

Faculty of Law, The University of Hong Kong

Law and Technology Centre

Creativity, Commerce & Culture – Expanding through Intellectual Property

**by Professor Jon M. Garon
Hamline University School of Law**

About the speaker

Professor Garon served as Dean of Hamline University School of Law in 2003 - 2008 and has published extensively in the fields of intellectual property (copyright, trademark, patent, etc.), entertainment law, entrepreneurship and business organizations. As a practicing attorney, he represents clients on transactional, software, copyright, trademark or high-tech business activities.

About the topic

The presentation will focus on the role of intellectual property protection in expanding creativity, commerce and markets. It reviews the competing roles played by intellectual property in improving trade and relations among countries and explores the ways in which intellectual property can enhance regional economies and local growth. The talk integrates the broader national intellectual property policy with the tactical policies that can be adopted by entrepreneurs to sharpen their competitive advantage in domestic and international transactions. Through the policy analysis and tactical review, the talk highlights strategies for developing creative enterprise, expanding commercial development, and promoting cultural integrity.

Tuesday 25 November 2008

1:00pm – 2:00pm

Room 303, 3/F K.K. Leung Building, HKU

Ms Lydia Bute by email: lbute@hku.hk

ALL ARE WELCOME