

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



Seminar

"The future trend of branding : The strategies for branding and IP derived from AI"



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website (www.success.tid.gov.hk) on or before 25 September 2024 (Wed) 12:00 noon.

Registration will close once seats are all taken.

Enquiry Hotline: 3403 6111

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The rapid development of artificial intelligence (AI) has a significant impact on the society. In this seminar, intellectual property (IP) expert will explain how AI technologies facilitate the innovation and development of branding, and also discuss the importance of IP for it. Furthermore, the expert will explain the future trend and direction of branding, the ownership of IP for the AI generated products and how IP sustains the development of branding, with a view to assisting SMEs in understanding the strategies for branding and IP derived from AI.

Details



Date: 25 September 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 (No simultaneous interpretation service will be provided)

Speaker: **Dr Alex Lau**, Chairman, SME Global Alliance Intellectual Property Committee