

文创产业发展处主要数据¹
Major Figures of Cultural and Creative Industries Development Agency¹
 (截至 2024 年 12 月底)
 (as at end December 2024)

(A.1) 文创产业发展处(文创处)主办或资助业界举办的项目

Projects organised or sponsored by Cultural and Creative Industries Development Agency (CCIDA)

		创意智优计划 ² CreateSmart Initiative ² ("CSI")	其他 ³ Others ³	总计 Total
a.	获批项目数目 Number of approved projects	787	681	1 468
b.	公众的参与程度 Public participation	About 984.9 million 约 9 亿 8 490 万	About 28.8 million 约 2 880 万	About 1 013.7 million 约 10 亿 1 370 万
	b1. 参加人数 Number of participants	About 101.1 million 约 1 亿 110 万	About 28.8 million 约 2 880 万	About 129.9 million 约 1 亿 2 990 万
	b2. 网站或社交媒体平台的浏览次数/点击率 ⁴ Number of viewings/ hits received in respect of the websites or social media platforms ⁴	About 881.7 million 约 8 亿 8 170 万	N/A 不适用	About 881.7 million 约 8 亿 8 170 万
	b3. 派发的印刷宣传品的数量 ⁴ Number of printed promotional materials distributed ⁴	2 094 600	N/A 不适用	2 094 600

¹ 文创产业发展处(文创处)由政府于 2009 年 6 月成立的创意香港办公室改组而成。本主要数据主要涵盖自 2009 年 6 月成立后透过创意智优计划、电影发展基金、设计智优计划(已于 2011 年 6 月并入创意智优计划)所资助的项目, 以及由文创处主办的项目。

The Cultural and Creative Industries Development Agency (CCIDA) was restructured from Create Hong Kong, which was established by the Government in June 2009. The major figures mainly cover the projects funded through CSI, Film Development Fund ("FDF"), DesignSmart Initiative (has been consolidated with CSI since June 2011) ("DSI") and the projects directly held by CCIDA since the establishment in June 2009.

² 包括设计创业培育计划(第三期及之后)、时装创业培育计划以及其他在香港贸易发展局及香港设计中心专项拨款下的获批项目。

Including Design Incubation Programme (DIP) (Phase III and thereafter), Fashion Incubation Programme (FIP) as well as other projects under dedicated funding to Hong Kong Trade Development Council (HKTDC) and Hong Kong Design Centre (HKDC).

³ 包括自 2009 年 6 月起由电影发展基金、设计智优计划所资助及由文创处主办的项目。由于设计智优计划、电影发展基金下的电影制作融资计划和电影制作资助计划, 以及由文创处主办的项目的主要数据不能按文创处策略焦点或促进电影业发展的四项策略作划分, 因此表(A.3)、表(A.4)及表(A.5)的总计加起来并不与表(A.1)下“其他”的数字相符。

Including those projects funded by FDF and DSI as well as those projects organised by CCIDA since June 2009. Since the major figures for the projects under DSI, FDF's Film Production Financing Scheme and Film Production Grant Scheme, and CCIDA's funded projects cannot be broken down by either CCIDA's strategic foci or the four-pronged strategy in promoting the development of the film sector, the totals under Table (A.3), Table (A.4) and Table (A.5) cannot add up to the figures under "Others" of Table (A.1).

⁴ 只适用于 2018 年 4 月及之后获批的项目。

Only applicable to the projects approved in April 2018 and thereafter.

