

Hong Kong cements lead as IP hub

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Movie companies should think long-term how IP protection can provide income in the future.”

Jason Goldberg, partner at law firm Covington & Burling LLP

60 percent

of patent applications in Asia are from Chinese mainland companies

for IP trading,” Yip said, noting that with the imminent launch of the 13th Five-Year Plan (2016-20), technology and innovation will be the main theme of the country’s economic development over the next five years.

Hong Kong, endowed with extensive business connections, a sound legal system, a



A movie theater in Yichang, Hubei province. Experts are calling for more stringent protection of intellectual property rights in the movie industry. LIU JUNFENG / FOR CHINA DAILY

cluster of IP owners and intermediaries as well as a robust financial market, is poised to be the ideal IP trading platform in Asia.

Film industry leaders at an Asia Leadership Roundtable forum urged the mainland movie industry to gear up for an intellectual property protection drive so that it can

reap the benefits of a diversified revenue stream when movie content crosses over to different new media.

“Being a gateway to the Chinese mainland and by extension, to the Asia-Pacific region, Hong Kong is in a unique position of facilitating the traffic of IP-sharing exchange between the East

and the West,” said Zhou Li, publisher and editor-in-chief at China Daily Asia Pacific.

The Chinese mainland is poised to overtake the United States as the world’s largest film market by 2017 and its market revenue is expected to grow by 20 times from 2004 to 2014, said Michael C. Ellis, president and managing

director for the Asia-Pacific region at the Motion Picture Association.

“The Chinese mainland’s film market is too big to ignore,” he said.

However, while 89 percent of mainland movie companies’ revenue comes from box-office takings, this is not the case in Hollywood, as US filmmakers can generate income from different sources including franchising and licensing, Ellis noted.

“Movie companies should think long-term how IP protection can provide income in the future,” said Jason Goldberg, a partner at law firm Covington & Burling LLP and leader of the firm’s entertainment, sports and media practice in China.

The panelists also expressed confidence that Hong Kong can act as a bridge between the mainland movie industry and Hollywood.

“In the future, there will be opportunities for the Hong Kong movie industry to work closely with the mainland movie industry to bring Chinese movies to the world. I really believe, in the next five years, there will also be opportunities for big Chinese IP to go out to the world,” said April Ye, chief executive officer at Film Finances Inc China.

IP scene

BEIJING Students show off latest inventions

More than 600 inventions by students from 54 universities in Beijing and Tianjin as well as Hebei province were displayed at a promotional event on Saturday and Sunday. The exhibits covered the sectors of new materials, energy conservation, consumer electronics and advanced manufacturing. Many companies were attracted to the event to seek patent cooperation opportunities. Lectures and consultation services were also provided at the event.

GUANGMING DAILY

HONG KONG HK, Guangdong hold joint seminar

Hong Kong companies currently have 455 recognized famous trademarks of Guangdong province, according to a recent seminar held by the Guangdong provincial administration for industry and commerce and the Hong Kong Intellectual Property Department. The seminar focused on international trademark registration and protection. Officials said the two governments are encouraging trademark cooperation and have agreed on 10 projects.

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