

**Survey on Business Attitudes to
Intellectual Property 2008**
香港商業機構知識產權意識調查 2008

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Prepared by 撰寫 :



Mercado Solutions Associates Ltd.

米嘉道資訊策略有限公司

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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 survey between 30th October and 28th November 2008. In total, 1 001 business establishments were successfully enumerated by means of mail survey. The overall response rate achieved was 30.3%. 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" (96.3%), "trademarks" (95.0%), "patents" (92.1%) and "designs" (78.0%), the percentages were slightly lowered as compared with the previous surveys (more than 85%).

Yet, when comparing to the last survey (4.1%), largely higher proportion of establishments were aware that "layout-design of integrated circuits" (22.1%) were also covered in intellectual property.

When asked whether thought that "copying newspaper articles / articles from books without authorization for distribution to staff for internal reference" was an infringement of IP rights, only 50.5% of the establishments claimed "yes".

98.3% of business establishments 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 last survey.

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) 受委託於二零零八年十月三十日至十一月二十八日進行了調查，透過郵寄問卷形式成功訪問了 1 001 間商業機構，回應率達到 30.3%。本摘要概述了主要的調查結果。

對知識產權的認識及觀念

大部分商業機構均知道知識產權包括「版權」(96.3%)、「商標」(95.0%)、「專利」(92.1%)及「外觀設計」(78.0%)，比例較過去幾年的調查結果 (超過 85%) 略有下降。

然而，與上一次調查 (4.1%) 比較，知道「集成電路布圖設計」(22.1%) 亦屬於知識產權的一種的比例則有所增加。

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工作內部參考」是侵犯知識產權的行為，只有 50.5% 的機構認為「是」。

98.3% 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，結果與上一次調查頗一致。

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. 65.0% of the establishments misunderstood that the statement was true, which was higher than the previous surveys (below 55%). However, still 35.0% considered that was not true.

28.6% of the business establishments claimed that they had registered trademark, patent or design in Hong Kong, while 71.4% had not done so. The rate of doing so was similar to that of the last survey.

Among those establishments which had trademark, patent or design registered, 52.1% had registered 1 trademark, patent or design; 11.1% had registered 2 – 3; and 30.8% had registered 4 or more.

80.6% of the business establishments considered Hong Kong as an important place to register trademark, patent or design, which was quite similar as compared to the last survey.

72.6% of the business establishments were not aware that there were licensing schemes (administered by copyright owners) authorizing copying of local newspaper articles and books for use in business, while only 27.4% were aware of it.

54.3% 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 similar to the past surveys. The remaining (45.7%) considered the opposite.

49.5% of the business establishments had heard about the newly amended Copyright Ordinance – regarding the criminal liability that directors / partners may attract if their

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。65.0% 的機構誤以為此是正確的，比例較以往幾年 (55% 以下) 有所上升。但仍有 35.0% 知道這句子並不正確。

28.6% 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 71.4% 則表示沒有。有這樣做的比率與上一次調查的差不多。

在那些已經在香港註冊了商標、專利或外觀設計的機構中，52.1% 註冊了一個商標、專利或外觀設計；11.1% 註冊了 2 – 3 個；另有 30.8% 註冊了 4 個或以上。

80.6% 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，與上一次調查的差不多。

72.6% 的商業機構均不知道有特許計劃 (由版權擁有人執行) 授權公司複製本地報章報導 / 書籍內容供業務中使用。只有 27.4% 對此有認知。

54.3% 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，與以往幾年調查的結果相若。而餘下的 (45.7%) 則並不知道。

49.5% 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。

companies possess pirated software for business use.

Among them, the major channels of learning about the content of the provision were TV / radio API (67.7%) and print ad. in newspapers / magazines (42.4%).

IP Compliance

While 57.8% of the establishments would not check the Hong Kong trademark register before using / adopting their own trademark for their goods / services, 42.2% would do so, which was lower than that in the last survey (54.6% in 2006).

Only 15.5% of the business establishments had deployed staff specifically responsible for IP management. Among them, many claimed that the staffs were responsible for “the registration of trademarks, patents or designs” (62.2%), followed by “monitoring employees’ use of other people’s IP rights” (53.1%), “monitoring the IP rights of the company” (41.0%) and “licensing / trading IP rights of the company to others” (37.2%).

48.4% 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. Besides, 71.6% claimed that they prohibited their staff from installing or using pirated computer software.

Among the 48.4% and 71.6% of establishments, the common measures taken were: “setting up internal rules / guidelines” (78.8% and 76.4% respectively), “by company’s monitoring” (43.5% and 52.4% respectively) and “regular checking of computer hard disks” (29.3% and 32.8% respectively).

64.0% of the business establishments did not carry out research and development in Hong Kong and 26.7% claimed that their business had no such need, only 9.2% had carried out

在他們之中，主要得知條例內容的渠道是電視 / 電台廣告 (67.7%) 及刊登於報章 / 雜誌的廣告 (42.4%)。

遵守知識產權的法例規定

57.8% 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 42.2% 則會這樣做，比例較上一次調查減少了 (2006 年有 54.6%)。

只有 15.5% 的商業機構有委任員工專責從事知識產權管理的工作。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」(62.2%) 的，其次是「監察員工使用其他人的知識產權」(53.1%)、「監察公司的知識產權」(41.0%) 及「處理公司知識產權的專利授權 / 交易事宜」(37.2%)。

48.4% 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。另外，71.6% 表示它們有禁止員工在工作上安裝或使用盜版電腦軟件。

在該 48.4% 及 71.6% 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 78.8% 及 76.4%)、「由公司監察」(分別有 43.5% 及 52.4%) 及「定期檢查電腦的硬碟」(分別有 29.3% 及 32.8%)。

64.0% 的商業機構沒有在香港進行研究及開發，另有 26.7% 表示公司業務沒有此需要，只有 9.2% 有在香港進行研究及開發。結果與以往幾年的調查頗相似。

research and development in Hong Kong. The findings were quite similar to the previous surveys.

Among the 9.2%, most of them (78.1%) would search the patent register to ensure that they would not infringe other's inventions.

Perception of IPR Situation in HK

93.7% of the business 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.

When being asked whether agree that the measures of the Government have been effective in improving the protection for IP rights in Hong Kong in the past two years, most of the establishments (68.6%) "strongly agree / agree", while 10.7% considered the opposite. The remaining 20.7% claimed "don't know / hard to say".

For the stakeholder which was considered the most important in reducing IP rights infringement in Hong Kong, more than two-fifths of the establishments (46.0%) considered that "the Government" should play the most important role, while some others considered that "educational institutions" (19.1%) and "copyright owners" (17.8%) should play the most important role. It was noteworthy that the percentage for "the Government" was decreased as compared to the previous surveys (about 55% or more).

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: "lowering the price of genuine goods" (69.0%), "raising awareness of IP rights protection / strengthening education" (63.8%), "increase penalties" (36.7%) and "full-scale enforcement action against the sale of pirated and counterfeit goods" (36.3%).

在那 9.2% 的機構中，大多數 (78.1%) 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相若，93.7% 的商業機構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。

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 (68.6%) 均「非常同意 / 同意」，而 10.7% 持相反意見。其餘 20.7% 表示「不知道 / 很難說」。

至於各機構認為在改善香港侵犯知識產權情況中，哪一方面應擔當最重要的角色，超過四成的機構 (46.0%) 認為「政府」應該擔當最重要的角色，而部分機構則認為「教育團體」(19.1%) 及「版權擁有者」(17.8%) 應該擔當最重要角色。值得注意的是，認為是「政府」的百分比比較以往幾年的調查 (約 55% 或以上) 減少了。

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：「正版貨品價錢下降」(69.0%)、「提高保護知識產權意識 / 加強教育」(63.8%)、「加重刑罰」(36.7%) 及「全力掃蕩銷售盜版及冒牌貨品」(36.3%)。

92.1% of the business establishments considered that protecting / registering IP rights was beneficial to the company, which was quite similar as in the last survey.

Among them, 81.7% 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” (44.3%) and “earning income from the company’s intellectual property” (32.9%).

Establishments were asked about their perceived most serious consequence for a company which infringed the IP of others. 52.9% considered the most serious consequence was “criminal liability”, which was significantly higher than that of the last survey. It was followed by “civil liability” (17.8%) and “damage to company’s reputation / goodwill” (15.6%).

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 (84.5%), the creation of business opportunity and wealth (77.6%) and the overall development of Hong Kong’s economy (72.3%). The findings were quite consistent 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” (88.1%), “public education about IP” (69.2%), “registration of trademarks” (67.3%), “registration of patents” (66.2%) and “registration of designs” (52.9%), about two-fifths were aware that IPD was also responsible for “IP law drafting” (45.3%) and “Government’s IP legal advisor” (43.1%).

On the other hand, 51.6% misunderstood that IPD was responsible for “receiving complaints

與上一次調查的結果相若，92.1% 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，81.7% 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」(44.3%) 及「公司可藉著知識產權以賺取收入」(32.9%)。

對於認為侵犯他人知識產權的最嚴重後果，52.9% 的機構認為最嚴重的後果是「公司要負上刑事責任」，比例明顯較上一次調查的為高。其次是「要負上民事責任」(17.8%) 及「公司的聲譽受損」(15.6%)。

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 (84.5%)、促進營商者創造商機及財富 (77.6%) 及促進香港整體經濟發展 (72.3%) 非常有幫助 / 頗有幫助。結果與過去幾年調查的頗一致。

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」(88.1%)、「有關知識產權的公民教育」(69.2%)、「商標註冊」(67.3%)、「專利註冊」(66.2%) 及「外觀設計註冊」(52.9%) 的，而知道知識產權署亦有負責「草擬知識產權法例」(45.3%) 及「作為政府的知識產權法律顧問」(43.1%) 的比例則有大約四成。

另一方面，51.6% 誤以為知識產權署負責「接受盜版及商標冒牌的投訴」，亦有部分機構誤以

on copyright piracy and trademark counterfeiting". Some also misunderstood that IPD was responsible for "investigating into infringing activities" (46.1%), and "criminal justice of IP" (33.2%).

When compared with the previous surveys, it was observed that the proportion of establishments which were able to give correct answer (91.4%) was similar to those of the previous surveys (ranged from 94.2% in 2004 to 97.2% in 2006).

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

11.1% of the establishments had attended IPD's exhibitions / seminars. Moreover, 72.9% had seen IPD's electronic media promotions / print ad / promotional materials, such as the API series on IP protection (60.2%), promotions on "No Fakes Pledge" Scheme 2008 (49.4%), promotions on "Copyright (Amendment) Ordinance 2007 – Anti-circumvention" (33.5%), promotions on "Software Asset Management Consultancy Programme" (30.9%) and promotions on "Beijing 2008 Olympic Games" and "Shop for Real" (20.4%).

In terms of the effectiveness of the promotional activities held by IPD in raising the awareness of Hong Kong businesses on protecting IP rights, 69.8% of the business establishments considered them "very / quite effective", which was higher than the previous surveys (below 50%). On the other hand, 20.6% considered "quite / very ineffective".

