – bivariate analysis

表 50：有否在香港進行研究及開發 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 有	9.3	10.3	17.6
No 沒有	90.7	89.7	82.4
Sample 樣本	723	97	17*

$\chi^2 = 1.421$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered “no R&D needs for the business” were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“公司業務沒有研究及開發的需要”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 51: Whether would search the patent register to ensure not infringing other's inventions

表 51：會否檢索專利註冊，以確保不會侵犯他人發明

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 會	64.3	78.1	69.7	77.9	80.9
No 不會	35.7	21.9	30.3	22.1	19.1
Sample: Among all establishments who carried out R&D in HK 樣本：以所有在香港進行“研究及開發”工作的機構 為基數	80	92	119	112	86

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.3 Perception of IPR Situation in HK 對香港知識產權情況的看法

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

More than nine-tenths of the establishments (96.0%) considered that it was very / quite necessary to protect IP rights in the business environment of Hong Kong, which was quite similar to the previous surveys. Only 1.7% considered the opposite. 與以往幾年的調查結果相若，超過九成的機構 (96.0%) 均認為知識產權在香港的商業社會是非常有需要 / 頗需要受到保護的。只有 1.7% 持相反意見。

No significant difference was observed in terms of industry sectors and size of establishments on this issue. 不同行業及規模的機構在這問題的意見並沒有明顯差別。

(表 52 – 54)

(Tables 52 – 54)

Table 52: Whether consider necessary to protect IP rights

表 52：是否認為知識產權需要受到保護

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Very necessary 非常有需要	45.2	53.6	51.6	53.8	55.1
Quite necessary 頗有需要	50.8	40.1	45.1	41.7	39.9
Quite unnecessary 頗不需要	1.4	2.4	1.7	2.9	2.3
Not necessary at all 完全不需要	0.3	-	-	-	-
Don't know / Hard to say 不知道 / 很難說	2.3	3.9	1.6	1.6	2.7
Very / quite necessary 非常 / 頗有需要	96.0	93.7	96.7	95.6	95.0
Quite unnecessary / not necessary at all 頗不需要 / 完全不需要	1.7	2.4	1.7	2.9	2.3
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 53: Whether consider necessary to protect IP rights – bivariate analysis

表 53：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 / 頗有需要	100.0	100.0	97.7	100.0	100.0	99.0	98.2
Quite unnecessary / not necessary at all 頗不需要 / 完全不需要	-	-	2.3	-	-	1.0	1.8
Sample 樣本	36	3*	576	28*	28*	203	114

$\chi^2 = 3.293$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 54: Whether consider necessary to protect IP rights – bivariate analysis

表 54：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 / 頗有需要	98.4	98.1	100.0
Quite unnecessary / not necessary at all 頗不需要 / 完全不需要	1.6	1.9	-
Sample 樣本	862	107	18*

$\chi^2 = 0.338$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

3.3.2 Whether agree the measures of the Government have been effective in improving the protection for IP rights in HK in the past two years

是否同意政府在過去兩年所採取的措施有效改善香港保護知識產權的情況

When being asked whether agree that the measures of the Government had been effective in improving the protection for IP rights in Hong Kong in the past two years, nearly seven-tenths of the establishments (69.1%) “strongly agree / agree”, while 14.8% considered the opposite. The remaining 16.1% claimed “don’t know / hard to say”. The findings were similar to the last survey.

當被問到是否同意政府在過去兩年所採取的措施有效改善香港保護知識產權的情況時，近七成的機構 (69.1%) 均「非常同意 / 同意」，而 14.8% 持相反意見。其餘 16.1% 表示「不知道 / 很難說」。結果與上一次調查的相若。

No significant difference was observed in terms of industry sectors and size of establishments on this issue.

不同行業及規模的機構在這問題的回應並沒有明顯差別。

(表 55 – 57)

(Tables 55 – 57)

Table 55: Whether agree the measures of the Government have been effective in improving the protection for IP rights in HK in the past two years

表 55：是否同意政府在過去兩年所採取的措施有效改善香港保護知識產權的情況

	2010 (%)	2008 (%)
Strongly agree 非常同意	9.4	9.8
Agree 同意	59.7	58.8
Disagree 不同意	12.6	9.8
Strongly disagree 非常不同意	2.2	0.9
Don't know / Hard to say 不知道 / 很難說	16.1	20.7
Strongly agree / agree 非常同意 / 同意	69.1	68.6
Disagree / strongly disagree 不同意 / 非常不同意	14.8	10.7
Sample 樣本	1 009	1 001

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 agree the measures of the Government have been effective in improving the protection for IP rights in HK in the past two years – bivariate analysis

表 56：是否同意政府在過去兩年所採取的措施有效改善香港保護知識產權的情況 – 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 (%)
Strongly agree / agree 非常同意 / 同意	81.3	100.0	82.5	78.3	77.8	79.1	90.6
Disagree / strongly disagree 不同意 / 非常不同意	18.8	-	17.5	21.7	22.2	20.9	9.4
Sample 樣本	32	3*	491	23*	27*	177	96

$\chi^2 = 7.167$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 57: Whether agree the measures of the Government have been effective in improving the protection for IP rights in HK in the past two years – bivariate analysis

表 57：是否同意政府在過去兩年所採取的措施有效改善香港保護知識產權的情況 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Strongly agree / agree 非常同意 / 同意	82.1	85.4	81.3
Disagree / strongly disagree 不同意 / 非常不同意	17.9	14.6	18.8
Sample 樣本	744	89	16*

$\chi^2 = 0.603$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

For the stakeholder which was considered the most important in reducing IP rights infringement in Hong Kong, 47.5% of the establishments considered that “the Government” should play the most important role. 18.8% considered that “rights-owners” should play the most important role, and such proportion was higher than that of “education institutions” (16.5%). Overall speaking, the findings were quite similar to the last survey.

