

Respect for Intellectual Property Rights Fun Fair

In order to promote the respect of intellectual property rights (IPRs) and the World Intellectual Property Day set on April 26 annually, the Intellectual Property Department and the Hong Kong Scout Association (HKSA) today (April 23) held the “Respect for Intellectual Property Rights Fun Fair” (the Fun Fair) at Kowloon Park Piazza.

Speaking at the opening ceremony of the Fun Fair, the Director of Intellectual Property, Mr Stephen Selby, said the cooperation with HKSA was a brand-new attempt. Over 60 scout members have been participated in various kinds of intellectual property seminars, workshops and visits since the “Scout Programme on Respect for Intellectual Property Rights” launched in April 2005. Mr Selby congratulated the 23 scout leaders who were the first group of qualified Scout “Respect for Intellectual Property Rights” Instructor, and encouraged them to fulfill the mission of promoting the respect of IPRs to other Scout members continuously.

The Fun Fair is also regarded as one of the celebrating activities of the World Intellectual Property Day. The theme of the World Intellectual Property Day this year is “It starts with an idea”. Countries around the world would devote themselves in protecting the IPRs in order to fulfill their promise in promoting creativity and innovation.

“The idea of human is unique, and creative work consumes tremendous time and effort. Creativity will finally disappear if we continue to plagiarize on and “stealing” of the creativity works of others. The public must stop any illegal uploading or downloading of music, movies or other copyright works from the Internet,” Mr Selby said.

Other officiating guests of today’s ceremony included the Chairperson of the Hong Kong Intellectual Property Society, the Hon. Mrs Selina Chow; Head of the Intellectual Property Investigation Bureau of the Hong Kong Customs & Excise, Mr Tam Yiu Keung; and Director of Operations, Greater China of Motion Picture Association, Mr Sam Ho.

Local artistes including Ste Wong, Alex Fong, Justin Lo, Jade Kwan, Wilfred Lau, Ella Koon, Charles Ying, Shine and Ryan Hui also participated and performed in the event to help promote awareness of IPRs protection. Apart from the singing performance, an Intellectual Property Game Competition was held in which ten scout teams were competing for the “Best Intellectual Property Game Booth Design”. In addition to this, local designer, Pacino Wan and director, Cheang Pou Soi, were invited to share their experiences in creativity, and encourage the development of local creativity business.

IPD and HKSA jointly launched the “Scout Programme on Respect for Intellectual Property Rights” on 30 April 2005. The co-organizers were Hong Kong Customs & Excise Department, Motion Picture Association and the Hong Kong Intellectual Property Society. This programme includes series of seminars, workshops and visits.

Ends/Sunday, April 23, 2006

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