

**Survey on Business Attitudes to
Intellectual Property 2012**
香港商業機構知識產權意識調查 2012

- Report -

- 報告 -

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知識產權署

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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 12th November and 12th December 2012. In total, 1 001 business establishments were successfully enumerated by means of mail survey. The overall response rate achieved was 30.1%. 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" (97.4%), "trademarks" (96.7%), "patents" (88.6%) and "designs" (82.9%). Overall speaking, the percentages were similar to the last survey (about 83% - 97%).

Moreover, a considerable proportion of establishments (38.4%) were aware that "layout-design of integrated circuits" was also covered in intellectual property, although decreased as compared to the last survey (51.2%).

Besides, most of the establishments (about 74% - 99%) were able to identify the different situations that had infringed IP rights. Yet, only 55.2% were aware that "copying newspaper articles / articles from magazines or books without authorisation for distribution to staff for internal reference" was an infringement of IP rights. The findings were quite similar to the last survey.

前言

為向政府提供有關商業機構的統計資料，以配合政府建立知識產權為知識型經濟的重要推動力，知識產權署自二零零四年起進行了多個香港商業機構對知識產權的意識調查。米嘉道資訊策略有限公司 (米嘉道) 受委託於二零一二年十一月十二日至十二月十二日進行了調查，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 30.1%。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」(97.4%)、「商標」(96.7%)、「專利」(88.6%)及「外觀設計」(82.9%)。整體而言，比例與上一次調查的結果 (約 83% - 97%) 差不多。

此外，有相當比例的機構 (38.4%) 知道「集成電路布圖設計 (模版)」亦屬於知識產權的一種，雖然比例較上一次調查的 (51.2%) 減少了。

另外，大多數機構 (約 74% - 99%) 都能分辨不同情況是否有侵犯知識產權。然而，只有 55.2% 知道「未經授權而複製報章 / 雜誌 / 書籍文章發放給員工作內部參考」是侵犯知識產權的行為。結果與上一次調查的相若。

95.9% of the establishments considered intellectual properties (e.g. patents for invented products / technology, design, logo or brand name) were valuable assets of a company, which was similar to the previous surveys (about 95% - 98%).

95.9% 的機構均認為知識產權 (例如發明的產品 / 技術、外觀設計、標誌或品牌) 是公司的寶貴資產，結果與過往幾年調查的結果 (約 95% - 98%) 相似。

Establishments were asked whether they considered the statement “After my company has obtained a business registration or company registration in Hong Kong, no-one else can register my company name as a trademark in Hong Kong” was true. 73.6% of the establishments misunderstood that the statement was true, which was quite consistent to 73.5% in the last survey. However, still 26.2% aware that was not true.

各機構均被問到認為「當我的公司在香港取得商業登記 / 公司註冊後，其他人就不能在香港把我的業務名稱 / 公司名稱註冊成為商標」的說法是否正確。73.6% 的機構誤以為此是正確的，比例與上一次調查的 73.5% 頗一致。但仍有 26.2% 知道這句子並不正確。

16.0% of the establishments claimed that they had registered trademark, patent or design in Hong Kong, which was quite similar to 15.6% in the last survey. Conversely, 84.0% had not done so.

16.0% 的機構表示已經在香港註冊了商標、專利或外觀設計，比率較上一次調查的 15.6% 很相似。反之，84.4% 表示沒有。

Among those establishments which had trademark, patent or design registered, 55.6% had registered 1 trademark, patent or design; 24.6% had registered 2 – 3; and 18.5% 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，55.6% 註冊了一個商標、專利或外觀設計；24.6% 註冊了 2 – 3 個；另有 18.5% 註冊了 4 個或以上。

88.5% of the establishments considered Hong Kong as an important place to register trademark, patent or design, which was similar to 86.2% in the last survey.

88.5% 的機構認為香港是一個重要地點去註冊商標、專利或外觀設計，比例與上一次調查的 86.2% 相若。

66.1% of the establishments know that the statement “If I have a trademark, patent or design registered in the National Trademark or Patent Registry on the Mainland, it will automatically be protected in Hong Kong” was false, which was higher than those in the past surveys (about 54% - 61%). On the other hand, 33.2% misunderstood that the statement was true.

66.1% 的機構知道「所有於內地商標或專利註冊處註冊的註冊商標、專利或外觀設計，將自動地於香港受到保護」的說法是錯誤的，較以往幾年調查的結果 (約 54% - 61%) 為高。另一方面，33.2% 則誤會了句子是正確的。

70.8% of the establishments claimed that they know about the Copyright Ordinance – regarding the criminal liability that directors / partners may attract if their companies

70.8% 的機構表示知道現行版權條例中，有關董事 / 合夥人可能因為公司在業務中管有盜版軟件，須負上刑責。比例較 2010 年及 2008 年的 58.0% 及 49.5% 為高。

possess pirated software for business use, which was higher than 58.0% and 49.5% in 2010 and 2008 respectively.

67.4% of the establishments know about the Copyright Ordinance – regarding the criminal liability that directors / partners may attract if their companies frequently or regularly make copies of a large quantity of copyright works for business purpose, which was largely higher than 36.6% in the last survey. The remaining 32.6% were not aware of it.

44.0% of the establishments were aware that there were licensing schemes (administered by copyright owners) authorising copying of local newspaper articles and books for use in business, which was higher than 24.7% and 27.4% in 2010 and 2008 respectively. On the contrary, 56.0% were not aware.

IP Compliance

While 55.1% of the establishments would not do a trademark search to see if the trademark has been registered in Hong Kong before using a trademark for their goods / services, 44.6% would do so, which was quite consistent to that in the last survey (44.6%).

Only 6.2% of the establishments had deployed staff specifically responsible for IP management (similar to 7.8% in the last survey). Among them, many claimed that the staffs were responsible for “registration of trademarks, patents or designs” (80.2%), followed by “monitoring the IP rights of the company” (50.8%), “monitoring employees’ use of other people’s IP rights” (40.9%) and “licensing / trading IP rights of the company to others” (38.6%).

40.5% of the establishments claimed that they prohibited their staff from using the company computers in uploading or downloading files for personal use during the office hours (quite consistent to 41.5% in the last survey). Besides, 60.9% claimed that they prohibited their staff from installing or using pirated

67.4% 的機構知道現行版權條例中，有關董事 / 合夥人可能因為公司在業務中頻密或定期複印大量版權作品，須負上刑責，比例較上一次調查的 36.6% 有大幅上升。而其餘 32.6% 則對此並不認知。

44.0% 的機構知道有特許計劃（由版權擁有者執行）授權公司複製本地報章報導 / 書籍內容供業務中使用，比 2010 年及 2008 年的 24.7% 及 27.4% 有所增加。相反地，56.0% 並不認知。

遵守知識產權的法例規定

55.1% 的機構表示不會在使用某一個商標於產品 / 服務前檢索該商標是否已在香港註冊，而 44.6% 則會這樣做，比例與上一次調查的 (44.6%) 頗一致。

只有 6.2% 的機構有委任員工專責從事知識產權管理的工作（與上一次調查的 7.8% 差不多）。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」（80.2%）的，其次是「監察公司的知識產權」（50.8%）、「監察員工使用其他人的知識產權」（40.9%）及「處理公司知識產權的專利授權 / 交易事宜」（38.6%）。

40.5% 的機構指出它們會禁止員工在辦公時間內使用公司電腦上載或下載檔案作私人用途（與上一次調查的 41.5% 頗一致）。另外，60.9% 表示它們有禁止員工在工作上安裝或使用盜版電腦軟件（與上一次調查的 60.8% 頗一致）。

computer software (quite consistent to 60.8% in the last survey).

Among the 40.5% and 60.9% of the establishments, the common measures taken were: “setting up internal rules / guidelines” (62.7% and 55.3% respectively) and “monitoring by the company” (42.5% and 50.5% respectively).

71.5% of the establishments did not carry out research and development (R&D) in Hong Kong and 22.6% claimed that their businesses had no such need, only 6.0% carried out R&D in Hong Kong, which was similar to the previous surveys (about 7% - 10%).

Among the 6.0%, most of them (77.8%) would conduct a patent search to ensure that other people’s inventions would not be infringed.

Perception of IPR Situation in HK

94.8% of the establishments considered that it was very / quite necessary to protect IP rights in the business environment of Hong Kong, which was quite similar to the previous surveys (about 94% - 97%).

When being asked whether agree that the measures of the Government had been effective in improving the protection for IP rights in Hong Kong in the past two years, 68.6% of the establishments “strongly agree / agree”, while 11.3% considered the opposite. The remaining 20.2% claimed “don’t know / hard to say”. The findings were similar to the last two surveys.

For the stakeholder which was considered to be the most important in reducing IP rights infringement in Hong Kong, 50.2% of the establishments considered that “the Government” should play the most important role. It was followed by “rights-owners” (23.0%; vs. 18.8% in the last survey), “education institutions” (10.9%; vs. 16.5% in the last survey) and “consumers” (8.1%; vs. 12.6% in the last survey).

在該 40.5% 及 60.9% 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 62.7% 及 55.3%) 及「由公司監察」(分別有 42.5% 及 50.5%)。

71.5% 的機構沒有在香港進行研究及開發 (研發)，另有 22.6% 表示公司業務沒有此需要，只有 6.0% 有在香港進行研發，比例與過往的調查 (約 7% - 10%) 差不多。

在那 6.0% 的機構中，大多數 (77.8%) 會進行專利檢索，以確保不會侵犯其他人的發明。

對香港知識產權情況的看法

與以往幾年的調查結果 (約 94% - 97%) 相若，94.8% 的機構認為知識產權在香港的商業社會是非常有需要 / 頗需要受到保護的。

當被問到是否同意政府在過去兩年所採取的措施有效改善香港保護知識產權的情況時，68.6% 的機構「非常同意 / 同意」，而 11.3% 持相反意見。其餘 20.2% 表示「不知道 / 很難說」。結果與上兩次調查的相若。

至於各機構認為在改善香港侵犯知識產權情況中，哪一方面應擔當最重要的角色，50.2% 的機構認為「政府」應該擔當最重要的角色，其次是「版權擁有人」(23.0%；對比上一次調查的 18.8%)、「教育機構」(10.9%；對比上一次調查的 16.5%) 及「消費者」(8.1%；對比上一次調查的 12.6%)。

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: “lower price of genuine goods” (65.5%), “raising awareness of IP rights protection / strengthening education” (60.1%), “full-scale enforcement action against the sale of pirated and counterfeit goods” (51.0%) and “increase penalties” (47.2%).

90.0% of the establishments considered that protecting / registering IP rights was beneficial to the company, which was quite similar as in the previous surveys (about 88% - 94%).

Among them, 83.5% 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” (48.3%) and “can earn income from the company’s intellectual property” (39.1%).

Establishments were asked about their perceived most serious consequence for a company which infringed the IP of others. 56.8% considered the most serious consequence was “criminal liability”, which was similar to 52.7% in the last survey. It was followed by “civil liability” (18.5%) and “damage to company’s reputation / goodwill” (12.4%).

Only 3.9% of the establishments claimed that they would consider engaging in IP trading in the coming 12 months, while 96.0% considered the opposite.

Yet, most of the establishments (61.4%) considered that IP trading was very / quite helpful in enhancing the development of Hong Kong’s economy. Only 3.7% considered the opposite.

In terms of the long-term development for IP rights, the majority of establishments considered that the protection of IP rights was very / quite helpful to enhance the development of local creative industries (82.3%), the creation of business opportunity

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」(65.5%)、「提高保護知識產權意識 / 加強教育」(60.1%)、「全力掃蕩銷售盜版及冒牌貨品」(51.0%) 及「加重刑罰」(47.2%)。

與過往幾年調查的結果 (約 88% - 94%) 相若，90.0% 的商業機構均認為保護 / 註冊知識產權對公司是有好處的。

在他們當中，83.5% 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」(48.3%) 及「公司可藉著知識產權以賺取收入」(39.1%)。

對於認為侵犯他人知識產權的最嚴重後果，56.8% 的機構認為最嚴重的後果是「公司要負上刑事責任」，比例與上一次調查的 52.7% 相若。其次是「要負上民事責任」(18.5%) 及「公司的聲譽受損」(12.4%)。

只有 3.9% 的機構表示會考慮在未來十二個月進行知識產權貿易，而 96.0% 則持相反意見。

然而，大多數機構 (61.4%) 均認為知識產權貿易對促進香港經濟發展非常有幫助 / 頗有幫助。只有 3.7% 持相反意見。

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 (82.3%)、促進營商者創造商機及財富 (76.0%) 及促進香港整體經濟發展 (72.4%) 非常有幫助 / 頗有幫助。結果與過去幾年調查的差不多。

and wealth (76.0%) and the overall development of Hong Kong's economy (72.4%). The findings were similar to the previous surveys.

Awareness of IPD and its promotional activities

Similar to the previous surveys, most of the establishments were aware that IPD was responsible for “promoting awareness on IP rights protection” (77.8%), “registration of trademarks” (76.4%), “registration of patents” (74.6%), “registration of designs” (60.2%) and “public education about IP” (54.4%). In addition, more than one-third were aware that IPD was also responsible for “IP law drafting” (36.1%) and “Government’s IP legal advisor” (35.6%).

On the other hand, considerable proportions of the establishments misunderstood that IPD was responsible for “investigating infringing activities” (38.9%), “receiving complaints on copyright piracy and trademark counterfeiting” (36.8%) and “criminal enforcement of IP” (35.4%).