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，47.5% 的機構認為「政府」應該擔當最重要的角色，18.8% 認為應該擔當最重要角色的是「版權擁有者」，這個比例較「教育團體」(16.5%) 的為高。整體而言，結果與上一次調查的相若。

No significant difference was observed in terms of industry sectors and size of establishments on this issue.

不同行業及規模的機構在這問題的回應並沒有明顯差別。

(表 58 – 60)

(Tables 58 – 60)

Table 58: Most important stakeholder in reducing IP rights infringement in Hong Kong

表 58：改善香港侵犯知識產權情況的最重要角色

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Government 政府	47.5	46.0	55.9	54.9	58.9
Rights-owner 版權擁有者	18.8	17.8	14.1	14.2	14.2
Education Institutions 教育機構	16.5	19.1	14.0	13.8	9.1
Consumers 消費者	12.6	10.3	8.3	9.2	15.0
Retailer 零售商	4.7	6.8	7.7	7.9	2.8
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 59: Most important stakeholder in reducing IP rights infringement in Hong Kong – bivariate analysis

表 59：改善香港侵犯知識產權情況的最重要角色 – 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 (%)
Government 政府	46.2	50.0	47.0	33.3	51.7	48.1	50.9
Rights-owner 版權擁有者	10.3	-	19.9	23.3	13.8	16.0	21.6
Education Institutions 教育機構	20.5	25.0	16.1	20.0	20.7	17.5	12.1
Consumers 消費者	15.4	25.0	12.7	13.3	13.8	13.6	10.3
Retailer 零售商	7.7	-	4.2	10.0	-	4.9	5.2
Sample 樣本	39	4*	589	30	29*	206	116

$\chi^2 = 14.825$; 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 sample base

注意：樣本數量較少

Table 60: Most important stakeholder in reducing IP rights infringement in Hong Kong – bivariate analysis

表 60：改善香港侵犯知識產權情況的最重要角色 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Government 政府	46.8	50.9	55.6
Rights-owner 版權擁有者	19.3	15.5	11.1
Education Institutions 教育機構	16.5	16.4	11.1
Consumers 消費者	12.6	13.6	16.7
Retailer 零售商	4.9	3.6	5.6
Sample 樣本	883	110	18*

$\chi^2 = 2.892$; 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 sample base

注意：樣本數量較少

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

Regarding the most effective ways to improve the situation of IP infringement in Hong Kong, the top four suggestions were the same as those in the previous surveys, which were: “raising awareness of IP rights protection / strengthening education” (76.1%), “lower price of genuine goods” (71.0%), “increase penalties” (57.6%) and “full-scale enforcement action against the sale of pirated and counterfeit goods” (55.4%).

對於認為最有效改善香港侵犯知識產權情況的方法，首四項最多提及的建議與以往幾年調查的相同，就是：「提高保護知識產權意識 / 加強教育」(76.1%)、「正版貨品價錢下降」(71.0%)、「加重刑罰」(57.6%)及「全力掃蕩銷售盜版及冒牌貨品」(55.4%)。

(表 61)

(Table 61)

Table 61: Most effective ways to improve the situation of IP infringement in Hong Kong

表 61：最有效改善香港侵犯知識產權情況的方法

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Raising awareness of IP rights protection / Strengthen education 提高保護知識產權意識 / 加強教育	76.1	63.8	76.7	76.4	77.8
Lower price of genuine goods 正版貨品價錢下降	71.0	69.0	81.9	80.5	87.1
Increase penalties 加重刑罰	57.6	36.7	52.4	52.1	51.2
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	55.4	36.3	60.9	62.2	54.4
Others 其他	0.2	0.2	-	-	-
Don't know / Hard to say 不知道 / 很難說	1.0	1.9	0.5	0.3	0.1
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

3.3.5 Whether consider protecting / registering IP rights is beneficial to the company 是否認為保護 / 註冊知識產權對公司有好處

The vast majority of establishments (93.8%) considered that protecting / registering IP rights was beneficial to the company, which was quite similar as in the previous surveys. Only 6.2% considered the opposite. 與過往幾年調查的結果相若，絕大部分商業機構 (93.8%) 均認為保護 / 註冊知識產權對公司是有好處的。只有 6.2% 持相反意見。

No significant difference was observed in terms of industry sectors and size of establishments on this issue. 不同行業及規模的機構在這問題的回應並沒有明顯差別。

Among the establishments which considered it beneficial to the company, 83.3% thought that the benefit was to “prevent others from copying / using the company’s intellectual property”, followed by “enable the company to build up reputation or goodwill” (58.3%) and “can earn income from the company’s intellectual property” (44.2%). 在那些認為對公司有好處的機構中，83.3% 認為其好處是「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」(58.3%) 及「公司可藉著知識產權以賺取收入」(44.2%)。

