

Third Guangdong/Hong Kong Expert Group Meeting on the Protection of Intellectual Property Rights

Major Cooperation activities of the Guangdong/Hong Kong Group on Protection of Intellectual Property Rights

1. Promotion of “No-Fakes” Scheme campaign in Hong Kong and Guangdong

Hong Kong Intellectual Property Department has cooperated with Guangdong Intellectual Property Office to launch the “No Fakes” Scheme in four cities in Guangdong Province, namely, Guangzhou, Dongguan, Shenzhen and Shantou. An agreement to use the “No Fakes” Pledge Stickers was jointly signed by Hong Kong Intellectual Property Department and Guangdong Intellectual Property Office on 21 September, 2004. Guangdong Intellectual Property Office was authorised to promote the “No Fakes Pledge” in Guangdong Province through the use of “No Fakes Stickers”. It aims to establish the good social practice of selling and buying only genuine goods.

2. Joint production and broadcasting of Announcement of Public Interest (API) on IP rights

On 21 September, 2004, Guangdong and Hong Kong have jointly assigned an advertising agent to produce an API titled “Shop for Real”, which will be launched simultaneously in Guangdong and Hong Kong on 21 December, 2004 following the close of the 3rd Guangdong/Hong Kong IP Experts Group Meeting. This is the first instance of a jointly-sponsored public interest advertisement involving agencies in Hong Kong and the Mainland.

3. Preliminary establishment of a coordination and handling mechanism for cross- border criminal cases in relation to IP

Following the 2nd Guangdong/Hong Kong IP Experts Group Meeting held in Guangzhou in June, 2004, criminal enforcement agencies on both sides agreed that, with the help of the existing IP protection coordination and liaison channels of the two sides, Guangdong Office of General Administration of Customs will enhance the exchange of intelligence and coordinate referral of criminal cases in relation to IP infringement.

4. Organisation of more seminars on Protection of IP rights and Development of Small and Medium Sized Enterprises (SMEs) in Guangdong Province

Two seminars on Protection of IP rights and Development of SMEs were held in Shaoguan and Shunde respectively on 29 November, 2004 and 1 December, 2004. More than 600 people participated in the two events. The objectives of the seminars were to assist Hong Kong SMEs to have a better understanding of the IP system in Hong Kong and the Mainland, and to promote awareness of IP rights among SMEs in the Mainland.

5. Study on the cooperation between Guangdong and Hong Kong on IP services

Jinan University was assigned to conduct an independent study on the issue. The study comprises of two parts:

- i. Issue questionnaires to collect preliminary views from the two sides relating to the demand and supply for IP related services, which was completed in mid October, 2004.
- ii. Conduct interviews with 40 organisations in Guangdong and Hong Kong to further study the demand and supply for IP related services, which was completed in November, 2004. (A report of the study will be submitted by Jinan University to Guangdong and Hong Kong by end of December, 2004.)

6. Preparation course for the National Qualification Examination for Patent Agents for Guangdong and Hong Kong candidates

A preparation course for the National Qualification Examination for Patent Agents was held in 1 to 13 August, 2004. 76 students attended. The evaluation of the preparatory course was satisfactory. 56 practitioners who participated in the preparatory training course enrolled for the National Qualification Examination for Patent Agents.

7. Training and exchange programme of IP officials to Guangdong Province

To promote training and exchanges in IP rights among civil servants in Guangdong and Hong Kong, Hong Kong Intellectual Property Department and Hong Kong Customs & Excise Department each sent out an officer for a one-week attachment to Guangdong Intellectual Property Office and Guangdong Office of General Administration of Customs, etc on 22 November, 2004. The Hong Kong officers

have gained a better understanding of the IP system, as well as the operation of legal and judiciary framework in the Mainland through the attachments.

8. Enhancement of the IP Database for Guangdong, Hong Kong and Macao

English versions of Mainland's IP laws and substantial information relating to IP departments in Guangdong Province have been added to the database, so as to enable viewers to gain a better grasp of the IP regimes in Guangdong Province.