Finally, 89.6% of the establishments considered "TV / radio" as the most effective ways to gather information from IPD, followed by "newspaper / magazine" (56.2%), "Internet / website" (36.0%) and "other promotion channels (e.g. bus, activities in shopping centres etc.)" (31.7%).

為知識產權署負責「調查侵權活動」(46.1%) 及「對知識產權的刑事執法」(33.2%)。

與以往幾年比較，發現能夠給予正確答案的機構比例 (91.4%) 與以往幾年調查的相差不遠 (比例由 2004 年的 94.2% 至 2006 年的 97.2%)。

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

11.1% 的機構代表曾出席 / 參觀過知識產權署的展覽 / 講座。此外，72.9% 有見過該署的電子媒體宣傳 / 印刷廣告 / 宣傳物品，例如《保護知識產權》電視宣傳片系列 (60.2%)、「正版正貨承諾」計劃 2008 的宣傳 (49.4%)、《2007 年版權 (修訂) 條例 – 反規避科技措施》的宣傳 (33.5%)、《軟件資產管理諮詢計劃》的宣傳 (30.9%) 及「北京 2008 年奧運會」及「愛正版 買正貨」的宣傳 (20.4%)。

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，69.8% 的商業機構認為「很有效 / 頗有效」，較以往幾年的比例 (50% 以下) 增加了。另一方面，有 20.6% 認為「不大有效 / 完全沒有效」。

最後，89.6% 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」(56.2%)、「互聯網 / 網頁」(36.0%) 及「其他宣傳媒介 (如巴士、商場活動等)」(31.7%)。

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 assets 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 were aware of licensing schemes (administered by copyright owners) authorizing copying of local newspaper articles and books for use in business, and 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. Further publicity may be required.

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.

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，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，和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，須負上刑責的機構並不多，這或有需要加強宣傳。

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 the survey in 2008. 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再次進行調查。調查目的的主要包括：

- 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 30th October and 28th November 2008. 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 694 invalid cases (e.g. closed down, wrong address), in total, 1 001 business establishments had responded by returning the completed questionnaires, which constituted a response rate of 30.3%. 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-2008 from Census and Statistics Department) such that findings of the survey were representative of the opinions / views of the whole population of business establishments. The sample and population distribution were summarized in Appendix.

Analysis of Survey Findings

Chi-Square Test was adopted to test whether there is significant difference between the opinions of establishments in different industries and in different sizes of establishments.

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

是次調查於二零零八年十月三十日至十一月二十八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 694 個無效個案（例如已倒閉、地址錯誤），總計上有 1 001 間機構完成並寄回問卷，回應率達到 30.3%。根據所得的樣本數量，在 95% 的置信度下估值的精確程度為 $\pm 3.1\%$ 。調查數據按照行業及機構規模分佈（根據政府統計處二零零八年中中期數據）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” (96.3%), “trademarks” (95.0%), “patents” (92.1%) and “designs” (78.0%), the percentages were slightly lowered as compared with the previous surveys.

大部分商業機構均知道知識產權包括「版權」(96.3%)、「商標」(95.0%)、「專利」(92.1%)及「外觀設計」(78.0%)，比例較過去幾年的調查結果略有下降。

Yet, when comparing to the last survey, largely higher proportion of establishments were aware that “layout-design of integrated circuits” (22.1%) were also covered in intellectual property.

然而，與上一次調查比較，知道「集成電路布圖設計」(22.1%)亦屬於知識產權的一種的比例則大幅增加。

No significant difference was observed in terms of industry sectors and size of establishments, as nearly all of the establishments were able to give correct answer.

不同行業及規模的機構中，差不多所有都能夠給予正確答案，並沒有明顯差別。

(表 1 – 3)

(Tables 1 – 3)

Table 1: Knowledge about Intellectual Property Rights

表 1：對知識產權的認識

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Correct 正確				
Copyright 版權	96.3	99.8	99.8	99.6
Trademarks 商標	95.0	98.8	98.7	99.9
Patents 專利	92.1	98.5	98.3	97.2
Designs 外觀設計	78.0	87.0	88.2	89.3
Layout-design of integrated circuits 集成電路布圖設計	22.1	4.1	-	-
Plant varieties protection right 植物品種保護權	11.6	12.5	11.7	-
Incorrect 不正確				
Trade Secrets 商業秘密	21.2	18.2	18.0	-
Freedom of speech 言論自由權	3.1	1.5	1.4	-
Human / Civic rights 人權 / 公民權	2.6	1.7	1.9	-
Don't know 不知道	0.2	-	-	-
Sample 樣本	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 2: Knowledge about Intellectual Property Rights – bivariate analysis

表 2：對知識產權的認識 – 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 (at least one correct answer) 知道 (至少有一個答案正確)	100.0	100.0	99.6	100.0	100.0	100.0	100.0
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")	-	-	0.4	-	-	-	-
Sample 樣本	45	59	565	19*	14*	182	117

$\chi^2 = 1.546$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 3: Knowledge about Intellectual Property Rights – bivariate analysis

表 3：對知識產權的認識 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Aware (at least one of the answer correct) 知道 (至少有一個正確答案)	99.8	100.0	100.0
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")	0.2	-	-
Sample 樣本	867	114	20*

$\chi^2 = 0.310$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

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 office and brings it home for his personal use
- d. Making minor changes to others' design in order to produce own product
- e. Using others' patented invention to produce own goods
- f. A businessman puts a famous foreign trademark on his product
- g. Downloading photos / pictures / articles from the Internet without authorization and reproducing them for own business purpose
- h. Uploading photos / pictures / articles without authorization to company's web site
- i. Copying newspaper articles / articles from books without authorization for distribution to staff for internal reference

Nearly seven-tenths or more of the business establishments respectively considered the following acts as infringement of IP rights:

- "selling pirated DVD/VCD or computer software" (97.8%)
- "using pirated DVD/VCD or computer software for office operation" (91.4%)
- "copying licensed software from office to home for his personal use" (80.0%)
- "making minor changes to others' design in order to produce own product" (68.9%)
- "using others' patented invention to produce own goods" (95.8%)
- "putting a famous foreign trademark on own product" (93.5%)
- "downloading photos / pictures / articles without authorization and reproducing them for own business purpose" (89.9%)
- "uploading photos / pictures / articles

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 / 文章並複製它們作商業用途
- h. 在沒有授權的情況下，把相片 / 圖片 / 文章上載至公司的網頁
- 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

分別有接近七成或以上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」(97.8%)
- 「工作上使用盜版光碟或電腦軟件」(91.4%)
- 「將公司正版軟件複製一套回家作私人用途」(80.0%)
- 「將另一商品的設計稍作更改，然後進行生產」(68.9%)
- 「使用其他人已註冊的發明在自己的產品上」(95.8%)
- 「將一個出名的外國商標放在自己的產品上」(93.5%)
- 「未經授權而下載相片 / 圖片 / 文章並複製它們作商業用途」(89.9%)
- 「未經授權而把相片 / 圖片 / 文章上載至公司的網頁」(84.7%)

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。

without authorization to company's web site" (84.7%)

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

Yet, only about half of the establishments (50.5%) were aware that "copying newspaper articles / articles from books without authorization for distribution to staff for internal reference" was an infringement of IP rights.

When comparing with the previous surveys, relatively higher proportion of establishments considered "using others' patented invention to produce own goods" as infringement of IP rights.

Besides, the proportions of those considered "copying licensed software from office to home for his personal use" and "uploading photos / pictures / articles without authorization to company's web site" as infringement of IP rights were lowered.

然而，只有大約一半的機構 (50.5%) 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。

與以往幾年的調查比較，有較高比例的機構認為「使用其他人已註冊的發明在自己的產品上」是侵犯知識產權。

另外，認為「將公司正版軟件複製一套回家作私人用途」和「未經授權而把相片 / 圖片 / 文章上載至公司的網頁」是侵犯知識產權的比例則下降了。

(表 4a – i)

(Tables 4a – i)

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

表 4a：是否認為售賣盜版光碟或電腦軟件侵犯知識產權

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 是	97.8	98.6	98.7	96.8
No 不是	1.3	0.4	0.2	0.7
Don't know / Hard to say 不知道 / 很難說	0.9	1.0	1.1	2.5
Sample 樣本	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 4b: Whether consider using pirated DVD/VCD or computer software for office operation has infringed the IP rights

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

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 是	91.4	96.1	95.1	93.8
No 不是	5.2	1.7	1.8	2.0
Don't know / Hard to say 不知道 / 很難說	3.5	2.2	3.1	4.2
Sample 樣本	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 4c: Whether consider an employee copies licensed software from his office and brings it home for his personal use has infringed the IP rights

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

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 是	80.0	86.2	84.7	74.7
No 不是	8.3	4.2	3.3	4.7
Don't know / Hard to say 不知道 / 很難說	11.7	9.6	12.1	20.7
Sample 樣本	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 4d: Whether consider making minor changes to others' design in order to produce your own product has infringed the IP rights

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

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 是	68.9	68.1	62.4	61.0
No 不是	11.5	7.3	9.6	15.7
Don't know / Hard to say 不知道 / 很難說	19.6	24.5	28.0	23.4
Sample 樣本	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 4e: Whether consider using others' patented invention to produce your own goods has infringed the IP rights

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

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 是	95.8	87.0	83.2	80.8
No 不是	1.3	3.2	3.2	5.8
Don't know / Hard to say 不知道 / 很難說	2.9	9.8	13.5	13.4
Sample 樣本	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 4f: Whether consider a businessman putting a famous foreign trademark on his product has infringed the IP rights

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商品上侵犯知識產權

	2008 (%)	2006 (%)	2005 (%)
Yes 是	93.5	97.9	97.8
No 不是	1.7	0.6	0.8
Don't know / Hard to say 不知道 / 很難說	4.9	1.5	1.5
Sample 樣本	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 4g: Whether consider downloading photos / pictures / articles from the Internet without authorization and reproducing them for your own business purpose has infringed the IP rights

表 4g：是否認為在沒有授權的情況下，從網上下載相片 / 圖片 / 文章並複製它們作商業用途侵犯知識產權

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 是	89.9	88.8	88.3	78.2
No 不是	3.6	2.4	2.9	7.8
Don't know / Hard to say 不知道 / 很難說	6.5	8.8	8.8	14.0
Sample 樣本	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 4h: Whether consider uploading photos / pictures / articles without authorization to company's web site has infringed the IP rights

表 4h：是否認為在沒有授權的情況下，把相片 / 圖片 / 文章上載至公司的網頁侵犯知識產權

	2008 (%)	2006 (%)	2005 (%)
Yes 是	84.7	90.7	90.4
No 不是	4.0	3.2	3.0
Don't know / Hard to say 不知道 / 很難說	11.4	6.1	6.6
Sample 樣本	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 4i: Whether consider copying newspaper articles / articles from books without authorization for distribution to staff for internal reference has infringed the IP rights

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

	2008 (%)
Yes 是	50.5
No 不是	30.5
Don't know / Hard to say 不知道 / 很難說	19.1
Sample 樣本	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%。

When analyzed by industry sector, it was observed that relatively higher proportion of establishments in the transport, storage & logistics sector misunderstood that “using pirated DVD/VCD or computer software for office operation” (68.4%) did not infringe the IP rights as compared to other industries. 以行業類別分析，發現相對有較高比例從事運輸 / 倉庫 / 物流業的機構誤以為「在工作上使用盜版光碟或電腦軟件」(68.4%) 沒有侵犯知識產權。

(表 5a – i)

(Tables 5a – i)

No significant difference was observed between different sizes of establishments on these issues. 不同規模的機構在這些問題的意見並沒有明顯差別。

(表 6a – i)

(Tables 6a – i)

Table 5a: Whether consider selling pirated DVD/VCD or computer software has infringed the IP rights

– bivariate analysis

表 5a：是否認為售賣盜版光碟或電腦軟件侵犯知識產權 – 雙變項分析

	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	97.7	100.0	98.2	100.0	100.0	100.0	99.1
No 不是	2.3	-	1.8	-	-	-	0.9
Sample 樣本	44	58	559	19*	14*	180	117

$\chi^2 = 5.422$; 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.

