

“I Pledge” Campaign: “The Legend is Born - Ip Man” movie screening held today

Members of the “I Pledge” Campaign joined “The Legend is Born - Ip Man” movie screening today (July 10) to show their commitment to protect intellectual property rights (IPR).

The event is part of Intellectual Property Department (IPD)’s publicity drive to arouse public awareness of the importance of IPR protection and promote public respect for the rights of others.

Officiating at the movie screening ceremony, the Director of Intellectual Property, Mr Stephen Selby, said, “We should respect other’s creative efforts and protect intellectual property. Never buy pirated movie copies, watch pirated movies and illegally upload or download movies on the internet.”

The movie actor and actress, Mr Dennis To and Ms Rose Chan, were the special guests of the movie screening ceremony to help promote the awareness of IPR protection. During the ceremony, Mr To and Ms Chan joined the “I Pledge” Campaign by signing the participant’s certificate presented by Mr Selby.

“As a movie actor, I deeply realise the tremendous time and effort spent by the film crew and the challenges that have arisen during the shooting. I therefore hope that everyone can respect our creative work and watch our movie through legal channels,” Mr To said.

“I will show my support by participating in the anti-internet piracy, anti-piracy and anti-counterfeiting activities,” Ms Chan said.

Launched in 1999, the “I Pledge” Campaign has attracted over 10,000 members who pledge not to buy or use pirated or counterfeit goods and show respect for the IPR of others. The IPD revised the Charter of the “I Pledge” Campaign in April 2006 to include “against copyright infringement on the Internet” in the pledge list.

In the past years, the Campaign had organised a variety of activities for members, such as concerts, film shows, free music downloads and a cardholder design competition. Members of the public are welcome to join the campaign by downloading the application form from IPD’s website www.ipd.gov.hk/eng/promotion_edu/i_pledge.htm

Ends/Saturday, July 10, 2010

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