The proportion of establishments which were able to give correct answers (94.6%) were similar to the previous surveys (about 91% - 97%).

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

80.4% of the establishments had seen IPD’s electronic media promotions / print advertisement / promotional materials, such as promotions on “No Fakes Pledge” Scheme (58.1%), the TV and radio API of “don’t sell counterfeits and pirated goods over the Internet” (59.3%), the TV API series featuring Lee Lik Chee (26.3%), Anti-Software Piracy in Business (18.1%) and others (12.9%). Moreover, about one-tenth had attended IPD’s

對知識產權署及其宣傳活動的認知

與過往的調查相似，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」(77.8%)、「商標註冊」(76.4%)、「專利註冊」(74.6%)、「外觀設計註冊」(60.2%)及「有關知識產權的公民教育」(54.4%)。此外，超過三分之一知道知識產權署亦有負責「草擬知識產權法例」(36.1%)及「作為政府的知識產權法律顧問」(35.6%)。

另一方面，有一定比例的機構誤以為知識產權署負責「調查侵權活動」(38.9%)、「接受盜版及商標冒牌的投訴」(36.8%)及「對知識產權的刑事執法」(35.4%)。

能夠給予正確答案的機構比例 (94.6%) 與過往調查的 (約 91% - 97%) 差不多。

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

80.4% 的機構有見過知識產權署的電子媒體宣傳 / 印刷廣告 / 宣傳物品，例如「正版正貨承諾」計劃的宣傳 (58.1%)、《切勿在網上售賣冒牌或盜版貨品》的電視及電台宣傳片 (59.3%)、由李力持主演 (26.3%)、有關《防止於業務過程中使用盜版軟件》(18.1%) 及其他的 (12.9%) 電視宣傳片系列。此外，分別有大約一成的機構代表曾參觀過該署的展覽 (14.5%) 及瀏覽過該署的網頁 (10.4%)。

exhibitions (14.5%) and visited IPD's website (10.4%) respectively.

In terms of the effectiveness of the promotional activities held by IPD in raising the awareness of Hong Kong businesses on protecting IP rights, 65.2% of the establishments considered them "very / quite effective", which was similar to 66.6% in the last survey. On the other hand, 26.8% considered "quite / very ineffective".

Finally, 88.5% of the establishments considered "TV / radio" as the most effective ways to gather information from IPD, followed by "Internet / website" (49.2%), "newspaper / magazine" (41.9%), "other promotion channels (e.g. bus, activities in shopping centres etc.)" (24.4%) and promotion booklet / leaflet / newsletter (21.9%).

Conclusion

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

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

Moreover, 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.

Furthermore, more establishments know about the Copyright Ordinance regarding the possessing of pirated software and making copies of copyright works, as well as the licensing schemes authorising copying of local newspaper articles and books.

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，65.2% 的機構認為「很有效 / 頗有效」，比例與上一次調查的 66.6% 差不多。另一方面，有 26.8% 認為「不大有效 / 完全沒有效」。

最後，88.5% 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「互聯網 / 網頁」(49.2%)、「報紙 / 雜誌」(41.9%)、「其他宣傳媒介 (如巴士、商場活動等)」(24.4%) 及「宣傳小冊子 / 單張 / 通訊」(21.9%)。

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。

此外，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。

除此之外，更多機構知道現行版權條例中，有關管有盜版軟件和複印版權作品，以及有關特許計劃授權公司複製本地報章報導 / 書籍內容。

Although only few establishments would consider engaging in IP trading in the coming 12 months, most of the establishments considered that IP trading was helpful in enhancing the development of Hong Kong's economy.

雖然只有少數機構會考慮在未來十二個月進行知識產權貿易，但大多數機構均認為知識產權貿易對促進香港經濟發展有幫助。

Finally, while keeping to use TV as the major channel to deliver messages of protecting IP rights, as Internet / website has become the second highest perceived most effective channel, IPD may consider to enhance the promotional and educational activities through the Internet.

最後，除以電視作為發放保護知識產權訊息的主要途徑外，由於互聯網 / 網頁被認為是最有效途徑的第二位，知識產權署可考慮加強透過互聯網進行宣傳及教育活動。

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 2012. 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) 受委託於二零一二年進行調查。調查目的主要包括：

- 探討現時商界人士對保護知識產權的意識及認知程度；
- 探討商業機構視知識產權為業務發展資產的意識及成熟程度；及
- 評估知識產權署於商界所進行的宣傳工作。

Survey Methodology

The study was conducted by means of deploying the mail survey between 12th November and 12th December 2012. 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 676 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 30.1%. 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-2012 from Census and Statistics Department) such that findings of the survey were representative of the opinions / views of the whole population of business establishments. The sample and population distribution were summarised in Appendixes.

Analysis of Survey Findings

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

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

Rounding of Figures

There may be slight discrepancies between the sum of individual items and sub-totals / totals as shown in the tables owing to rounding.

調查方法

是次調查於二零一二年十一月十二日至十二月十二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 676 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 30.1%。根據所得的樣本數量，在 95% 的置信度下估值的精確程度為 $\pm 3.1\%$ 。調查數據按照行業及機構規模分佈（根據政府統計處二零一二年中期數據）以加權方式倍大，故此，調查結果能有效地反映所有商業機構的意見及觀點。樣本及總體機構分佈概列於附錄。

分析調查的結果

本調查採用了卡方檢定來測試不同行業及不同規模的機構，在意見上有否明顯差別。

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

數據進位

由於進位關係，在本報告的表中，個別項目的小計 / 總和或會有輕微差異。

3 Detailed Findings 主要調查結果

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

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

The majority of the business establishments were aware that intellectual property covered “copyright” (97.4%), “trademarks” (96.7%), “patents” (88.6%) and “designs” (82.9%). Overall speaking, the percentages were similar to the last survey.

大部分商業機構均知道知識產權包括「版權」(97.4%)、「商標」(96.7%)、「專利」(88.6%)及「外觀設計」(82.9%)。整體而言，比例與上一次調查結果差不多。

Moreover, a considerable proportion of establishments (38.4%) were aware that “layout-design of integrated circuits” was also covered in intellectual property, although decreased as compared to the last survey (51.2%).

此外，有相當比例的機構 (38.4%) 知道「集成電路布圖設計 (模版)」亦屬於知識產權的一種，雖然比例較上一次調查的 (51.2%) 減少了。

Besides, only few establishments misunderstood that intellectual property covered “human / civic rights” (9.4%) and “freedom of speech” (4.6%).

另外，只有少數機構誤會了知識產權包括「人權 / 公民權」(9.4%) 及「言論自由權」(4.6%)。

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

總括而言，所有機構都能夠給至少一個正確答案。

(Table 1)

(表 1)

Table 1: Knowledge about Intellectual Property Rights

表 1：對知識產權的認識

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Correct 正確						
Copyright 版權	97.4	96.5	96.3	99.8	99.8	99.6
Trademarks 商標	96.7	95.3	95.0	98.8	98.7	99.9
Patents 專利	88.6	92.3	92.1	98.5	98.3	97.2
Designs 外觀設計	82.9	82.5	78.0	87.0	88.2	89.3
Layout-design of integrated circuits 集成電路布圖設計 (模版)	38.4	51.2	22.1	4.1	-	-
Trade Secrets* 商業秘密	32.9	38.2	21.2	18.2	18.0	-
Plant varieties protection right 植物品種保護權	11.2	17.1	11.6	12.5	11.7	-
Incorrect 不正確						
Human / Civic rights 人權 / 公民權	9.4	14.7	2.6	1.7	1.9	-
Freedom of speech 言論自由權	4.6	11.6	3.1	1.5	1.4	-
Don't know 不知道	-	-	0.2	-	-	-
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

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

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

Establishments were asked on different situations whether they thought the acts were infringement of IP rights. These situations included:

- a. Selling pirated DVD/VCD or computer software
- b. Using pirated DVD/VCD or computer software for office operation
- c. An employee copies licensed software from his/her office and brings it home for his/her personal use
- d. Making minor changes to others' design in order to manufacture own product
- e. Using others' patented invention to manufacture own product
- f. A businessman using a famous foreign trademark on his product
- g. Downloading photos / pictures / videos / articles from the Internet without authorisation of the copyright owner and reproducing them for own business purpose
- h. Uploading photos / pictures / videos / articles to company's web site without authorisation of the copyright owner
- i. Copying newspaper articles / articles from magazines or books without authorisation for distribution to staff for internal reference

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

- "selling pirated DVD/VCD or computer software" (99.3%)
- "using pirated DVD/VCD or computer software for office operation" (93.3%)
- "copying licensed software from office to home for personal use" (84.9%)
- "making minor changes to others' design in order to manufacture own product" (74.3%)

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. 將其他人的產品設計稍作更改，然後生產自己的產品
- e. 使用其他人已註冊的發明，然後生產自己的產品
- f. 一個商人將一個有名的外國商標用於自己的產品上
- g. 在沒有得到版權持有人的同意下，從網上下載相片 / 圖片 / 短片 / 文章並複製它們作商業用途
- h. 在沒有得到版權持有人的同意下，把相片 / 圖片 / 短片 / 文章上載至公司的網頁
- i. 在沒有授權的情況下，複製報章 / 雜誌 / 書籍文章發放給員工工作內部參考

分別有超過七成的商業機構認為以下行為是侵犯知識產權：

- 「售賣盜版光碟或電腦軟件」(99.3%)
- 「工作上使用盜版光碟或電腦軟件」(93.3%)
- 「將公司正版軟件複製一套回家作私人用途」(84.9%)
- 「將其他人的產品設計稍作更改，然後生產自己的產品」(74.3%)
- 「使用其他人已註冊的發明生產自己的產品」(92.3%)

- “using others’ patented invention to manufacture own product” (92.3%)
 - “using a famous foreign trademark on own product” (92.5%)
 - “downloading photos / pictures / videos / articles without authorisation and reproducing them for own business purpose” (91.1%)
 - “uploading photos / pictures / videos / articles to company’s web site without authorisation” (82.2%)
- 「將一個有名的外國商標用於自己的產品上」(92.5%)
 - 「未經授權而下載相片 / 圖片 / 短片 / 文章並複製它們作商業用途」(91.1%)
 - 「未經授權而把相片 / 圖片 / 短片 / 文章上載至公司的網頁」(82.2%)

這顯示大多數機構均對知識產權有相當認識，從而分辨出甚麼情況是侵犯了知識產權。

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

Yet, only about half of the establishments (55.2%) were aware that “copying newspaper articles / articles from magazines or books without authorisation for distribution to staff for internal reference” was an infringement of IP rights.

然而，只有大約一半的機構 (55.2%) 知道「未經授權而複製報章 / 雜誌 / 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。

The findings were quite similar to the last survey.

結果與上一次調查的相若。

(Tables 2a – i)

(表 2a – i)

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

以行業類別及機構規模分析這些問題的意見，發現並沒有明顯差別。

(Tables 3a – i & 4a – i)

(表 3a – i 及 4a – i)

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

表 2a：是否認為售賣盜版光碟或電腦軟件侵犯知識產權

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 是	99.3	98.9	97.8	98.6	98.7	96.8
No 不是	0.5	0.5	1.3	0.4	0.2	0.7
Don't know / Hard to say 不知道 / 很難說	0.2	0.7	0.9	1.0	1.1	2.5
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

表 2b：是否認為在工作上使用盜版光碟或電腦軟件侵犯知識產權

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 是	93.3	95.9	91.4	96.1	95.1	93.8
No 不是	5.2	1.8	5.2	1.7	1.8	2.0
Don't know / Hard to say 不知道 / 很難說	1.5	2.3	3.5	2.2	3.1	4.2
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

表 2c：是否認為員工將公司一套正版軟件複製並帶回家作私人用途侵犯知識產權

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 是	84.9	85.7	80.0	86.2	84.7	74.7
No 不是	7.2	6.4	8.3	4.2	3.3	4.7
Don't know / Hard to say 不知道 / 很難說	7.8	7.9	11.7	9.6	12.1	20.7
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

表 2d：是否認為將其他人的產品設計稍作更改，然後生產自己的產品侵犯知識產權

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 是	74.3	71.1	68.9	68.1	62.4	61.0
No 不是	8.3	10.9	11.5	7.3	9.6	15.7
Don't know / Hard to say 不知道 / 很難說	17.4	18.0	19.6	24.5	28.0	23.4
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

**Table 2e: Whether consider using others' patented invention to manufacture own product
has infringed the IP rights**

表 2e：是否認為使用其他人已註冊的發明，然後生產自己的產品侵犯知識產權

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 是	92.3	92.7	95.8	87.0	83.2	80.8
No 不是	3.3	2.5	1.3	3.2	3.2	5.8
Don't know / Hard to say 不知道 / 很難說	4.3	4.7	2.9	9.8	13.5	13.4
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

表 2f：是否認為一個商人將一個有名的外國商標用於自己的商品上侵犯知識產權

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)
Yes 是	92.5	93.8	93.5	97.9	97.8
No 不是	3.2	1.5	1.7	0.6	0.8
Don't know / Hard to say 不知道 / 很難說	4.3	4.7	4.9	1.5	1.5
Sample 樣本	1 001	1 009	1 001	1 201	1 206

