

Webinar

“Essential Guide to Intellectual Property Registration”



Registration Method

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Intellectual property becomes increasingly important in promoting business development. In this webinar, an intellectual property expert will explain the differences between trademarks, patents and copyrights, and introduce the intellectual property registration procedures in Hong Kong, Mainland and overseas, and the areas that one should pay attention to, with a view to raising SMEs' awareness of intellectual property and enhancing their competitiveness.

Details



Date: 18 November 2020 (Wed)

Time: 3:30 - 4:30 p.m.

Language: Cantonese

Speaker: Dr Alex Lau

- Consultant, HK Intellectual Property Advisory Service Ltd.;
- International Mediation Expert, International Dispute Resolution & Risk Management Institute;
- Expert, Shenzhen Intellectual Property Protection Workstation Alliance Expert Committee

Topic: **Essential Guide to Intellectual Property Registration**

- Understanding trademarks, patents and copyrights
- Registration procedures of intellectual property in Hong Kong, Mainland and overseas