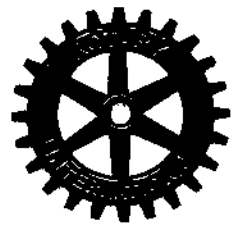




扶輪



# Tung Feng

VOL. 50 No. 40

30<sup>th</sup> April, 2003

## *What Happened Last Week*

Acting President Rotarian Robert initiated the meeting to welcome fellow members and their secretaries because today was the celebration of Secretary Day. He then invited members to introduce their secretaries respectively. They were: Annie Ng the Sec of David Li and Elsa Li, Executive officer of David Li's Co., introduced by PP John; Joyce Yeung, introduced by IPP Stephen; and Ida Chan, introduced by PP Desmond.

Acting President Rotarian Robert also welcomed Rotarian Alice Chan from Rotary Club of Hong Kong Sunrise and she would be formally introduced later. Today's birthday boy was PP George, but he was not in. Sergeant-at-arms VP Rudy announced that a total of HK\$ 1,000 had been collected for our red box.

Rotarian Raymond introduced our speaker, Rotarian Alice Chan. She was an intellectual property lawyer at Richards Butler, an international law firm with over 90 lawyers in HK office, she has been specializing in both contentious and non-contentious Intellectual Property, Information Technology, Media, Entertainment and Technology Transfer for 9 years. She practiced both in UK and Hong Kong. In addition, she was the Community Services Director of Rotary Club of Hong Kong Sunrise. Today's topic was: "X-files of Protecting Intellectual Property Rights in HK and PRC"

Rotarian Alice used a kid's computerized storybook package to demonstrate the importance of intellectual property (IP). She then shared that there are different types of IP. These were patents, registered designs, registered trademarks and copyright.

In general, patents protected the functional technology behind innovative products or processes. Since such product was new, how would one to apply for the patents applications? She used the example of a 'fork'. If you were to one first to introduce 'fork' in this world, and you would like to apply for patents for protection, you had to use many different abstract words/phases to



THE ROTARY CLUB OF HONG KONG ISLAND EAST

香港東區扶輪社週報

Club 4350

District 3450

Chartered on 6 April, 1954 by Charter President  
PDG (Uncle) John Yuen

strengthens RI's position to prevent misuse by other individuals and entities.

The proper Emblem should be encouraged to use in clubs and districts. The RI emblem may not be altered, modified or obstructed in any way, nor reproduced other than in its complete form. The most common improper reproduction of the RI emblem has the keyway missing from the center of the emblem. Another common error occurs when the RI emblem is partially covered or hidden, which is not permitted.

The RI emblem can be printed in any single colour. However, when the RI emblem is printed in more than one colour, it must be in its official colour of royal blue and gold. The official emblem of RI is a gear wheel of 6 spokes or arms, 24 teeth or cogs and a key-way, one tooth is placed in the center of each arm and three in between the center lines of arms. The shaft opening and key-way should be left blank. It is not exaggerated to report that some of the banners from clubs abroad show the RI emblem is made up of only 12 cogs or more than 24.

(2) Rotary emblem merchandise

The licensing system currently maintains over 200 individual manufacturers or corporations, such as The Harilela's in Hong Kong.

(3) Fund Raising

Clubs or districts often desire to use the Rotary mark on merchandise for sale in order to raise funds. The RI Board authorized an exception to licensing which is called "Event Specific Exception" but must bear the name of the clubs, the project and date on the article.

(4) The Rotary emblem should not be used in the following items:

- (a) Name cards and/or letterheads of individual with company's name.
- (b) Buildings or show windows
- (c) Distinctive badges and jewels of other organizations
- (d) RI Letterheads can only be used by present and/or past RI officers
- (e) Rotarians should not put distinctive badges or jewels when attending functions other than Rotary.

(5) Other authorized uses of Rotary Emblem:

Various uses of the name and emblem are permitted as follows:

- (a) All stationery and printed matters issued by RI or member clubs;
- (b) The official Rotary Flag;
- (c) Badges, banners, decorations and printed matters of Rotary Convention and other official functions, on furniture or furnishings of RI or member clubs;
- (d) Road signs or member clubs;
- (e) Lapel pins;
- (f) On articles for personal use.