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

表 2g：是否認為在沒有得到版權持有人的同意下，從網上下載相片 / 圖片 / 短片 / 文章並複製它們作商業用途侵犯知識產權

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 是	91.1	90.8	89.9	88.8	88.3	78.2
No 不是	2.5	2.6	3.6	2.4	2.9	7.8
Don't know / Hard to say 不知道 / 很難說	6.3	6.6	6.5	8.8	8.8	14.0
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 2h: Whether consider uploading photos / pictures / videos / articles to company's web site without authorisation of the copyright owner has infringed the IP rights

表 2h：是否認為在沒有得到版權持有人的同意下，把相片 / 圖片 / 短片 / 文章上載至公司的網頁侵犯知識產權

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)
Yes 是	82.2	83.0	84.7	90.7	90.4
No 不是	8.4	6.1	4.0	3.2	3.0
Don't know / Hard to say 不知道 / 很難說	9.4	10.9	11.4	6.1	6.6
Sample 樣本	1 001	1 009	1 001	1 201	1 206

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

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

	2012 (%)	2010 (%)	2008 (%)
Yes 是	55.2	53.0	50.5
No 不是	26.1	30.3	30.5
Don't know / Hard to say 不知道 / 很難說	18.7	16.7	19.1
Sample 樣本	1 001	1 009	1 001

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

- bivariate analysis

表 3a：是否認為售賣盜版光碟或電腦軟件侵犯知識產權 - 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm. 資訊 科技及 通訊業 (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 是	100.0	100.0	99.6	100.0	100.0	99.5	99.2
No 不是	-	-	0.4	-	-	0.5	0.8
Sample 樣本	34	3*	566	28*	30	215	122

$\chi^2 = 0.973$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

**Table 3b: Whether consider using pirated DVD/VCD or computer software for office operation
has infringed the IP rights- bivariate analysis**

表 3b：是否認為在工作上使用盜版光碟或電腦軟件侵犯知識產權 - 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm. 資訊 科技及 通訊業 (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 是	97.1	100.0	92.8	100.0	100.0	93.9	96.7
No 不是	2.9	-	7.2	-	-	6.1	3.3
Sample 樣本	34	3*	558	28*	30	212	121

$\chi^2 = 7.486$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

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

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm. 資訊 科技及 通訊業 (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 是	93.3	100.0	91.3	95.8	100.0	87.8	94.7
No 不是	6.7	-	8.7	4.2	-	12.2	5.3
Sample 樣本	30	3*	527	24*	30	197	114

$\chi^2 = 8.741$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

表 3d：是否認為將其他人的產品設計稍作更改，然後生產自己的產品侵犯知識產權 – 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	88.0	100.0	90.4	95.0	92.6	86.7	92.5
No 不是	12.0	-	9.6	5.0	7.4	13.3	7.5
Sample 樣本	25*	2*	489	20*	27*	165	107

$\chi^2 = 3.985$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

表 3e：是否認為使用其他人已註冊的發明，然後生產自己的產品侵犯知識產權 – 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	97.0	100.0	96.3	96.2	96.3	95.7	97.5
No 不是	3.0	-	3.7	3.8	3.7	4.3	2.5
Sample 樣本	33	3*	543	26*	27*	210	119

$\chi^2 = 0.829$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

表 3f：是否認為一個商人將一個有名的外國商標用於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	97.0	100.0	97.1	88.9	93.3	95.1	99.1
No 不是	3.0	-	2.9	11.1	6.7	4.9	0.9
Sample 樣本	33	3*	544	27*	30	206	117

$\chi^2 = 9.856$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

表 3g：是否認為在沒有得到版權持有人的同意下，從網上下載相片 / 圖片 / 短片 / 文章並複製它們作商業用途侵犯知識產權 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm. 資訊 科技及 通訊業 (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 是	93.8	100.0	98.0	96.0	100.0	97.5	97.2
No 不是	6.3	-	2.0	4.0	-	2.5	2.8
Sample 樣本	32	3*	538	25*	30	204	107

$\chi^2 = 3.546$; 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.

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

表 3h：是否認為在沒有得到版權持有人的同意下，把相片 / 圖片 / 短片 / 文章上載至公司的網頁

侵犯知識產權 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm. 資訊 科技及 通訊業 (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 是	90.3	100.0	89.1	95.7	93.3	90.4	92.0
No 不是	9.7	-	10.9	4.3	6.7	9.6	8.0
Sample 樣本	31	3*	523	23*	30	187	112

$\chi^2 = 2.515$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

**表 3i：是否認為在沒有授權的情況下，複製報章 / 雜誌 / 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	70.4	50.0	68.5	60.9	71.4	60.6	73.3
No 不是	29.6	50.0	31.5	39.1	28.6	39.4	26.7
Sample 樣本	27*	2*	476	23*	21*	170	101

$\chi^2 = 6.403$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

表 4a：是否認為售賣盜版光碟或電腦軟件侵犯知識產權 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	99.5	99.0	100.0
No 不是	0.5	1.0	-
Sample 樣本	876	105	17*

$\chi^2 = 0.549$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

**Table 4b: Whether consider using pirated DVD/VCD or computer software for office operation
has infringed the IP rights – bivariate analysis**

表 4b：是否認為在工作上使用盜版光碟或電腦軟件侵犯知識產權 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	94.1	96.2	94.1
No 不是	5.9	3.8	5.9
Sample 樣本	863	104	17*

$\chi^2 = 0.737$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

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

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	90.9	95.8	93.8
No 不是	9.1	4.2	6.3
Sample 樣本	813	96	16*

$\chi^2 = 2.787$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 4d: Whether consider making minor changes to others' design in order to manufacture own product has infringed the IP rights – bivariate analysis

表 4d：是否認為將其他人的產品設計稍作更改，然後生產自己的產品侵犯知識產權 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	90.1	88.2	93.3
No 不是	9.9	11.8	6.7
Sample 樣本	736	85	15*

$\chi^2 = 0.481$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 4e: Whether consider using others' patented invention to manufacture own product has infringed the IP rights – bivariate analysis

表 4e：是否認為使用其他人已註冊的發明，然後生產自己的產品侵犯知識產權 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	96.7	94.0	100.0
No 不是	3.3	6.0	-
Sample 樣本	843	100	17*

$\chi^2 = 2.513$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 4f: Whether consider a businessman using a famous foreign trademark on his product has infringed the IP rights – bivariate analysis

表 4f：是否認為一個商人將一個有名的外國商標用於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	96.8	95.1	100.0
No 不是	3.2	4.9	-
Sample 樣本	840	102	17*

$\chi^2 = 1.401$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 4g: Whether consider downloading photos / pictures / videos / articles from the Internet without authorisation of the copyright owner and reproducing them for own business purpose has infringed the IP rights – bivariate analysis

表 4g：是否認為在沒有得到版權持有人的同意下，從網上下載相片 / 圖片 / 短片 / 文章並複製它們作商業用途侵犯知識產權 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	97.6	96.9	100.0
No 不是	2.4	3.1	-
Sample 樣本	825	98	17*

$\chi^2 = 0.583$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 4h: Whether consider uploading photos / pictures / videos / articles to company's web site without authorisation of the copyright owner has infringed the IP rights – bivariate analysis

**表 4h：是否認為在沒有得到版權持有人的同意下，把相片 / 圖片 / 短片 / 文章上載至公司的網頁
 侵犯知識產權 – 雙變項分析**

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 是	89.7	92.6	94.1
No 不是	10.3	7.4	5.9
Sample 樣本	797	95	17*

$\chi^2 = 1.125$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 4i: Whether consider copying newspaper articles / articles from magazines or books without authorisation for distribution to staff for internal reference

has infringed the IP rights – bivariate analysis

**表 4i：是否認為在沒有授權的情況下，複製報章 / 雜誌 / 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	67.5	65.9	66.7
No 不是	32.5	34.1	33.3
Sample 樣本	722	82	15*

$\chi^2 = 0.088$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

The vast majority of business establishments (95.9%) considered intellectual properties (e.g. patents for invented products / technology, design, logo or brand name) were valuable assets of a company, which was similar to the previous surveys. Only 4.1% of the establishments considered the opposite. 絕大部分商業機構 (95.9%) 均認為知識產權 (例如發明的產品 / 技術、外觀設計、標誌或品牌) 是公司的寶貴資產，結果與過往幾年的調查相若。只有 4.1% 的機構持相反意見。

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

(Tables 5 – 7)

(表 5 – 7)

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

表 5：是否認為知識產權是公司的寶貴資產

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 認為	95.9	97.9	98.3	97.1	96.1	95.0
No 不認為	4.1	2.1	1.7	2.9	3.9	5.0
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

表 6：是否認為知識產權是公司的寶貴資產- 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm. 資訊 科技及 通訊業 (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 認為	97.1	100.0	95.4	100.0	100.0	95.3	95.1
No 不認為	2.9	-	4.6	-	-	4.7	4.9
Sample 樣本	34	3*	567	28*	32	215	122

$\chi^2 = 3.276$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

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

表 7：是否認為知識產權是公司的寶貴資產- 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 認為	95.2	99.0	100.0
No 不認為	4.8	1.0	-
Sample 樣本	879	105	17*

$\chi^2 = 4.116$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

3.1.3 Whether consider “After my company has obtained a business registration or company registration in Hong Kong, no-one else can register my company name as a trademark in Hong Kong” is true

認為「當我的公司在香港取得商業登記 / 公司註冊後，其他人就不能在香港把我的業務名稱 / 公司名稱註冊成為商標」是否正確

Establishments were asked whether they considered the statement “After my company has obtained a business registration or company registration in Hong Kong, no-one else can register my company name as a trademark in Hong Kong” was true. Nearly three-quarters of the establishments (73.6%) misunderstood that the statement was true, which was quite consistent to the last survey (73.5%). However, still 26.2% aware that was not true.

各機構均被問到認為「當我的公司在香港取得商業登記 / 公司註冊後，其他人就不能在香港把我的業務名稱 / 公司名稱註冊成為商標」的說法是否正確。近四分之三的機構 (73.6%) 誤以為此是正確的，比例與上一次調查的 (73.5%) 頗一致。但仍有 26.2% 知道這句子並不正確。

When analysed by industry sector, it was observed that relatively higher proportion of establishments in the IT and communications sector (43.8%) know that the statement was not true.

以行業類別作分析，發現從事資訊科技及通訊業的機構 (43.8%) 比其他相應組別有較高比例知道句子是錯誤的。

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

以機構規模分析認知句子是錯誤的比例，發現並沒有明顯差別。

(表 8 – 10)

(Tables 8 – 10)

Table 8: Whether consider “After my company has obtained a business registration or company registration in Hong Kong, no-one else can register my company name as a trademark in Hong Kong” is true

表 8：認為「當我的公司在香港取得商業登記 / 公司註冊後，其他人就不能在香港把我的業務名稱 / 公司名稱註冊成為商標」是否正確

	2012	2010	2008	2006	2005
	(%)	(%)	(%)	(%)	(%)
Consider as true 認為正確	73.6	73.5	65.0	54.3	53.1
Consider as false 認為不正確	26.2	26.5	35.0	45.6	46.9
Don't know 不知道	0.2	-	-	-	-
Sample 樣本	1 001	1 009	1 001	1 201	1 206

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 9: Whether consider “After my company has obtained a business registration or company registration in Hong Kong, no-one else can register my company name as a trademark in Hong Kong” is true – bivariate analysis

表 9：認為「當我的公司在香港取得商業登記 / 公司註冊後，其他人就不能在香港把我的業務名稱 / 公司名稱註冊成爲商標」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 認爲正確	70.6	66.7	78.5	64.3	56.3	66.5	74.4
Consider as false 認爲不正確	29.4	33.3	21.5	35.7	43.8	33.5	25.6
Sample 樣本	34	3*	568	28*	32	215	121

$\chi^2 = 19.225$; p-value < 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

Table 10: Whether consider “After I have obtained a business or company registration in Hong Kong, no one else can use my company name as a trademark in Hong Kong” is true – bivariate analysis

表 10：認為「當我在香港取得商業 / 公司註冊後，沒有人能夠在香港採用本公司名稱作爲註冊商標」是否正確 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Consider as true 認爲正確	74.5	72.6	64.7
Consider as false 認爲不正確	25.5	27.4	35.3
Sample 樣本	877	106	17*

$\chi^2 = 0.958$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

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

More than one-tenth of the establishments (16.0%) claimed that they had registered trademark, patent or design in Hong Kong, while the majority (84.0%) had not done so. The rate of doing so was quite similar to the last survey (15.6%).

約有一成的機構 (16.0%) 表示已經在香港註冊了商標、專利或外觀設計,而大部分 (84.0%) 則表示沒有。有這樣做的比率與上一次調查的 (15.6%) 很相似。

When analysed by industry sector, it was observed that relatively higher proportion of establishments in the manufacturing (29.4%) had registered their trademark, patent or design.

以行業類別作分析,發現從事製造業的機構 (29.4%) 有較高比例有將自己的商標、專利或外觀設計註冊。

Moreover, the larger the size of establishment, the higher the proportion that they had registered their trademark, patent or design (ranged from 12.9% for small-sized to 52.9% for large-sized establishments).

此外,機構的規模愈大,有註冊商標、專利或外觀設計的比例就愈高 (由小型機構的 12.9% 至大型的 52.9%)。

Among those establishments which had registered trademark, patent or design in Hong Kong, more than half (55.6%) had registered 1 trademark, patent or design; 24.6% had registered 2 – 3; and 18.5% 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,超過一半 (55.6%) 註冊了一個商標、專利或外觀設計;24.6% 註冊了 2 – 3 個;另有 18.5% 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” (92.7%).

