

This seminar is one of the seminars under the SME Service Centers' "4-in-1" Seminar Series.



Seminar "How to Handle IP Disputes on E-Commerce Platforms in the Mainland"



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website
(www.success.tid.gov.hk) on or before
12 June 2024 (Wed) 12:00 noon.

Registration will close
once seats are all taken.

Enquiry Hotline: 3403 6111

[Register Now](#)

How should e-commerce operators avoid falling into intellectual property (IP) traps? In this seminar, IP experts will explain the rights and responsibilities of e-commerce operators, as well as points-to-note for e-commerce stores in area such as customer service, promotion and data management. The seminar will also discuss the legal disputes regarding e-commerce complaints, personal information and live-streaming. Furthermore, the experts will share the IP protection for brands and original works, using cases from the fashion, furniture, and jewelry sectors, with a view to assisting SMEs in properly handling IP disputes on e-commerce platforms.

Details



Date: 12 June 2024 (Wed)

Time: 3:30 - 5:00 p.m.

Venue: Support and Consultation Centre for SMEs
of the Trade and Industry Department (SUCCESS)
Room 1301, 13/F, Trade and Industry Tower,
3 Concorde Road, Kowloon City

Language: Cantonese and Putonghua (No simultaneous interpretation
service will be provided)

Speaker: - **Dr Alex Lau**, Chairman, SME Global Alliance Intellectual
Property Committee
- **Mr Roger Chen**, Executive VP, Shenzhen Copyright
Society