

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



Seminar "IP Licensing and Marketing Strategies"



Registration Method

Interested persons are welcome to attend. Admission is Free.

Please register at SUCCESS website (www.success.tid.gov.hk) on or before 4 December 2024 (Wed) 12:00 noon.

Registration will close once seats are all taken.

Enquiry Hotline: 3403 6111

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"Intellectual property" (IP) possesses market value and is protected by law. Any type of creation can be called IP. Apart from the well-known cartoon characters, illustration design, songs by creators, TV and movie scripts, costumes and scene design, etc., may also be categorised as IP. In this seminar, an expert will introduce "IP authorisation", explain the operation of "IP authorisation" and discuss about how "IP authorisation" would generate profit for copyright owners/originators. "IP authorisation" is not a business model limited for large companies. In view of the popularity of "self-media" in recent years, a lot of creators from social media have also begun to adopt the business model of "IP authorisation". This seminar would provide participants with the information of "IP authorisation", with a view to assisting enterprises in creating greater value for their innovation.

Details



Date: 4 December 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

Speaker: **Dr Wilson Lee**, Chairman, Licensing & Franchising
Association of Hong Kong

(1-2 representative(s) from IP Licensing Industry will also come and share their insights)