



Protecting Intellectual Property – how and why?

About the topic

Everyone today agrees that protecting one's brand and intellectual property are important, but what does this actually entail? The seminar will consider:

- why organisations protect their intellectual property, and
- measures that can be taken to protect one's intellectual property.

About the event

Date & Time	3 March 2014, Monday 1:00 – 2:00 pm
Venue	Theatre of the Joint Professional Centre Unit 1, G/F, The Center 99 Queen's Road Central, Hong Kong <i>Click here for the location map.</i>
Fee	HK\$150 per person for ForensIG members HK\$250 per person for Non-ForensIG members <i>Priority is given to ForensIG members. Not a ForensIG member? Click here to join.</i>
CPD credit	1 hour (subject to actual attendance)
Language	English
Competency	Forensic accounting*
Rating	Intermediate level*
Application deadline	27 February 2014

* Please refer [here](#) for descriptions of the various ratings.

Rundown

12:30 pm	Registration (<i>Sandwiches & drinks provided</i>)
1:00 pm	Introduction
1:05 pm	Speakers' presentation
1:50 pm	Q&A / Discussion
2:00 pm	Closing remarks

Speakers

Leon Hill
Consultant

Ronald Yu
CC&Associates

Chair

Irene Siu
Member, ForensIG Management
Committee, HKICPA, and Executive
Director, Fraud Investigation &
Dispute Services, EY



About the speakers

Leon Hill, J.D., B.A.

Originally from the United States, Leon is an experienced military veteran, civil litigator and former criminal prosecutor who has represented a wide variety of clients in civil and criminal cases through investigation, trial and appeal. After leaving government service, he became an in-house counsel to television and film production ventures and was a partner in companies offering special commercial intelligence and security services.

In Southeast Asia, he has provided development, transactional and strategic support for creative and performing artists, as well as for television and film productions.

A popular teacher, Leon lectures at universities and trade schools in Hong Kong and Mainland China. He also designs and delivers special training programs for industrial, commercial and professional groups.

Ronald Yu, JD, LL.M

Ronald Yu, of CC & Associates (<http://www.ccassociates.com.hk>) lectures on intellectual property and information technology and patent law at the Faculty of Law of the University of Hong Kong and IP Strategy at Hong Kong Polytechnic University. He is, among other things, an U.S. Patent Agent and a digital forensics examiner.

Ronald has published articles on online learning, digital forensics, intellectual property, information technology and constitutional law. He authored the Hong Kong chapter for the 3rd edition of the book *Electronic Evidence*, was the General Editor for the publication *A Corporate Journey to the West* and he is the author of the forthcoming book *Intellectual Property for Business*.

Registration

By post or fax: Complete the attached reply slip and return it to the Institute on or before 27 February 2014, together with full payment. Cheque should be made payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA". Fax registration will be accepted for payment by any Visa/Master credit card or the BOC HKICPA UnionPay card.

Contact May Hung at 2287 7009 for enquiry.



ForensIG lunch seminar – Protecting Intellectual Property – how and why?

Finance & Operations Department
Hong Kong Institute of CPAs
37th Floor, Wu Chung House
213 Queen's Road East
Wanchai, Hong Kong

Enrolment Form

Fax no: 2893 9853

3 March 2014
(Reply on or before 27 February 2014)

FOR OFFICE USE

Seq. no.:
Handled by:

Please allow 4 days to process your application. In order not to delay the process, please DO NOT make any enquiries on your enrolment status. You can check it at "[My CPA](#)". Unsuccessful enrolment will be notified before the commencement of the event with full refund.

Please type or print:-

Name: (*Mr./ Mrs. /Ms.) _____ Institute Membership No.: _____
Company Name: _____
Position Held: _____ Email: _____
Telephone No.: _____ Fax No.: _____

You may use a separate sheet to list out the name, position and Institute membership no. (if applicable) of additional participant(s) from the same firm/company as the above applicant.

Please "✓" as appropriate

Admission Fee:		<input type="checkbox"/> HK\$150 per person (ForensIG members) X _____ person(s) = HK\$ _____
		<input type="checkbox"/> HK\$250 per person (Non-ForensIG members) X _____ person(s) = HK\$ _____
Payment Method:		
<input type="checkbox"/> Cheque (no. _____) payable to "Hong Kong Institute of Certified Public Accountants" or "HKICPA"		
<input type="checkbox"/> VISA / MasterCard <input type="checkbox"/> BOC HKICPA UnionPay card		
Card Number:		Card Expiry Date (MM/YY):
Cardholder's Name (block letters):	Cardholder's Signature:	Date:
If you require a receipt, please put a "✓" to indicate your choice of delivery: <input type="checkbox"/> by email <input type="checkbox"/> by post (to the address as shown below)		
Name :	Name :	
Address :	Address :	

Notes:

- Enrolments are accepted on a first-come-first-served basis. Telephone reservations will not be accepted.
- Full payment must be made before applications will be processed.
- The closing date for enrolment is 27 February 2014.
- You may consider your registration to be successful unless you receive notification from us to the contrary.
- Unless the event is cancelled due to unforeseen circumstances, no refunds will be given after applications have been processed.
- Bad weather arrangement: The seminar will be cancelled if typhoon signal no. 8 or above / black rainstorm warning is hoisted, as announced by the Hong Kong Observatory, at or after 6:30 a.m. on the date of the event. In the event of cancellation due to bad weather, the admission fee will be refunded.

Personal Data: Personal data collected from the enrolment process and administration of courses will be used for the purpose of the administration of the course on which applicants are enrolled. Data collected may be accessible by the Institute's officers, persons or committees processing the application and related matters. In addition, the Institute may use the collected data for statistical research and analysis, for keeping members informed of its services and for other uses internally. The Institute intends to use the personal data of your name, email address and correspondence address to inform you of CPD activities, members' benefits, goods, services, facilities and events organized or provided by the Institute or other organizations. For member and registered student you may opt out from receiving such materials at any time by login the following link: <https://www.hkicpa.org.hk/en/members-area/comm-preference/>. For non-member you may opt out from receiving such materials at any time by sending an email to the Institute at privacyofficer@hkicpa.org.hk or a letter to the Institute's privacy officer.

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Event Information Enquiry: 2287 7009 / 2287 7089
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