

# Intellectual Property Centre



香港工業總會

**FHKI** Federation of  
Hong Kong Industries

**We** promote Intellectual Property protection by working closely with Hong Kong Intellectual Property Department, Customs, Industrial Department and other commercial organizations.

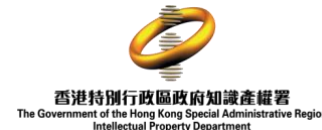
- We support both members and non-members in dealing with **Intellectual Property Matters**.
- Our Centre has accumulated over 30 years of experience (FHKI was established 60 years ago)
- **We specialize in application and registration services.** We operate globally, including Hong Kong, China, Japan, USA, Europe, Southeast Asia and other countries around the world.

# Not Just a Simple Agency Service

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## – Intellectual Property Promotion

- Organize intellectual property training courses and lectures  
China National Intellectual Property Administration /  
Hong Kong Intellectual Property Department (HKIPD) / Nano  
and Advanced Materials Institute Limited etc...
- Hong Kong Trade Development Council (HKTDC)/ Trade and  
Industry Department  
Service center for SMEs in exhibitions  
Providing free intellectual property consultation
- Intellectual Property Trading Platform at  
Asia IP Exchange
- Patent Application Grant “PAG” funding scheme  
Accredited Patent Agents  
Patentability advice
- Hong Kong Patent Landscape Report 2023

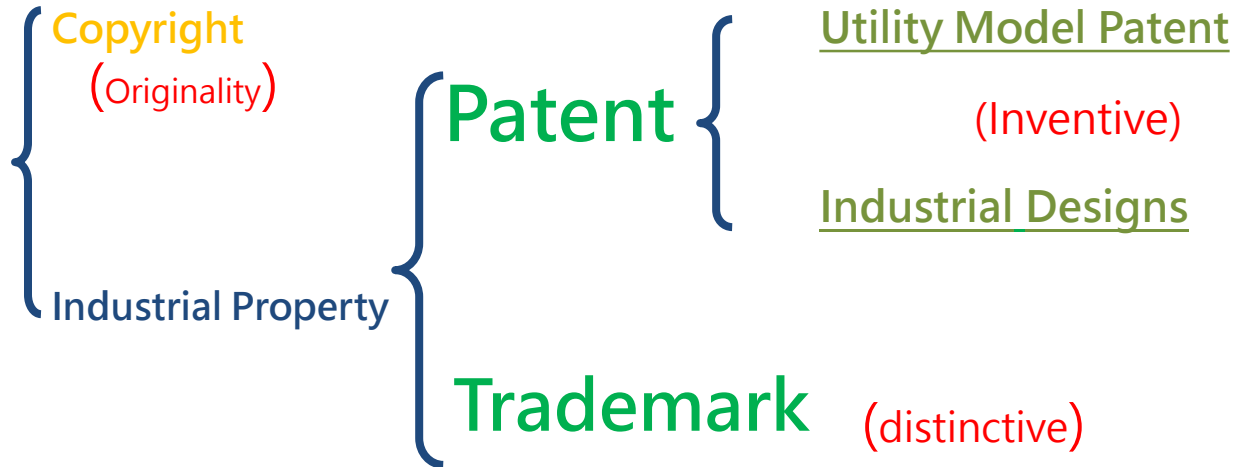


# Intellectual Property - Summary

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## Intangible – Property

IP



**Jurisdiction**  
**Exclusive**  
**Time-limited**

*Important but not mainstream:  
domain names / goodwills / product geographical  
indications*

# Trade Mark

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- A trade mark is a sign that distinguishes the goods and services of one trader from those of others.
- Trade marks are classified according to the NICE classification which has 45 different categories. (1-34 are goods · 35-45 are services)

