

AI x HKLaw: Practical Analysis Course

《AI 與 香港法律》實戰解析課程

What You Don't Know Can Cost You !

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

Generative AI is rapidly transforming marketing, content creation, design, and decision-making. While it enhances efficiency and creativity, it also introduces complex legal and compliance risks, including copyright, trade mark, passing-off, infringement, and data-privacy concerns.

Misuse or insufficient understanding may expose organizations to regulatory and legal liabilities.

Programme code	P0000314
Date and time	30 July (2:00pm – 5:30pm)
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Medium	Cantonese, supplemented with English terminology
Course fee	HK\$1,800 (HK\$1,680 for early-bird)

Trainer Information

Benjamin Choi is a Partner at Jingtian & Gongcheng LLP, Hong Kong, with 26 years of professional experience in intellectual property law. His practice focuses on the protection, enforcement, and commercialisation of trade marks, designs, patents, and copyrights in both local and international contexts. He advises corporations, brand owners, and startups on IP portfolio management, clearance and registration strategies, dispute resolution, licensing, franchising, and IP due diligence for M&A transactions.

Benjamin is the former President and current Treasurer of the Hong Kong Institute of Trade Mark Practitioners and serves on the Editorial Board of LexisNexis Practical Guidance.

Course Outline

Copyright ownership of AI-generated content and authorship issues

- Legal boundaries in using AI-generated text, images, and designs
- Distinction between “style imitation” and copyright infringement (e.g. Studio Ghibli-style cases)
- Trade mark infringement, passing-off, and celebrity image risks in AI marketing
- Data privacy and confidentiality risks when using ChatGPT, Gemini, and other LLM platforms
- Practical AI compliance and risk-management strategies for SMEs

Case Studies

Case 1: The Authorship Question – Can the Machine "Own" Anything?

Focus: Defining the legal status of AI-generated content.

Case Study: The Monkey Selfie Dispute (Naruto v. Slater).

Case 2: The "Style" Wars – Infringement & Imitation

Focus: The fine line between inspiration and theft in the age of generative AI.

Case Study: The "Ghibli Style" Controversy.

Case 3: The Marketing Minefield – Passing Off & Trademarks

Focus: Using likenesses and brands in commercial materials.

Case Study: Kobe Bryant in "Slam Dunk" (Bilibili/Deepfakes).

Case 4: Practical Guide for Small Businesses

Focus: Actionable steps to mitigate risk.

Topic A: Avoiding Copyright Infringement in Marketing

Topic B: Data Privacy in Open LLMs

Q&A Session

Open floor for specific business scenarios.