(表 62 – 65)

(Tables 62 – 65)

Table 62: Whether consider protecting / registering IP rights is beneficial to the company

表 62：是否認為保護 / 註冊知識產權對公司有好處

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 認為	93.8	92.1	92.5	93.0	88.4
No 不認為	6.2	7.9	7.5	7.0	11.6
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 63: Whether consider protecting / registering IP rights is beneficial to the company

- bivariate analysis

表 63：是否認為保護 / 註冊知識產權對公司有好處 - 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	89.5	100.0	95.2	96.6	100.0	89.8	93.2
No 不認為	10.5	-	4.8	3.4	-	10.2	6.8
Sample 樣本	38	3*	589	29*	29*	205	117

$\chi^2 = 11.783$; 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 sample base

注意：樣本數量較少

Table 64: Whether consider protecting / registering IP rights is beneficial to the company

- bivariate analysis

表 64：是否認為保護 / 註冊知識產權對公司有好處 - 雙變項分析

	Size of establishments 機構規模		
	1 - 9 (%)	10 - 49 (%)	50+ (%)
Yes 認為	93.4	97.2	94.4
No 不認為	6.6	2.8	5.6
Sample 樣本	883	109	18*

$\chi^2 = 2.463$; 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 sample base

注意：樣本數量較少

Table 65: Perceived benefit(s) of a company in seeking protection / registration of IP rights

表 65：認為取得保護 / 註冊知識產權對公司的利益

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Prevent others from copying / using the company's intellectual property 預防其他人複製 / 使用公司的知識產權	83.3	81.7	86.5	87.5	78.6
Enable the company to build up reputation or goodwill 有助建立公司的聲譽	58.3	44.3	69.5	70.5	70.6
Can earn income from the company's intellectual property 公司可藉著知識產權以賺取收入	44.2	32.9	39.9	41.9	40.9
Others 其他	0.2	-	-	-	-
Sample: Among all establishments who considered protecting / registering IP rights was beneficial to the company 樣本：以所有認為保護 / 註冊知識產權對公司有好處的機構為基數	947	922	1 111	1 122	1 065

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

3.3.6 The perceived most serious consequence for a company which infringed the IP of others

侵犯他人知識產權的最嚴重後果

Establishments were asked about their perceived most serious consequence for a company which infringed the IP of others. It was observed that more than half (52.7%) considered the most serious consequence was “criminal liability”, which was similar to that of the last survey. It was followed by “civil liability” (20.0%) and “damage to company’s reputation / goodwill” (13.5%).

對於認為侵犯他人知識產權的最嚴重後果，超過一半的機構 (52.7%) 認為最嚴重的後果是「公司要負上刑事責任」，比例與上一次調查的相若。其次是「要負上民事責任」(20.0%) 及「公司的聲譽受損」(13.5%)。

(表 66)

(Table 66)

Table 66: The perceived most serious consequence for a company which infringed the IP of others

表 66：認為侵犯他人知識產權的最嚴重後果

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Criminal liability 公司要負上刑事責任	52.7	52.9	13.3	12.4	50.1
Civil liability (e.g. Large amount of compensation paid) 要負上民事責任 (如:支付大額的賠償)	20.0	17.8	20.0	19.0	21.6
Damage to company's reputation / goodwill 公司的聲譽受損	13.5	15.6	21.8	25.0	14.7
Disruption to the running of the business/ trade 公司的業務 / 商業活動需要暫時停止	7.8	5.4	17.1	16.7	6.2
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	6.1	8.3	27.1	26.8	7.3
Don't know / Hard to say 不知道 / 很難說	-	-	0.8	-	-
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.3.7 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, the majority of business establishments considered that the protection of IP rights was very / quite helpful to enhance the development of local creative industries (87.3%), the creation of business opportunity and wealth (80.9%) and the overall development of Hong Kong's economy (76.0%). The findings were quite consistent to the previous surveys.

就保護知識產權的長遠發展而言，大部分商業機構均認為保護知識產權對促進本地創意產業發展 (87.3%)、促進營商者創造商機及財富 (80.9%) 及促進香港整體經濟發展 (76.0%) 非常有幫助 / 頗有幫助。結果與過去幾年調查的頗一致。

No significant difference was observed in terms of industry sectors and size of establishments on this issue.

不同行業及規模的機構在這問題的回應並沒有明顯差別。

(表 67a – 69c)

(Tables 67a – 69c)

Table 67a: Whether consider the protection of IP rights could enhance the development of local creative industries

表 67a：認為保護知識產權對促進本地創意產業發展是否有幫助

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Very helpful 非常有幫助	42.5	40.7	51.4	53.7	49.5
Quite helpful 頗有幫助	44.8	43.8	38.4	35.9	35.9
Average 一般	8.8	10.4	8.4	9.1	11.2
Not quite helpful 幫助不大	1.7	2.7	0.9	0.6	0.9
Not helpful at all 完全沒有幫助	0.9	0.5	0.1	0.1	0.2
Don't know / Hard to say 不知道 / 很難說	1.3	1.9	0.8	0.6	2.3
Very / quite helpful 非常有幫助 / 頗有幫助	87.3	84.5	89.8	89.6	85.4
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	2.6	3.2	1.0	0.7	1.1
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 67b: Whether consider the protection of IP rights could enhance the creation of business opportunity and wealth

