

Getting the Olympic stamp of approval

Civil Service Newsletter Editorial Board



The souvenir cover showing the Torch Relay route in Hong Kong.

■ IN May, the Hongkong Post (HKP) released a set of two Heartwarming II stamp mini-panes and souvenir cover to mark the Beijing 2008 Olympic Torch Relay in Hong Kong.

the local relay route, the logo of the Beijing Olympic Torch Relay and the slogan Light the Passion Share the Dream. The focus of the souvenir cover is on the Beijing Olympic Torch, which displays Chinese artistic heritage and technical excellence.

The centre of the mini-pane and the backdrop of the souvenir cover show

Jumping, Dressage and Eventing, in addition to a victory scene are displayed on this set of stamps. As well as the artistic appeal of the stamps, factual details had to be precise, for instance the posture of the horses and riders, the dress of the riders and the settings. Thanks to the Equestrian Events (Hong Kong) of the Games of the XXIX Olympiad Company Limited, which offered its professional advice throughout the design process, the stamps gained the approval of the Beijing Organizing Committee for the Games of the XXIX Olympiad and the International Olympic Committee.



A special issue to mark the Beijing 2008 Olympic Equestrian Events.

Philatelists will be eagerly awaiting HKP's special stamp issue, Beijing 2008 Olympic Equestrian Events on August 9. The design of the stamps proved to be quite a task. Three equestrian disciplines, namely

Commemorative medallion

Souvenir collectors will also have the chance to buy a limited-edition medallion issued by the 2008 Beijing Olympic Equestrian Events Hong Kong Fund. This medallion, made of gold-plated 925 silver, is a Beijing 2008 Olympic Games licensed product. The number of medallions will be limited to 5,000 and the selling price of each medallion is \$3,998. All funds raised are going towards financing projects and activities relating to the staging of the 2008 Olympic and Paralympic Equestrian Events.

The commemorative medallion issued by the 2008 Beijing Olympic Equestrian Events Hong Kong Fund.



Protecting the Olympic name

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■ AS one of the co-host cities of the Beijing 2008 Olympic and Paralympic Games, Hong Kong is obliged to protect Olympic intellectual property (IP) against misuse and infringement and to prevent ambush marketing behaviour.

For this reason, the Intellectual Property Department (IPD) has set up a special unit, which works closely with the Equestrian Events (Hong Kong) of the Games of the XXIX Olympiad Company Limited and the Home Affairs Bureau, to co-ordinate and monitor problems associated with Olympic IP. The action programmes focus on education and publicity, promoting support and persuasion, enforcing the relevant IP laws, and following up on non-compliance and infringement.

Ryan Ng, the department's Olympic Solicitor, said that his biggest challenge was persuading others to understand that the mark "Olympic" was not a generic term that everyone could use freely, but a private property that could only be used by or with the permission of the International Olympic Committee (IOC). "Many people find this requirement very inconvenient and restrictive, and some of them even complain that we are not helpful and trying to make their lives difficult," Mr Ng said. "We appreciate that many people are very excited about the Olympic Games and they are eager to boost the atmosphere of the community, but the rights of IOC should be respected."

He said that he first became involved in Olympic matters in May 2007, when he was asked to attend a seminar on protection of Olympic IP organised by the Beijing Organizing Committee for the

Games of the XXIX Olympiad. "Since then, I have been giving legal advice on matters relating to Olympic IP and delivering presentations to various target audiences on an ad hoc basis."

A two-person Olympic Intellectual Property Management Unit was set up by IPD in June 2007 and Mr Ng was assigned responsibility for the legal side of Olympic IP matters. His colleague, Assistant Manager, Vivian Tang is responsible for the marketing side of Olympic IP matters.

"To stage such a huge event as the Olympics, we need a lot of support and co-operation from many internal and external parties. Effective communication between various parties is definitely a key to success," Mr Ng said. "For example, if we discover that there is any criminal infringement of Olympic IP such as counterfeited Fuwa mascots, we need to transfer the case to the Customs and Excise Department (C&ED) for investigation and enforcement."

C&ED has also been working closely with relevant Mainland counterparts in areas of intellectual property rights (IPR) protection. During the sixth annual meeting of the Guangdong/Hong Kong IPR Protection Co-operation Expert Group in July 2007, the two sides agreed to step up intelligence exchange on IPR infringement offences related to the Olympics.