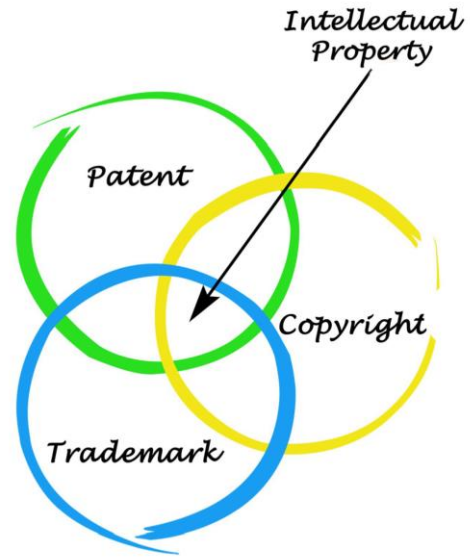


Certificate for Module

INTELLECTUAL PROPERTY ASSET MANAGEMENT

證書 (單元: 知識產權管理)

MS149A  **5**



With the integration of HK with the Greater Bay Area to develop innovation and technology, the knowledge of IP rights is increasingly important to the business and innovation sectors. Given this, the IP rights and legislation in Hong Kong and Mainland are included in the syllabus to address the needs created by GBA development. This programme is taught by a qualified barrister specializing in intellectual property (IP) law, tech law and data protection law.

Programme Structure


- Essentials of Intellectual Property (IP) for Innovation
- IP Management for Innovation (COPE Framework)
- Strategic Portfolio Management
- Market Assessment and Engagement
- Performance Measurement
- IP Registration and Protection in Mainland China
- IP Legislation and Enforcement in Mainland China

Entry Requirements

- Applicants shall hold an Associate Degree / a Higher Diploma or equivalent and have at least 2 years of work experience.
- Applicants with other qualifications will be considered on individual merit.

Programme Delivery

- 33 hours face-to-face lectures
- Thursday evening 7:00pm - 10:00pm

 This course has been included in the list of reimbursable courses under the Continuing Education Fund.

5 This course is recognized under the Qualification Framework (QF) level 5.

QF Level: 5 QR Registration No.: 21/001173/L5

QR Registration Validity Period: 01 Dec 2021 - on-going

CERTIFICATE FOR MODULE INTELLECTUAL PROPERTY ASSET MANAGEMENT

COURSE CODE:

MS149A

STUDY MODE:

Part-Time



START DATE:

Please refer to our website

LANGUAGE:

English

LOCATION:

HKU SPACE Learning Centre

Course fee

HK\$7,800

Application Procedure

Online application on website for individuals; or
Complete and return the application form in person to HKU SPACE Enrolment Centre. The application must be accompanied with Photocopies of ID card

Programme Enquires

Telephone: 2867 8318

Email: ice@hkuspace.hku.hk

Lecturer: Mr Arthur Au

Arthur Hue-Yeung Au, Barrister-at-Law, MCI Arb, LLB (Bristol), MA (UCL), PCLL (CityU). Arthur is a qualified barrister specializing in intellectual property (IP) law, tech law and data protection law. He is regularly retained by regional and global corporate clients to advise on complex data privacy matters and commercial litigations. In the IP space, Arthur has previously advised clients on patent, copyright, domain name, and trademark litigations. Arthur is a member of the Hong Kong Bar Association, Chartered Institute of Arbitrators (CI Arb), International Association of Privacy Professionals (IAPP), PCPD's Data Protection Officers' Club (DPOC) and was a Non-Executive Director at ADG Consultants Limited. He has published articles in tech industry magazines, e.g. JUMPSTART, CPO Magazine, IoT For All and given talks on issues related to tech-funding, data protection and IoT regulations. He is appointed by the Hong Kong Film Censorship Authority as a member of the Panel of Advisers (Film Censorship) from 1 July 2022 to 30 June 2023.

Enrolment Centres

Admiralty Learning Centre [ADC]

3/F., Admiralty Centre,
18 Harcourt Road, Hong Kong
(Exit A, Admiralty MTR Station)
3761 1111

Fortress Tower Learning Centre [FTC]

1/F., Fortress Tower, 250 King's
Road., North Point, Hong Kong
(Exit B, Fortress Hill MTR Station)
3762 0888

HPSHCC Campus [HPSHCC]

1/F, HPSHCC Campus,
66 Leighton Road,
Causeway Bay, Hong Kong
3923 7171

Island East Campus [IEC]

2/F, 494 King's Road,
North Point, Hong Kong
(Exit B3, North Point MTR Station)
3762 0000

HKU Campus [HKUC]

3/F., T.T.Tsui Bldg.
The University of Hong Kong
Pokfulam Road, Hong Kong
2975 5680

Kowloon East Campus [KEC]

1/F, 28 Wang Hoi Road,
Kowloon Bay, Kowloon
(Exit B, Kowloon Bay MTR Station)
3762 2222