表 67b：認為保護知識產權對促進營商者創造商機及財富是否有幫助

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Very helpful 非常有幫助	28.7	27.3	29.6	32.0	31.8
Quite helpful 頗有幫助	52.2	50.3	45.4	41.4	43.8
Average 一般	15.4	15.5	20.8	21.1	16.4
Not quite helpful 幫助不大	2.0	3.5	2.1	3.1	3.7
Not helpful at all 完全沒有幫助	0.5	0.7	0.2	0.1	0.2
Don't know / Hard to say 不知道 / 很難說	1.2	2.7	1.9	2.3	4.1
Very / quite helpful 非常有幫助 / 頗有幫助	80.9	77.6	74.9	73.4	75.6
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	2.5	4.2	2.4	3.3	3.9
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 67c: Whether consider the protection of IP rights could enhance the overall development of HK's economy

表 67c：認為保護知識產權對促進香港整體經濟發展是否有幫助

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Very helpful 非常有幫助	26.8	24.6	29.6	26.8	25.1
Quite helpful 頗有幫助	49.2	47.7	46.2	44.3	42.1
Average 一般	18.7	18.6	21.1	22.1	20.5
Not quite helpful 幫助不大	2.8	5.3	4.1	4.4	6.6
Not helpful at all 完全沒有幫助	1.0	0.7	0.3	0.2	0.7
Don't know / Hard to say 不知道 / 很難說	1.4	3.1	1.7	2.2	5.0
Very / quite helpful 非常有幫助 / 頗有幫助	76.0	72.3	72.9	71.1	67.2
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	3.8	6.0	4.4	4.7	7.3
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 68a: Whether consider the protection of IP rights could enhance the development of local creative industries – bivariate analysis

表 68a：認為保護知識產權對促進本地創意產業發展是否有幫助 – 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	89.5	100.0	87.8	96.6	89.7	86.2	92.2
Average 一般	7.9	-	8.6	3.4	10.3	12.8	5.2
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	2.6	-	3.6	-	-	1.0	2.6
Sample 樣本	38	3*	581	29*	29*	203	116

$\chi^2 = 12.952$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 68b: Whether consider the protection of IP rights could enhance the creation of business opportunity and wealth – bivariate analysis

表 68b：認為保護知識產權對促進營商者創造商機及財富是否有幫助— 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	78.9	66.7	81.6	89.3	67.9	81.2	87.8
Average 一般	18.4	33.3	15.6	10.7	32.1	16.8	8.7
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	2.6	-	2.7	-	-	2.0	3.5
Sample 樣本	38	3*	583	28*	28*	202	115

$\chi^2 = 13.645$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註： (1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 68c: Whether consider the protection of IP rights could enhance the overall development of HK's economy – bivariate analysis

表 68c：認為保護知識產權對促進香港整體經濟發展是否有幫助 – 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	73.7	66.7	76.5	88.5	78.6	75.5	82.1
Average 一般	15.8	33.3	19.9	11.5	14.3	21.0	14.5
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	10.5	-	3.6	-	7.1	3.5	3.4
Sample 樣本	38	3*	583	26*	28*	200	117

$\chi^2 = 11.094$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 69a: Whether consider the protection of IP rights could enhance the development of local creative industries – bivariate analysis

表 69a：認為保護知識產權對促進本地創意產業發展是否有幫助 – 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	88.3	88.9	94.4
Average 一般	8.8	10.2	5.6
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	2.9	0.9	-
Sample 樣本	871	108	18*

$\chi^2 = 2.377$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 69b: Whether consider the protection of IP rights could enhance the creation of business opportunity and wealth – bivariate analysis

表 69b：認為保護知識產權對促進營商者創造商機及財富是否有幫助— 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	81.7	83.3	83.3
Average 一般	15.7	14.8	11.1
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	2.6	1.9	5.6
Sample 樣本	873	108	18*

$\chi^2 = 1.154$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註： (1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 69c: Whether consider the protection of IP rights could enhance the overall development of HK's economy – bivariate analysis

表 69c：認為保護知識產權對促進香港整體經濟發展是否有幫助 - 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	76.3	83.0	83.3
Average 一般	19.6	14.2	16.7
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	4.1	2.8	-
Sample 樣本	873	106	18*

$\chi^2 = 3.292$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.

(2) Those answered "don't know / hard to say" were excluded.

註： (1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

3.4 Awareness of IPD and Its Promotional Activities

對知識產權署及其宣傳活動的認知

3.4.1 Awareness of IPD and its duties

對知識產權署及其工作的認知

While most of the business establishments were aware that IPD was responsible for “promoting awareness on IP rights protection” (89.3%), “registration of trademarks” (79.1%), “registration of patents” (78.4%), “public education about IP” (73.3%) and “registration of designs” (68.1%), about half were aware that IPD was also responsible for “IP law drafting” (51.8%) and “Government’s IP legal advisor” (49.6%). The respective awareness levels were relatively higher as compared with the last survey.

On the other hand, considerable proportion of the establishments misunderstood that IPD was responsible for “investigating infringing activities” (54.6%), “receiving complaints on copyright piracy and trademark counterfeiting” (53.1%) and “criminal enforcement of IP” (43.0%).