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」(92.7%)。

(Tables 11 – 15)

(表 11 – 15)

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

表 11：有否在香港註冊商標、專利或外觀設計

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 有	16.0	15.6	28.6	30.0	22.9	12.5
No 沒有	84.0	84.4	71.4	69.9	77.1	87.5
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

表 12：有否在香港註冊商標、專利或外觀設計 – 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm. 資訊 科技及 通訊業 (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 有	29.4	25.0	15.8	17.9	19.4	13.5	11.5
No 沒有	70.6	75.0	84.2	82.1	80.6	86.5	88.5
Sample 樣本	34	4*	568	28*	31	215	122

$\chi^2 = 8.007$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

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

表 13：有否在香港註冊商標、專利或外觀設計 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 有	12.9	30.5	52.9
No 沒有	87.1	69.5	47.1
Sample 樣本	878	105	17*

$\chi^2 = 41.021$; p-value < 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

Table 14: Number of registered trademark, patent or design

表 14：多少個已註冊的商標、專利或外觀設計

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
1	55.6	66.0	52.1	59.4	64.0	74.5
2 – 3	24.6	14.9	11.1	9.8	13.9	13.2
4+	18.5	17.2	30.8	28.9	22.1	12.3
Refused to answer 拒絕回答	1.3	1.9	5.7	8.9	9.3	7.2

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

HK 161 158 286 360 276 151

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

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

表 15：在香港沒有註冊商標、專利或外觀設計的原因

	2012 (%)	2010 (%)	2008 (%)
No such need 無此需要	92.7	91.3	95.8
Fee issue 費用問題	5.6	6.0	3.1
Complicated procedures 手續繁複	5.1	6.7	3.9
Do not know where to register 不知道在那裡註冊	4.8	6.8	1.9
Have registered in overseas 已在海外註冊	0.1	0.5	-
Have already planned to apply 正計劃申請	0.1	0.2	-
Have no confidence on the protection of registered trademark / patent / design 對已註冊的商標 / 專利 / 外觀設計所受的保護沒有信心	-	-	0.2
Refused to answer 拒絕回答	-	-	0.8

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

樣本：以所有在香港沒有註冊商標、專利或外觀設計的機構為基數

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

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

是否認為香港是一個重要地點去註冊商標、專利或外觀設計

The majority of establishments (88.5%) considered Hong Kong as an important place to register trademark, patent or design, which was similar to the last survey (86.2%). The remaining (11.5%) considered the opposite. 大部分機構 (88.5%) 均認為香港是一個重要地點去註冊商標、專利或外觀設計，比例與上一次調查的 (86.2%) 相若。而其餘的 (11.5%) 則持相反意見。

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

(Tables 16 – 18)

(表 16 – 18)

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

表 16：是否認為香港是一個重要地點去註冊商標、專利或外觀設計

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 認為	88.5	86.2	80.6	80.4	79.5	67.5
No 不認為	11.5	13.8	19.4	19.5	20.5	32.5
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

- bivariate analysis

表 17：是否認為香港是一個重要地點去註冊商標、專利或外觀設計 - 雙變項分析

	Manufacturing 製造業 (%)	Construction 建造業 (%)	Wholesale, Retail & IE trades/ Restaurants & tourism 批發/零售/ 進出口貿易/ 飲食及旅遊業 (%)	Transport, Storage & Logistics 運輸/ 倉庫/ 物流業 (%)	IT & comm. 資訊 科技及 通訊業 (%)	Financing, Insurance, Real estates & Bus. Serv. 金融/保險/ 地產/商用 服務業 (%)	Public utilities/ Entertainment/ Public adm./ gov./ Edu/ community/ Social services 公共/娛樂事業/公共 行政/政府部門/教育/ 社區及社會服務業 (%)
Yes 認為	91.2	100.0	88.2	89.3	90.3	88.8	86.9
No 不認為	8.8	-	11.8	10.7	9.7	11.2	13.1
Sample 樣本	34	3*	567	28*	31	215	122

$\chi^2 = 1.121$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

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

- bivariate analysis

表 18：是否認為香港是一個重要地點去註冊商標、專利或外觀設計 - 雙變項分析

	Size of establishments 機構規模		
	1 - 9 (%)	10 - 49 (%)	50+ (%)
Yes 認為	87.7	92.4	94.4
No 不認為	12.3	7.6	5.6
Sample 樣本	879	105	18*

$\chi^2 = 2.647$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

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

認為「所有於內地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

Nearly two-thirds of the establishments (66.1%) know that the statement “If I have a trademark, patent or design registered in the National Trademark or Patent Registry on the Mainland, it will automatically be protected in Hong Kong” was false. Such proportion was higher than those in the previous surveys (about 54% - 61%). On the other hand, 33.2% misunderstood that the statement was true.

近三分之二的機構 (66.1%) 知道「所有於內地商標或專利註冊處註冊的註冊商標、專利或外觀設計，將自動地於香港受到保護」的說法是錯誤的，比例較過往幾年調查的 (約 54% - 61%) 為高。另一方面，有 33.2% 則誤會了句子是正確的。

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

不同行業及規模的機構在這問題的回應並沒有明顯差別。

(表 19 – 21)

(Tables 19 – 21)

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

表 19：認為「所有於內地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

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)
Consider as true 認為正確	33.2	38.8	45.7	42.0	44.8
Consider as false 認為不正確	66.1	61.2	54.3	57.9	55.2
Don't know 不知道	0.7	-	-	-	-
Sample 樣本	1 001	1 009	1 001	1 201	1 206

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

– bivariate analysis

表 20：認為「所有於內地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	32.4	33.3	35.7	25.0	28.1	26.0	38.3
Consider as false 認為不正確	67.6	66.7	64.3	75.0	71.9	74.0	61.7
Sample 樣本	34	3*	563	28*	32	215	120

$\chi^2 = 9.196$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

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

– bivariate analysis

表 21：認為「所有於內地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	33.5	31.7	23.5
Consider as false 認為不正確	66.5	68.3	76.5
Sample 樣本	872	104	17*

$\chi^2 = 0.849$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

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

是否知道現行版權條例中，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

About seven out of ten establishments (70.8%) claimed that they know about the Copyright Ordinance – regarding the criminal liability that directors / partners may attract if their companies possess pirated software for business use, which was higher than that in the last survey (58.0%).

大約七成的機構 (70.8%) 表示知道現行版權條例中，有關董事 / 合夥人可能因為公司在業務中管有盜版軟件，須負上刑責。比例較上一次調查的 (58.0%) 為高。

The larger the size of establishment, the higher the proportion that they know about the concerned issue in the Copyright Ordinance. (ranged from 68.7% for small-sized to 82.4% for large-sized establishments).

機構的規模愈大，知道版權條例中的有關事宜的比例就愈高 (由小型機構的 68.7% 至大型的 82.4%)。

No significant difference was observed in terms of industry sector on this issue.

不同行業的機構在這問題的回應並沒有明顯差別。

(表 22 – 24)

(Tables 22 – 24)

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

表 22：是否知道現行版權條例中，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

	2012 (%)	2010 (%)	2008 (%)
Yes 知道	70.8	58.0	49.5
No 不知道	29.2	42.0	50.5
Sample 樣本	1 001	1 009	1 001

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 23: Whether know about the Copyright Ordinance – regarding the criminal liability that directors / partners may attract if their companies possess pirated software for business use – bivariate analysis

表 23：是否知道現行版權條例中，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 知道	76.5	100.0	67.7	63.0	74.2	72.6	71.3
No 不知道	23.5	-	32.3	37.0	25.8	27.4	28.7
Sample 樣本	34	3*	567	27*	31	215	122

$\chi^2 = 4.945$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

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

表 24：是否知道現行版權條例中，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 知道	68.7	75.2	82.4
No 不知道	31.3	24.8	17.6
Sample 樣本	879	105	17*

$\chi^2 = 3.211$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

3.1.8 Whether know about the Copyright Ordinance – regarding the criminal liability that directors / partners may attract if their companies frequently or regularly make copies of a large quantity of copyright works for business use
是否知道現行版權條例中，有關董事 / 合夥人可能因為公司在業務中頻密或定期複印大量版權作品，須負上刑責

More than two-thirds of the establishments (67.4%) know about the Copyright Ordinance – regarding the criminal liability that directors / partners may attract if their companies frequently or regularly make copies of a large quantity of copyright works for business purpose, which was largely higher than 36.6% in the last survey. The remaining 32.6% were not aware of it.

超過三分之二的機構 (67.4%) 知道現行版權條例中，有關董事 / 合夥人可能因為公司在業務中頻密或定期複印大量版權作品，須負上刑責，比例較上一次調查的 36.6% 有大幅上升。而其餘 32.6% 則對此並不認知。

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。

(Tables 25 – 27)

(表 25 – 27)

Table 25: Whether know about the Copyright Ordinance – regarding the criminal liability that directors / partners may attract if their companies frequently or regularly make copies of a large quantity of copyright works for business purpose

表 25：是否知道現行版權條例中，有關董事 / 合夥人可能因為公司在業務中頻密或定期複印大量版權作品，須負上刑責

	2012 (%)	2010 (%)
Yes 知道	67.4	36.6
No 不知道	32.6	63.4
Sample 樣本	1 001	1 009

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 26: Whether know about the Copyright Ordinance – regarding the criminal liability that directors / partners may attract if their companies frequently or regularly make copies of a large quantity of copyright works for business purpose – bivariate analysis

表 26：是否知道現行版權條例中，有關董事 / 合夥人可能因為公司在業務中頻密或定期複印大量版權作品，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 知道	76.5	75.0	63.7	50.0	71.0	68.8	68.9
No 不知道	23.5	25.0	36.3	50.0	29.0	31.2	31.1
Sample 樣本	34	3*	567	28*	31	215	122

$\chi^2 = 7.867$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

Table 27: Whether know about the Copyright Ordinance – regarding the criminal liability that directors / partners may attract if their companies frequently or regularly make copies of a large quantity of copyright works for business purpose – bivariate analysis

表 27：是否知道現行版權條例中，有關董事 / 合夥人可能因為公司在業務中頻密或定期複印大量版權作品，須負上刑責 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 知道	65.5	66.7	76.5
No 不知道	34.5	33.3	23.5
Sample 樣本	879	105	17*

$\chi^2 = 0.924$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

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

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

More than two-fifths of the establishments (44.0%) were aware that there were licensing schemes (administered by copyright owners) authorising copying of local newspaper articles and books for use in business, while 56.0% were not aware of it. The awareness level was increased, as compared with the previous two surveys (24.7% and 27.4%).

超過四成的機構 (44.0%) 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，而 56.0% 則對此並不認知。認知程度比上兩次的調查 (24.7% 及 27.4%) 有所增加。

When analysed by industry sector and size of establishments, it was observed that relatively higher proportions of those in the manufacturing sector (50.0%), public utilities / entertainment / public administration / government departments / education / community / social services sector (54.9%) and large-sized establishments (64.7%) were aware of the licensing schemes.

以行業類別及機構規模分析，發現從事製造業 (50.0%)、公共 / 娛樂事業 / 公共行政 / 政府部門 / 教育 / 社區及社會服務業 (54.9%) 及大型 (64.7%) 的機構相對有較高比例認知特許計劃。

(表 28 – 30)

(Tables 28 – 30)

Table 28: Whether know that there are licensing schemes (administered by copyright owners) authorising copying of local newspaper articles and books for use in business

表 28：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

	2012 (%)	2010 (%)	2008 (%)
Yes 知道	44.0	24.7	27.4
No 不知道	56.0	75.3	72.6
Sample 樣本	1 001	1 009	1 001

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 29: Whether know that there are licensing schemes (administered by copyright owners) authorising copying of local newspaper articles and books for use in business – bivariate analysis

表 29：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	50.0	25.0	43.1	32.1	40.6	41.9	54.9
No 不知道	50.0	75.0	56.9	67.9	59.4	58.1	45.1
Sample 樣本	34	4*	568	28*	32	215	122

$\chi^2 = 9.298$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

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

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

– 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 知道	44.1	41.0	64.7
No 不知道	55.9	59.0	35.3
Sample 樣本	879	105	17*

$\chi^2 = 3.349$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

3.2 IP Compliance 遵守知識產權的法例規定

3.2.1 Whether would do a trademark search to see if the trademark has been registered in Hong Kong before using a trademark for goods / services 會否在使用某一個商標於產品 / 服務前，檢索該商標是否已在香港註冊

While more than half of the establishments (55.1%) would not do a trademark search to see if the trademark has been registered in Hong Kong before using a trademark for their goods / services, more than two-fifths (44.6%) would do so, which was quite consistent to that in the last survey (44.6%).

過半數的機構 (55.1%) 表示不會在使用某一個商標於產品 / 服務前檢索該商標是否已在香港註冊，而超過四成 (44.6%) 則會這樣做，比例與上一次調查的 (44.6%) 頗一致。

When analysed by industry sector, it was observed that relatively higher proportions of those in the manufacturing sector (52.9%) and IT and communications sector (54.8%) claimed that they would do a trademark search before using.

以行業類別分析，發現從事製造業 (52.9%) 和資訊科技及通訊業的機構 (54.8%) 相對有較高比例表示會在使用商標前檢索商標是否已註冊。

Besides, the larger the size of establishments, the higher the proportions that they would do so (ranged from 42.9% for small-sized to 76.5% for large-sized establishments).

