



INTERNATIONAL PROTECTION OF INTELLECTUAL PROPERTY RIGHTS
MALAYSIA & HONG KONG IN STYLE

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ACT I:1

INTERNATIONAL TRENDS

- Modernization
- Globalization
- “Intellectualpropertization”



ACT 1.2

GOODS & SERVICES EMBEDDED
WITH:

Trade Secrets

Copyright

Designs

Layout designs (Topographies) of ICs

Patents for products & processes

Trade marks for goods and services

Geographical Indications



ACT I.3

CATALYST: BELT & ROAD OPPORTUNITIES

- China identifies
- World recognizes
- We capitalize



ACT II

CHALLENGES

- Different development paces
- Different legal systems
- Any breakthrough points?



ACT III: RESOLUTION 1

BASIC LEGAL NORMS

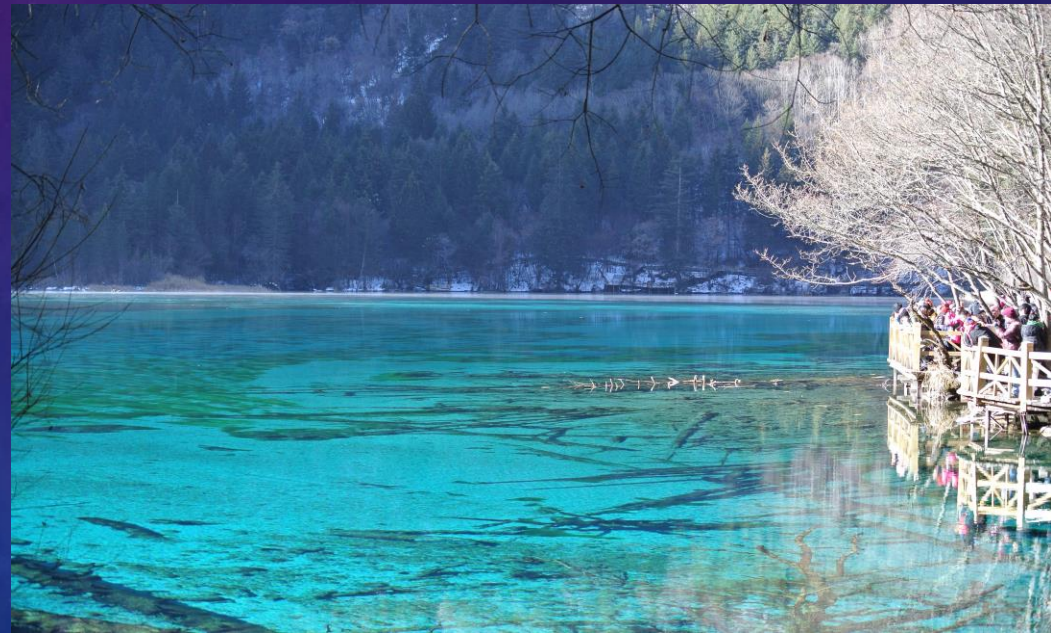
- WTO-TRIPS standards
- Equity + Special Circumstances



ACT III: RESOLUTION 2

BUSINESS OF INTELLECTUAL PROPERTY

- Be creative/innovative
- Manage IP strategically
- Trade Belt & Road IPs



ACT III: RESOLUTION 3

MALAYSIA AND HONG KONG IN STYLE



- Open platform
- Open collaboration
- Advance mutual interests

- Share benefits



EPILOGUE

- Shape environment
- Adapt to change
- Lead change



END CREDITS

SUCCESS FORMULA:

