

IPD holds "I Pledge" Campaign Observation Wheel Fun Day (with photo)

The Intellectual Property Department (IPD) and the Chinese YMCA of Hong Kong (CYMCA) jointly held the "I Pledge" Campaign Observation Wheel Fun Day at the Hong Kong Observation Wheel in Central today (January 26) to celebrate the 20th anniversary of the "I Pledge" Campaign.

Featuring a host of activities including creative workshops and stage performances as well as digital and fun games, the Fun Day aimed to raise public awareness of and respect for intellectual property (IP) rights and to promote creativity. Participants could also receive "I Pledge" Campaign 20th anniversary edition souvenirs and prizes through participation in the games and other activities. Members of the "I Pledge" Campaign could even get a free ride on the observation wheel. The event attracted over 3 000 participants.

Speaking at the opening ceremony, the Director of Intellectual Property, Ms Ada Leung, said, "Over the past 20 years, we have regularly organised different types of activities with a theme of IP protection for 'I Pledge' Campaign members. To cater for developments in innovation, we have incorporated elements to promote creativity and STEAM in the promotion and education activities that we launched in recent years. These include design competitions, original live band shows and other creative activities."

The Chairman of the Social Services Committee of CYMCA, Mr Philip Poon, said, "CYMCA supports original works and respect for IP rights. We have been joining hands with the IPD to promote protection of IP rights by co-organising a wide range of activities throughout the years."

The IPD launched the "I Pledge" Campaign in 1999 with the aim of promoting respect for IP rights among the public. Since its inception, the Campaign has attracted over 10 000 members who pledged not to get involved in Internet piracy activities; not to purchase or use pirated and counterfeit goods; to respect IP rights of others; and to support and participate in anti-Internet piracy, anti-piracy and anti-counterfeiting activities.

The IPD attaches great importance to promotion and education work to enhance public awareness of and respect for IP rights. Other than the "I Pledge" Campaign, the IPD has been promoting the "No Fakes Pledge" Scheme, which encourages retail merchants to pledge not to sell counterfeit and pirated products. In addition, the IPD disseminates the message of respecting and protecting IP rights to the public by producing announcements in the public interest, collaborating with various organisations in conducting and supporting a wide range of promotion and education activities, organising interactive drama programmes and interactive tutorial websites for schools, and organising visits to primary and secondary schools, seminars in tertiary institutions and various competitions.

The Fun Day was supported by CityU Apps Lab, Design for Change Hong Kong, the Hong Kong Comics and Animation Federation, the Hong Kong Institute of Vocational Education, the Hong Kong Internet and eCommerce Association and the Institution of Mechanical Engineers Hong Kong Branch. For details of the "I Pledge" Campaign, please visit: www.ipd.gov.hk/eng/promotion_edu/i_pledge.htm.

