



Department of Systems Engineering  
and Engineering Management  
City University of Hong Kong

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**Seminar on “Safeguard business with Intellectual Property and Brand Protection”**

IuPDI and SEEM Dept of City University are coorganising a seminar on “Safeguard business with Intellectual Property and Brand Protection” with speakers from Industry and IuPDI.

Dr TW Liu, (Vice-President of CityU EngD Society)

- Intellectual property as a key asset to create value for a business
- Some rules to turn your idea into an invention
- Suggested IP practices for enterprises in Hong Kong and mainland China
- Who will be the biggest IP game winner?

Mr Leslie Lee, Chairman of IuPDI will share with participants on “Protecting the company’s brand(s)”.

- Introduction to Brand Assurance
- Common cases of damages against the brands
- How to protect the brands

**Who should attend:** Anyone who is interested in Intellectual Property and protecting the company’s brand(s).

**Date:** 12th November 2016 (Saturday)

**Time:** Registration: 9:30 am to 9:45 am (Seminar starts at 9:45 am and end at Noon)

Welcoming remark by Dr KS Chin of SEEM Dept., City University

Speaker 1: Dr TW Liu, (Vice-President of CityU EngD Society)

Speaker 2: Leslie Lee, Chairman of IuPDI

Language: Cantonese

Venue: LT 15, City University, Kowloon Tong

Fee: Free

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**For enrolment:** Please give Name, Company, Contact number and email to Leslie Lee at [leslie@IuPDI.org](mailto:leslie@IuPDI.org). You can call 9429 8799 if you have any question. Our website is [www.IuPDI.org](http://www.IuPDI.org) (Events/Activities button). Registration is on a first come first served basis.

**Supporting organisations:**



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