When compared with the last survey (91.4%), it was observed that slightly higher proportion of establishments was able to give correct answer (96.1%).

No significant difference was observed in terms of industry sectors and size of establishments on this issue.

商業機構大多都知道知識產權署是負責「宣傳 / 推廣保護知識產權」(89.3%)、「商標註冊」(79.1%)、「專利註冊」(78.4%)、「有關知識產權的公民教育」(73.3%)及「外觀設計註冊」(68.1%)，約有一半知道知識產權署亦有負責「草擬知識產權法例」(51.8%)及「作為政府的知識產權法律顧問」(49.6%)。個別的認知程度均較上一次調查的為高。

另一方面，有一定比例的機構誤以為知識產權署負責「調查侵權活動」(54.6%)、「接受盜版及商標冒牌的投訴」(53.1%)及「對知識產權的刑事執法」(43.0%)。

與上一次的調查 (91.4%) 比較，發現有略高比例的機構能夠給予正確答案 (96.1%)。

不同行業及規模的機構在這問題的回應並沒有明顯差別。

(Tables 70 – 73)

(表 70 – 73)

Table 70: Awareness of the duties of IPD

表 70：對知識產權署工作範圍的認知

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Correct 正確					
Promote awareness on IP rights protection 宣傳 / 推廣保護知識產權	89.3	88.1	92.9	90.5	86.0
Registration of trademarks 商標註冊	79.1	67.3	71.7	71.7	68.1
Registration of patents 專利註冊	78.4	66.2	71.9	71.5	71.1
Public education about intellectual property 有關知識產權的公民教育	73.3	69.2	75.7	71.7	61.0
Registration of designs 外觀設計註冊	68.1	52.9	57.0	58.6	55.2
Intellectual property law drafting 草擬知識產權法例	51.8	45.3	51.0	52.7	-
Government's intellectual property legal advisor 作為政府的知識產權法律顧問	49.6	43.1	50.6	48.4	48.0
Incorrect 不正確					
Investigate infringing activities 調查侵權活動	54.6	46.1	43.7	46.2	46.4
Receiving complaints on copyright piracy and trademark counterfeiting 接受盜版及商標冒牌的投訴	53.1	51.6	55.6	58.4	55.2
Criminal enforcement of intellectual property 知識產權的刑事執法	43.0	33.2	32.5	33.5	-
Don't know 不知道	3.4	7.1	2.4	3.4	4.1
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 71: Awareness of the duties of IPD

表 71：對知識產權署工作範圍的認知

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Aware (at least one correct answer) 知道 (至少有一個正確答案)	96.1	91.4	97.2	96.2	94.2
Not aware (no correct answer or declared "don't know") 不知道 (沒有正確答案或表示 "不知道")	3.9	8.6	2.8	3.8	5.8
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 72: Awareness of the duties of IPD – bivariate analysis

表 72：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	100.0	95.6	93.1	100.0	96.6	95.8
Not aware 不知道	-	-	4.4	6.9	-	3.4	4.2
Sample 樣本	38	3*	589	29*	29*	206	118

$\chi^2 = 4.065$; 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 sample base

注意：樣本數量較少

Table 73: Awareness of the duties of IPD – bivariate analysis

表 73：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	95.9	97.3	94.7
Not aware 不知道	4.1	2.7	5.3
Sample 樣本	883	110	19*

$\chi^2 = 0.557$; 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 sample base

注意：樣本數量較少

3.4.2 Publicity and public education efforts of IPD 知識產權署的宣傳及公眾教育成果

All business establishments were asked whether they had seen any IPD's advertising and promotional activities, or attended any exhibition / seminar organised by IPD in the past two years.

More than seven-tenths of the establishments (71.5%) had seen IPD's electronic media promotions / print advertisement / promotional materials, such as promotions on "No Fakes Pledge" Scheme (41.6%), the API series featuring Lee Lik Chee (33.1%), Anti-Software Piracy in Business (21.8%) and others (26.2%), and promotions on "Copyright Ordinance – copying and distribution offence" (16.9%). Moreover, about one-tenth had attended IPD's exhibitions (10.6%) and visited IPD's website (10.9%) respectively.

As compared to the last survey, similar proportions of establishments were aware of IPD's promotions by the two major media, i.e. TV (65.3%) and print advertisement / promotional materials (34.9%).

No significant difference was observed in terms of industry sectors and size of establishments on this issue.

所有機構均被問及在過去兩年曾否見過知識產權署的廣告及宣傳活動，或出席 / 參觀過由該署舉辦的展覽 / 講座。

超過七成的機構 (71.5%) 有見過知識產權署的電子媒體宣傳 / 印刷廣告 / 宣傳物品，例如「正版正貨承諾」計劃的宣傳 (41.6%)、由李力持主演 (33.1%)、有關《防止於業務過程中使用盜版軟件》(21.8%) 及其他的 (26.2%) 電視宣傳片系列，以及《版權條例》下複製及分發罪行的宣傳 (16.9%)。此外，分別有大約一成的機構代表曾參觀過該署的展覽 (10.6%) 及瀏覽過該署的網頁 (10.9%)。

與上一次的調查結果比較，有相若比例的機構分別從兩個主要媒體認知知識產權署的宣傳，即電視 (65.3%) 及印刷廣告 / 宣傳物品 (34.9%)。

不同行業及規模的機構在這問題的回應並沒有明顯差別。

(表 74 – 77)