(3) “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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

**Table 5b: Whether consider using pirated DVD/VCD or computer software for office operation
has infringed the IP rights – bivariate analysis**

表 5b：是否認為在工作上使用盜版光碟或電腦軟件侵犯知識產權 – 雙變項分析

	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	97.6	96.6	96.5	31.6	100.0	94.4	93.9
No 不是	2.4	3.4	3.5	68.4	-	5.6	6.1
Sample 樣本	41	59	542	19*	14*	177	114

$\chi^2 = 154.098$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

**Table 5c: Whether consider an employee copies licensed software from his office and brings it home
for his personal use has infringed the IP rights – bivariate analysis**

表 5c：是否認為員工將公司一套正版軟件複製並帶回家作私人用途侵犯知識產權 – 雙變項分析

	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	90.2	94.3	89.9	100.0	100.0	89.2	92.3
No 不是	9.8	5.7	10.1	-	-	10.8	7.7
Sample 樣本	41	53	496	18*	14*	157	104

$\chi^2 = 5.242$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 5d: Whether consider making minor changes to others' design in order to produce your own product has infringed the IP rights – bivariate analysis

表 5d：是否認為將另一商品的設計稍作更改，然後進行生產侵犯知識產權 – 雙變項分析

	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	80.0	89.4	84.5	94.4	100.0	88.9	84.2
No 不是	20.0	10.6	15.5	5.6	-	11.1	15.8
Sample 樣本	35	47	444	18*	1*	153	95

$\chi^2 = 4.707$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 5e: Whether consider using others' patented invention to produce your own goods has infringed the IP rights – bivariate analysis

表 5e：是否認為使用其他人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	97.7	100.0	98.5	100.0	100.0	98.9	97.4
No 不是	2.3	-	1.5	-	-	1.1	2.6
Sample 樣本	44	57	546	18*	14*	178	115

$\chi^2 = 2.749$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 5f: Whether consider a businessman putting a famous foreign trademark on his product has infringed the IP rights– bivariate analysis

表 5f：是否認為一個商人將一個出名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	100.0	96.6	98.3	100.0	100.0	98.8	96.5
No 不是	-	3.4	1.7	-	-	1.2	3.5
Sample 樣本	43	59	534	18*	14*	170	114

$\chi^2 = 4.550$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 5g: Whether consider downloading photos / pictures / articles from the Internet without authorization and reproducing them for your own business purpose has infringed the IP rights – bivariate analysis

表 5g：是否認為在沒有授權的情況下，從網上下載相片 / 圖片 / 文章並複製它們作商業用途侵犯知識產權 – 雙變項分析

	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	95.2	91.4	96.2	100.0	100.0	96.9	96.5
No 不是	4.8	8.6	3.8	-	-	3.1	3.5
Sample 樣本	42	58	526	18*	14*	163	113

$\chi^2 = 5.238$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 5h: Whether consider uploading photos / pictures / articles without authorization to company's web site has infringed the IP rights – bivariate analysis

表 5h：是否認為在沒有授權的情況下，把相片 / 圖片 / 文章上載至公司的網頁侵犯知識產權 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm. 資訊 科技及 通訊業 (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 是	92.7	98.2	94.6	100.0	100.0	96.3	97.0
No 不是	7.3	1.8	5.4	-	-	3.7	3.0
Sample 樣本	41	55	497	17*	14*	163	100

$\chi^2 = 4.912$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 5i: Whether consider copying newspaper articles / articles from books without authorization for distribution to staff for internal reference has infringed the IP rights – bivariate analysis

表 5i：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

	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	57.1	65.3	60.2	88.2	100.0	60.1	65.3
No 不是	42.9	34.7	39.8	11.8	-	39.9	34.7
Sample 樣本	35	49	452	17*	1*	143	101

$\chi^2 = 7.419$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 6a: Whether consider selling pirated DVD/VCD or computer software has infringed the IP rights

– bivariate analysis

表 6a：是否認為售賣盜版光碟或電腦軟件侵犯知識產權 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	98.6	100.0	100.0
No 不是	1.4	-	-
Sample 樣本	859	113	19*

$\chi^2 = 1.867$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 6b: Whether consider using pirated DVD/VCD or computer software for office operation

has infringed the IP rights – bivariate analysis

表 6b：是否認為在工作上使用盜版光碟或電腦軟件侵犯知識產權 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	94.5	95.6	100.0
No 不是	5.5	4.4	-
Sample 樣本	833	114	19*

$\chi^2 = 1.339$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 6c: Whether consider an employee copies licensed software from his office and brings it home for his personal use has infringed the IP rights – bivariate analysis

表 6c：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	90.2	93.5	94.7
No 不是	9.8	6.5	5.3
Sample 樣本	756	108	19*

$\chi^2 = 1.600$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 6d: Whether consider making minor changes to others' design in order to produce your own product has infringed the IP rights – bivariate analysis

表 6d：是否認為將另一商品的设计稍作更改，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	85.3	85.7	93.8
No 不是	14.7	14.3	6.3
Sample 樣本	680	98	16*

$\chi^2 = 0.906$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

**Table 6e: Whether consider using others' patented invention to produce your own goods
has infringed the IP rights – bivariate analysis**

表 6e：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	98.7	98.2	100.0
No 不是	1.3	1.8	-
Sample 樣本	843	110	19*

$\chi^2 = 0.457$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

**Table 6f: Whether consider a businessman putting a famous foreign trademark on his product
has infringed the IP rights – bivariate analysis**

表 6f：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	98.2	98.2	100.0
No 不是	1.8	1.8	-
Sample 樣本	824	110	19*

$\chi^2 = 0.352$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 6g: Whether consider downloading photos / pictures / articles from the Internet without authorization and reproducing them for your own business purpose has infringed the IP rights

- bivariate analysis

表 6g：是否認為在沒有授權的情況下，從網上下載相片 / 圖片 / 文章並複製它們作商業用途侵犯知識產權 - 雙變項分析

	Size of establishments 機構規模		
	1 - 9 (%)	10 - 49 (%)	50+ (%)
Yes 是	96.2	96.3	94.7
No 不是	3.8	3.7	5.3
Sample 樣本	808	109	19*

$\chi^2 = 0.113$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 6h: Whether consider uploading photos / pictures / articles without authorization to company's web site has infringed the IP rights - bivariate analysis

表 6h：是否認為在沒有授權的情況下，把相片 / 圖片 / 文章上載至公司的網頁途侵犯知識產權 - 雙變項分析

	Size of establishments 機構規模		
	1 - 9 (%)	10 - 49 (%)	50+ (%)
Yes 是	95.7	93.9	94.4
No 不是	4.3	6.1	5.6
Sample 樣本	770	99	18*

$\chi^2 = 0.688$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 6i: Whether consider copying newspaper articles / articles from books without authorization for distribution to staff for internal reference has infringed the IP rights – bivariate analysis

表 6i：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	60.8	67.7	73.3
No 不是	39.2	32.3	26.7
Sample 樣本	687	96	15*

$\chi^2 = 2.529$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

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

The vast majority of business establishments (98.3%) 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 last survey. Only 1.7% of the establishments considered the opposite.

絕大部分商業機構 (98.3%) 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，結果與上一次調查頗一致。只有 1.7% 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 7 – 9)

(Tables 7 – 9)

Table 7: Whether consider intellectual properties are valuable assets of a company

表 7：是否認為知識產權是公司的寶貴資產

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 認為	98.3	97.1	96.1	95.0
No 不認為	1.7	2.9	3.9	5.0
Sample 樣本	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 8: Whether consider intellectual properties are valuable assets of a company – bivariate analysis

表 8：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	97.8	98.3	98.2	100.0	100.0	98.4	99.1
No 不認為	2.2	1.7	1.8	-	-	1.6	0.9
Sample 樣本	45	59	564	19*	14*	182	117

$\chi^2 = 1.173$; p-value > 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 9: Whether consider intellectual properties are valuable assets of a company – bivariate analysis

表 9：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	98.2	99.1	100.0
No 不認為	1.8	0.9	-
Sample 樣本	867	115	20*

$\chi^2 = 0.932$; p-value > 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* 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 three-fifths of the establishments (65.0%) misunderstood that the statement was true, which was higher than the previous surveys. However, still 35.0% 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。超過六成的機構 (65.0%) 誤以為此是正確的，比例較以往幾年有所上升。但仍有 35.0% 知道這句子並不正確。

When analyzed by industry sector, it was observed that those establishments in the public utilities / entertainment / public administration / government / education / community / social services sector (39.0%) and financing, insurance, real estate and business services sector (38.5%) tended to be aware that the statement was wrong.

按行業類別分析，發現從事公共 / 娛樂事業 / 公共行政 / 政府部門 / 教育 / 社區及社會服務業 (39.0%) 及金融 / 保險 / 地產 / 商用服務業 (38.5%) 的機構較傾向知道句子是不正確的。

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

不同規模的機構之間對認知句子是錯誤的比例並沒有明顯差別。

(Tables 10 – 12)

(表 10 – 12)

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

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

	2008 (%)	2006 (%)	2005 (%)
Consider as true 認為正確	65.0	54.3	53.1
Consider as false 認為不正確	35.0	45.6	46.9
Sample 樣本	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 11: 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 11：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	68.9	72.4	64.2	89.5	93.3	61.5	61.0
Consider as false 認為不正確	31.1	27.6	35.8	10.5	6.7	38.5	39.0
Sample 樣本	45	58	565	19*	15*	182	118

$\chi^2 = 13.912$; p-value < 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 12: 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 12：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	65.6	60.0	68.4
Consider as false 認為不正確	34.4	40.0	31.6
Sample 樣本	867	115	19*

$\chi^2 = 1.512$; p-value > 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* 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

About three out of ten (28.6%) of the business establishments claimed that they had registered trademark, patent or design in Hong Kong, while the majority (71.4%) had not done so. The rate of doing so was similar to that of the last survey.

