

Billy Lam (RTAO)

---

寄件者: Yvonne Chua [yvonnechua@wilgrist.com]

寄件日期: Wednesday, November 16, 2005 15:32

收件者: Undisclosed-Recipient.;

主旨: Licensing Experience Sharing Seminar with Award Winners on 9th December 2005 from 2:00 pm - 5:00 pm

附件: Reply Slip.doc

## LICENSING EXECUTIVES SOCIETY OF CHINA HONG KONG CHAPTER

Dear all

**Re: Licensing Experience Sharing Seminar with Award Winners  
on 9<sup>th</sup> December 2005 from 2:00 pm – 5:00 pm**

In conjunction with the Hong Kong Trade Development Council, we would be organizing a seminar on 9<sup>th</sup> December 2005 when award winners of the Premier Asian Licensing Awards 2005 will share with us their success stories from brand building to cross industry partnerships and licensing strategies. The legal issues relating to licensing will also be discussed. Below is the program:-

Co-organizers:	Licensing Executives Society of China, Hong Kong Chapter and Hong Kong Trade Development Council
Date:	9 <sup>th</sup> December 2005 (Friday)
Time:	14:00-17:00
Venue:	SME Training Centre, Room 2 Unit 11, Expo Galleria, 1 Expo Road Hong Kong Convention & Exhibition Centre Wanchai, Hong Kong
14:00-14:25	Reception and Registration
14:25-14:30	Welcome Note
14:30-14:50	Presentation by <b>Mr Ellis Cheng, Director of Product Development, Florich Trading Company Limited</b> <b>Premier Asian Licensing Awards 2005 – Best New Property of the Year – Hallmark Design Collection</b>
14:50-15:10	Presentation by <b>Ms Noletta Chiu, Manager, MediaLink Animation International Ltd.</b> <b>Premier Asian Licensing Awards 2005 – Best Licensing Agency of the Year – MediaLink Animation International Ltd.</b>
15:10-15:30	Presentation by <b>Ms Yvonne Chua</b> , Chairman, Licensing Executives Society of China, Hong Kong Chapter The Legal Issues Relating to Licensing <ul style="list-style-type: none"> <li>- Terms in a License Agreement</li> <li>- Protecting Your Intellectual Property Rights</li> </ul>

15:30-16:10	Q&A
16:10-17:00	Networking Tea Reception

I am pleased to report that **accreditation for CPD point** for eligible participants has been applied for the captioned seminar.

I invite all of you to join us on this very interesting seminar. No fees are payable. Please simply complete the reply slip attached (\*) and return it to Ms Jasmine Yiu c/o Wilkinson & Grist by fax at 2877-1295 or by email [yvonnechua@wilgrist.com](mailto:yvonnechua@wilgrist.com) at your earliest convenience.

I look forward to seeing you on 9<sup>th</sup> December 2005.

Best regards

YVONNE CHUA  
Chairman  
LES China, Hong Kong Chapter

---

This email has been scanned by the MessageLabs Email Security System.  
For more information please visit <http://www.messagelabs.com/email>

---



**LICENSING EXECUTIVES SOCIETY OF CHINA  
HONG KONG CHAPTER**

**REPLY SLIP**

To : Ms Jasmine Yiu  
Secretary to Ms Yvonne Chua  
C/o Wilkinson & Grist, 6/F, Prince's Building, Chater Road,  
Central, Hong Kong.  
Email: [yvonnechua@wilgrist.com](mailto:yvonnechua@wilgrist.com) Fax: 2877-1295

From : \_\_\_\_\_ (Name)  
\_\_\_\_\_ (Company name)  
\_\_\_\_\_ (Contact number)  
\_\_\_\_\_ (Email address)

Date : \_\_\_\_\_

Co-organizers:	Licensing Executives Society of China, Hong Kong Chapter and Hong Kong Trade Development Council
Date:	9 <sup>th</sup> December 2005 (Friday)
Time:	14:00-17:00
Venue:	SME Training Centre 2 Unit 11, Expo Galleria, 1 Expo Road Hong Kong Convention & Exhibition Centre Wanchai, Hong Kong
14:00-14:25	Reception and Registration
14:25-14:30	Welcome Note
14:30-14:50	Presentation by Mr Ellis Cheng, Director of Product Development, Florich Trading Company Limited Premier Asian Licensing Awards 2005 – Best New Property of the Year – Hallmark Design Collection
14:50-15:10	Presentation by Ms Noletta Chiu, Manager, MediaLink Animation International Ltd. Premiere Asian Licensing Awards 2005 – Best Licensing Agency of the Year – MediaLink Animation International Ltd.
15:10-15:30	Presentation by Ms Yvonne Chua, Chairman, Licensing Executives Society of China, Hong Kong Chapter The Legal Issues Relating to Licensing - Terms in a License Agreement - Protecting Your Intellectual Property Rights
15:30-16:10	Q&A
16:10-17:00	Networking Tea Reception

- [ ] Yes, I shall attend the above meeting. I am a current LES member.
- [ ] Yes, I shall attend the above meeting. I am not a current LES member.
- [ ] I regret that I shall not attend the above meeting.