另外，機構的規模愈大，會檢索的比例就愈高 (由小型機構的 42.9% 至大型的 76.5%)。

(表 31 – 33)

(Tables 31 – 33)

Table 31: Whether would do a trademark search to see if the trademark has been registered in Hong Kong before using a trademark for goods / services

表 31：會否在使用某一個商標於產品 / 服務前，檢索該商標是否已在香港註冊

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 有檢索	44.6	44.6	42.2	54.6	48.8	40.6
No 沒有檢索	55.1	55.4	57.8	43.4	51.2	59.4
Refused to answer 拒絕回答	0.3	-	-	2.0	-	-
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 32: Whether would do a trademark search to see if the trademark has been registered in Hong Kong before using a trademark for goods / services – bivariate analysis

表 32：會否在使用某一個商標於產品 / 服務前，檢索該商標是否已在香港註冊 – 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	52.9	33.3	47.7	39.3	54.8	41.9	31.7
No 沒有檢索	47.1	66.7	52.3	60.7	45.2	58.1	68.3
Sample 樣本	34	3*	566	28*	31	215	120

$\chi^2 = 13.727$; p-value < 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

Table 33: Whether would do a trademark search to see if the trademark has been registered in Hong Kong before using a trademark for goods / services – bivariate analysis

表 33：會否在使用某一個商標於產品 / 服務前，檢索該商標是否已在香港註冊 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 有檢索	42.9	53.8	76.5
No 沒有檢索	57.1	46.2	23.5
Sample 樣本	876	104	17*

$\chi^2 = 11.583$; p-value < 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

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

While more than nine-tenths of the establishments (93.7%) did not have any employee specifically responsible for intellectual property management, a few (6.2%) had deployed staff specifically responsible to do so, which was similar to 7.8% in the last survey.

超過九成的機構 (93.7%) 均沒有員工專責從事知識產權管理的工作，少數 (6.2%) 則表示有委任員工專責這些事務，比例與上一次調查的 7.8% 差不多。

When analysed by industry sector, it was observed that relatively higher proportion of those in the IT and communications sector (12.5%) had deployed staff specifically responsible to do so.

以行業類別分析，發現從事資訊科技及通訊業的機構 (12.5%) 相對有較高比例有委任員工專責這些事務。

Besides, the larger the size of establishments, the higher the proportions that they had deployed staff to do so (ranged from 4.9% for small-sized to 41.2% for large-sized establishments).

另外，機構的規模愈大，有委任員工專責這些事務的比例就愈高 (由小型機構的 4.9% 至大型的 41.2%)。

Among those establishments that had employees specifically responsible for intellectual property management, many claimed that the staffs were responsible for “registration of trademarks, patents or designs” (80.2%), followed by “monitoring the IP rights of the company” (50.8%), “monitoring employees’ use of other people’s IP rights” (40.9%) and “licensing / trading IP rights of the company to others” (38.6%).

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」(80.2%) 的，其次是「監察公司的知識產權」(50.8%)、「監察員工使用其他人的知識產權」(40.9%) 及「處理公司知識產權的專利授權 / 交易事宜」(38.6%)。

(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

	2012	2010	2008	2006	2005	2004
	(%)	(%)	(%)	(%)	(%)	(%)
Yes 有	6.2	7.8	15.5	22.6	18.9	10.0
No 沒有	93.7	92.2	84.5	77.3	81.1	90.0
Refused to answer 拒絕回答	0.1	-	-	-	-	-
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

**Table 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	8.8	-	6.2	-	12.5	7.9	3.3
No 沒有	91.2	100.0	93.8	100.0	87.5	92.1	96.7
Sample 樣本	34	3*	568	27*	32	215	122

$\chi^2 = 7.320$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

**Table 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	4.9	11.4	41.2
No 沒有	95.1	88.6	58.8
Sample 樣本	877	105	17*

$\chi^2 = 43.193$; p-value < 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

Table 37: In what aspect were the staff responsible for

表 37：員工專責從事哪方面的工作

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Registration of trademarks, patents or designs 申請註冊商標、專利或外觀設計	80.2	73.6	62.2	67.6	67.2	82.5
Monitoring the intellectual property rights of the company 監察公司的知識產權	50.8	47.0	41.0	47.8	45.6	50.8
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	40.9	47.6	53.1	58.5	61.7	45.8
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	38.6	45.0	37.2	35.6	41.4	47.5
Sample: Among all establishments who had employees responsible for IP management 樣本：以所有有員工專責從事知識產權 管理工作的 機構為基數	62	79	155	272	228	120

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

3.2.3 Whether prohibit the staff from using the company computers in uploading or downloading files for personal use during the office hours 有否禁止員工在辦公時間內使用公司電腦上載或下載檔案作私人用途

When being asked whether prohibited the staff from using the company computers in uploading or downloading files for personal use during the office hours, about two-fifths of the establishments (40.5%) claimed that they did, which was quite consistent to 41.5% in the last survey. Still, about equal proportion (42.7%) claimed that they did not do so. The remaining 16.8% claimed that there is “no computer / no Internet connection accessible by staff in the company”.

當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，約四成的機構 (40.5%) 指出它們有這樣做，比例與上一次調查的 41.5% 頗一致。但仍有差不多相同比例 (42.7%) 表示它們沒有禁止。其餘 16.8% 表示「公司沒有電腦 / 員工的電腦沒有接駁上網」。

While no significant difference was observed in terms of industry sectors on this issue, it was observed that the larger the size of establishments, the higher the proportions that they prohibited their staff to do so (ranged from 45.9% for small-sized to 76.5% for large-sized establishments).

調查發現，不同行業的機構在這個問題的回應並沒有明顯差別，而機構的規模愈大，有禁止員工這樣做的比例就愈高（由小型機構的 45.9% 至大型的 76.5%）。

Among the establishments who claimed that they had taken measures to prohibit their staff to do so, most of them (62.7%) said that they “set up internal rules / guidelines”, followed by “monitoring by the company” (42.5%).

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 (62.7%) 表示「訂立了公司內部規定 / 指引」，其次是「由公司監察」(42.5%)。

(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

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)
Yes 有	40.5	41.5	48.4	58.0	49.4
No 沒有	42.7	42.7	33.7	30.6	35.4
No computer in the company / no Internet connection accessible by staff in the company 公司沒有電腦 / 員工電腦沒有上網功能	16.8	15.8	17.9	11.4	15.3
Sample 樣本	1 001	1 009	1 001	1 201	1 206

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 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	54.8	66.7	45.5	54.5	36.7	50.8	52.5
No 沒有	45.2	33.3	54.5	45.5	63.3	49.2	47.5
Sample 樣本	31	3*	455	22*	30	195	99

$\chi^2 = 5.475$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“公司沒有電腦 / 員工電腦沒有上網功能”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 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	45.9	57.8	76.5
No 沒有	54.1	42.2	23.5
Sample 樣本	716	102	17*

$\chi^2 = 10.685$; p-value < 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“公司沒有電腦 / 員工電腦沒有上網功能”的個案。

* Caution: Small sample base

注意：樣本數量較少

**Table 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

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)
By internal rules / guidelines 訂立公司內部規定 / 指引	62.7	69.9	78.8	75.1	69.3
Monitoring by the company 由公司監察	42.5	34.8	43.5	57.3	58.9
Regular checking of computer hard disks 定期檢查電腦的硬碟	17.3	14.7	29.3	40.4	37.8
Install software for prohibiting uploading / downloading files 安裝禁止上/下載檔案的電腦軟件	14.9	13.5	5.9	-	0.1
Employment contract 在僱員合約上訂明	9.0	11.8	9.7	11.4	12.2
Sample: Among all establishments who prohibited their staff from uploading / downloading files for personal use 樣本：以所有禁止員工上載或下載檔案作私人用途的 機構為基數	405	419	485	696	595

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

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

Concerning whether prohibited the staff from installing or using pirated computer software, about three-fifths of the establishments (60.9%) claimed that they did, which was quite consistent to the last survey (60.8%). On the other hand, 21.7% claimed that they did not do so.

對於有否禁止員工安裝或使用盜版電腦軟件的問題，大約六成的機構 (60.9%) 表示它們有這樣做，比例與上一次調查的 (60.8%) 頗一致。另一方面，有 21.7% 表示它們沒有禁止。

While no significant difference was observed in terms of industry sectors on this issue, it was observed that the larger the size of establishments, the higher the proportions that they prohibited their staff to do so (ranged from 70.7% for small-sized to 94.1% for large-sized establishments).

調查發現，不同行業的機構在這個問題的回應並沒有明顯差別，而機構的規模愈大，有禁止員工這樣做的比例就愈高 (由小型機構的 70.7% 至大型的 94.1%)。

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” (55.3%) and “monitoring by the company” (50.5%).

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」(55.3%) 及「由公司監察」(50.5%)。

(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

	2012	2010	2008	2006	2005	2004
	(%)	(%)	(%)	(%)	(%)	(%)
Yes 有	60.9	60.8	71.6	70.8	63.1	49.1
No 沒有	21.7	22.5	13.6	18.3	22.9	28.5
No computer in the company / no Internet connection accessible by staff in the company 公司沒有電腦 / 員工電腦沒有上網功能	17.4	16.7	14.8	10.7	14.0	22.4
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 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	83.9	66.7	68.9	75.0	80.0	80.5	72.2
No 沒有	16.1	33.3	31.1	25.0	20.0	19.5	27.8
Sample 樣本	31	3*	447	24*	30	195	97

$\chi^2 = 12.172$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“公司沒有電腦 / 員工電腦沒有上網功能”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 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	70.7	87.3	94.1
No 沒有	29.3	12.7	5.9
Sample 樣本	709	102	17*

$\chi^2 = 16.384$; p-value < 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“公司沒有電腦 / 員工電腦沒有上網功能”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 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

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
By internal rules / guidelines 訂立公司內部規定 / 指引	55.3	64.9	76.4	71.2	67.1	52.3
Monitoring by the company 由公司監察	50.5	42.1	52.4	58.2	59.9	71.7
Regular checking of computer hard disks 定期檢查電腦的硬碟	18.9	21.2	32.8	38.3	37.7	32.3
Employment contract 在僱員合約上訂明	7.4	8.3	9.2	9.1	8.9	6.8
Setting access right password, that only designated staff can install software 安裝密碼，只可由指定職員安裝軟件	0.5	0.7	0.7	-	-	-
Refused to answer 拒絕回答	-	-	1.3	-	-	-
Sample: Among all establishments who prohibited their staff from installing / using pirated computer software 樣本：以所有禁止員工安裝 / 使用盜版 電腦軟件的機構為基數	610	613	717	851	761	591

Note: The sum of % may not add up to 100 as respondents could give multiple answers.
 註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

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

While about seven-tenths of the establishments (71.5%) did not carry out research and development (R&D) in Hong Kong, and some (22.6%) claimed that their businesses had no such need, only 6.0% carried out R&D in Hong Kong, which was similar to the previous surveys (about 7% - 10%).

約有七成的機構 (71.5%) 沒有在香港進行研究及開發 (研發)，另有部分 (22.6%) 表示公司業務沒有此需要，只有 6.0% 有在香港進行研發，比例與過往的調查 (約 7% - 10%) 差不多。

When analysed by industry sector, it was observed that relatively higher proportion of those establishments in the IT and communications sector (56.5%) carried out R&D in Hong Kong.

以行業類別分析，發現從事資訊科技及通訊業 (56.5%) 的機構有較高比例有在香港進行研發。

Besides, the larger the size of establishments, the higher the proportions that they carried out R&D (ranged from 5.9% for small-sized to 23.5% for large-sized establishments).

另外，機構的規模愈大，有進行研發的比例就愈高 (由小型機構的 5.9% 至大型的 23.5%)。

Among those establishments which carried out R&D, most of them (77.8%) would conduct a patent search to ensure that other people’s inventions would not be infringed. Such percentage was higher than 64.3% in the last survey.

