



4 Courses

Protecting Business  
Innovations via Trademark

Protecting Business  
Innovations via Strategy

Protecting Business  
Innovations via Patent

Protecting Business  
Innovations via Copyright



Nov 22, 2023

**Jay Soni**

has successfully completed the online, non-credit Specialization

# Protecting Business Innovation

Congratulations! You have completed all four courses of Protecting Business Innovation - a Hong Kong University of Science and Technology Specialization. As part of this Specialization, you have learnt the essential skills and concepts of intellectual property rights in business innovation and development, ranging from copyright law and patent law, to international business strategy and trademark infringement. You are now equipped to lead a dynamic enterprise, having learnt what protecting a business's innovation entails, how to create the most effective strategy, what laws are in place to protect a business's ideas, and much more!

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

Prof. Theodore Henry  
King CLARK

Associate Professor of  
Information Systems,  
Business Statistics  
and Operations  
Management  
Department  
Hong Kong University of  
Science and Technology

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# Jay Soni

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## Protecting Business Innovations via Trademark

an online non-credit course authorized by The Hong Kong University of Science and Technology and offered through Coursera

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Prof. Theodore Henry King CLARK  
Associate Professor of Information Systems, Business Statistics  
and Operations Management Department  
Hong Kong University of Science and Technology

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## Protecting Business Innovations via Copyright

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Prof. Theodore Henry King CLARK  
Associate Professor of Information Systems, Business Statistics  
and Operations Management Department  
Hong Kong University of Science and Technology

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## Protecting Business Innovations via Patent

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