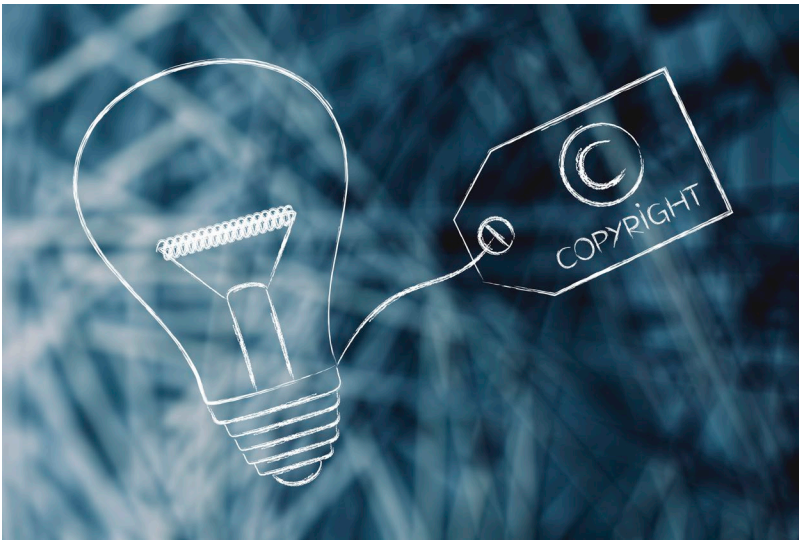


Webinar "Intellectual Property Risk Management in Cross-border E-commerce"



Registration Method

Interested persons are welcome to attend. Admission is Free.
Please register at SUCCESS website
(www.success.tid.gov.hk).

Enquiry Hotline: 3403 6111

[Register Now](#)

The COVID-19 pandemic has changed the global business model. While cross-border e-commerce is developing rapidly, the intellectual property disputes in cross-border e-commerce are becoming more common. In this webinar, an intellectual property expert will explain the importance of trademarks and patents, how to resolve intellectual property dispute in cross-border e-commerce, as well as answer some frequently asked questions.

Details



Date: 21 April 2021 (Wed)

Time: 3:30 - 4:45 p.m.

Language: Cantonese

Speaker: Dr Alex Lau

- Partner, HK Intellectual Property Advisory Service Ltd.;
- Chairman, SME Global Alliance Intellectual Property Committee;
- Expert, Shenzhen Intellectual Property Protection Workstation Alliance Expert Committee

Topic: **Intellectual Property Risk Management in Cross-border E-commerce**

- Causes of Intellectual Property Dispute in Cross-border E-commerce
- Characteristics of Intellectual Property Risk in Cross-border E-commerce
- Responsibilities of Cross-border E-commerce Platform
- Intellectual Property Risk Management in Cross-border E-commerce