約三成 (28.6%) 商業機構表示已經在香港註冊了商標、專利或外觀設計，而大部分 (71.4%) 則表示沒有。有這樣做的比率與上一次調查的差不多。

When analyzed by industry sector, it was observed that establishments in the financing, insurance, real estate & business services sector (36.4%) were more likely having their trademark, patent or design registered as compared to other industry sectors.

以行業類別作分析，發現從事金融 / 保險 / 地產 / 商用服務業 (36.4%) 的機構比其他行業較傾向有將自己的商標、專利或外觀設計註冊。

No significant difference was observed between different sizes of establishments in this issue.

不同規模的機構之間在這問題的回應並沒有明顯差別。

Among those establishments which had registered trademark, patent or design in Hong Kong, about half (52.1%) had registered 1 trademark, patent or design; 11.1% had registered 2 – 3; and 30.8% 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，約有一半 (52.1%) 註冊了一個商標、專利或外觀設計；11.1% 註冊了 2 – 3 個；另有 30.8% 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” (95.8%).

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」(95.8%)。

(表 13 – 17)

(Tables 13 – 17)

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

表 13：有否在香港註冊商標、專利或外觀設計

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 有	28.6	30.0	22.9	12.5
No 沒有	71.4	69.9	77.1	87.5
Sample 樣本	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 14: Whether register any trademark, patent or design in Hong Kong – bivariate analysis

表 14：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	26.7	10.5	28.5	7.1	23.7	36.4	23.6
No 沒有	73.3	89.5	71.5	92.9	76.3	63.6	76.4
Sample 樣本	45	59	565	19*	14*	182	118

$\chi^2 = 14.891$; p-value < 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 15: Whether register any trademark, patent or design in Hong Kong – bivariate analysis

表 15：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	27.5	28.1	25.0
No 沒有	72.5	71.9	75.0
Sample 樣本	867	114	20*

$\chi^2 = 0.082$; p-value > 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 16: Number of registered trademark, patent or design

表 16：多少個已註冊的商標、專利或外觀設計

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
1	52.1	59.4	64.0	74.5
2 – 3	11.1	9.8	13.9	13.2
4+	30.8	28.9	22.1	12.3
Refused to answer 拒絕回答	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	286	360	276	151

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 17: Reasons of not registering any trademark, patent or design in Hong Kong

表 17：在香港沒有註冊商標、專利或外觀設計的原因

	2008 (%)
No such need 無此需要	95.8
Complicated procedures 手續繁複	3.9
Too expensive 費用問題	3.1
Do not know where to register 不知道在那裡註冊	1.9
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	715

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

About four-fifths of the business establishments (80.6%) considered Hong Kong as an important place to register trademark, patent or design, which was quite similar as compared to the last survey. The remaining one-fifth (19.4%) considered the opposite.

約有八成的商業機構 (80.6%) 認為香港是一個重要地點去註冊商標、專利或外觀設計，與上一次調查的差不多。而其餘兩成 (19.4%) 則持相反意見。

When analyzed by industry sector, it was observed that relatively higher proportion of those establishments in the transport, storage & logistics sector (73.7%) did not consider Hong Kong is an important place to register trademark, patent or design as compared to other industry sectors.

以行業類別分析，發現從事運輸 / 倉庫 / 物流業 (73.7%) 的機構比其他行業有較高比例不認為香港是一個重要地點去註冊商標、專利或外觀設計。

No significant difference was observed between different sizes of establishments in this issue.

不同規模的機構之間在這問題的回應並沒有明顯差別。

(Tables 18 – 20)

(表 18 – 20)

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

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

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 認為	80.6	80.4	79.5	67.5
No 不認為	19.4	19.5	20.5	32.5
Sample 樣本	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 19: Whether consider Hong Kong is an important place to register trademark, patent or design

- bivariate analysis

表 19：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	73.9	83.1	81.9	26.3	100.0	77.5	87.2
No 不認為	26.1	16.9	18.1	73.7	-	22.5	12.8
Sample 樣本	46	59	565	19*	14*	182	117

$\chi^2 = 45.820$; p-value < 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 20: Whether consider Hong Kong is an important place to register trademark, patent or design

- bivariate analysis

表 20：是否認為香港是一個重要地點去註冊商標、專利或外觀設計 - 雙變項分析

	Size of establishments 機構規模		
	1 - 9 (%)	10 - 49 (%)	50+ (%)
Yes 認為	79.8	85.1	90.0
No 不認為	20.2	14.9	10.0
Sample 樣本	867	114	20*

$\chi^2 = 2.942$ p-value > 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* Caution: Small sample base

注意：樣本數量較少

3.1.6 Whether aware that there are licensing schemes (administered by copyright owners) authorizing 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

More than seven-tenths of the business establishments (72.6%) were not aware that there were licensing schemes (administered by copyright owners) authorizing copying of local newspaper articles and books for use in business, while only 27.4% were aware of it. 超過七成的商業機構 (72.6%) 均不知道有特許計劃 (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 27.4% 對此有認知。

While the majority of the establishments in different industry sectors were not aware of the licensing schemes, relatively higher proportion of those in the public utilities / entertainment / public administration / government / education / community / social services sector were aware of it (44.1%). 大部分從事不同行業的機構均不知道有此特許計劃，而從事公共 / 娛樂事業 / 公共行政 / 政府部門 / 教育 / 社區及社會服務業的機構則相對有較高比例對此有認知 (44.1%)。

Besides, it was observed that the larger the establishments, the higher the proportions which were aware of the licensing schemes. 另外，數據顯示機構的規模愈大，對此特許計劃有認知的比例就愈高。

(表 21 – 23)

(Tables 21 – 23)

Table 21: Whether aware that there are licensing schemes (administered by copyright owners) authorizing copying of local newspaper articles and books for use in business

表 21：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

	2008 (%)
Yes 知道	27.4
No 不知道	72.6
Sample 樣本	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 22: Whether aware that there are licensing schemes (administered by copyright owners) authorizing copying of local newspaper articles and books for use in business – bivariate analysis

表 22：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	26.7	24.1	24.6	26.3	6.7	23.0	44.1
No 不知道	73.3	75.9	75.4	73.7	93.3	77.0	55.9
Sample 樣本	45	58	564	19*	15*	183	118

$\chi^2 = 44.531$; p-value < 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 23: Whether aware that there are licensing schemes (administered by copyright owners) authorizing copying of local newspaper articles and books for use in business – bivariate analysis

表 23：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	25.6	37.4	47.4
No 不知道	74.4	62.6	52.6
Sample 樣本	867	115	19*

$\chi^2 = 10.989$; p-value < 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* Caution: Small sample base

注意：樣本數量較少

3.1.7 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 half of the business establishments (54.3%) 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, while the remaining (45.7%) considered the opposite.

超過一半的商業機構 (54.3%) 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，而餘下的 (45.7%) 則並不知道。

When analyzed by industry sector, it was observed that relatively higher proportion of those in the construction sector (52.5%) and financing, insurance, real estate & business services sector (50.5%) misunderstood that the statement was true.

以行業類別分析，發現從事建造業 (52.5%) 及金融 / 保險 / 地產 / 商用服務業 (50.5%) 的機構相對有較高比例誤以為句子是正確的。

Besides, the smaller the establishments, the higher the proportions which misunderstood that the statement was true.

另外，數據顯示機構的規模愈小，誤以為句子是正確的比例就愈高。

(表 24 – 26)

(Tables 24 – 26)

Table 24: 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 24：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

	2008 (%)	2006 (%)	2005 (%)
Consider as true 認為正確	45.7	42.0	44.8
Consider as false 認為不正確	54.3	57.9	55.2
Sample 樣本	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 25: 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 25：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	43.5	52.5	45.9	10.5	6.7	50.5	44.4
Consider as false 認為不正確	56.5	47.5	54.1	89.5	93.3	49.5	55.6
Sample 樣本	46	59	564	19*	15*	182	117

$\chi^2 = 25.524$; p-value < 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 26: 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 26：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	48.4	38.6	26.3
Consider as false 認為不正確	51.6	61.4	73.7
Sample 樣本	867	114	19*

$\chi^2 = 7.218$; p-value < 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* 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 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 half of the business establishments (49.5%) 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.

有近半數的商業機構 (49.5%) 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。

Among them, the major channels of learning about the content of the provision were TV / radio API (67.7%) and print ad. in newspapers / magazines (42.4%).

在他們之中，主要得知條例內容的渠道是電視 / 電台廣告 (67.7%) 及刊登於報章 / 雜誌的廣告 (42.4%)。

When analyzed by industry sector, it was observed that relatively higher proportion of those in the IT & communications sector (92.9%) and transport, storage & logistics sector (89.5%) 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 (92.9%) 及運輸 / 倉庫 / 物流業 (89.5%) 的機構相對有較高比例有聽過最新修訂的版權條例內容。

Besides, the larger the establishments, the higher the proportions which were aware of it.

另外，數據顯示機構的規模愈大，對此有認知的比例就愈高。

(Tables 27 – 30)

(表 27 – 30)

Table 27: 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 27：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

	2008 (%)
Yes 有	49.5
No 沒有	50.5
Sample 樣本	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 28: Channels of learning about the content of the provision

表 28：得知條例內容的渠道

	2008 (%)
TV / radio API 電視 / 電台廣告	67.7
Print ad. in newspapers / magazines 刊登於報章 / 雜誌的廣告	42.4
Leaflets 小冊子	7.1
Seminars 研討會	2.0
Print ad. in MTR 港鐵內之宣傳	1.7
Ad. on bus body 於巴士車身展示之廣告	1.4
Word of mouth by friends / relatives 親友提及	1.1
Telemarketing / direct mailing 電話 / 郵遞直銷	0.4
Accountant / legal adviser 會計師 / 法律顧問	0.2
Internet 互聯網	0.1
Others 其他	0.4
Can't remember 記不起	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	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 29: 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 29：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	51.1	57.6	48.4	89.5	92.9	43.2	49.6
No 沒有	48.9	42.4	51.6	10.5	7.1	56.8	50.4
Sample 樣本	45	59	564	19*	14*	183	117

$\chi^2 = 26.587$; p-value < 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 30: 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 30：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	45.9	63.2	73.7
No 沒有	54.1	36.8	26.3
Sample 樣本	867	114	19*

$\chi^2 = 16.966$; p-value < 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* 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 (57.8%) would not check the Hong Kong trademark register before using / adopting their own trademark for their goods / services, more than two-fifths (42.2%) would do so, which was lower than that in the last survey.

過半數的機構 (57.8%) 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 (42.2%) 則會這樣做，比例較上一次調查減少了。

When analyzed by industry sector, it was observed that relatively higher proportion of those in the IT & communications sector (92.9%) 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 (92.9%) 的機構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 establishments, the higher the proportions that they would do so.