(Tables 74 – 77)

**Table 74: Whether seen IPD's advertising and promotional activities, or attended IPD's seminar / exhibition
in the past two years**

表 74：過去兩年曾否見過知識產權署的廣告及宣傳活動，或出席 / 參觀過由該署所舉辦的講座 / 展覽

	2010 (%)
Electronic media promotions / Print advertisement / Promotional materials 電子媒體宣傳 / 印刷廣告 / 宣傳物品	71.5
Promotions on "No Fakes Pledge" Scheme 「正版正貨承諾」計劃的宣傳	41.6
- TV API (featuring Hins Cheung) 電視宣傳片 (由張敬軒主演)	29.2
- Advertisement in newspapers & magazines 於報章及雜誌內刊登之廣告	11.8
- Stickers / tent cards / posters in shops 貨品或商戶展示標貼 / 座檯咭 / 海報	10.7
- Advertisement in MTR stations 於港鐵內展示之廣告	9.7
- Advertisement in HK International Airport 於香港機場展示之廣告	5.6
- Advertisement in Travel Guides 於旅遊指南刊登之廣告	2.7
TV API (featuring Lee Lik Chee) 電視宣傳片 (由李力持主演)	33.1
Other TV APIs 其他電視宣傳片	26.2
TV API on Anti-Software Piracy in Business 《防止於業務過程中使用盜版軟件》電視宣傳片	21.8
Promotions on "Copyright Ordinance - copying and distribution offence" 《版權條例》下複製及分發罪行的宣傳	16.9
- Print advertisement in newspapers / business magazines 刊登於報章及商業雜誌的廣告	13.8
- Newsletters issued by trade associations / government / non-governmental organisations 商會、政府及非政府機構的電子簡訊	3.2
- Print advertisement in trade magazines of trade associations / professional bodies 刊登於商會及專業團體雜誌的廣告	3.0
Newspaper supplements about the "World IP Day" 於報章刊載「世界知識產權日」特約專輯	6.9
Print advertisement on "Intellectual Capital Management Consultancy Programme" in newspapers / trade associations magazines 刊登於報章及商會雜誌的《知識資本管理顧問服務計劃》廣告	4.9
Booklets "Intellectual Property in Hong Kong" / "Patent Protection in Hong Kong" / "Design Protection in Hong Kong" / "Trademark Protection in Hong Kong" 《香港的知識產權》 / 《香港的專利保護》 / 《香港的外觀設計保護》 / 《香港的商標保護》小冊子	4.4
Sample 樣本	1 009

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: Whether seen IPD's advertising and promotional activities, or attended IPD's seminar / exhibition in the past two years (cont')

表 74：過去兩年曾否見過知識產權署的廣告及宣傳活動，或出席 / 參觀過由該署所舉辦的講座 / 展覽 (續)

	2010 (%)
Electronic media promotions / Print advertisement / Promotional materials	
電子媒體宣傳 / 印刷廣告 / 宣傳物品	
Leaflet of Intellectual Capital Management 有關知識資本管理的宣傳單張	4.1
"Information column on The Art of War and Intellectual Property Protection" in newspapers 刊登於報章的《孫子兵法與知識產權保護》四格漫畫專欄	3.4
E-DMs of Intellectual Capital Management 有關知識資本管理的電子簡訊	2.5
A concise Booklet on Intellectual Property Rights of Guangdong, Hong Kong and Macao 粵港澳知識產權簡明手冊	1.1
Hong Kong's Amended Copyright Law - "Guidance Note on Prevention of End-user Piracy in Business" 修訂後的香港版權法 - 《有關防止業務最終使用者盜版行為的指引》小冊子	0.8
Exhibitions	10.6
展覽	
Hong Kong Computer & Communications Festival 香港電腦通訊節	5.3
World SME Expo 國際中小企博覽	3.1
Hong Kong Licensing Show 香港專利授權展	2.9
Inno Design Tech Expo 創新科技及設計博覽	2.7
Entrepreneur Day 創業日	1.2
Seminars	5.3
研討會或講座	
World Intellectual Property Organisation (WIPO) Regional Symposium on Management of Intellectual Capital, Intellectual Assets and Intellectual Property 世界知識產權組織「知識資本管理、知識資產管理及知識產權管理」地區研討會	2.0
Seminar on "Recent Amendment to Hong Kong Copyright Law concerning Business End User of Copyright Works" 「與業務最終使用者息息相關的香港版權法之最新修訂」研討會	1.6
Seminars co-organised with trade associations and non-governmental organisations 與商會及非政府機構合辦的研討會	1.6
2010 Guangdong / Hong Kong Seminar on Intellectual Property (IP) and Development of SMEs (Guangzhou) - "IP as a Tool for Facilitating Restructuring and Upgrading" 2010 粵港知識產權與中小企業發展 (廣州) 研討會 - 以知識產權促進企業轉型升級	1.4
Intellectual Capital Management Seminars 知識資本管理研討會及講座	1.3
Hong Kong Trade Development Council Entrepreneur Day Seminar - Experience Sharing on Start-up Business 香港貿易發展局創業日研討會 - 創業實戰經驗分享	0.9
2009 Guangdong - Hong Kong Intellectual Property (IP) and SMEs Development Seminar (Zhongshan) - "IP as a Tool in Developing Business Opportunities" 2009 粵港知識產權與中小企業發展 (中山) 研討會 - 以知識產權開拓商機	0.2
Sample 樣本	1 009

