

## Webinar "Essential Guide to Intellectual Property Issues in E-commerce"



### Registration Method

Interested persons are welcome to attend.

Admission is Free.

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In view of the COVID-19 pandemic, many enterprises have started to switch their businesses to the cyberspace and operate their businesses online. No matter the enterprise is selling its products through e-commerce platforms or running its own online shops, it might come across various forms of intellectual property (IP) infringement. In this seminar, an expert will walk you through the essentials of IP rights protection in the cyberspace, helping you stay updated with the latest IP solutions.

### Details



Date: 19 May 2020 (Tuesday)

Time: 3:30 – 4:45 p.m.

Language: Cantonese

Speaker: Dr Alex Lau,  
Chairman of Intellectual Property Committee, SME Global Alliance  
Consultant of HK Intellectual Property Advisory Service Ltd.

Topic: **Essential Guide to Intellectual Property Issues in E-Commerce**

- Obligations of e-commerce platforms operators
- Intellectual property tips for online shop owners
- Ways to avoid and handle online intellectual property infringement