另外，數據顯示機構的規模愈大，會檢索的比例就愈高。

(Tables 31 – 33)

(表 31 – 33)

Table 31: Whether would check the HK trademark register before using / adopting their own trademark

表 31：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

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 有檢索	42.2	54.6	48.8	40.6
No 沒有檢索	57.8	43.4	51.2	59.4
Refused to answer 拒絕回答	-	2.0	-	-
Sample 樣本	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 32: Whether would check the HK trademark register before using / adopting their own trademark

- bivariate analysis

表 32：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	50.0	32.2	43.4	21.1	92.9	34.1	48.3
No 沒有檢索	50.0	67.8	56.6	78.9	7.1	65.9	51.7
Sample 樣本	46	59	564	19*	14*	182	118

$\chi^2 = 20.793$; p-value < 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* Caution: Small sample base

注意：樣本數量較少

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

- bivariate analysis

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 - 雙變項分析

	Size of establishments 機構規模		
	1 - 9 (%)	10 - 49 (%)	50+ (%)
Yes 有檢索	39.1	50.9	68.4
No 沒有檢索	60.9	49.1	31.6
Sample 樣本	867	114	19*

$\chi^2 = 11.797$; p-value < 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* 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 the majority of the business establishments (84.5%) did not have any employee specifically responsible for intellectual property management, some (15.5%) had deployed staff specifically responsible to do so, which was lower than that in the last survey.

大部分商業機構 (84.5%) 均沒有員工專責從事知識產權管理的工作，部分 (15.5%) 則表示有委任員工專責這些事務，比例較上一次調查的下降了。

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。

Among those establishments that had employees specifically responsible for intellectual property management, many claimed that the staffs were responsible for “the registration of trademarks, patents or designs” (62.2%), followed by “monitoring employees’ use of other people’s IP rights” (53.1%), “monitoring the IP rights of the company” (41.0%) and “licensing / trading IP rights of the company to others” (37.2%).

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」(62.2%) 的，其次是「監察員工使用其他人的知識產權」(53.1%)、「監察公司的知識產權」(41.0%) 及「處理公司知識產權的專利授權 / 交易事宜」(37.2%)。

(表 34 – 37)

(Tables 34 – 37)

Table 34: Whether have employees specifically responsible for intellectual property management

表 34：是否有員工專責從事知識產權管理的工作

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 有	15.5	22.6	18.9	10.0
No 沒有	84.5	77.3	81.1	90.0
Sample 樣本	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 35: Whether have employees specifically responsible for intellectual property management
– bivariate analysis**

表 35：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	17.8	15.8	16.9	5.3	6.7	16.5	13.7
No 沒有	82.2	84.2	83.1	94.7	93.3	83.5	86.3
Sample 樣本	45	59	564	19*	14*	182	117

$\chi^2 = 4.845$; p-value > 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* Caution: Small sample base

注意：樣本數量較少

**Table 36: Whether have employees specifically responsible for intellectual property management
– bivariate analysis**

表 36：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	15.3	16.5	20.0
No 沒有	84.7	83.5	80.0
Sample 樣本	867	115	20*

$\chi^2 = 0.413$; p-value > 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 37: In what aspect were the staff responsible for

表 37：員工專責從事哪方面的工作

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Registration of trademarks, patents or designs 申請註冊商標、專利或外觀設計	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	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	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	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	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. About half of the establishments (48.4%) claimed that they prohibited their staff to do so, which was lower than the last survey. Still, about one-third of the establishments (33.7%) claimed that they did not do so. The remaining 17.9% 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。約有一半的機構 (48.4%) 指出它們有這樣做，比例較上一次調查時下降了。但仍有大約三分之一的機構 (33.7%) 表示它們沒有禁止。其餘 17.9% 表示「公司沒有電腦 / 員工的電腦沒有接駁上網」。

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。

Of the establishments who claimed that they had taken measures to prohibit their staff to do so, most of them (78.8%) said that they “set up internal rules / guidelines”. Some others prohibited “by company’s monitoring” (43.5%) or “regular checking of computer hard disks” (29.3%).

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 (78.8%) 表示「訂立了公司內部規定 / 指引」。其他有部分表示是「由公司監察」(43.5%) 或「定期檢查電腦的硬碟」(29.3%)。

(表 38 – 41)

(Tables 38 – 41)

Table 38: Whether prohibit the staff from using the company computers in uploading or downloading files for personal use during the office hours

表 38：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

	2008 (%)	2006 (%)	2005 (%)
Yes 有	48.4	58.0	49.4
No 沒有	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	17.9	11.4	15.3
Sample 樣本	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 39: Whether prohibit the staff from using the company computers in uploading or downloading files for personal use during the office hours – bivariate analysis

表 39：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	61.5	58.8	59.5	50.0	92.9	57.5	64.4
No 沒有	38.5	41.2	40.5	50.0	7.1	42.5	35.6
Sample 樣本	39	51	467	4*	14*	146	101

$\chi^2 = 7.726$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

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

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 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 有	59.9	62.5	66.7
No 沒有	40.1	37.5	33.3
Sample 樣本	709	96	18*

$\chi^2 = 0.534$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

**Table 41: 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 41：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

	2008 (%)	2006 (%)	2005 (%)
By internal rules / guidelines 訂立公司內部規定 / 指引	78.8	75.1	69.3
Monitoring by the company 由公司監察	43.5	57.3	58.9
Regular checking of computer hard disks 定期檢查電腦的硬碟	29.3	40.4	37.8
Employment contract 在僱員合約上訂明	9.7	11.4	12.2
Install software for prohibiting uploading / downloading files 安裝禁止上/下載檔案的電腦軟件	5.9	-	0.1
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	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 seven out of ten of the establishments (71.6%) claimed that they prohibited their staff from doing so, which was similar to the last round. On the other hand, 13.6% 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，大約七成的機構 (71.6%) 表示它們有這樣做，比例與上一次調查的相若。另一方面，有 13.6% 表示它們沒有禁止。

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。

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” (76.4%), “monitoring by the company” (52.4%) and “regular checking of computer hard disks” (32.8%).

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」(76.4%)、「由公司監察」(52.4%) 及「定期檢查電腦的硬碟」(32.8%)。

(表 42 – 45)

(Tables 42 – 45)

Table 42: Whether prohibit the staff from installing or using pirated computer software

表 42：有否禁止員工安裝或使用盜版電腦軟件

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 有	71.6	70.8	63.1	49.1
No 沒有	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	14.8	10.7	14.0	22.4
Sample 樣本	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 43: Whether prohibit the staff from installing or using pirated computer software – bivariate analysis

表 43：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	77.1	85.4	83.6	82.4	100.0	89.5	86.5
No 沒有	22.9	14.6	16.4	17.6	-	10.5	13.5
Sample 樣本	35	48	476	19*	14*	159	104

$\chi^2 = 5.238$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

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

表 44：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	84.3	82.8	80.0
No 沒有	15.7	17.2	20.0
Sample 樣本	744	93	15*

$\chi^2 = 0.320$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 45: By what means to prohibit the staff from installing or using pirated computer software

表 45：使用甚麼方法禁止員工安裝或使用盜版電腦軟件

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
By internal rules / guidelines 訂立公司內部規定 / 指引	76.4	71.2	67.1	52.3
Monitoring by the company 由公司監察	52.4	58.2	59.9	71.7
Regular checking of computer hard disks 定期檢查電腦的硬碟	32.8	38.3	37.7	32.3
Employment contract 在僱員合約上訂明	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	-	-	-
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	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 more than three-fifths of the business establishments (64.0%) did not carry out research and development in Hong Kong and about one-quarter (26.7%) claimed that their business had no such need, only 9.2% had carried out research and development in Hong Kong. The findings were quite similar to the previous surveys.

超過六成的商業機構 (64.0%) 沒有在香港進行研究及開發，另有大約四分之一 (26.7%) 表示公司業務沒有此需要，只有 9.2% 有在香港進行研究及開發。結果與以往幾年的調查頗相似。

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

在那些有進行研究及開發的機構中，大多數 (78.1%) 會檢索專利註冊，以確保不會侵犯他人的發明。這個比例較上一次調查的為高。

(表 46 – 49)

(Tables 46 – 49)

Table 46: Whether carry out “research and development” in HK

表 46：有否在香港進行研究及開發

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 有	9.2	9.9	9.3	7.1
No 沒有	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	26.7	26.6	29.8	25.5
Sample 樣本	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 47: Whether carry out “research and development” in HK – bivariate analysis

表 47：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	8.3	-	13.7	20.0	14.3	8.9	14.9
No 沒有	91.7	100.0	86.3	80.0	85.7	91.1	85.1
Sample 樣本	36	42	415	5*	13*	135	87

$\chi^2 = 5.450$; 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.

(3) “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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

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

表 48：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	11.9	18.0	7.1
No 沒有	88.1	82.0	92.9
Sample 樣本	630	89	14*

$\chi^2 = 3.001$; 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.

(3) “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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 49: Whether would search the patent register to ensure not infringing other’s inventions

表 49：會否檢索專利註冊，以確保不會侵犯他人發明

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 會	78.1	69.7	77.9	80.9
No 不會	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	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 business establishments (93.7%) 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 2.4% of the establishments considered the opposite.

與以往幾年的調查結果相若，超過九成的商業機構 (93.7%) 均認為知識產權在香港的商業社會是非常有需要 / 頗需要受到保護的。只有 2.4% 的機構持相反意見。

When analyzed by industry sector, it was observed that relatively higher proportion of those establishments in the transport, storage & logistics sector (27.8%) did not consider necessary to protect IP rights in Hong Kong as compared to other industry sectors.

以行業類別分析，發現從事運輸 / 倉庫 / 物流業 (27.8%) 的機構比其他行業有較高比例不認為需要保護知識產權。

No significant difference was observed between different sizes of establishments in this issue.

不同規模的機構之間在這問題的回應並沒有明顯差別。

(表 50 – 52)

(Tables 50 – 52)

Table 50: Whether consider necessary to protect IP rights

表 50：是否認為知識產權需要受到保護

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Very necessary 非常有需要	53.6	51.6	53.8	55.1
Quite necessary 頗有需要	40.1	45.1	41.7	39.9
Quite unnecessary 頗不需要	2.4	1.7	2.9	2.3
Not necessary at all 完全不需要	-	-	-	-
Don't know / Hard to say 不知道 / 很難說	3.9	1.6	1.6	2.7
Very / quite necessary 非常 / 頗有需要	93.7	96.7	95.6	95.0
Quite unnecessary / not necessary at all 頗不需要 / 完全不需要	2.4	1.7	2.9	2.3
Sample 樣本	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 51: Whether consider necessary to protect IP rights – bivariate analysis

表 51：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	97.7	100.0	99.1	72.2	100.0	98.9	98.3
Quite unnecessary / not necessary at all 頗不需要 / 完全不需要	2.3	-	0.9	27.8	-	1.1	1.7
Sample 樣本	43	58	535	18*	14*	177	115

$\chi^2 = 383.385$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 52: Whether consider necessary to protect IP rights – bivariate analysis

表 52：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	97.2	99.1	100.0
Quite unnecessary / not necessary at all 頗不需要 / 完全不需要	2.8	0.9	-
Sample 樣本	831	112	19*

$\chi^2 = 1.922$; 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.