		创意智优计划 ² CreateSmart Initiative ² ("CSI")	其他 ³ Others ³	总计 Total
c.	创造的工作机会数目 ⁵ Number of created job opportunities ⁵	35 300	14 390	49 690
d.	中小企受惠数目 Number of small and medium enterprise (SME) beneficiaries	31 990	180	32 170
e.	为中小企创造的业务联系或查询数目 Number of business contacts or enquiries created for SMEs	51 200	100	51 400
f.	获文创处资助参加国际比赛的创意人才所获得的 奖项数目 Number of awards attained by creative talents who have participated in international competitions with funding support from CCIDA	240	160	390
g.	培育创意人才及新成立公司的机会数目 ⁶ Number of nurturing opportunities created for creative talents and start-ups ⁶	92 000	2 900	94 900
h.	获资助的电视广播的颁奖典礼及音乐节目的 观众数目 Number of TV audience in respect of awards presentation and musical programmes	About 493.3 million 约 4 亿 9 330 万	About 2 019.2 million 约 20 亿 1 920 万	About 2 512.5 million 约 25 亿 1 250 万
i.	媒体报导的次数 ⁷ Number of media coverage ⁷	70 290	N/A 不适用	70 290
j.	达成商业交易的数目 ⁷ Number of business deals secured ⁷	4 380	N/A 不适用	4 380
k.	展示创意作品的机会次数 ⁷ Number of opportunities to showcase creations or talent ⁷	37 430	N/A 不适用	37 430

注释：除项目(a)为实数外，项目(b),(b1),(b2)和(h)为约数，项目(b3),(e)和(g)为四舍五入至最接近的百位数，以及项目(c),(d),(f),(i),(j)和(k)为四舍五入至最接近的十位数。由于进位关系，个别数字加起来可能与总计略有出入。

Remark: Except item (a) which is the exact figure, items (b), (b1), (b2) and (h) are approximate numbers, items (b3), (e) and (g) are rounded to nearest hundred as well as items (c), (d), (f), (i), (j) and (k) are rounded to the nearest ten. Figures may not add up to total due to rounding.

⁵ 包括直接创造和间接创造的工作机会。

Comprising jobs directly created and indirectly created.

⁶ 不包括设计创业培育计划及时装创业培育计划提供的培育机会。

Excluding the opportunities provided by DIP and FIP.

⁷ 只适用于 2018 年 4 月及之后获批的项目。

Only applicable to the projects approved in April 2018 and thereafter.

(A.2) 按文创处策略焦点划分的创意智优计划⁸

CSI classified by CCIDA's strategic foci⁸

文创处策略焦点:

CCIDA's strategic foci:

A – 培育人才及促进初创企业的发展

Nurturing talents and facilitating start-ups

B – 开拓市场

Exploring markets

C – 推动更多跨界别、跨文化艺术领域的合作

Promoting cross-sectoral and cross-genre collaborations

D – 推动香港成为创意之都，并营造创意氛围

Promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere

		文创处策略焦点 [#] CCIDA's strategic foci [#]				总计 Total
		A	B	C ⁺	D	
a.	获批项目数目 Number of approved projects	343	254	7	183	787
b.	公众的参与程度 Public participation	About 300.7 million 约 3 亿 70 万	About 344.6 million 约 3 亿 4 460 万	About 24.8 million 约 2 480 万	About 314.8 million 约 3 亿 1 480 万	About 984.9 million 约 9 亿 8 490 万
	b1. 参加人数 Number of participants	About 18.3 million 约 1 830 万	About 33.5 million 约 3 350 万	About 38 000 约 3.8 万	About 49.3 million 约 4 930 万	About 101.1 million 约 1 亿 110 万
	b2. 网站或社交媒体平台的 浏览次数/点击率 ⁹ Number of viewings/ hits received in respect of the websites or social media platforms ⁹	About 281.9 million 约 2 亿 8 190 万	About 310.1 million 约 3 亿 1 010 万	About 24.7 million 约 2 470 万	About 265.1 million 约 2 亿 6 510 万	About 881.7 million 约 8 亿 8 170 万
	b3. 派发的印刷宣传品的数 量 ⁹ Number of printed promotional materials distributed ⁹	496 600	1 078 800	100 000	419 100	2 094 600
c.	创造的工作机会数目 ¹⁰ Number of created job opportunities ¹⁰	12 030	8 150	0	15 120	35 300
d.	中小企受惠数目 Number of small and medium enterprise (SME) beneficiaries	14 320	3 600	0	14 070	31 990

⁸ 包括设计创业培育计划(第三期及之后)、时装创业培育计划以及其他在香港贸易发展局及香港设计中心专项拨款下的获批项目。

Including the DIP (Phase III and thereafter), the FIP as well as other projects under dedicated funding to HKTDC and HKDC.

