

## Webinar “Exploring the Metaverse and NFT from Intellectual Property Perspective”



### Registration Method

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

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Recently, the Metaverse and Non fungible Token (NFT) have become the market spotlights. Some SMEs have started to explore how to conduct marketing in the metaverse, instead of traditional marketing. This webinar will explore the Metaverse and NFT, introduce the related intellectual property knowledge and answer frequently asked questions.

### Details



Date: 5 October 2022 (Wed)

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

Language: Cantonese

Speaker: **Dr Alex Lau**

- Chairman, SME Global Alliance Intellectual Property Committee;
- Partner, Hong Kong Intellectual Property Advisory Service Limited