

**Thirteenth Meeting of Guangdong/Hong Kong Expert Group on
the Protection of Intellectual Property Rights (IPRs)**

**Progress of Guangdong/Hong Kong Exchanges and Co-operation on
Intellectual Property (IP)**

1. Organising a Seminar on IP and Development of Small and Medium Enterprises (SMEs) in Guangdong

A Guangdong/Hong Kong Seminar on IP and Development of SMEs (Shanwei) entitled “Enhance Competitiveness by Intellectual Property Exploitation” was jointly organised by the two sides in Shanwei, Guangdong Province in June 2014. The representatives from the Patent Examination Cooperation Guangdong Center of the Patent Office, the State Intellectual Property Office, Guangdong and IP professionals, representatives of enterprises and IP intermediaries of Guangdong and Hong Kong introduced the latest development of IP systems in the Mainland and Hong Kong and discussed issues on IP protection and management at the seminar. About 200 participants attended the seminar.

2. Organising copyright exchange programmes in Guangdong and Hong Kong

In December 2013, a delegation led by the Intellectual Property Department of Hong Kong (HKIPD) visited Guangzhou for a copyright exchange programme entitled “Copyright Management and IP Trading”. Activities under the programme included attending seminar and conducting exchanges with representatives from the local copyright industry. In March 2014, the Copyright Bureau of Guangdong Province (GDCB) led a delegation to Hong Kong. Apart from exchanging views with the representatives from the copyright industry in Hong Kong, the delegation also visited the Hong Kong Customs and Excise Department (Hong Kong Customs) and the Hong Kong Film Archive to deepen their understanding of copyright management and trading development trends between the two places.

The GDCB, the Hong Kong Customs and the HKIPD jointly organised an “Exchange Programme on Copyright Knowledge and Copyright Protection for the Guangdong/Hong Kong Secondary School Students”. In April 2014, representatives from the GDCB together with secondary school teachers and students from Guangzhou joined the exchange activities held in Hong Kong. The delegation visited the facilities of the Hong Kong Customs, the base of the Hong

Kong Adventure Corps and the HKIPD to have more understanding of Hong Kong's IP protection regime.

3. Attending the Business of IP Asia Forum (BIP Asia Forum)

In December 2013, representatives of the Guangdong Intellectual Property Office (GDIPO) attended the 3rd "BIP Asia Forum" held in Hong Kong and met representatives of local IP industry. The two sides discussed the latest trends of IP trading in Guangdong and Hong Kong and conducted in-depth exchanges on further co-operation in terms of building IP trading platform for both sides.

4. Strengthening co-operation and exchange on trademarks and brand building

In December 2013, a delegation of Guangdong enterprises, IP intermediaries and government officials led by the Guangdong Province Administration for Industry and Commerce (GDAIC) attended the "Brand Asia Forum" and the "BIP Asia Forum". They also visited the Intellectual Property Centre of the Federation of Hong Kong Industries to exchange views on the theme of brand building. The activities strengthened the co-operation on trademarks/brand creation and established an exchange platform for IP-related non-government organisations (NGOs) in both places.

5. Strengthening exchanges and co-operation on enhancing the internationalisation of brands

In November 2013, representatives of the Department of Commerce of Guangdong Province (GDDC) visited Hong Kong and reached consensus with the HKIPD on issues such as enhancing areas of co-operation between Guangdong and Hong Kong on IP and promoting high-end training on the internationalisation of brands.

The GDDC and the HKIPD jointly organised the "2014 Trademark and Brand Protection Training Programme" on 19 March 2014. Representatives and professionals of the GDIPO, the GDAIC, the GDCB and the Customs administrations of the two sides gave keynote speeches and exchanged views in the same seminar on the internationalisation of brands and IPR protection. The training programme aimed to help enhance the competitiveness of Guangdong enterprises in the global market through IP exploitation.

6. Organising an International Intellectual Property Commercialisation Conference in Guangzhou

In November 2013, with the support of the GDIPO, the HKIPD and the Korean Intellectual Property Office, the “2013 Guangzhou International Intellectual Property Commercialisation Conference” was held in Guangzhou by IP-related NGOs from Guangdong province, Hong Kong and Korea. The professionals, academics and representatives of enterprises from the Mainland, Hong Kong, Korea and other regions exchanged views on the theme of commercialisation of IP.

7. Continuing the promotion of exchange activities between Hong Kong and Guangdong

The two sides jointly organised various exchange activities, including inviting enterprises, IP-related NGOs, IP intermediaries and associations of the IP industry of both sides to attend seminars, exchange and training programmes, which served as a platform for both sides to deepen their communication and co-operation.

8. Actively promoting IP trading in Guangdong and Hong Kong

The two sides continued to update information on IP trading on the “IP Database for Guangdong, Hong Kong and Macao” and on the websites of members of the Guangdong/Hong Kong Expert Group on the Protection of IPRs. Seminar on commercialisation of IP was also organised to help enterprises utilise IP more effectively so as to further enhance their competitiveness.

