

Intellectual Property & Start ups

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OVERVIEW

- **Types of intellectual property & Why is it important?**
知識產權的類別
 - **Recognizing IP in your business**
辨別你的知識產權
 - **IP Systems Mechanics**
知識產權系統的運作
 - **Steps for the Entrepreneur**
企業家需要考慮的課題
-

EXAMPLES

Copyright 版權

Computer codes of the app
Webpage advertisements
網頁廣告的計算機程式碼

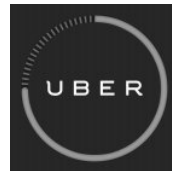
Designs 外觀設計

USD738901S1 - Computing device display screen with graphical user interface
包含圖形使用者介面的計算機顯示屏

Trademarks 商標

85170655
86469371

UBER

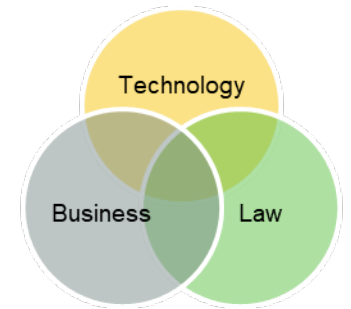


Patents 專利

US9305310B2 - Enabling a user to verify a price change for an on-demand service
容許使用者確認用於按需服務的價格變動

WHY IS IP IMPORTANT?

- **Your IP is likely to be your first major asset!**
 - Distinguishes you from others.

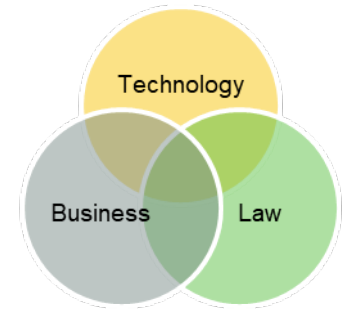


- **What type of IP do you have? 你擁有什麼IP?**
- **What are you going to do with it? 該IP具有何等價值?**
 - Sell it? License it? Make something with it? Litigate?

Tip: Recognizing IP is always about the commercial outcome. Let your Attorneys worry about the logistics.

辨別IP通常關係到商業決定，申請流程相關的問題可以交由專利代理人處理。

STEPS FOR THE ENTREPRENEUR



- **Am I infringing? 我的業務有造成侵權嗎?**
 - Would you be stepping on someone's toes?
 - **Regular IP Audit 定期對你的IP進行審核**
 - What has been created, by who, and is it of value now or in the future?
 - **Capture the IP 保護你的IP**
 - NDAs, Secret Use Protections. Filing for IP Registrations
 - 保密協議，秘密使用保障，申請/登記IP保護
 - **Realizing Value of IP 實現你的IP的價值**
 - Licensing, Enforcement, Asset Value (Valuations)
 - 授權，行使權利，估價
-

Startups vs Corps – Is there a Level Playing Field?

Factors	Big Companies	Start ups	Startup Response
Money	Lots	Limited	Work to your Budget; Use Govt Funding
Manpower	Lots	Limited	Use the right resources; Don't delegate to short term staff
Experiencing Errors	Likely	Likely	Get things done quickly. Minimize Waiting time
Litigation Risk	Likely	less likely	identify good strategies; investor/angels networks; opportunities
Negotiation Strength	Significant	Limited	Focus in your own field and be realistic
Growth Opportunities	Highly Dependent	Unlimited	Run with your idea/turn a profit/no rules

IP SYSTEMS MECHANICS

- **Jurisdiction Based 基於管轄權**
 - Every Country will have its own IP Protection Regime
由每個國家自行提供獨立的知識產權保護制度
- **Multi Stage Process 多階段申請流程**
 - File in one Country, get protection in others at a later time.
在一個國家提出申請，然後才申請在其他國家的保障

Key Words to Remember: Paris Convention, PCT, Madrid Protocol 巴黎公約, 專利合作條約, 馬德里議定書

PATENT APPLICATION GRANT (PAG)

cont'd

- ✓ **Government Assistance Funding – Up to \$270,000**
政府資助基金 - 上限港幣27萬
 - ✓ **Covers 90% of your Patenting Costs**
資助你的專利費用的90%
 - ✓ **New Applicants Only (intended to help new inventors)**
只限新申請人(旨在幫助新發明人)
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TIPS - ALL YOU NEED TO REMEMBER

cont'd

- ❖ **IP needs to be captured ASAP, often before it is disclosed**
盡快保護你的IP，通常在公開IP前
 - ❖ **Periodic Review and Follow up**
定期評估及跟進你的IP
 - ❖ **Don't get held up by Infringement/Capturing IP**
不要被侵權或保護IP施延你的進度
-

TIPS - ALL YOU NEED TO REMEMBER

- ❖ **Government Funding is available in Hong Kong**
香港政府有提供資助
- ❖ **People mess up! Don't Stress!!!!**

PRO TIP: Remember WHY you are working with your IP!
Think “REASONS FOR”!

PRO TIP 2: For Start ups, growing your business is
MORE IMPORTANT!

THANK YOU!

FEEL FREE TO CONTACT ME AT

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