(3) "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.

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。

(3) 「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。

* 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 have been effective in improving the protection for IP rights in Hong Kong in the past two years, most of the establishments (68.6%) “strongly agree / agree”, while about one-tenth (10.7%) considered the opposite. The remaining 20.7% claimed “don’t know / hard to say”.

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 (68.6%) 均「非常同意 / 同意」，而約有一成 (10.7%) 持相反意見。其餘 20.7% 表示「不知道 / 很難說」。

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 53 – 55)

(Tables 53 – 55)

Table 53: 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 53：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

	2008 (%)
Strongly agree 非常同意	9.8
Agree 同意	58.8
Disagree 不同意	9.8
Strongly disagree 非常不同意	0.9
Don't know / Hard to say 不知道 / 很難說	20.7
Strongly agree / agree 非常同意 / 同意	68.6
Disagree / strongly disagree 不同意 / 非常不同意	10.7
Sample 樣本	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 54: 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 54：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	80.0	82.6	85.6	94.4	100.0	86.3	91.8
Disagree / strongly disagree 不同意 / 非常不同意	20.0	17.4	14.4	5.6	-	13.7	8.2
Sample 樣本	35	46	443	18*	14*	139	98

$\chi^2 = 7.758$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

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 – bivariate analysis

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 – 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	87.1	83.0	82.4
Disagree / strongly disagree 不同意 / 非常不同意	12.9	17.0	17.6
Sample 樣本	684	94	17*

$\chi^2 = 1.487$; 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.

(3) "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.

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。

(3) 「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。

* 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, more than two-fifths of the establishments (46.0%) considered that “the Government” should play the most important role, while some others considered that “educational institutions” (19.1%) and “copyright owners” (17.8%) should play the most important role. It was noteworthy that the percentage for “the Government” was decreased as compared to the previous surveys.

When analyzed by industry sector, it was observed that relatively higher proportion of those establishments in the public utilities / entertainment / public administration / government / education / community / social services sector (56.4%) considered that “the Government” should play the most important role, while those in the transport, storage & logistics sector (73.7%) tended to consider that “educational institutions” should play the most important role. Besides, 100% of those in the IT & communications sector thought that it should be the “copyright owner”.

No significant difference was observed between different sizes of establishments in this issue.

至於各機構認為在改善香港侵犯知識產權情況中，哪一方面應擔當最重要的角色，超過四成的機構 (46.0%) 認為「政府」應該擔當最重要的角色，而部分機構則認為「教育團體」(19.1%) 及「版權擁有者」(17.8%) 應該擔當最重要角色。值得注意的是，認為是「政府」的百分比比較以往幾年的調查減少了。

以行業類別分析，發現從事公共 / 娛樂事業 / 公共行政 / 政府部門 / 教育 / 社區及社會服務業的機構 (56.4%) 有較高比例認為「政府」應該擔當最重要的角色，而從事運輸 / 倉庫 / 物流業的機構 (73.7%) 則較傾向認為「教育團體」應該擔當最重要角色。另外，100% 從事資訊科技及通訊業的機構均認為應該是「版權擁有者」。

不同規模的機構之間在這問題的回應並沒有明顯差別。

(Tables 56 – 58)

(表 56 – 58)

Table 56: Most important stakeholder in reducing IP rights infringement in Hong Kong

表 56：改善香港侵犯知識產權情況的最重要角色

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Government 政府	46.0	55.9	54.9	58.9
Education Institutions 教育機構	19.1	14.0	13.8	9.1
Copyright owner 版權擁有者	17.8	14.1	14.2	14.2
Consumers 消費者	10.3	8.3	9.2	15.0
Retailer 零售商	6.8	7.7	7.9	2.8
Sample 樣本	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 57: Most important stakeholder in reducing IP rights infringement in Hong Kong – bivariate analysis

表 57：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	45.5	39.0	45.5	21.1	-	49.5	56.4
Education Institutions 教育機構	22.7	23.7	18.6	73.7	-	16.5	15.4
Copyright owner 版權擁有者	11.4	13.6	17.5	-	100.0	20.9	12.0
Consumers 消費者	15.9	15.3	11.3	5.3	-	7.1	7.7
Retailer 零售商	4.5	8.5	7.1	-	-	6.0	8.5
Sample 樣本	44	59	565	19*	13*	182	117

$\chi^2 = 116.054$; p-value < 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* Caution: Small sample base

注意：樣本數量較少

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

表 58：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	45.2	52.2	50.0
Education Institutions 教育機構	19.6	15.7	15.0
Copyright owner 版權擁有者	18.8	11.3	15.0
Consumers 消費者	9.4	15.7	15.0
Retailer 零售商	7.0	5.2	5.0
Sample 樣本	866	115	20*

$\chi^2 = 10.491$; p-value > 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* 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: “lowering the price of genuine goods” (69.0%), “raising awareness of IP rights protection / strengthening education” (63.8%), “increase penalties” (36.7%) and “full-scale enforcement action against the sale of pirated and counterfeit goods” (36.3%).

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：「正版貨品價錢下降」(69.0%)、「提高保護知識產權意識 / 加強教育」(63.8%)、「加重刑罰」(36.7%) 及「全力掃蕩銷售盜版及冒牌貨品」(36.3%)。

(表 59)

(Table 59)

Table 59: Most effective ways to improve the situation of IP infringement in Hong Kong

表 59：最有效改善香港侵犯知識產權情況的方法

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Lower price of genuine goods 正版貨品價錢下降	69.0	81.9	80.5	87.1
Raising awareness of IP rights protection / Strengthen education 提高保護知識產權意識 / 加強教育	63.8	76.7	76.4	77.8
Increase penalties 加重刑罰	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	36.3	60.9	62.2	54.4
Others 其他	0.2	-	-	-
Don't know / Hard to say 不知道 / 很難說	1.9	0.5	0.3	0.1
Sample 樣本	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 the business establishments (92.1%) considered that protecting / registering IP rights was beneficial to the company, which was quite similar as in the last survey. Only 7.9% considered the opposite.

與上一次調查的結果相若，絕大部分商業機構(92.1%)均認為保護 / 註冊知識產權對公司是有好處的。只有 7.9% 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, 81.7% 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” (44.3%) and “earning income from the company’s intellectual property” (32.9%).

在那些認為對公司有好處的機構中，81.7% 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」(44.3%) 及「公司可藉著知識產權以賺取收入」(32.9%)。

(表 60 – 63)

(Tables 60 – 63)

Table 60: Whether consider protecting / registering IP rights is beneficial to the company

表 60：是否認為保護 / 註冊知識產權對公司有好處

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 認為	92.1	92.5	93.0	88.4
No 不認為	7.9	7.5	7.0	11.6
Sample 樣本	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 61: Whether consider protecting / registering IP rights is beneficial to the company

- bivariate analysis

表 61：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	93.3	88.1	91.7	100.0	100.0	92.3	92.4
No 不認為	6.7	11.9	8.3	-	-	7.7	7.6
Sample 樣本	45	59	565	19*	14*	182	118

$\chi^2 = 4.307$; p-value > 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* Caution: Small sample base

注意：樣本數量較少

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

- bivariate analysis

表 62：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	91.9	92.2	100.0
No 不認為	8.1	7.8	-
Sample 樣本	867	115	19*

$\chi^2 = 1.668$; p-value > 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 63: Perceived benefit(s) of a company in seeking protection / registration of IP rights

表 63：認為取得保護 / 註冊知識產權對公司的利益

	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	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	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	32.9	39.9	41.9	40.9
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	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 (52.9%) considered the most serious consequence was “criminal liability”, which was significantly higher than that of the last survey. It was followed by “civil liability” (17.8%) and “damage to company’s reputation / goodwill” (15.6%).

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 (52.9%) 認為最嚴重的後果是「公司要負上刑事責任」，比例明顯較上一次調查的為高。其次是「要負上民事責任」(17.8%) 及「公司的聲譽受損」(15.6%)。

(表 64)

(Table 64)

Table 64: The perceived most serious consequence for a company which infringed the IP of others

表 64：認為侵犯他人知識產權的最嚴重後果

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Criminal liability 公司要負上刑事責任	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)	17.8	20.0	19.0	21.6
Damage to company's reputation / goodwill 公司的聲譽受損	15.6	21.8	25.0	14.7
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	8.3	27.1	26.8	7.3
Disruption to the running of the business/ trade 公司的業務 / 商業活動需要暫時停止	5.4	17.1	16.7	6.2
Don't know / Hard to say 不知道 / 很難說	-	0.8	-	-
Sample 樣本	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 the business establishments considered that the protection of IP rights was very / quite helpful to enhance the development of local creative industries (84.5%), the creation of business opportunity and wealth (77.6%) and the overall development of Hong Kong's economy (72.3%). 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 (84.5%)、促進營商者創造商機及財富 (77.6%) 及促進香港整體經濟發展 (72.3%) 非常有幫助 / 頗有幫助。結果與過去幾年調查的頗一致。

When analyzed by industry sector, it was observed that relatively lower proportion of those establishments in the construction sector (65.5%) considered that the protection of IP rights in enhancing the creation of business opportunity and wealth was very / quite helpful. Besides, relatively higher proportion of those in the manufacturing sector (11.1%) considered that the protection of IP rights in enhancing the overall development of Hong Kong's economy was not quite / not helpful at all.

以行業類別分析，發現從事建造業的機構 (65.5%) 認為保護知識產權對促進營商者創造商機及財富非常有幫助 / 頗有幫助的比例相對較低。另外，從事製造業的機構 (11.1%) 就較傾向認為保護知識產權對促進香港整體經濟發展幫助不大 / 完全沒有幫助。

No significant difference was observed between different sizes of establishments in this issue.