9. Further refining the Guangdong/Hong Kong co-ordination mechanism for IP law enforcement and IP-related cases

From August 2013 to mid-June 2014, the Customs administrations in the two places had exchanged a total of 45 pieces of various information and jointly conducted two rounds of parallel operation to combat the smuggling of infringing goods in the two places. In July 2013 and January 2014, the officials of the Hong Kong Customs and the Guangdong Sub-Administration of China Customs (Guangdong Customs) met at two high-level meetings to have thematic focused discussions on co-operation of IPR protection with a view to jointly working out long-term co-operation strategies to combat cross-boundary IPR infringement activities. In May 2014, the IP liaison officers of both sides also held a thematic meeting on the joint actions of Guangdong and Hong Kong in combating the import/export of infringing articles through postal express in which both sides reviewed the achievements of their parallel joint actions and discussed the focus of their co-operation in the next stage.

In December 2013, officers of the Economic Crime Investigation Bureau (ECIB) of the Guangdong Provincial Public Security Department (GDPSD) visited the Intellectual Property Investigation Branch of the Hong Kong Customs. During the visit, the two sides exchanged information on the trend of cross-boundary infringement and explored ways of co-operation on IPR infringement cases. In the past year, the two sides exchanged 24 pieces of information through immediate exchange of information and collaboration of investigations.

The Hong Kong Customs and the GDAIC also kept abreast of the latest development of cross-boundary infringements through regular exchange of information. From August 2013 to mid-June 2014, the Hong Kong Customs provided a total of 13 pieces of information to the GDAIC.

10. Combating the illegal import and export of infringing articles between Guangdong and Hong Kong

From July 2013 to June 2014, the Guangdong Customs detected 422 suspected infringement cases with Hong Kong as their trading area, seizing 5.79 million items of suspected infringing goods valued at over \$70 million.

In October 2013 and March 2014, the Guangdong and Hong Kong Customs launched joint operations targeting the smuggling of infringing articles through postal express. During the operations, the Hong Kong Customs detected 9 cases involving a total of 1301 items of infringing goods valued at about HK\$ 0.13 million while the Guangdong Customs detected 5 cases involving a total of 253 items at value about HK\$ 0.03 million.

11. Further promoting the “No Fakes Pledge” Scheme

The two sides jointly produced an Announcement of Public Interest (API) for the “No Fakes Pledge” Scheme which were then dispatched to 21 prefecture-level cities and Shunde District in Guangdong Province for broadcast. In April 2014, the GDIPO, the HKIPD, the GDCB and the GDAIC jointly organised web interviews cum launching ceremony of the API for “No Fakes Pledge” Scheme on the southcn.com. The API has been broadcast in both Guangdong and Hong Kong since 22 April 2014. As at July 2014, “No Fakes Pledge” plaques were awarded to nearly 1000 merchants and enterprises and over 3000 shops in Guangdong Province.

12. Updating the “IP Database for Guangdong, Hong Kong and Macao” and “Guangdong/Hong Kong IP Co-operation Corner”

The IPD and GDIPO continued to lead other members of the Guangdong/Hong Kong Expert Group on the Protection of IPRs to regularly update the “IP Database for Guangdong, Hong Kong and Macao” and “Guangdong/Hong Kong IP Co-operation Corner”, incorporating the latest information on laws and regulations of patent, trademark, copyright and IP border and criminal protection, IP administration and management, the contacts of law enforcement bodies in the three places, etc.

13. Supporting NGOs in Hong Kong to participate in the “Guangdong Youth and Children Invention Award”

The GDIPO informed the HKIPD that the 12th “Guangdong Youth and Children Invention Award” would be re-scheduled to the second half of 2014. The GDIPO will keep the Hong Kong side informed of the details of the contest to facilitate the dissemination of information to the candidates.

14. Arranging HKIPD officers to attend training courses for newly appointed patent examiners

The GDIPO informed the HKIPD of the details of the 10th training course for newly appointed patent examiners.

15. Supporting application for Guangdong Provincial Famous Trademarks by HK-invested enterprises in Guangdong

The HKIPD continued to encourage HK-invested enterprises in Guangdong to apply for Guangdong Provincial Famous Trademarks by informing them of the arrangements and publicising relevant information on different occasions. In 2013, HK-invested enterprises in Guangdong were granted 66 new and 100 renewal Guangdong Provincial Famous Trademarks, totaling 166. As at May 2014, HK-invested enterprises in Guangdong owned 473 Guangdong Provincial Famous Trademarks, accounting for 15.67% of all such trademarks.

16. Assisting Hong Kong residents in sitting for the National Qualification Examination for Patent Agents 2013 at the Guangzhou examination centre

The National Qualification Examination for Patent Agents 2013 was held at 20 examination centres across the country in November 2013. The two sides actively assisted Hong Kong residents in sitting for the examination and provided information on examination registration, requirement, pre-examination training, etc. In 2013, a total of 44 Hong Kong residents sat for the examination and 13 of them passed. Since 2004, a total of 41 Hong Kong residents have passed the examination and 14 of them are practising in the Mainland.