

Station	Boarding location	Departure time
HK1001	Edo Zoo/Edo Castle/Thunder 17-18:00	17:30
HK1002	Edo Zoo/Edo Castle/Thunder 17-18:00	18:00
HK1003	Edo Zoo/Edo Castle/Thunder 17-18:00	18:30
HK1004	Edo Zoo/Edo Castle/Thunder 17-18:00	19:00
HK1005	Edo Zoo/Edo Castle/Thunder 17-18:00	19:30

Travel

## Grand Finale shuttle

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Feature

## Yesterday's receptions

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San Diego

## 国际商标协会 2015年年会在 圣迭戈见!

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# Take the No Fakes pledge | 张锦辉署 长与学生分享版权保护

INTA President Mei-lan Stark had an opportunity to explain the importance of trademarks to the next generation of Hong Kong consumers at the Unreal student engagement session yesterday. She outlined the importance of brands to the economy, and how research had revealed that jobs in IP-rich industries typically pay up to 40% more than jobs in other sectors. She said that online shopping site Taobao employs teams of people to remove fake products from the website and explained why they do it. "Fake products are often poor quality and they can harm you," she said.

Eugene Low of Mayer Brown then introduced Hong Kong Intellectual Property Office (HKIPO) Director Peter Cheung, who outlined Hong Kong's anti-fakes program. Retailers who pledge not to sell counterfeits in their shops can display an official No Fakes sign, giving shoppers confidence that the products they buy are genuine. He then taught the students a "No Fakes" song. Emily Wong of HKIPO, Vincent Lai of Hong Kong Customs and Excise Department and Forna Lo of Gucci also spoke at the event, which was supported by Platinum Sponsor Estée Lauder and Silver sponsors Gucci and Fox.



香港特区政府知识产权署署长张锦辉先生今天和学生分享了版权保护的重要性。在会上，张署长自弹吉他，现场演唱了自己创作的反盗版歌曲，歌曲穿插了广东话、普通话及英文，旋律轻快简练，容易上口，学生们跟随一起演唱，获得不少掌声。张署长借此引导学生了解原创及尊重知识产权的重要意义，并介绍了自1998年以来，知识产权署和海关合作举办的正版正货活动，目前有近160家商户加入，用户能使用手提电话的应用程式搜索商户。



来自真道学院，今年中四的杨同学表示，这次活动让他了解到认清正版及盗版的重要性，及使用盗版产品的后果，同时对商标法也有了初步的认识。“我现在了解到商标旁边的字母T和R所表示的意思。”杨同学说道。同样中四，来自孔教院何郭佩珍中学的刘同学也表示首次接触这样的活动，对正版正货活动颇有兴趣，并了解到商标的用处。  
此次活动有约50位学生参加，年龄约16至20岁。



## Important notes on the Grand Finale

**Grand Finale is included in registration price** Registered attendees of the Annual Meeting DO NOT pay extra for Grand Finale access—your badge is your ticket, so you must have it on you.

**Hong Kong Disneyland will keep us dry** The Grand Finale will go on, rain or shine—Hong Kong Disneyland is ready!! There will be both indoor and outdoor space so guests can stay dry if necessary.

**Buy guest tickets now** If you are bringing a guest to the Grand Finale, you MUST buy guest tickets on site before close of registration on Wednesday at 2:00 pm.

**Shuttles depart at 5:30** To avoid traffic, shuttles to Hong Kong Disneyland will depart at 5:30 pm from several departure points. Please pick up the shuttle schedule at the Information Desk on the Mezzanine level for details.

# Develop your online enforcement strategy

In-house counsel discussed the most effective response to online infringement at two sessions this week, recommending IP owners take a strategic approach to brand protection.

"Our clients often say 'can you stop that?' when one of our brands faces criticism online," said Rebecca Borden of CBS Corporation. "But we have to be careful. If you take a very tough approach you can look heavy handed, it draws attention to the issue, and given that our organization is about freedom of speech we don't want to contradict ourselves."

Instead she urged IP owners to rethink the

wording of their standard cease and desist letters, and to take a more lenient approach to fans whose enthusiasm for a brand has crossed the line into infringement. "It doesn't hurt us to say 'we recognize you're a fan and we appreciate that' and then to explain why we need to enforce our rights to ensure that the creators get paid and that we don't breach any of our other contracts."

Pinterest's Anthony Falzone agreed. "It pays to be nice and respectful to people."

Borden revealed one of the more unusual requests that she has had to consider while working for the broadcasting company, which airs episodes of Star Trek. CBS was

asked whether images from Star Trek could be used on the gravestone of a fan of the sci-fi show. Lawyers had to weigh up whether giving the go-ahead would interfere with a licensing deal the company has with a coffin maker who produces Star-Trek themed caskets, but ultimately sanctioned the request.

In another session on social media in China on Monday, Stanislas Barro of Kerring, which owns brands including PUMA, GUCCI and BRIONI, outlined some of the practical challenges involved in enforcing IP rights online in a country with 618 million internet users, 91% of whom have at least one social media account. He explained

how many sellers of counterfeits advertise their products on Sina Weibo to receive maximum exposure, but shift their negotiations with buyers to WeChat, where their conversations remain private. "We get cut out of the discussions at that point," he said.

"There is lots of ground to cover, the Internet is moving fast and it is a challenge to keep up," he concluded. On the positive side, however, brand owners are doing more to share best practices for dealing with the problem, and there have been encouraging signs from the authorities, including the establishment of specialized cybercrime units, he said.