在那些有進行研發的機構中，大多數 (77.8%) 會進行專利檢索，以確保不會侵犯其他人的發明。這個百分比比較上一次調查的 64.3% 上升了。

(表 46 – 49)

(Tables 46 – 49)

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

表 46：有否在香港進行研究及開發

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 有	6.0	7.9	9.2	9.9	9.3	7.1
No 沒有	71.5	74.9	64.0	63.4	60.9	67.4
No “research and development” needs for the business 公司業務沒有“研究及開發”的需要	22.6	17.2	26.7	26.6	29.8	25.5
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 47: Whether carry out “research and development” in Hong Kong – 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	13.8	-	6.2	-	56.5	5.3	2.1
No 沒有	86.2	100.0	93.8	100.0	43.5	94.7	97.9
Sample 樣本	29*	3*	421	20*	23*	171	96

$\chi^2 = 94.258$; p-value < 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“公司業務沒有研究及開發的需要”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 48: Whether carry out “research and development” in Hong Kong – 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	5.9	12.6	23.5
No 沒有	94.1	87.4	76.5
Sample 樣本	661	87	17*

$\chi^2 = 12.518$; p-value < 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“公司業務沒有研究及開發的需要”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 49: Whether would conduct a patent search to ensure not infringing other people’s inventions

表 49：會否進行專利檢索，以確保不會侵犯其他人的發明

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 會	77.8	64.3	78.1	69.7	77.9	80.9
No 不會	22.2	35.7	21.9	30.3	22.1	19.1

Sample: Among all establishments who carried out R&D in HK

樣本：以所有在香港進行“研究及開發”工作的機構為基數

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

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

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

More than nine-tenths of the establishments (94.8%) 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 3.0% considered the opposite. 與以往幾年的調查結果相若，超過九成的機構 (94.8%) 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 3.0% 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 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

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Very necessary 非常有需要	42.1	45.2	53.6	51.6	53.8	55.1
Quite necessary 頗有需要	52.7	50.8	40.1	45.1	41.7	39.9
Quite unnecessary 頗不需要	2.7	1.4	2.4	1.7	2.9	2.3
Not necessary at all 完全不需要	0.3	0.3	-	-	-	-
Don't know / Hard to say 不知道 / 很難說	2.2	2.3	3.9	1.6	1.6	2.7
Very / quite necessary 非常 / 頗有需要	94.8	96.0	93.7	96.7	95.6	95.0
Quite unnecessary / not necessary at all 頗不需要 / 完全不需要	3.0	1.7	2.4	1.7	2.9	2.3
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 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	97.1	100.0	97.1	96.2	100.0	97.2	95.7
Quite unnecessary / not necessary at all 頗不需要 / 完全不需要	2.9	-	2.9	3.8	-	2.8	4.3
Sample 樣本	34	3*	555	26*	32	212	116

$\chi^2 = 1.896$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 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	96.8	98.1	100.0
Quite unnecessary / not necessary at all 頗不需要 / 完全不需要	3.2	1.9	-
Sample 樣本	857	104	17*

$\chi^2 = 1.014$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

是否同意政府在過去兩年所採取的措施有效改善香港保護知識產權的情況

When being asked whether agree that the measures of the Government had been effective in improving the protection for IP rights in Hong Kong in the past two years, nearly seven-tenths of the establishments (68.6%) “strongly agree / agree”, while 11.3% considered the opposite. The remaining 20.2% claimed “don’t know / hard to say”. The findings were similar to the last two surveys.

當被問到是否同意政府在過去兩年所採取的措施有效改善香港保護知識產權的情況時，近七成的機構 (68.6%) 均「非常同意 / 同意」，而 11.3% 持相反意見。其餘 20.2% 表示「不知道 / 很難說」。結果與上兩次調查的相若。

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

不同行業及規模的機構在這問題的回應並沒有明顯差別。

(表 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

	2012 (%)	2010 (%)	2008 (%)
Strongly agree 非常同意	11.8	9.4	9.8
Agree 同意	56.8	59.7	58.8
Disagree 不同意	9.5	12.6	9.8
Strongly disagree 非常不同意	1.8	2.2	0.9
Don't know / Hard to say 不知道 / 很難說	20.2	16.1	20.7
Strongly agree / agree 非常同意 / 同意	68.6	69.1	68.6
Disagree / strongly disagree 不同意 / 非常不同意	11.3	14.8	10.7
Sample 樣本	1 001	1 009	1 001

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 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	88.9	100.0	85.6	86.4	80.8	84.0	87.9
Disagree / strongly disagree 不同意 / 非常不同意	11.1	-	14.4	13.6	19.2	16.0	12.1
Sample 樣本	27*	2*	471	22*	26*	162	91

$\chi^2 = 1.816$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 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	85.5	84.4	92.3
Disagree / strongly disagree 不同意 / 非常不同意	14.5	15.6	7.7
Sample 樣本	711	77	13*

$\chi^2 = 0.559$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

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

For the stakeholder which was considered to be the most important in reducing IP rights infringement in Hong Kong, 50.2% of the establishments considered that “the Government” should play the most important role. It was followed by “rights-owners” (23.0%), “education institutions” (10.9%) and “consumers” (8.1%). When comparing with the last survey, the percentage for “rights-owners” slightly increased (from 18.8% to 23.0%), while the percentages for “education institutions” (from 16.5% to 10.9%) and “consumers” (from 12.6% to 8.1%) slightly decreased.

While no significant difference was observed in terms of size of establishments on this issue, when analysed by industry sector, it was observed that relatively higher proportion of those establishments in the wholesale, retail & import/export trades / restaurants and tourism sector (26.8%) and public utilities / entertainment / public administration / government departments / education / community / social services sector (26.2%) considered that “rights-owners” should play the most important role, as compared with their counterparts.

(Tables 56 – 58)

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，50.2% 的機構認為「政府」應該擔當最重要的角色，其次是「版權擁有者」(23.0%)、「教育機構」(10.9%) 及「消費者」(8.1%)。與上一次的調查比較，「版權擁有者」的百分比稍為增加了(由 18.8% 至 23.0%)，而「教育機構」(由 16.5% 至 10.9%) 和「消費者」(由 12.6% 至 8.1%) 的百分比則稍為減少了。

調查發現，不同規模的機構在這個問題的回應並沒有明顯差別。以行業類別分析，發現從事批發 / 零售 / 進出口貿易 / 飲食及旅遊業 (26.8%) 及公共 / 娛樂事業 / 公共行政 / 政府部門 / 教育 / 社區及社會服務業 (26.2%) 的機構比其他相應組別相對有較高比例認為「版權擁有者」應擔當最重要角色。

(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

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Government 政府	50.2	47.5	46.0	55.9	54.9	58.9
Rights-owner 版權擁有者	23.0	18.8	17.8	14.1	14.2	14.2
Education Institutions 教育機構	10.9	16.5	19.1	14.0	13.8	9.1
Consumers 消費者	8.1	12.6	10.3	8.3	9.2	15.0
Retailer 零售商	5.3	4.7	6.8	7.7	7.9	2.8
Don't know / Hard to say 不知道 / 很難說	2.4	-	-	0.1	-	-
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 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	50.0	100.0	48.8	65.4	41.9	57.7	51.6
Rights-owner 版權擁有者	15.6	-	26.8	15.4	12.9	22.1	26.2
Education Institutions 教育機構	18.8	-	10.8	7.7	19.4	6.3	13.9
Consumers 消費者	9.4	-	8.9	-	19.4	8.7	4.1
Retailer 零售商	6.3	-	4.7	11.5	6.5	5.3	4.1
Sample 樣本	32	2*	553	26*	31	208	122

$\chi^2 = 32.885$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

Table 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	51.6	48.5	56.3
Rights-owner 版權擁有者	25.2	19.8	18.8
Education Institutions 教育機構	11.0	8.9	6.3
Consumers 消費者	7.7	13.9	12.5
Retailer 零售商	4.6	8.9	6.3
Sample 樣本	857	101	16*

$\chi^2 = 10.052$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

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

Regarding the most effective ways to improve the situation of IP infringement in Hong Kong, the top four suggestions were the same as those in the previous surveys, which were: “lower price of genuine goods” (65.5%), “raising awareness of IP rights protection / strengthening education” (60.1%), “full-scale enforcement action against the sale of pirated and counterfeit goods” (51.0%) and “increase penalties” (47.2%).

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」(65.5%)、「提高保護知識產權意識 / 加強教育」(60.1%)、「全力掃蕩銷售盜版及冒牌貨品」(51.0%) 及「加重刑罰」(47.2%)。

(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

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Lower price of genuine goods 正版貨品價錢下降	65.5	71.0	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	60.1	76.1	63.8	76.7	76.4	77.8
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	51.0	55.4	36.3	60.9	62.2	54.4
Increase penalties 加重刑罰	47.2	57.6	36.7	52.4	52.1	51.2
Others 其他	-	0.2	0.2	-	-	-
Don't know / Hard to say 不知道 / 很難說	1.9	1.0	1.9	0.5	0.3	0.1
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

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

Of all establishments, nine out of ten (90.0%) considered that protecting / registering IP rights was beneficial to the company, which was quite similar as in the previous surveys. Only 9.8% considered the opposite. 與過往幾年調查的結果相若，在所有機構中，十居其九 (90.0%) 均認為保護 / 註冊知識產權對公司是有好處的。只有 9.8% 持相反意見。

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

Among the establishments which considered it beneficial to the company, 83.5% 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” (48.3%) and “can earn income from the company’s intellectual property” (39.1%). 在那些認為對公司有好處的機構中，83.5% 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」(48.3%) 及「公司可藉著知識產權以賺取收入」(39.1%)。

(表 60 – 63)

(Tables 60 – 63)

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

表 60：認為保護 / 註冊知識產權對公司是否有好處

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Yes 認為	90.0	93.8	92.1	92.5	93.0	88.4
No 不認為	9.8	6.2	7.9	7.5	7.0	11.6
Don't know / Hard to say 不知道 / 很難說	0.1	-	-	-	-	-
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 61: Whether consider protecting / registering IP rights is beneficial to the company

– bivariate analysis

表 61：認為保護 / 註冊知識產權對公司是否有好處 – 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	94.1	100.0	89.8	85.7	93.8	91.6	86.1
No 不認為	5.9	-	10.2	14.3	6.3	8.4	13.9
Sample 樣本	34	3*	566	28*	32	215	122

$\chi^2 = 4.762$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

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

– bivariate analysis

表 62：認為保護 / 註冊知識產權對公司是否有好處 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 認為	89.2	94.3	100.0
No 不認為	10.8	5.7	-
Sample 樣本	877	105	17*

$\chi^2 = 4.648$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

Table 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

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Prevent others from copying / using the company's intellectual property 預防其他人複製 / 使用公司的知識產權	83.5	83.3	81.7	86.5	87.5	78.6
Enable the company to build up reputation or goodwill 有助建立公司的聲譽	48.3	58.3	44.3	69.5	70.5	70.6
Can earn income from the company's intellectual property 公司可藉著知識產權以賺取收入	39.1	44.2	32.9	39.9	41.9	40.9
Others 其他	-	0.2	-	-	-	-
Sample: Among all establishments who considered protecting / registering IP rights was beneficial to the company 樣本：以所有認為保護 / 註冊知識產權對公司有好處的機構為基數	901	947	922	1 111	1 122	1 065

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

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

侵犯其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 (56.8%) considered the most serious consequence was “criminal liability”, which was similar to 52.7% in the last survey. It was followed by “civil liability” (18.5%) and “damage to company’s reputation / goodwill” (12.4%).

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 (56.8%) 認為最嚴重的後果是「公司要負上刑事責任」，比例與上一次調查的 52.7% 相若。其次是「要負上民事責任」(18.5%) 及「公司的聲譽受損」(12.4%)。

(表 64)

(Table 64)

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

表 64：認為侵犯其他人知識產權的最嚴重後果

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Criminal liability 公司要負上刑事責任	56.8	52.7	52.9	13.3	12.4	50.1
Civil liability (e.g. Large amount of compensation paid) 要負上民事責任 (如:支付大額的賠償)	18.5	20.0	17.8	20.0	19.0	21.6
Damage to company's reputation / goodwill 公司的聲譽受損	12.4	13.5	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	6.7	6.1	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	4.0	7.8	5.4	17.1	16.7	6.2
Don't know / Hard to say 不知道 / 很難說	1.7	-	-	0.8	-	-
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

3.3.7 Whether consider engaging in IP trading in the coming 12 months 會否考慮在未來十二個月內進行知識產權貿易

Respondents were briefed that IP trading refers to the buying, selling and transferring of IP rights, e.g. acquisition and licensing of inventive patents, designs, copyright works, trademarks for goods and services, etc. 問卷中簡述了，知識產權貿易是指買賣及轉移知識產權，例如收購和授權發明專利、外觀設計、版權作品、產品和服務的商標等等。

The survey revealed that only 3.9% of the establishments claimed that they would consider engaging in IP trading in the coming 12 months, while the vast majority (96.0%) considered the opposite. 調查發現，只有 3.9% 的機構表示會考慮在未來十二個月進行知識產權貿易，而絕大部分 (96.0%) 則持相反意見。

When analysed by industry sector, it was observed that relatively higher proportion of those establishments in the IT and communications sector (12.9%) would consider to do so in the coming 12 months. 以行業類別分析，發現從事資訊科技及通訊業 (12.9%) 的機構有較高比例會考慮在未來十二個月這樣做。

Besides, the larger the size of establishments, the higher the proportions that they would consider (ranged from 2.8% for small-sized to 11.8% for large-sized establishments). 另外，機構的規模愈大，會考慮的比例就愈高 (由小型機構的 2.8% 至大型的 11.8%)。

(表 65 – 67)

(Tables 65 – 67)

Table 65: Whether consider engaging in IP trading in the coming 12 months

表 65：會否考慮在未來十二個月內進行知識產權貿易

	2012 (%)
Yes 會	3.9
No 不會	96.0
Don't know / Hard to say 不知道 / 很難說	0.1
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%。

Table 66: Whether consider engaging in IP trading in the coming 12 months – bivariate analysis

表 66：會否考慮在未來十二個月內進行知識產權貿易 – 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 會	5.9	-	2.3	3.7	12.9	5.1	4.9
No 不會	94.1	100.0	97.7	96.3	87.1	94.9	95.1
Sample 樣本	34	3*	566	27*	31	215	122

$\chi^2 = 12.760$; p-value < 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

Table 67: Whether consider engaging in IP trading in the coming 12 months – bivariate analysis

表 67：會否考慮在未來十二個月內進行知識產權貿易 – 雙變項分析

	Size of establishments 機構規模		
	1 – 9 (%)	10 – 49 (%)	50+ (%)
Yes 會	2.8	9.6	11.8
No 不會	97.2	90.4	88.2
Sample 樣本	879	104	17*

$\chi^2 = 15.124$; p-value < 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

3.3.8 Whether consider that IP trading could enhance the development of Hong Kong's economy

認為知識產權貿易對促進香港經濟發展是否有幫助

Most of the establishments (61.4%) considered that IP trading was very / quite helpful in enhancing the development of Hong Kong's economy. Only 3.7% considered the opposite. 大多數機構 (61.4%) 均認為知識產權貿易對促進香港經濟發展非常有幫助 / 頗有幫助。只有 3.7% 持相反意見。

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

(表 68 – 70)

(Tables 68 – 70)

Table 68: Whether consider IP trading could enhance the development of Hong Kong's economy

表 68：認為知識產權貿易對促進香港經濟發展是否有幫助

	2012 (%)
Very helpful 非常有幫助	15.7
Quite helpful 頗有幫助	45.7
Average 一般	28.7
Not quite helpful 幫助不大	3.0
Not helpful at all 完全沒有幫助	0.7
Don't know / Hard to say 不知道 / 很難說	6.2
Very / quite helpful 非常有幫助 / 頗有幫助	61.4
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	3.7
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 69: Whether consider IP trading could enhance the development of Hong Kong's economy

- bivariate analysis

表 69：認為知識產權貿易對促進香港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	62.5	100.0	67.0	72.7	73.3	62.6	59.6
Average 一般	34.4	-	30.2	27.3	16.7	28.6	38.6
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	3.1	-	2.8	-	10.0	8.9	1.8
Sample 樣本	32	2*	537	22*	30	203	114

$\chi^2 = 25.774$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 70: Whether consider IP trading could enhance the development of Hong Kong's economy

- bivariate analysis

表 70：認為知識產權貿易對促進香港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	65.2	65.3	80.0
Average 一般	30.8	29.6	20.0
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	4.0	5.1	-
Sample 樣本	827	98	15*

$\chi^2 = 1.977$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

3.3.9 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 establishments considered that the protection of IP rights was very / quite helpful to enhance the development of local creative industries (82.3%), the creation of business opportunity and wealth (76.0%) and the overall development of Hong Kong's economy (72.4%). The findings were similar to the previous surveys.