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: Whether seen IPD's advertising and promotional activities, or attended IPD's seminar / exhibition in the past two years (cont')

表 74：過去兩年曾否見過知識產權署的廣告及宣傳活動，或出席 / 參觀過由該署所舉辦的講座 / 展覽 (續)

	2010 (%)
Other promotion channels 其他宣傳渠道	11.6
IPD website 知識產權署網頁	10.9
IPD Database for Guangdong, HK and Macao 粵港澳知識產權資料庫	2.1
Do not remember / Have not seen any IPD's advertising and promotional activities, nor attended any IPD's seminar / exhibition in the past two years 記不起 / 過去兩年沒有見過知識產權署的廣告及宣傳活動，或出席 / 參觀過由該署舉辦的講座 / 展覽	27.2
Sample 樣本	1 009

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, or seminar / exhibition – by media

表 75：對知識產權署的廣告及宣傳活動，或講座 / 展覽的認知 – 按媒體劃分

	2010 (%)	2008 (%)	2006* (%)	2005* (%)	2004* (%)
TV 電視	65.3	67.0	61.3	57.3	47.4
Print advertisement / promotional materials 印刷廣告 / 宣傳物品	34.9	36.8	45.8	46.0	40.9
Outdoor Advertising 戶外廣告	12.3	21.5	15.8	12.5	-
Exhibitions / seminars 展覽 / 研討會或講座	11.4	11.1	17.8	21.1	4.4
Radio 電台	-	6.2	18.1	20.8	11.6
Others 其他	11.6	5.4	9.2	11.3	-
Do not remember whether ever seen / heard; or Haven't seen / heard of any promotions by IPD 記不起有沒有見過 / 聽過；或 沒有見過 / 聽過任何該署的宣傳	27.2	26.1	25.5	28.3	39.7
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

* Those answered "can't remember which one was seen / heard / attended" were excluded.

撇除了回答“忘記看過 / 聽過 / 出席過哪一個”的個案。

Table 76: Awareness of IPD's exhibition / seminar, or advertising and promotional activities

- bivariate analysis

表 76：對知識產權署的展覽 / 講座，或廣告及宣傳活動的認知 - 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 認知	87.2	75.0	71.3	75.9	72.4	73.3	74.4
Not aware 不認知	12.8	25.0	28.7	24.1	27.6	26.7	25.6
Sample 樣本	39	4*	588	29*	29*	206	117

$\chi^2 = 5.100$; 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 sample base

注意：樣本數量較少

Table 77: Awareness of IPD's exhibition / seminar, or advertising and promotional activities

- bivariate analysis

表 77：對知識產權署的展覽 / 講座，或廣告及宣傳活動的認知 - 雙變項分析

	Size of establishments 機構規模		
	1 - 9 (%)	10 - 49 (%)	50+ (%)
Aware 認知	72.4	75.5	83.3
Not aware 不認知	27.6	24.5	16.7
Sample 樣本	883	110	18*

$\chi^2 = 1.482$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

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

知識產權署的宣傳活動對提升香港商界保護知識產權意識的有效程度

In terms of the effectiveness of the promotional activities held by IPD in raising the awareness of Hong Kong businesses on protecting IP rights, two-thirds of the business establishments (66.6%) considered them “very / quite effective”, which was similar to that of the last survey. On the other hand, 26.3% considered “quite / very ineffective”.

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，三分之二的商業機構 (66.6%) 認為「很有效 / 頗有效」，比例與上一次調查的差不多。另一方面，有 26.3% 認為「不大有效 / 完全沒有效」。

No significant difference was observed in terms of industry sectors and size of establishments on this issue.

不同行業及規模的機構在這問題的回應並沒有明顯差別。

(表 78 – 80)

(Tables 78 – 80)

Table 78: Effectiveness of the promotional activities held by IPD in raising the awareness of HK businesses on protecting IP rights

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

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Very effective 很有效	9.5	7.6	6.8	5.9	7.7
Quite effective 頗有效	57.1	62.2	41.5	37.4	37.8
Quite ineffective 不大有效	24.7	19.3	42.4	47.5	46.4
Very ineffective 完全沒有效	1.6	1.3	1.4	1.1	1.4
Don't know / Hard to say 不知道 / 很難說	7.0	9.6	7.9	8.1	6.7
Very / quite effective 很有效 / 頗有效	66.6	69.8	48.3	43.4	45.5
Quite / very ineffective 不大有效 / 完全沒有效	26.3	20.6	43.8	48.5	47.8
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 79: Effectiveness of the promotional activities held by IPD in raising the awareness of HK businesses on protecting IP rights – bivariate analysis

表 79：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	77.8	75.0	74.4	50.0	71.4	68.3	65.5
Quite / very ineffective 不大有效 / 完全沒有效	22.2	25.0	25.6	50.0	28.6	31.7	34.5
Sample 樣本	36	4*	551	26*	28*	186	110

$\chi^2 = 11.833$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.
(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。
(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base
注意：樣本數量較少

