

Students demonstrate creativity in promoting respect for intellectual property rights

Students of primary and secondary schools were presented with awards today (November 27) for their creativity in a slogan competition to promote respect for intellectual property rights (IPRs).

To arouse public awareness of the importance of IPRs protection and promote public respect for the rights of others, the Intellectual Property Department organised the Inter-school “Promotion of Respect for Intellectual Property Rights” Slogan Competition between September and mid-October this year.

More than 2,600 slogan entries from about 250 schools were received in the competition. A judging panel selected eight winners from each of the three sections including Primary Section (Chinese Category), Secondary Section (Chinese Category) and Secondary Section (English Category).

The judging panel comprises members from the government, academic and cultural sectors. They are Assistant Commissioner of Customs and Excise (Intelligence and Investigation), Mr William O.T. Chow; Headmistress of Diocesan Girls' School, Mrs Stella Lau; Professor Lo Wai-luen (noted Hong Kong author); Mr Calvin Poon (renowned Hong Kong Lyrist) and Director of Intellectual Property, Mr Stephen Selby.

Officiating at the Slogan Competition Award Presentation Ceremony, Chairman of the Hong Kong Intellectual Property Society, Mrs Selina Chow said the youth was expected to respect intellectual property rights.

“Creative work consumes tremendous time and effort. We should respect other’s creative efforts and make full use of our own creativity. I hope that all fellow students will work together on the mission to uphold intellectual property rights,” said Mrs Chow.

Mr Stephen Selby congratulated the three schools and 24 students receiving the awards. He said, “This competition has stimulated young people to think about the importance of intellectual property protection through doing something creative themselves. It also spurs primary and secondary school students to have a deeper understanding of how to protect IPRs.”

Apart from this competition, the Intellectual Property Department has been promoting the concept of IPRs protection among students and young people through the IP Tutor Programme, school talks and the Scout Programme on Respect for Intellectual Property Rights. Comics and a 3-dimensional computer game have also been produced to promote an understanding of intellectual property rights among young people.

Ends/Sunday, 27 November 2005