不同規模的機構之間在這問題的回應並沒有明顯差別。

(Tables 65a – 67c)

(表 65a – 67c)

Table 65a: Whether consider the protection of IP rights could enhance the development of local creative industries

表 65a：認為保護知識產權對促進本地創意產業發展是否有幫助

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Very helpful 非常有幫助	40.7	51.4	53.7	49.5
Quite helpful 頗有幫助	43.8	38.4	35.9	35.9
Average 一般	10.4	8.4	9.1	11.2
Not quite helpful 幫助不大	2.7	0.9	0.6	0.9
Not helpful at all 完全沒有幫助	0.5	0.1	0.1	0.2
Don't know / Hard to say 不知道 / 很難說	1.9	0.8	0.6	2.3
Very / quite helpful 非常有幫助 / 頗有幫助	84.5	89.8	89.6	85.4
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	3.2	1.0	0.7	1.1
Sample 樣本	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 65b: Whether consider the protection of IP rights could enhance the creation of business opportunity and wealth

表 65b：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

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Very helpful 非常有幫助	27.3	29.6	32.0	31.8
Quite helpful 頗有幫助	50.3	45.4	41.4	43.8
Average 一般	15.5	20.8	21.1	16.4
Not quite helpful 幫助不大	3.5	2.1	3.1	3.7
Not helpful at all 完全沒有幫助	0.7	0.2	0.1	0.2
Don't know / Hard to say 不知道 / 很難說	2.7	1.9	2.3	4.1
Very / quite helpful 非常有幫助 / 頗有幫助	77.6	74.9	73.4	75.6
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	4.2	2.4	3.3	3.9
Sample 樣本	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 65c: Whether consider the protection of IP rights could enhance the overall development of HK's economy

表 65c：認為保護知識產權對促進香港整體經濟發展是否有幫助

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Very helpful 非常有幫助	24.6	29.6	26.8	25.1
Quite helpful 頗有幫助	47.7	46.2	44.3	42.1
Average 一般	18.6	21.1	22.1	20.5
Not quite helpful 幫助不大	5.3	4.1	4.4	6.6
Not helpful at all 完全沒有幫助	0.7	0.3	0.2	0.7
Don't know / Hard to say 不知道 / 很難說	3.1	1.7	2.2	5.0
Very / quite helpful 非常有幫助 / 頗有幫助	72.3	72.9	71.1	67.2
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	6.0	4.4	4.7	7.3
Sample 樣本	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 66a: Whether consider the protection of IP rights could enhance the development of local creative industries – bivariate analysis

表 66a：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	84.4	79.7	86.2	94.7	100.0	85.4	87.8
Average 一般	8.9	20.3	10.5	5.3	-	10.1	9.6
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	6.7	-	3.3	-	-	4.5	2.6
Sample 樣本	45	59	552	19*	14*	178	115

$\chi^2 = 13.978$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 66b: Whether consider the protection of IP rights could enhance the creation of business opportunity and wealth – bivariate analysis

表 66b：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	75.6	65.5	79.1	94.7	100.0	80.3	86.8
Average 一般	15.6	27.6	16.1	5.3	-	18.0	8.8
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	8.9	6.9	4.8	-	-	1.7	4.4
Sample 樣本	45	58	545	19*	14*	178	114

$\chi^2 = 23.958$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 66c: Whether consider the protection of IP rights could enhance the overall development of HK's economy – bivariate analysis

表 66c：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	68.9	61.0	74.8	26.3	100.0	75.4	85.2
Average 一般	20.0	35.6	17.8	73.7	-	20.0	9.6
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	11.1	3.4	7.4	-	-	4.6	5.2
Sample 樣本	45	59	544	19*	14*	175	115

$\chi^2 = 63.468$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

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

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 – 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	86.4	84.8	89.5
Average 一般	10.6	10.7	10.5
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	3.1	4.5	-
Sample 樣本	850	112	19*

$\chi^2 = 1.283$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

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

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— 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	80.3	75.9	78.9
Average 一般	15.2	21.4	15.8
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	4.5	2.7	5.3
Sample 樣本	843	112	19*

$\chi^2 = 3.474$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

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

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 – 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	75.2	69.4	75.0
Average 一般	19.0	20.7	20.0
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	5.7	9.9	5.0
Sample 樣本	840	111	20*

$\chi^2 = 3.441$; 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.

(3) "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.

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。

(3) 「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。

* 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” (88.1%), “public education about IP” (69.2%), “registration of trademarks” (67.3%), “registration of patents” (66.2%) and “registration of designs” (52.9%), about two-fifths were aware that IPD was also responsible for “IP law drafting” (45.3%) and “Government’s IP legal advisor” (43.1%).

On the other hand, more than half of the establishments (51.6%) misunderstood that IPD was responsible for “receiving complaints on copyright piracy and trademark counterfeiting”. Some also misunderstood that IPD was responsible for “investigating into infringing activities” (46.1%), and “criminal justice of IP” (33.2%).

When compared with the previous surveys, it was observed that the proportion of establishments which were able to give correct answer (91.4%) was similar to those of the previous surveys.

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」(88.1%)、「有關知識產權的公民教育」(69.2%)、「商標註冊」(67.3%)、「專利註冊」(66.2%)及「外觀設計註冊」(52.9%)。而知道知識產權署亦有負責「草擬知識產權法例」(45.3%)及「作為政府的知識產權法律顧問」(43.1%)的比例則有大約四成。

另一方面，過半數機構 (51.6%) 誤以為知識產權署負責「接受盜版及商標冒牌的投訴」，亦有部分機構誤以為知識產權署負責「調查侵權活動」(46.1%)及「對知識產權的刑事執法」(33.2%)。

與以往幾年比較，發現能夠給予正確答案的機構比例 (91.4%) 與以往幾年調查的相差不遠。

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 68 – 71)

(Tables 68 – 71)

Table 68: Awareness of the duties of IPD

表 68：對知識產權署工作範圍的認知

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Correct 正確				
Promote awareness on IP rights protection 宣傳 / 推廣保護知識產權	88.1	92.9	90.5	86.0
Public education about intellectual property 有關知識產權的公民教育	69.2	75.7	71.7	61.0
Registration of trademarks 商標註冊	67.3	71.7	71.7	68.1
Registration of patents 專利註冊	66.2	71.9	71.5	71.1
Registration of designs 外觀設計註冊	52.9	57.0	58.6	55.2
Intellectual property law drafting 草擬知識產權法例	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	43.1	50.6	48.4	48.0
Incorrect 不正確				
Receiving complaints on copyright piracy and trademark counterfeiting 接受盜版及商標冒牌的投訴	51.6	55.6	58.4	55.2
Investigate into infringing activities 調查侵權活動	46.1	43.7	46.2	46.4
Criminal justice of intellectual property 知識產權的刑事執法	33.2	32.5	33.5	-
Don't know 不知道	7.1	2.4	3.4	4.1
Sample 樣本	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 69: Awareness of the duties of IPD

表 69：對知識產權署工作範圍的認知

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Aware (at least one correct answer) 知道 (至少有一個正確答案)	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")	8.6	2.8	3.8	5.8
Sample 樣本	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 70: Awareness of the duties of IPD – bivariate analysis

表 70：對知識產權署工作範圍的認知 – 雙變項分析

	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	88.9	91.5	92.4	94.7	100.0	90.1	87.3
Not aware 不知道	11.1	8.5	7.6	5.3	-	9.9	12.7
Sample 樣本	45	59	564	19*	14*	182	118

$\chi^2 = 5.492$; p-value > 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 71: Awareness of the duties of IPD – bivariate analysis

表 71：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	91.2	93.0	90.0
Not aware 不知道	8.8	7.0	10.0
Sample 樣本	867	114	20*

$\chi^2 = 0.444$; p-value > 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* 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 attended any exhibition / seminar organized by IPD, or seen any IPD's advertising and promotional activities in the past two years.

About one-tenth of the establishments (11.1%) had attended IPD's exhibitions / seminars. Moreover, more than seven-tenths (72.9%) had seen IPD's electronic media promotions / print ad / promotional materials, such as the API series on IP protection (60.2%), promotions on "No Fakes Pledge" Scheme 2008 (49.4%), promotions on "Copyright (Amendment) Ordinance 2007 – Anti-circumvention" (33.5%), promotions on "Software Asset Management Consultancy Programme" (30.9%) and promotions on "Beijing 2008 Olympic Games" and "Shop for Real" (20.4%).

As compared to the last survey, the proportion of establishments claimed "do not remember whether ever seen / heard; or have not seen / heard of any promotions by IPD" (26.1%) was similar.

When analyzed by industry sector, it was observed that relatively higher proportion of the establishments in the IT & communications sector (92.9%) and transport, storage & logistics sector (94.7%) were aware of IPD's promotions and publicity activities.

No significant difference was observed between different sizes of establishments.

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

大約一成的機構代表 (11.1%) 曾出席 / 參觀過知識產權署的展覽 / 講座。此外，超過七成 (72.9%) 有見過該署的電子媒體宣傳 / 印刷廣告 / 宣傳物品，例如《保護知識產權》電視宣傳片系列 (60.2%)、「正版正貨承諾」計劃 2008 的宣傳 (49.4%)、《2007 年版權 (修訂) 條例 – 反規避科技措施》的宣傳 (33.5%)、《軟件資產管理諮詢計劃》的宣傳 (30.9%) 及「北京 2008 年奧運會」及「愛正版 買正貨」的宣傳 (20.4%)。

與上一次的調查結果比較，表示「記不起有沒有見過 / 聽過；或沒有見過 / 聽過該署的宣傳」的機構比例 (26.1%) 與上一次差不多。

以行業類別分析，發現有較高比例從事資訊科技及通訊業 (92.9%) 及運輸 / 倉庫 / 物流業 (94.7%) 的機構對知識產權署的宣傳及推廣活動有認知。

不同規模的機構在這問題的回應並沒有明顯差別。

(Tables 72 – 75)

(表 72 – 75)

**Table 72: Whether attended IPD's exhibition / seminar, or seen IPD's advertising and promotional activities
 in the past two years**

表 72：過去兩年曾否出席 / 參觀過由知識產權署所舉辦的展覽 / 講座，或見過該署的廣告及宣傳活動

	2008 (%)
Exhibitions / seminars 展覽 / 研討會或講座	11.1
Hong Kong Computer & Communications Festival 香港電腦通訊節	5.5
International ICT Expo 國際資訊科技博覽	2.0
Hong Kong Licensing Show 香港專利授權展	1.6
Inno Design Tech Expo 創新科技及設計博覽	1.4
Intellectual Property Seminar 知識產權講座	1.4
ITU World Telecom 2006 國際電訊聯盟 2006 年世界電訊展	1.3
Intellectual Property Protection Seminar – "Tips for SMEs on Compliance with Copyright Ordinance in Business" 保護知識產權研討會 - 「中小企業符合版權條例規定的要訣」	1.2
Intellectual Asset Management Seminar 知識資產管理研討會	0.9
Seminar on Intellectual Property Protection and Business Software Management 「知識產權保護及商業軟件管理」研討會	0.7
Business Software Asset Management Seminar 商業軟件資產管理研討會	0.6
Intellectual Capital Management Seminar 知識資本管理講座	0.2
Electronic media promotions / Print ad / Promotional materials 電子媒體宣傳 / 印刷廣告 / 宣傳物品	72.9
The API series on IP protection 《保護知識產權》電視宣傳片系列	60.2
- TV 電視	57.4
- Broadcast in bus 巴士內播放	11.5
Promotions on "No Fakes Pledge" Scheme 2008 「正版正貨承諾」計劃 2008 的宣傳	49.4
- TV API (featuring Hins Cheung) 電視宣傳片 (由張敬軒主演)	34.7
- Advertisement in newspapers & magazines 於報章及雜誌內刊登之廣告	15.3
- Stickers / tent cards / posters in shops 貨品或商戶展示標貼 / 座檯咭 / 海報	9.8
- Advertisement in MTR stations 於港鐵內展示之廣告	7.8
- Advertisement in Travel Guides 於旅遊指南刊登之廣告	3.0
- Advertisement in HK International Airport 於香港機場展示之廣告	2.9
Sample 樣本	1 001

