



“To increase the level of IP awareness and to effect a change in Singaporeans' attitudes towards IP - to support and respect IP.”

The Public Outreach Department (POD) is tasked to look after two outreach aspects, one to groom an IP-savvy generation by raising IP awareness among general public, and two to educate and interest them from young on IP issues.

Overview

The HIP (Honour IP) Alliance, established since 2002 is a collaborative effort between the public and private sector. Our HIP Partners work with us to champion a movement through a wide spectrum of programmes and activities so as to inspire the general public to respect IP and to reject piracy. Members of the public are encouraged to support this movement by pledging their respect for IP and becoming our HIP Friends through active participation.

Target Audience

The HIP Alliance reaches out to members of the public aged 10 and above.

2010/2011 Calendar of Programmes and Activities



| Month | Activity |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Jan – Dec | Monthly contests on FaceBook |
| Apr | World IP Day celebrations 16 Apr: Musicals - MTL musical writing workshop (library@esplanade) 17 Apr: Win a Wii & DSi consumer campaign 17 Apr: Meet the SG Rockers: Music, Copyright and Creative Commons (library@esplanade) 24 Apr: Screenwriter's workshop: Creative Techniques in Screenwriting (library@esplanade) 25 Apr: The Originals IP Race 2010 26 Apr: Linking the World Through Innovation...and Food seminar 26 Apr: Launch of anti-piracy video (software) 27 Apr: Launch of "It's a Wrap" educational video |
| Jul – Dec | Roving HIP concept bus |
| Jul – Dec | InfoBus@HabboHotel |
| Late Nov | IP Champion Camp |
| Jan 2011 | Anti-Piracy Trailer Contest |

Corporate companies who would like to join as a HIP Partner in spreading the message or are keen to find out more can contact the following officer:

Ms Wendy Lee
 Email : wendy_lee@ipos.gov.sg

If you want to sign up as a HIP Friend or for other enquiries, please email us at ipos_hipfriends@ipos.gov.sg.

About IPOS

The Intellectual Property Office of Singapore (IPOS), a statutory board under the Ministry of Law since April 2001, is the lead government agency that advises on and administers intellectual property (IP) laws, promotes IP awareness and provides the infrastructure to facilitate the development of IP in Singapore. With IP fast becoming a critical resource in today's new economy, IPOS's vision is to foster a creative Singapore where ideas and intellectual efforts are valued, developed and exploited. More information on IPOS can be found on www.ipos.gov.sg.

About HIP Alliance

The HIP (Honour IP) Alliance is IPOS' key outreach and educational initiative based on a collaborative effort between the public and private sector by championing the movement towards respect for IP rights and Saying No! to Piracy. The HIP Alliance aims to promote a healthy attitude towards IP rights with the support of like minded HIP Partners. As part of the movement to encourage Singaporeans to adopt a pro-IP lifestyle, HIP runs a calendar of exciting programmes and activities for members of the public, schools and HIP Friends.

HIP maintains a webpage under the IPOS website (<http://www.ipos.gov.sg/HIP>) and a HIP Friends FaceBook page at <http://www.facebook.com/HIPalliance>.