

2011 Respect for Intellectual Property Rights on the Internet Slogan Competition prize presentation held today ([with photos](#))

The Prize Presentation Ceremony for the 2011 Respect for Intellectual Property Rights on the Internet Slogan Competition was held at the Intellectual Property Department (IPD) today (February 3). The Director of Intellectual Property, Mr Peter Cheung, presented prizes to students and schools who had outstanding performance in the activity.

The Slogan Competition was well received with 2,191 primary students from 18 primary schools taking part in it. The list of winners is attached in the Appendix.

The Slogan Competition is a subsidiary activity of the Interactive Drama Programme organised by the IPD. The Programme aims to promote to students' awareness on the effects of the Internet infringement and respect for creativity, originality and intellectual property rights.

Since the Programme was launched in 2009, more than 46,600 students from 216 primary and secondary schools have watched the drama. Over 90 per cent of the participating schools considered that the Programme was effective in delivering the message of respecting intellectual property on the Internet and encouraging creativity among students.

Besides watching the drama, the participating students also received a worksheet supplemented with intellectual property information to reinforce their awareness of intellectual property protection. Despite the ending of the Programme this month, IPD is planning to hold the Programme again in the next school term in view of the positive feedback from schools.

Ends

Friday, February 3, 2012

Appendix

List of Winners

“2011 Respect for Intellectual Property Rights on the Internet Slogan Competition”

	Prize	Winner	
1	Champion	Tiffany Leung Wing On	Sacred Heart Canossian School Private Section
2	First runner up	Harry Fung Tsz Hin	Ching Chung Hau Po Woon Primary School
3	Second runner up	Marsha Melis	Sacred Heart Canossian School Private Section
4	Merit Award	Tsoi Shun Yin Anson	St. Patrick's School
5	Active School Award	Po Leung Kuk Grandmont Primary School	