就保護知識產權的長遠發展而言，大部分機構均認為保護知識產權對促進本地創意產業發展 (82.3%)、促進營商者創造商機及財富 (76.0%) 及促進香港整體經濟發展 (72.4%) 非常有幫助 / 頗有幫助。結果與過去幾年調查的差不多。

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 71a – 73c)

(Tables 71a – 73c)

Table 71a: Whether consider the protection of IP rights could enhance the development of local creative industries

表 71a：認為保護知識產權對促進本地創意產業發展是否有幫助

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Very helpful 非常有幫助	34.0	42.5	40.7	51.4	53.7	49.5
Quite helpful 頗有幫助	48.3	44.8	43.8	38.4	35.9	35.9
Average 一般	14.6	8.8	10.4	8.4	9.1	11.2
Not quite helpful 幫助不大	1.4	1.7	2.7	0.9	0.6	0.9
Not helpful at all 完全沒有幫助	0.4	0.9	0.5	0.1	0.1	0.2
Don't know / Hard to say 不知道 / 很難說	1.3	1.3	1.9	0.8	0.6	2.3
Very / quite helpful 非常有幫助 / 頗有幫助	82.3	87.3	84.5	89.8	89.6	85.4
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	1.8	2.6	3.2	1.0	0.7	1.1
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 71b: Whether consider the protection of IP rights could enhance the creation of business opportunity and wealth

表 71b：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

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Very helpful 非常有幫助	21.5	28.7	27.3	29.6	32.0	31.8
Quite helpful 頗有幫助	54.5	52.2	50.3	45.4	41.4	43.8
Average 一般	20.2	15.4	15.5	20.8	21.1	16.4
Not quite helpful 幫助不大	2.0	2.0	3.5	2.1	3.1	3.7
Not helpful at all 完全沒有幫助	0.3	0.5	0.7	0.2	0.1	0.2
Don't know / Hard to say 不知道 / 很難說	1.5	1.2	2.7	1.9	2.3	4.1
Very / quite helpful 非常有幫助 / 頗有幫助	76.0	80.9	77.6	74.9	73.4	75.6
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	2.3	2.5	4.2	2.4	3.3	3.9
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 71c: Whether consider the protection of IP rights could enhance the overall development of HK's economy

表 71c：認為保護知識產權對促進香港整體經濟發展是否有幫助

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Very helpful 非常有幫助	23.3	26.8	24.6	29.6	26.8	25.1
Quite helpful 頗有幫助	49.1	49.2	47.7	46.2	44.3	42.1
Average 一般	20.6	18.7	18.6	21.1	22.1	20.5
Not quite helpful 幫助不大	3.8	2.8	5.3	4.1	4.4	6.6
Not helpful at all 完全沒有幫助	0.9	1.0	0.7	0.3	0.2	0.7
Don't know / Hard to say 不知道 / 很難說	2.3	1.4	3.1	1.7	2.2	5.0
Very / quite helpful 非常有幫助 / 頗有幫助	72.4	76.0	72.3	72.9	71.1	67.2
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	4.7	3.8	6.0	4.4	4.7	7.3
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 72a: Whether consider the protection of IP rights could enhance the development of local creative industries – bivariate analysis

表 72a：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	76.5	100.0	83.7	89.3	80.0	85.9	78.0
Average 一般	20.6	-	15.1	10.7	20.0	11.7	19.5
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	2.9	-	1.3	-	-	2.3	2.4
Sample 樣本	34	3*	557	28*	30	213	123

$\chi^2 = 9.208$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 72b: Whether consider the protection of IP rights could enhance the creation of business opportunity and wealth – bivariate analysis

表 72b：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	76.5	100.0	78.3	77.8	83.3	75.5	67.8
Average 一般	20.6	-	19.0	22.2	16.7	22.2	30.6
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	2.9	-	2.7	-	-	2.4	1.7
Sample 樣本	34	3*	558	27*	30	212	121

$\chi^2 = 11.238$; 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.

註： (1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 72c: Whether consider the protection of IP rights could enhance the overall development of HK's economy – bivariate analysis

表 72c：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	71.9	66.7	74.3	74.1	73.3	81.5	67.8
Average 一般	21.9	33.3	21.5	25.9	16.7	13.7	27.3
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	6.3	-	4.2	-	10.0	4.7	5.0
Sample 樣本	32	3*	553	27*	30	211	121

$\chi^2 = 14.491$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 73a: Whether consider the protection of IP rights could enhance the development of local creative industries – bivariate analysis

表 73a：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	82.9	86.7	94.1
Average 一般	15.5	11.4	5.9
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	1.6	1.9	-
Sample 樣本	865	105	17*

$\chi^2 = 2.703$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 73b: Whether consider the protection of IP rights could enhance the creation of business opportunity and wealth – bivariate analysis

表 73b：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	76.0	79.0	87.5
Average 一般	21.4	20.0	12.5
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	2.5	1.0	-
Sample 樣本	864	105	16*

$\chi^2 = 2.424$; p-value > 0.05

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

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

註： (1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 73c: Whether consider the protection of IP rights could enhance the overall development of HK's economy – bivariate analysis

表 73c：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	74.1	79.0	93.8
Average 一般	21.2	17.1	6.3
Not quite / not helpful at all 幫助不大 / 完全沒有幫助	4.7	3.8	-
Sample 樣本	858	105	16*

$\chi^2 = 4.320$; p-value > 0.05

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

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

註： (1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

3.4 Awareness of IPD and Its Promotional Activities

對知識產權署及其宣傳活動的認知

3.4.1 Awareness of IPD and its duties

對知識產權署及其工作的認知

Similar to the previous surveys, most of the establishments were aware that IPD was responsible for “promoting awareness on IP rights protection” (77.8%), “registration of trademarks” (76.4%), “registration of patents” (74.6%), “registration of designs” (60.2%) and “public education about IP” (54.4%). In addition, more than one-third were aware that IPD was also responsible for “IP law drafting” (36.1%) and “Government’s IP legal advisor” (35.6%).

On the other hand, considerable proportions of the establishments misunderstood that IPD was responsible for “investigating infringing activities” (38.9%), “receiving complaints on copyright piracy and trademark counterfeiting” (36.8%) and “criminal enforcement of IP” (35.4%).

The proportion of establishments which were able to give correct answers (94.6%) were similar to the previous surveys.

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

與過往的調查相似，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」(77.8%)、「商標註冊」(76.4%)、「專利註冊」(74.6%)、「外觀設計註冊」(60.2%)及「有關知識產權的公民教育」(54.4%)。此外，超過三分之一知道知識產權署亦有負責「草擬知識產權法例」(36.1%)及「作為政府的知識產權法律顧問」(35.6%)。

另一方面，有一定比例的機構誤以為知識產權署負責「調查侵權活動」(38.9%)、「接受盜版及商標冒牌的投訴」(36.8%)及「對知識產權的刑事執法」(35.4%)。

能夠給予正確答案的機構比例 (94.6%) 與過往的調查相若。

不同行業及規模的機構在這問題的回應並沒有明顯差別。

(表 74 – 77)

(Tables 74 – 77)

Table 74: Awareness of the duties of IPD

表 74：對知識產權署工作範圍的認知

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Correct 正確						
Promote awareness on IP rights protection 宣傳 / 推廣保護知識產權	77.8	89.3	88.1	92.9	90.5	86.0
Registration of trademarks 商標註冊	76.4	79.1	67.3	71.7	71.7	68.1
Registration of patents 專利註冊	74.6	78.4	66.2	71.9	71.5	71.1
Registration of designs 外觀設計註冊	60.2	68.1	52.9	57.0	58.6	55.2
Public education about intellectual property 有關知識產權的公民教育	54.4	73.3	69.2	75.7	71.7	61.0
Intellectual property law drafting 草擬知識產權法例	36.1	51.8	45.3	51.0	52.7	-
Government's intellectual property legal advisor 作為政府的知識產權法律顧問	35.6	49.6	43.1	50.6	48.4	48.0
Incorrect 不正確						
Investigate infringing activities 調查侵權活動	38.9	54.6	46.1	43.7	46.2	46.4
Receiving complaints on copyright piracy and trademark counterfeiting 接受盜版及商標冒牌的投訴	36.8	53.1	51.6	55.6	58.4	55.2
Criminal enforcement of intellectual property 知識產權的刑事執法	35.4	43.0	33.2	32.5	33.5	-
Don't know 不知道	5.1	3.4	7.1	2.4	3.4	4.1
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

Table 75: Awareness of the duties of IPD

表 75：對知識產權署工作範圍的認知

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Aware (at least one correct answer) 知道 (至少有一個正確答案)	94.6	96.1	91.4	97.2	96.2	94.2
Not aware (no correct answer or declared "don't know") 不知道 (沒有正確答案或表示"不知道")	5.4	3.9	8.6	2.8	3.8	5.8
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 76: Awareness of the duties of IPD – bivariate analysis

表 76：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	94.1	100.0	94.5	88.9	90.3	95.3	93.4
Not aware 不知道	5.9	-	5.5	11.1	9.7	4.7	6.6
Sample 樣本	34	3*	567	27*	31	215	122

$\chi^2 = 3.227$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

Table 77: Awareness of the duties of IPD – bivariate analysis

表 77：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	94.3	92.5	94.4
Not aware 不知道	5.7	7.5	5.6
Sample 樣本	879	106	18*

$\chi^2 = 0.594$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

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

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

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

About four-fifths of the establishments (80.4%) had seen IPD's electronic media promotions / print advertisement / promotional materials, such as promotions on "No Fakes Pledge" Scheme (58.1%), the TV and radio API of "don't sell counterfeits and pirated goods over the Internet" (59.3%), the TV API series featuring Lee Lik Chee (26.3%), Anti-Software Piracy in Business (18.1%) and others (12.9%). Moreover, about one-tenth had attended IPD's exhibitions (14.5%) and visited IPD's website (10.4%) respectively.

約有八成的機構 (80.4%) 有見過知識產權署的電子媒體宣傳 / 印刷廣告 / 宣傳物品，例如「正版正貨承諾」計劃的宣傳 (58.1%)、《切勿在網上售賣冒牌或盜版貨品》的電視及電台宣傳片 (59.3%)、由李力持主演 (26.3%)、有關《防止於業務過程中使用盜版軟件》(18.1%) 及其他的 (12.9%) 電視宣傳片系列。此外，分別有大約一成的機構代表曾參觀過該署的展覽 (14.5%) 及瀏覽過該署的網頁 (10.4%)。

As compared to the previous surveys (below 68%), more establishments were aware of IPD's promotions from TV (77.6%).