Table 80: Effectiveness of the promotional activities held by IPD in raising the awareness of HK businesses on protecting IP rights – bivariate analysis

表 80：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	72.2	66.0	72.2
Quite / very ineffective 不大有效 / 完全沒有效	27.8	34.0	27.8
Sample 樣本	823	100	18*

$\chi^2 = 1.674$; p-value > 0.05

Notes: (1) Percentages may not add up to 100 due to rounding of figures.
(2) Those answered "don't know / hard to say" were excluded.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。
(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base
注意：樣本數量較少

Finally, establishments were asked to give suggestions on the most effective ways to obtain information from IPD. The majority of the establishments (91.0%) considered “TV / radio” as the most effective way, followed by “newspaper / magazine” (61.1%), “Internet / website” (55.0%) and “other promotion channels (e.g. bus, activities in shopping centres etc.)” (39.3%). It was also noted that the proportion of “Internet / website” was higher than those in the previous surveys.

最後，有關接收知識產權署消息的最有效途徑，大部分機構 (91.0%) 均認為「電視 / 電台」最有效，其次是「報紙 / 雜誌」(61.1%)、「互聯網 / 網頁」(55.0%) 及「其他宣傳媒介 (如巴士、商場活動等)」(39.3%)。調查結果亦顯示「互聯網 / 網頁」的比例較過往幾年調查的為高。

(表 81)

(Table 81)

Table 81: The most effective ways to obtain information from IPD

表 81：最有效接收知識產權署消息的途徑

	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
TV / radio 電視 / 電台	91.0	89.6	87.8	84.2	82.2
Newspaper / magazine 報紙 / 雜誌	61.1	56.2	50.1	49.2	51.2
Internet / website 互聯網 / 網頁	55.0	36.0	37.4	35.2	32.7
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)	39.3	31.7	35.9	35.6	39.0
Promotion booklet / leaflet / newsletter 宣傳小冊子 / 單張 / 通訊	24.9	16.5	20.1	18.5	16.5
Trade association network 商會網絡	17.1	-	-	-	-
Exhibition / seminar 展覽 / 講座	15.9	11.8	15.6	13.3	10.2
Education institutions 教育機構	0.5	0.9	-	-	-
School 學校	-	-	0.1	-	-
Don't know / Hard to say 不知道 / 很難說	1.3	3.2	3.5	5.5	6.5
Sample 樣本	1 009	1 001	1 201	1 206	1 204

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

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

沒有顯示少於 0.05% 機構提及的答案。

Appendix 1: Sample & population distribution

附錄一：樣本及總體人口分佈

	Sample 樣本		Population 總體人口	
	No. of establishments 機構數目	(%) 百份比	No. of establishments 機構數目	(%) 百份比
Industry 行業				
Manufacturing 製造業	105	10.4	12 506	3.8
Construction 建造業	52	5.2	1 081	0.3
Wholesale, retail, import & export trades, restaurants & tourism 批發 / 零售 / 進出口貿易 / 飲食及旅遊業	457	45.3	190 195	58.3
Transport, storage, logistics 運輸 / 倉庫 / 物流業	36	3.6	9 130	2.8
IT & communications 資訊科技及通訊業	20	2.0	9 430	2.9
Financing, insurance, real estate & business services 金融 / 保險 / 地產 / 商用服務業	164	16.3	65 929	20.2
Public utilities/ entertainment/ public administration/ government departments/ education/ community/ social services 公共 / 娛樂事業 / 公共行政 / 政府部門 / 教育 / 社區及社會服務業	175	17.3	37 874	11.6
Employment Size 員工人數				
1 – 9	712	70.6	284 762	87.3
10+	297	29.4	41 383	12.7
Total 總計	1 009	100.0	326 145	100.0

Appendix 2: Sample distribution

附錄二：樣本分佈

	Sample 樣本									
	2010		2008		2006		2005		2004	
	No. of establishments 機構數目	(%) 百份比	No. of establishments 機構數目	(%) 百份比	No. of establishments 機構數目	(%) 百份比	No. of 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										
0 – 2 years 0 – 2 年	145	14.4	45	4.5	9	0.7	47	3.9	74	6.1
3 – 5 years 3 – 5 年	207	20.6	160	16.0	181	15.1	179	14.8	203	16.9
6 – 10 years 6 – 10 年	274	27.2	156	15.5	210	17.5	248	20.6	303	25.2
11 – 20 years 11 – 20 年	261	25.8	381	38.1	458	38.1	345	28.6	359	29.8
20+ years 20+ 年	120	11.9	259	25.9	331	27.6	387	32.1	265	22.0
Refused to answer 拒絕回答	1	0.1	-	-	12	1.0	-	-	-	-
Capital 資金										
Local based 本地公司	920	91.2	918	91.7	1 019	84.8	1 027	85.2	1 106	91.9
Foreign based 外資公司	71	7.0	73	7.3	157	13.1	156	12.9	85	7.1
PRC based 中資公司	18	1.8	10	1.0	21	1.7	23	1.9	11	0.9
Local & Foreign based 本地及外資公司	-	-	-	-	-	-	-	-	2	0.2
Refused to answer 拒絕回答	-	-	-	-	4	0.3	-	-	-	-
Total 總計	1 009	100.0	1 001	100.0	1 201	100.0	1 206	100.0	1 204	100.0