⁹ 只适用于 2018 年 4 月及之后获批的项目。

Only applicable to the projects approved in April 2018 and thereafter.

¹⁰ 包括直接创造和间接创造的工作机会。

Comprising jobs directly created and indirectly created.

		文创处策略焦点# CCIDA's strategic foci#				总计 Total
		A	B	C ⁺	D	
e.	为中小企创造的业务联系或查询数目 Number of business contacts or enquiries created for SMEs	20 300	27 000	0	3 900	51 200
f.	获文创处资助参加国际比赛的创意人才所获得的奖项数目 Number of awards attained by creative talents who have participated in international competitions with funding support from CCIDA	180	60	0	§	240
g.	培育创意人才及新成立公司的机会数目 ¹¹ Number of nurturing opportunities created for creative talents and start-ups ¹¹	92 000	0	0	0	92 000
h.	获资助的电视广播的颁奖典礼及音乐节目的观众数目 Number of TV audience in respect of awards presentation and musical programmes	About 60 million 约 6 000 万	About 12.7 million 约 1 270 万	0	About 420.5 million 约 4 亿 2 050 万	About 493.3 million 约 4 亿 9 330 万
i.	媒体报导的次数 ¹² Number of media coverage ¹²	22 190	29 540	870	17 700	70 290
j.	达成商业交易的数目 ¹² Number of business deals secured ¹²	840	2 580	0	960	4 380
k.	展示创意作品的机会次数 ¹² Number of opportunities to showcase creations or talent ¹²	10 650	20 290	40	6 460	37 430

注释: + 此为2023年4月1日新增的策略重点, 并只适用于2023年4月1日及之后获批的项目。

§ 数值少于5。

除项目(a)为实数外, 项目(b),(b1),(b2)和(h)为约数, 项目(b3),(e)和(g)为四舍五入至最接近的百位数, 以及项目(c),(d),(f),(i),(j)和(k)为四舍五入至最接近的十位数。由于进位关系, 个别数字加起来可能与总计略有出入。

Remark: + This strategic focus was newly added on 1 April 2023 and only applicable to projects approved on 1 April 2023 and thereafter.

§ Value less than 5.

Except item (a) which is the exact figure, items (b), (b1), (b2) and (h) are approximate numbers, items (b3), (e) and (g) are rounded to nearest hundred as well as items (c), (d), (f), (i), (j) and (k) are rounded to the nearest ten. Figures may not add up to total due to rounding.

¹¹ 不包括设计创业培育计划及时装创业培育计划提供的培育机会。
Excluding the opportunities provided by the DIP and the FIP.

¹² 只适用于2018年4月及之后获批的项目。

Only applicable to the projects approved in April 2018 and thereafter.

(A.3) 按促进电影业发展的四项策略划分的电影发展基金下的其他电影相关计划

Other film-related projects under Film Development Fund classified by the four-pronged strategy in promoting the development of the film sector

促进电影业发展的四项策略:

The four-pronged strategy in promoting the development of the film sector:

- A – 推广香港电影
Promotion of Hong Kong films
- B – 培训人才
Nurturing talents
- C – 提高观众对电影的兴趣和欣赏能力
Enhancing audience's interest in and appreciation of films
- D – 其他有利香港电影业发展的项目
Other projects conducive to the development of the Hong Kong film industry