*Example:*

A



B

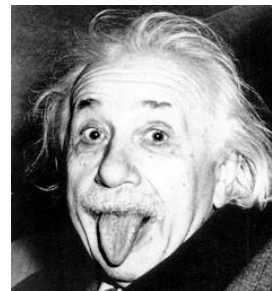


Source: <https://esearch.ipd.gov.hk/>

Hong Kong Intellectual Property Department -Public Online Search

# Patent

## Industrial Design



Patented Oct. 27, 1936



A. ENSTON  
80018  
Filed July 2, 1926



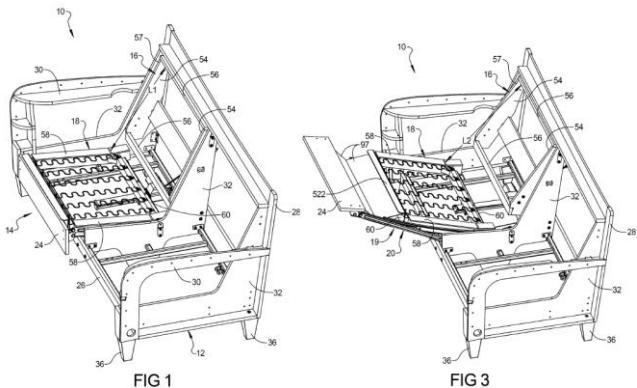
Des. 101,756



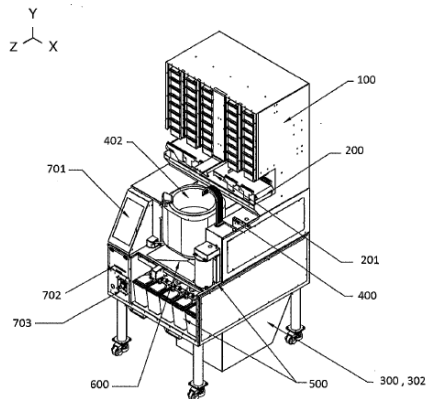
# Patent

- A patent is a monopoly granted to the owner of a **newly invented technology** or to **improvements** of products or **processes** to make, use, and sell their invention or improvement for a set period of time. After expiry of the term of a granted patent, the invention or improvement is open to free use by the public.

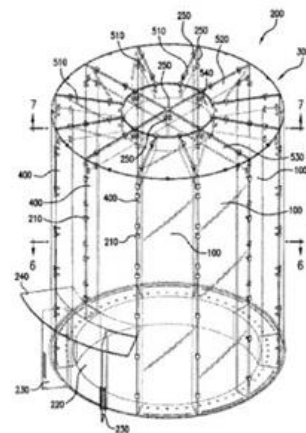
## Example:



Chaise longue and leg rest mechanisms for furniture components



automated cooking system



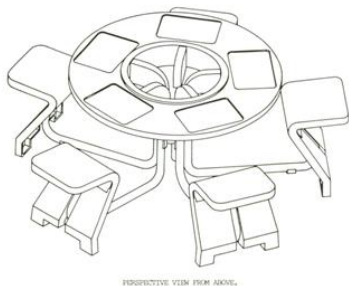
Structure and assembly method of glass door entrance

# Industrial Design

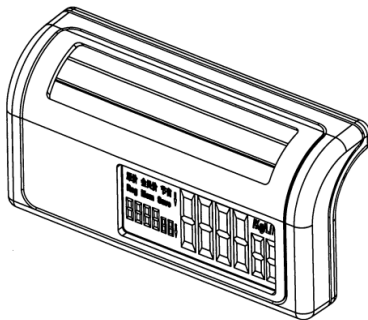
07

- An industrial design is the **ornamental** or **aesthetic** aspect of an article. The design may consist of three-dimensional features, such as the shape or surface of an article, or of two-dimensional features, such as patterns, lines or color.

## Example:



0800966.6  
外觀設計圖或照片 - 超市價格牌



Perspective View





# Copyright

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- It is the exclusive right granted by law to authors in **literary, artistic and scientific works** of their own creation.
- Copyright protects the **expression** of an idea, not the idea itself.
- Hong Kong does not have a **registration** system, and some countries (such as the United States and China) can register copyright.