與過往的調查結果 (68% 以下) 比較，較多機構從電視認知知識產權署的宣傳 (77.6%)。

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

不同行業及規模的機構在這問題的回應並沒有明顯差別。

(表 78 – 81)

(Tables 78 – 81)

**Table 78: Whether seen IPD's advertising and promotional activities, or attended IPD's seminar / exhibition
 in the past two years**

表 78：過去兩年曾否見過知識產權署的廣告及宣傳活動，或出席 / 參觀過由該署所舉辦的講座 / 展覽

	2012 (%)
Electronic media promotions / Print advertisement / Promotional materials 電子媒體宣傳 / 印刷廣告 / 宣傳物品	80.4
Promotions on "No Fakes Pledge" Scheme 「正版正貨承諾」計劃的宣傳	58.1
- TV and radio API (To get the real deal, look for the "No Fakes" logo) 電視及電台宣傳片 (認「正」字 買「正」貨)	47.6
- Stickers / tent cards / posters in shops 貨品或商戶展示標貼 / 座檯咭 / 海報	20.7
- Advertisement in newspapers & magazines 於報章及雜誌內刊登之廣告	15.2
- Advertisement in MTR stations 於港鐵內展示之廣告	12.9
- Advertisement in HK International Airport 於香港機場展示之廣告	8.2
TV and radio API (Don't sell counterfeits and pirated goods over the Internet) 電視及電台宣傳片 (切勿在網上售賣冒牌或盜版貨品)	59.3
TV API (featuring Lee Lik Chee) 電視宣傳片 (由李力持主演)	26.3
TV API on Anti-Software Piracy in Business 《防止於業務過程中使用盜版軟件》電視宣傳片	18.1
Other TV APIs 其他電視宣傳片	12.9
Booklets "Intellectual Property in Hong Kong" / "Patent Protection in Hong Kong" / "Design Protection in Hong Kong" / "Trademark Protection in Hong Kong" 《香港的知識產權》 / 《香港的專利保護》 / 《香港的外觀設計保護》 / 《香港的商標保護》小冊子	4.8
Newspaper supplements or Radio Promotion about the "World IP Day" on 26 April 於報章刊載 4 月 26 日「世界知識產權日」特約專輯或電台宣傳	4.5
"Information column on The Art of War and Intellectual Property Protection" in newspapers 刊登於報章的《孫子兵法與知識產權保護》四格漫畫專欄	2.3
A concise Booklet on Intellectual Property Rights of Guangdong, Hong Kong and Macao 粵港澳知識產權簡明手冊	1.3
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 78: Whether seen IPD's advertising and promotional activities, or attended IPD's seminar / exhibition in the past two years (cont')

表 78：過去兩年曾否見過知識產權署的廣告及宣傳活動，或出席 / 參觀過由該署所舉辦的講座 / 展覽 (續)

	2010 (%)
Exhibitions 展覽	14.5
Hong Kong Licensing Show 香港專利授權展	6.6
World SME Expo 國際中小企博覽	6.0
Hong Kong Computer & Communications Festival 香港電腦通訊節	5.7
Entrepreneur Day 創業日	1.6
Seminars 研討會或講座	4.4
BIP Asia Forum - Hong Kong: Asia's Global IP Marketplace 亞洲知識產權論壇 - 亞洲的國際知識產權中心	1.9
Hong Kong Trade Development Council Entrepreneur Day Seminar - Experience Sharing on Start-up Business on the Internet 香港貿易發展局創業日研討會 - 網上創業的商機與挑戰	1.8
"Intellectual Property Management and Business Opportunities - Trademarks and Company Registration, Software Asset Management and Intellectual Property Trading" 「知識產權管理與商機 - 商標與公司註冊、軟件資產管理及知識產權交易」研討會	1.7
Mainland, Hong Kong SAR and Macao SAR Intellectual Property Symposium 內地與香港、澳門特別行政區知識產權研討會	1.5
Forum on the Future Development of Patent System in Hong Kong 《香港專利制度的展望》論壇	1.0
2012 Guangdong / Hong Kong Seminar on Intellectual Property (IP) and Development of SMEs (Zhaoqing) - "Enhancing the competitiveness of Enterprises through IP"	0.7
2012 粵港知識產權與中小企業發展 (肇慶) 研討會 - 知識產權提升企業競爭力	
Guangdong / Hong Kong Seminar on Intellectual Property (IP) and Development of SMEs (Foshan) - "IP Trading and Capitalisation"	0.6
粵港知識產權與中小企業發展 (佛山) 研討會 - 知識產權貿易與資本化	
Other promotion channels 其他宣傳渠道	10.8
IPD website 知識產權署網頁	10.4
IPD Database for Guangdong, HK and Macao 粵港澳知識產權資料庫	1.2
Do not remember / Have not seen any IPD's advertising and promotional activities, nor attended any IPD's seminar / exhibition in the past two years 記不起 / 過去兩年沒有見過知識產權署的廣告及宣傳活動，或出席 / 參觀過由該署舉辦的講座 / 展覽	18.9
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 79: Awareness of IPD's advertising and promotional activities, or seminar / exhibition – by media

表 79：對知識產權署的廣告及宣傳活動，或講座 / 展覽的認知 – 按媒體劃分

	2012 (%)	2010 (%)	2008 (%)	2006* (%)	2005* (%)	2004* (%)
TV 電視	77.6	65.3	67.0	61.3	57.3	47.4
Print advertisement / promotional materials 印刷廣告 / 宣傳物品	32.4	34.9	36.8	45.8	46.0	40.9
Outdoor Advertising 戶外廣告	17.1	12.3	21.5	15.8	12.5	-
Exhibitions / seminars 展覽 / 研討會或講座	14.8	11.4	11.1	17.8	21.1	4.4
Radio 電台	-	-	6.2	18.1	20.8	11.6
Others 其他	10.8	11.6	5.4	9.2	11.3	-
Do not remember whether ever seen / heard; or Haven't seen / heard of any promotions by IPD 記不起有沒有見過 / 聽過；或 沒有見過 / 聽過任何該署的宣傳	18.9	27.2	26.1	25.5	28.3	39.7
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

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

撇除了回答“忘記看過 / 聽過 / 出席過哪一個”的個案。

Table 80: Awareness of IPD's exhibition / seminar, or advertising and promotional activities

– bivariate analysis

表 80：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	85.3	75.0	77.8	85.7	93.8	83.7	82.8
Not aware 不認知	14.7	25.0	22.2	14.3	6.3	16.3	17.2
Sample 樣本	34	4*	567	28*	32	215	122

$\chi^2 = 9.180$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

Table 81: Awareness of IPD's exhibition / seminar, or advertising and promotional activities

– bivariate analysis

表 81：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	81.1	75.5	94.1
Not aware 不認知	18.9	24.5	5.9
Sample 樣本	878	106	17*

$\chi^2 = 3.915$; p-value > 0.05

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

* Caution: Small sample base

注意：樣本數量較少

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

知識產權署的宣傳活動對提升香港商界保護知識產權意識的有效程度

In terms of the effectiveness of the promotional activities held by IPD in raising the awareness of Hong Kong businesses on protecting IP rights, nearly two-thirds of the establishments (65.2%) considered them “very / quite effective”, which was similar to 66.6% in the last survey. On the other hand, 26.8% 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，近三分之二的機構 (65.2%) 認為「很有效 / 頗有效」，比例與上一次調查的 66.6% 差不多。另一方面，有 26.8% 認為「不大有效 / 完全沒有有效」。

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

(表 82 – 84)

(Tables 82 – 84)

Table 82: Effectiveness of the promotional activities held by IPD in raising the awareness of HK businesses on protecting IP rights

表 82：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

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
Very effective 很有效	7.6	9.5	7.6	6.8	5.9	7.7
Quite effective 頗有效	57.6	57.1	62.2	41.5	37.4	37.8
Quite ineffective 不大有效	25.1	24.7	19.3	42.4	47.5	46.4
Very ineffective 完全沒有有效	1.7	1.6	1.3	1.4	1.1	1.4
Don't know / Hard to say 不知道 / 很難說	8.1	7.0	9.6	7.9	8.1	6.7
Very / quite effective 很有效 / 頗有效	65.2	66.6	69.8	48.3	43.4	45.5
Quite / very ineffective 不大有效 / 完全沒有有效	26.8	26.3	20.6	43.8	48.5	47.8
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

註：由於進位關係，個別欄的百分比總和或不等於 100%。

Table 83: Effectiveness of the promotional activities held by IPD in raising the awareness of HK businesses on protecting IP rights – bivariate analysis

表 83：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	71.0	66.7	73.6	60.9	70.0	69.7	64.8
Quite / very ineffective 不大有效 / 完全沒有效	29.0	33.3	26.4	39.1	30.0	30.3	35.2
Sample 樣本	31	3*	530	23*	30	195	108

$\chi^2 = 5.068$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Table 84: Effectiveness of the promotional activities held by IPD in raising the awareness of HK businesses on protecting IP rights – bivariate analysis

表 84：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	71.6	66.3	75.0
Quite / very ineffective 不大有效 / 完全沒有效	28.4	33.7	25.0
Sample 樣本	810	95	16*

$\chi^2 = 1.277$; p-value > 0.05

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

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

註：(1) 由於進位關係，個別欄的百分比總和或不等於 100%。

(2) 撇除了回答“不知道 / 很難說”的個案。

* Caution: Small sample base

注意：樣本數量較少

Finally, establishments were asked to give suggestions on the most effective ways to obtain information from IPD. The majority of the establishments (88.5%) considered “TV / radio” as the most effective way, followed by “Internet / website” (49.2%), “newspaper / magazine” (41.9%), “other promotion channels (e.g. bus, activities in shopping centres etc.)” (24.4%) and promotion booklet / leaflet / newsletter (21.9%).

最後，有關接收知識產權署消息的最有效途徑，大部分機構 (88.5%) 均認為「電視 / 電台」最有效，其次是「互聯網 / 網頁」(49.2%)、「報紙 / 雜誌」(41.9%)、「其他宣傳媒介 (如巴士、商場活動等)」(24.4%) 及「宣傳小冊子 / 單張 / 通訊」(21.9%)。

(表 85)

(Table 85)

Table 85: The most effective ways to obtain information from IPD

表 85：最有效接收知識產權署消息的途徑

	2012 (%)	2010 (%)	2008 (%)	2006 (%)	2005 (%)	2004 (%)
TV / radio 電視 / 電台	88.5	91.0	89.6	87.8	84.2	82.2
Internet / website 互聯網 / 網頁	49.2	55.0	36.0	37.4	35.2	32.7
Newspaper / magazine 報紙 / 雜誌	41.9	61.1	56.2	50.1	49.2	51.2
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)	24.4	39.3	31.7	35.9	35.6	39.0
Promotion booklet / leaflet / newsletter 宣傳小冊子 / 單張 / 通訊	21.9	24.9	16.5	20.1	18.5	16.5
Exhibition / seminar 展覽 / 講座	15.0	15.9	11.8	15.6	13.3	10.2
Trade association network 商會網絡	8.8	17.1	-	-	-	-
Education institutions / Schools 教育機構 / 學校	0.3	0.5	0.9	0.1	-	-
Don't know / Hard to say 不知道 / 很難說	2.5	1.3	3.2	3.5	5.5	6.5
Sample 樣本	1 001	1 009	1 001	1 201	1 206	1 204

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

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

註：由於被訪者可提供多於一個答案，百分比總和或會大於 100%。

沒有顯示少於 0.05% 機構提及的答案。

Appendix 1: Sample & population distribution

附錄一：樣本及總體人口分佈

	Sample 樣本		Population 總體人口	
	No. of establishments 機構數目	(%) 百份比	No. of establishments 機構數目	(%) 百份比
Industry 行業				
Manufacturing 製造業	106	10.6	11 867	3.4
Construction 建造業	51	5.1	1 157	0.3
Wholesale, retail, import & export trades, restaurants & tourism 批發 / 零售 / 進出口貿易 / 飲食及旅遊業	483	48.3	198 151	56.7
Transport, storage, logistics 運輸 / 倉庫 / 物流業	25	2.5	9 665	2.8
IT & communications 資訊科技及通訊業	22	2.2	11 079	3.2
Financing, insurance, real estate & business services 金融 / 保險 / 地產 / 商用服務業	159	15.9	75 118	21.5
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	155	15.5	42 608	12.2
Employment Size 員工人數				
1 – 9	799	79.8	306 865	87.8
10+	202	20.2	42 779	12.2
Total 總計	1 001	100.0	349 645	100.0

Appendix 2: Sample distribution

附錄二：樣本分佈

	Sample 樣本											
	2012		2010		2008		2006		2005		2004	
	No. of establishments	(%)	No. of establishments	(%)	No. of establishments	(%)	No. of establishments	(%)	No. of establishments	(%)	No. of establishments	(%)
	機構數目	百份比	機構數目	百份比	機構數目	百份比	機構數目	百份比	機構數目	百份比	機構數目	百份比
No. of years the company had established 成立多少年												
0 – 2 years 0 – 2 年	133	13.3	145	14.4	45	4.5	9	0.7	47	3.9	74	6.1
3 – 5 years 3 – 5 年	190	19.0	207	20.6	160	16.0	181	15.1	179	14.8	203	16.9
6 – 10 years 6 – 10 年	246	24.6	274	27.2	156	15.5	210	17.5	248	20.6	303	25.2
11 – 20 years 11 – 20 年	272	27.2	261	25.8	381	38.1	458	38.1	345	28.6	359	29.8
20+ years 20+ 年	146	14.6	120	11.9	259	25.9	331	27.6	387	32.1	265	22.0
Refused to answer 拒絕回答	14	1.4	1	0.1	-	-	12	1.0	-	-	-	-
Capital 資金												
Local based 本地公司	935	93.4	920	91.2	918	91.7	1 019	84.8	1 027	85.2	1 106	91.9
Foreign based 外資公司	50	5.0	71	7.0	73	7.3	157	13.1	156	12.9	85	7.1
PRC based 中資公司	16	1.6	18	1.8	10	1.0	21	1.7	23	1.9	11	0.9
Local & Foreign based 本地及外資公司	-	-	-	-	-	-	-	-	-	-	2	0.2
Refused to answer 拒絕回答	-	-	-	-	-	-	4	0.3	-	-	-	-
Total 總計	1 001	100.0	1 009	100.0	1 001	100.0	1 201	100.0	1 206	100.0	1 204	100.0