(6) If there is any doubts, please contact the Licensing Section at the World Headquarters in Evanston or your district governor.

describe the shape, functions, usage, etc. about this new device for the application provided that there had no similar device with the same descriptions already listed on the worldwide IP database. Patents would protect the idea, whereas registered designs would only protect the configurations only. Registered trademarks would protect the business logo. Copyright protection gave the right in law against people who, for example, photocopied paperwork from books, blueprints, etc.

She shared her experience on representing some foreign companies to take raid actions in PRC for infringement activities. Although PRC had established laws for protecting IP rights based on the WTO requirements, the experience was that even the enforcement parties had many different vested interests on such activities; this made the enforcement in PRC for IP infringement activities more complicated. On the other hand, the legal action for IP infringement was less complicated and relatively easier to take prompt actions in Hong Kong.

She continued that if IP rights had not been properly protected, no one would like to invest and create more new ideas with innovative products in this world. IP rights protected man's wisdom. On the other hand, IP rights became a global issue and focused for many companies due to globalization. On her profession, there was regular conference to meet with other on different regions. She mentioned that an example was that there would have a large IP rights conference for lawyers held next month in Amsterdam.

PP Desmond responded with thanks on Rotarian Alice's clear introduction and sharing on IP rights matter. He also appreciated her sharing on how she enjoyed her works as a legal profession that he said he had seldom found one.

Acting President, Rotarian Robert, then adjourned the meeting with a toast to Rotary Club of Hong Kong Sunrise.

## ☞ *Rotary Information* ☞

### *Rotary Intellectual Properties*

Our guest speaker Ms Alice Chan of an International law firm, Richard Butler, delivered a talk to-day on the subject of Intellectual Properties which prompted our Rotary information coordinator, PDG Peter Hall to reiterate Rotary Intellectual Property for the information of our newer members.

- (1) It is seldom known to Rotarians that apart from commercial field, Rotary has also its Intellectual Properties, such as Rotary International and design Rotary Emblem Interact and Emblem Rotaract and Emblem Paul Harris Fellow and Design Youth Exchange and Logo The Rotary Foundation and Design Preserve Planet Earth and Design RYLA and Design Rotarian, etc. which have been registered in over 40 countries. The registration of RI's intellectual properties enhances the association's exclusive use of the marks and

# LAUGH FOR THE WEEK

A beautiful woman loved growing tomatoes, but couldn't seem to get her tomatoes to turn red.

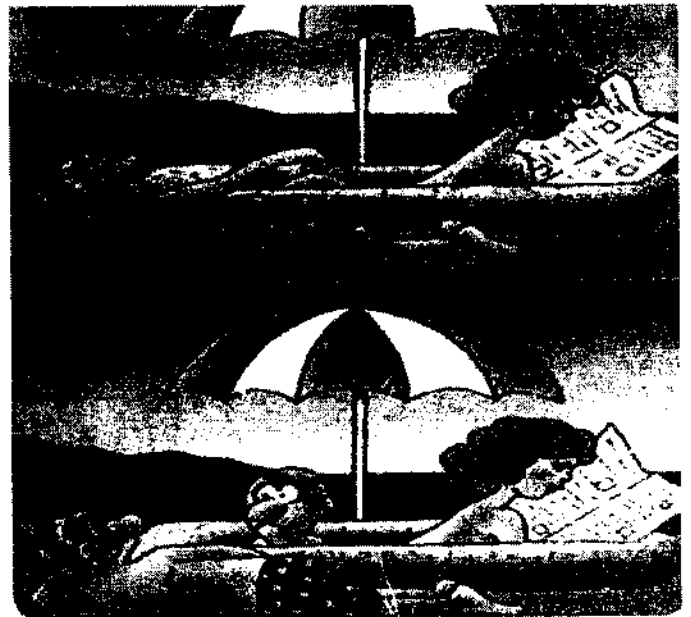
One day while taking a stroll she came upon a gentlemen neighbor who had the most beautiful garden full of huge red tomatoes.

The woman asked the gentlemen, "What do you do to get your tomatoes red?" The gentlemen responded, "Well, twice a day I stand in front of my tomato garden and expose myself, and my tomatoes turn red from blushing so much."