*FHKI provides a copyright depository service = evidence of time*



- ❑ Design Drawings
- ❑ Product Drawings
- ❑ Layout Design (topology) of integrated circuits
- ❑ Song lyrics
- ❑ Pictures / Photographs
- ❑ Audio/Film/sound recordings
- ❑ Website layout design
- ❑ Printed materials



# No Fakes Pledge

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- The “No Fakes Pledge” guarantees that a store sells products that are genuine. The pledge is to establish an image of honesty, reliability, and is to increase consumer confidence.
- The badge also acts as a reminder to raise consumers' awareness of intellectual property protection and pirated or counterfeited goods.
- There is an official website and a mobile application to enhance the brand's popularity.
- In 2020, there are more than 1,200 members, and there are more than 5,500 retail stores and online stores
- The application is based on the business name, not individual retail stores.



since 1998...

# Patent – Patent Application Grand “PAG”

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The applicant's capital contribution ratio is 1:9



The maximum funding for each approved application is HK\$250,000  
(Sponsorship - awarded to executive agencies processing patent applications)



## Are you eligible?

- ✓ Never owned a patent in any country or region
- ✓ Local registered company, HK permanent resident
- ☐ Inventor = Applicant
- ☐ Inventor ~ Directly related to the applicant company



Source: Hong Kong Productivity Council 2021

# Services We Provide



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Trade mark registration

Copyright Depository

Patent Application

Design Registration

**"No Fakes" pledge application**

Patent Application Grant "PAG"






FHKI is an organization in Hong Kong that provides copyright storage. This storage has been in effect for more than 20 years.



"No Fakes" pledge Scheme is one of the accredited badges recognised by HKIPD and Customs

# Intellectual Property Centre – One-stop shop for all your IP needs

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<b>Discover</b>	Help businesses manage their IP portfolios		<ul style="list-style-type: none"><li>● Training &amp; Seminars</li><li>● Free consultation</li></ul>
<b>Register</b>	Protect innovative designs and/or brands through registration		<ul style="list-style-type: none"><li>● Professional Registration Service</li></ul>
<b>Utilize</b>	Enforcing and utilizing existing IP rights for the benefit of the business		<ul style="list-style-type: none"><li>● Provide professional advice and analysis</li><li>● Training &amp; Seminars</li></ul>

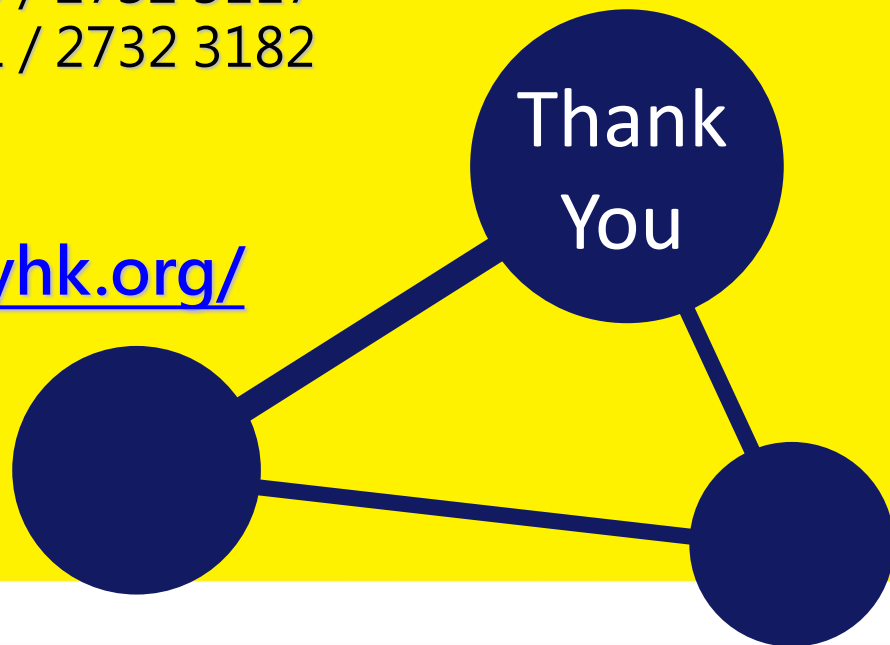
# Contact Us

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Patent / Design : 2732 3181 / 2732 3182

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Website: <https://www.industryhk.org/>

**Be the Force behind the Force!**



# Q & A



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[WWW.INDUSTRYHK.ORG](http://WWW.INDUSTRYHK.ORG)