

## **World Intellectual Property Day celebrated in Hong Kong**

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Hong Kong celebrated the 10th anniversary of the World Intellectual Property (IP) Day today (April 26) with the theme “Innovation – Linking the World”.

Officiating at the celebration reception organised by the Intellectual Property Department (IPD), Vice-Chancellor Designate of the Chinese University of Hong Kong (CUHK), Professor Joseph Sung, said the former Vice-Chancellor of CUHK, Professor Charles K Kao, who was also known as the “father of fibre optics”, had to be credited with achieving through his creativity the linking of the world through fibre optic cables.

“Professor Kao was deeply interested in intellectual property protection and served as an active member of the Board of Directors of the Hong Kong Intellectual Property Society. As an academic myself, I truly embrace the importance of respecting and valuing intellectual efforts. Academic honesty always goes before academic credit.”

“This year is also important for Hong Kong in terms of intellectual property protection. It is 20 years this year since the Hong Kong Government established the IPD, charged with overseeing registration of intellectual property rights, conducting public education and advising the Government on the technical aspects of developing intellectual property policy and legislation,” he said.

To this end, the IPD has been striving to raise awareness and promote respect for intellectual property rights among the community through innovative publicity programmes. The IPD, in collaboration with the business community, launched an innovative project, the Intellectual Capital Management Consultancy Programme, in March last year.

Speaking at the celebration reception, Director of Intellectual Property, Mr Stephen Selby, said, “Intellectual property is a vital element underpinning creative effort. I hope that Hong Kong enterprises will use the intellectual property system to maximise their business potential and gain a competitive edge in the knowledge economy.”

About 150 guests, including major stakeholders in the intellectual property industry from the legal community and related intellectual property associations, academics, Mainland officials, consulate staff and representatives from the public sector and business organisations joined today’s celebration.

Apart from the celebration reception, the IPD has also promoted World IP Day through various activities. Newspaper supplements in two local newspapers were released today to highlight the importance and practical use of intellectual property. In addition, local radio programmes on intellectual property protection were broadcast between April 19 and 26. The IPD also collaborated with the International Federation Against Copyright Theft – Greater China and Hong Kong Reprographic Rights Licensing Society in organising a video clip competition and movie screening targeting youngsters in Hong Kong.

The World Intellectual Property Organisation's member states decided in 2000 to designate an annual World IP Day. More details of World IP Day are available on the website of the organisation ([www.wipo.int/ip-outreach/en/ipday/](http://www.wipo.int/ip-outreach/en/ipday/)).

Ends

Monday, April 26, 2010