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

表 72：過去兩年曾否出席 / 參觀過由知識產權署所舉辦的展覽 / 講座，或見過該署的廣告及宣傳活動 (續)

	2008 (%)
Promotions on "Copyright (Amendment) Ordinance 2007 – Anti-circumvention" 《2007 年版權 (修訂) 條例 – 反規避科技措施》的宣傳	33.5
- TV API (featuring Cheung Tat-ming) 電視宣傳片 (由張達明主演)	27.5
- Advertisement in newspapers & magazines 於報章及雜誌內刊登之廣告	8.8
- Broadcast in bus & large outdoor TV screens 於巴士及大型戶外屏幕播放	5.4
Promotions on "Software Asset Management Consultancy Programme" 《軟件資產管理諮詢計劃》的宣傳	30.9
- TV API (featuring Niki Chow) 電視宣傳片 (由周麗淇主演)	24.2
- Radio API 電台宣傳聲帶	6.2
- Advertisement in newspapers & trade magazines 於報章及商會雜誌內刊登之廣告	5.4
- Advertisement in MTR stations 於港鐵內展示之廣告	4.9
- Advertisement on bus body 於巴士車身展示之廣告	2.9
- Broadcast in commercial buildings 於商業大廈大堂播放	0.9
Promotions on "Beijing 2008 Olympic Games" and "Shop for Real" 「北京 2008 年奧運會」及「愛正版 買正貨」的宣傳	20.4
- Advertisement in MTR stations 於港鐵內展示之廣告	11.1
- Advertisement on bus body 於巴士車身展示之廣告	8.8
- Advertisement in HK International Airport 於香港機場展示之廣告	7.3
Newspaper supplements about the "World IP Day" 於報章刊載「世界知識產權日」特約專輯	4.7
Leaflet "Support Fair Play in Commerce, Protect the Intellectual Property of the Olympic Movement" 《支持公平營商 – 保護奧林匹克運動的知識產權》單張	4.6
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	4.0
"Differences among Business Registration, Company Registration and Trade Mark Registration" advertisement in newspapers & magazines 於報章及雜誌刊登之「了解商標註冊、公司註冊及商業登記三者的分別」廣告	3.5
"Business Software Certification Programme" advertisement in newspapers & trade magazines 於報章及商會雜誌刊登之「商業軟件認證計劃」廣告	3.4
"Copyright (Amendment) Ordinance 2007 – Act Now to Strengthen Your Corporate Governance" advertisement in newspapers & trade magazines 於報章及商會雜誌刊登之《2007 年版權 (修訂) 條例 – 把握時機加強業務管治》廣告	3.3
Hong Kong's Amended Copyright Law – Booklets "A Guide to Parallel Imports" / "Prohibitions on Circumvention Devices" / "Guidance Note on Prevention of End-User Piracy in Business" 修訂後的香港版權法 – 《平行進口物品指南》 / 《對規避器件的禁制》 / 《有關防止業務最終使用者盜 版行為的指引》小冊子	1.7
Sample 樣本	1 001

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

表 72：過去兩年曾否出席 / 參觀過由知識產權署所舉辦的展覽 / 講座，或見過該署的廣告及宣傳活動 (續)

	2008 (%)
Other promotion channels 其他宣傳渠道	6.8
IPD website 知識產權署網頁	6.7
IPD Database for Guangdong, HK and Macao 粵港澳知識產權資料庫	1.2
Do not remember / Have not attended any IPD's exhibition / seminar, nor seen any IPD's advertising and promotional activities in the past two years 記不起 / 過去兩年沒有出席 / 參觀過由知識產權署舉辦的展覽 / 講座，或見過該署的廣告及宣傳活動	26.1
Sample 樣本	1 001

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 73: Awareness of IPD's exhibition / seminar, or advertising and promotional activities – by media

表 73：對知識產權署的展覽 / 講座，或廣告及宣傳活動的認知 – 按媒體劃分

	2008 (%)	2006* (%)	2005* (%)	2004* (%)
Exhibitions / seminars 展覽 / 研討會或講座	11.1	17.8	21.1	4.4
TV 電視	67.0	61.3	57.3	47.4
Print ad / promotional materials 印刷廣告 / 宣傳物品	36.8	45.8	46.0	40.9
Radio 電台	6.2	18.1	20.8	11.6
Outdoor Advertising 戶外廣告	21.5	15.8	12.5	-
Others 其他	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	26.1	25.5	28.3	39.7
Sample 樣本	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 74: Awareness of IPD's exhibition / seminar, or advertising and promotional activities

- bivariate analysis

表 74：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	73.3	86.4	71.6	94.7	92.9	73.1	75.2
Not aware 不認知	26.7	13.6	28.4	5.3	7.1	26.9	24.8
Sample 樣本	45	59	564	19*	14*	182	117

$\chi^2 = 41.387$; p-value < 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* Caution: Small sample base

注意：樣本數量較少

Table 75: Awareness of IPD's exhibition / seminar, or advertising and promotional activities

- bivariate analysis

表 75：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	71.5	79.1	85.0
Not aware 不認知	28.5	20.9	15.0
Sample 樣本	867	115	20*

$\chi^2 = 4.532$; p-value > 0.05

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

(2) "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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 「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。

* 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, nearly seven-tenths of the business establishments (69.8%) considered them “very / quite effective”, which was higher than the previous surveys. On the other hand, 20.6% 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，近七成的商業機構 (69.8%) 認為「很有效 / 頗有效」，較以往幾年的比例增加了。另一方面，有 20.6% 認為「不大有效 / 完全沒有效」。

When analyzed by industry sector, it was observed that relatively higher proportion of the establishments in the IT & communications sector (92.9%) considered “very / quite effective”.

以行業類別分析，發現有較高比例從事資訊科技及通訊業 (92.9%) 的機構認為「很有效 / 頗有效」。

No significant difference was observed between different sizes of establishments.

不同規模的機構在這問題的回應並沒有明顯差別。

(表 76 – 78)

(Tables 76 – 78)

Table 76: Effectiveness of the promotional activities held by IPD in raising the awareness of HK businesses on protecting IP rights

表 76：知識產權署的宣傳活動對提升香港商界保護知識產權意識的有效程度

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Very effective 很有效	7.6	6.8	5.9	7.7
Quite effective 頗有效	62.2	41.5	37.4	37.8
Quite ineffective 不大有效	19.3	42.4	47.5	46.4
Very ineffective 完全沒有效	1.3	1.4	1.1	1.4
Don't know / Hard to say 不知道 / 很難說	9.6	7.9	8.1	6.7
Very / quite effective 很有效 / 頗有效	69.8	48.3	43.4	45.5
Quite / very ineffective 不大有效 / 完全沒有效	20.6	43.8	48.5	47.8
Sample 樣本	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 77: Effectiveness of the promotional activities held by IPD in raising the awareness of HK businesses on protecting IP rights – bivariate analysis

表 77：知識產權署的宣傳活動對提升香港商界保護知識產權意識的有效程度 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm. 資訊 科技及 通訊業 (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Very / quite effective 很有效 / 頗有效	68.3	72.2	78.0	88.9	92.9	78.6	74.5
Quite / very ineffective 不大有效 / 完全沒有效	31.7	27.8	22.0	11.1	7.1	21.4	25.5
Sample 樣本	41	54	504	18*	14*	168	106

$\chi^2 = 41.629$; 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.

(3) "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.

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。

(3) 「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。

* Caution: Small sample base

注意：樣本數量較少

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

表 78：知識產權署的宣傳活動對提升香港商界保護知識產權意識的有效程度 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Very / quite effective 很有效 / 頗有效	77.1	68.3	72.2
Quite / very ineffective 不大有效 / 完全沒有效	22.9	31.7	27.8
Sample 樣本	785	101	18*

$\chi^2 = 3.902$; 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.

(3) "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.

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。

(3) 「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。

* 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 gather information from IPD. The majority of the establishments (89.6%) considered “TV / radio” as the most effective way, followed by “newspaper / magazine” (56.2%), “Internet / website” (36.0%) and “other promotion channels (e.g. bus, activities in shopping centres etc.)” (31.7%).

最後，有關接收知識產權署消息的最有效途徑，大部分機構 (89.6%) 均認為「電視 / 電台」最有效，其次是「報紙 / 雜誌」(56.2%)、「互聯網 / 網頁」(36.0%) 及「其他宣傳媒介 (如巴士、商場活動等)」(31.7%)。

(表 79)

(Table 79)

Table 79: The most effective ways to gather information from IPD

表 79：最有效接收知識產權署消息的途徑

	2008 (%)	2006 (%)	2005 (%)	2004 (%)
TV / radio 電視 / 電台	89.6	87.8	84.2	82.2
Newspaper / magazine 報紙 / 雜誌	56.2	50.1	49.2	51.2
Internet / website 互聯網 / 網頁	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)	31.7	35.9	35.6	39.0
Promotion booklet / leaflet 宣傳小冊子 / 單張	16.5	20.1	18.5	16.5
Exhibition / seminar 展覽 / 講座	11.8	15.6	13.3	10.2
Education institute 教育機構	0.9	-	-	-
School 學校	-	0.1	-	-
Don't know / Hard to say 不知道 / 很難說	3.2	3.5	5.5	6.5
Sample 樣本	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	162	16.2	14 600	4.5
Construction 建造業	67	6.7	19 057	5.9
Wholesale, retail, import & export trades, restaurants & tourism 批發 / 零售 / 進出口貿易 / 飲食及旅遊業	456	45.6	182 542	56.4
Transport, storage, logistics 運輸 / 倉庫 / 物流業	22	2.2	6 098	1.9
IT & communications 資訊科技及通訊業	5	0.5	4 605	1.4
Financing, insurance, real estate & business services 金融 / 保險 / 地產 / 商用服務業	180	18.0	58 991	18.2
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	109	10.9	37 978	11.7
Employment Size 員工人數				
1 – 9	624	62.3	280 516	86.6
10+	377	37.7	43 355	13.4
Total 總計	1 001	100.0	323 871	100.0

Appendix 2: Sample distribution

附錄二：樣本分佈

	Sample 樣本							
	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 years the company had established 成立多少年								
1 – 2 years 1 – 2 年	45	4.5	9	0.7	47	3.9	74	6.1
3 – 5 years 3 – 5 年	160	16.0	181	15.1	179	14.8	203	16.9
6 – 10 years 6 – 10 年	156	15.5	210	17.5	248	20.6	303	25.2
11 – 20 years 11 – 20 年	381	38.1	458	38.1	345	28.6	359	29.8
20+ years 20+ 年	259	25.9	331	27.6	387	32.1	265	22.0
Refused to answer 拒絕回答	-	-	12	1.0	-	-	-	-
Capital 資金								
Local based 本地公司	918	91.7	1 019	84.8	1 027	85.2	1 106	91.9
Foreign based 外資公司	73	7.3	157	13.1	156	12.9	85	7.1
PRC based 中資公司	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	1 001	100.0	1 201	100.0	1 206	100.0	1 204	100.0