

## Webinar

# “Guide to Trademark Management for Enterprises”



### Registration Method

Interested persons are welcome to attend. Admission is Free.  
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Trademark is an important intangible asset for enterprises. Registering a trademark facilitates customers to recognise products, and hence establish a good branding for business with a view to standing out from other competitors. In this seminar, an intellectual property expert will explain how to register a trademark, as well as introduce the categories and designs of trademark, and different trademark symbols. Speakers will also explain how to deal with trademark infringement and manage trademark, share real-life cases and answer frequently asked questions.

### Details



Date: 14 April 2022 (Thu)  
Time: 3:30 - 4:45 p.m.  
Language: Cantonese  
Speaker: **Dr Alex Lau**  
- Chairman, SME Global Alliance Intellectual Property Committee;  
- Partner, Hong Kong Intellectual Property Advisory Service Limited