The woman was so impressed, she decided to try doing the same thing to her tomato garden to see if it would work. So twice a day for two weeks she exposed herself to her garden hoping for the best.

One day the gentlemen was passing by and asked the woman, "By the way, how did you make out? Did your tomatoes turn red?"

"No" she replied, "but my cucumbers are enormous...."



## YEAR 2002-2003

<b>Ex-Officio</b> IPP Stephen Liu	<b>Vice President</b> Rudy Law	<b>President Elect</b> Henry Chan	<b>President</b> Chris Howe	<b>Secretary</b> Eddy Wong	<b>Treasurer</b> Clark Lu	<b>Advisor</b> PDG Peter Hall
<b>Directors:</b> PP John Kwok	PP George Leung	Laurence Chan	Paul Chan	Jason Chiu	Danny Kilis	<b>PP Council Rep</b> PP Tim Lui

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**ROTARY CLUB OF HONG KONG ISLAND EAST MEETS EVERY WEDNESDAY, 12:30 p.m. AT  
EXCELSIOR HOTEL, CAUSEWAY BAY**



Our guest speaker for today was Ms. Alice Chan who is an intellectual property lawyer with the firm of Richards Butler. She is the Community Service Director of the Rotary Club of Hong Kong Sunrise. She spoke on the subject "X-files of Protecting Intellectual Property Rights in Hong Kong & the PRC."



At the left head table were seated PDG Uncle Peter, guest speaker Ms. Alice Chan & Acting Pres. VPE Robert getting some more practice.



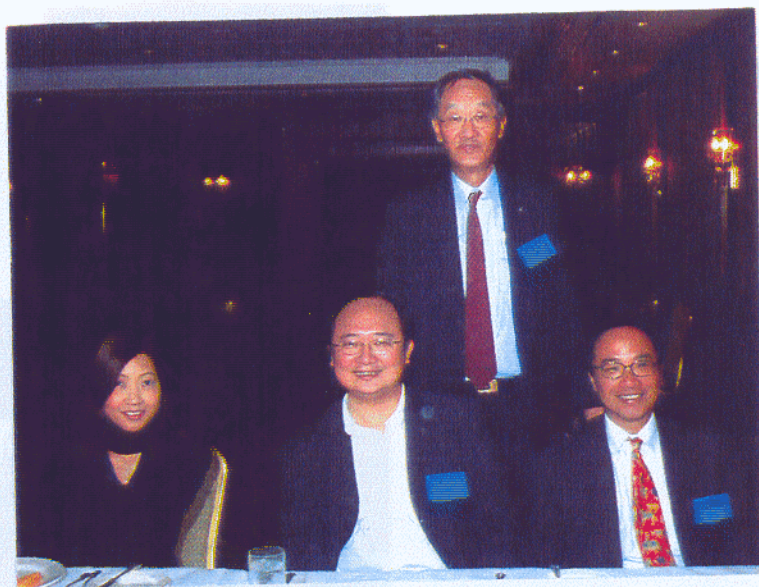
At the right head table were seated Hon. Sec Eddy, Hon Treas. Clark & PP John IV all enjoying the meeting.



(L to R) Dr Stephen, PDG Uncle Peter, Guest speaker Ms Alice & Acting Pres. Robert working on their meals.



Today being Secretary's day, PP John's special guest were three lovely ladies-(L to R) Elsa Li, Executive officer with David Li, Annie Ng & Joyce Yeung, (IPP Stephen's Sec.) all hard working Secretaries who do all the behind the scene work for our club. Please enjoy your visit.



PP John is standing behind another Secretary (L to R) Ida Chan, Sec. to PP Desmond , with Rtn Danny sitting between them.



Some members didn't bring their secretaries were these three (L to R) Dir Jason , PP Hubert, IPP Stephen & Dr. Lewis. Only IPP Stephen brought his secretary - the other three didn't (shame on you). We expect you to bring them next year.



Acting Pres. Robert gives a souvenir present & a photograph of herself to our lovely speaker for today.



(L to R) Dr Tony, Rtms John V, Heron & Alex in a happy mood.



Group Photo of PDG Uncle Peter taken with the guest speaker, Acting Pres. Robert & our four guests & PP John on 23rd April, 2003.