NEW ENTREPRENEURSHIP SEMINAR SERIES

Seminar 7

Date: November 9, 2019 (Sat)
Time: 9:00 am – 1:30 pm
Venue: HKUST Business School Central

Topic

Protect Your Ideas and Inventions - IP (Intellectual Property) & Other Legal Matters (Part II)

Session 1 – Your Company’s Brand (Trademark)

Session 2 – Protecting Your Creations, Contents & Software (Copyright)

About The Talk

Intellectual property (IP) protection is critical to fostering innovation. Without protection of ideas, businesses and individuals would not reap the full benefits of their inventions. This is especially important to idea owners who have invested ample resources to develop their products or new business ideas. This seminar provides the background and basic knowledge idea owners need to know to protect their inventions and new product ideas. In this seminar, participants will learn how to protect their inventions (patents and trade secrets), how to promote their brands (trademarks) and how to protect their creations, content & software (copyright).

Speaker

Ronald Yu started in IT industry, then became a computer forensics and then further obtained his credentials as JD and LLM. Ronald is also a U.S. Patent Agent, holds patents, has published articles on online learning, digital forensics, intellectual property, copyright & constitutional law, etc. Ronald has taught graduate law classes on IP Law in Information Technology, Patent Law and IP Strategy. Ronald is a Board Member and a Founding Member of IIPCC.org, which became a WIPO (World Intellectual Property Organization) Permanent Observer in 2016 and an Advisor and Partner to WIPO Green in 2017.

Registration

Registration Deadline: 28 Oct 2019

Link: To be announced