		促进电影业发展的四项策略# The four-pronged strategy in promoting the development of the film sector#				总计 Total
		A	B	C	D	
a.	获批项目数目 Number of approved projects	169	89	58	13	329
b.	参加人数 Number of participants	About 3.6 million 约 360 万	About 897 000 约 89.7 万	About 946 000 约 94.6 万	About 6 000 约 6 千	About 5.4 million 约 540 万
c.	创造的工作机会数目 ¹³ Number of created job opportunities ¹³	1 550	2 690	1 730	70	6 050
d.	中小企受惠数目 Number of small and medium enterprise (SME) beneficiaries	60	20	0	0	80
e.	为中小企创造的业务联系或查 询数目 Number of business contacts or enquiries created for SMEs	40	0	0	0	40
f.	获文创处资助参加国际比赛的 创意人才所获得的奖项数目 Number of awards attained by creative talents who have participated in international competitions with funding support from CCIDA	10	30	§	10	50

¹³ 包括直接创造和间接创造的工作机会。
Comprising jobs directly created and indirectly created.

		促进电影业发展的四项策略# The four-pronged strategy in promoting the development of the film sector#				总计 Total
		A	B	C	D	
g.	培育创意人才及新成立公司的 机会数目 Number of nurturing opportunities created for creative talents and start-ups	0	1 900	0	0	1 900
h.	获资助的电视广播的颁奖典礼 及音乐节目的观众数目 Number of TV audience in respect of awards presentation and musical programmes	About 2 000.5 million 约 20 亿 50 万	0	About 11.2 million 约 1 120 万	0	About 2 011.7 million 约 20 亿 1 170 万

注释: § 数值少于5。

除项目(a)为实数外，项目(b)和(h)为约数，项目(g)为四舍五入至最接近的百位数，以及项目(c),(d)和(f)为四舍五入至最接近的十位数。由于进位关系，个别数字加起来可能与总计略有出入。

Remark: § Value less than 5.

Except item (a) which is the exact figure, items (b) and (h) are approximate numbers, item (g) is rounded to nearest hundred as well as items (c), (d) and (f) are rounded to the nearest ten. Figures may not add up to total due to rounding.

(A.4) 电影发展基金下的电影制作融资计划及资助计划 ¹⁴

Film Production Financing and Granted Projects under Film Development Fund ¹⁴

a.	获批项目数目 Number of approved projects	73
b.	创造的工作机会数目^ Number of job opportunities created^	4 745
c.	首次参与执导的导演数目 Number of film directors who directed a film for the first time	40
d.	首次负责制作的监制数目 Number of producers who produced a film for the first time	24
e.	已于香港商业电影院上映的电影数目 Number of films released at commercial theatres in Hong Kong	52
f.	在本地及国际电影颁奖典礼/电影节获提名数目 Number of nominations at local and international film awards ceremony/film festivals	110
g.	在本地及国际电影颁奖典礼/电影节获取的奖项数目 Number of awards achieved at local and international film awards ceremony/film festivals	117

注释: ^ 创造的工作机会数目涵盖电影制作的基本剧组人员及主要演员。如计及其他以兼职形式聘请的人员, 则电影制作计划所创造的工作机会数目约为 12 410。

Remark: ^ Number of job opportunities created refers to the basic production crew and major casts. The number of job opportunities created by the Film Production Scheme is estimated to be 12 410 if other crews involved on a part-time basis are counted.

¹⁴ 包括自 2009 年 6 月起的电影制作融资计划及于 2015 年 11 月至 2018 年 2 月期间的电影制作资助计划下获资助的项目。不包括获批后被撤回的项目。

Including the funded projects approved under the Film Production Financing Scheme since June 2009 and the Film Production Grant Scheme launched between November 2015 and February 2018. Excluding projects withdrawn after approval.

(A.5) 电影发展基金下的首部剧情电影计划

First Feature Film Initiative under Film Development Fund

a.	获资助电影数目 Number of films subsidised	30
b.	首次参与执导的导演数目 Number of film directors who directed a film for the first time	32
c.	在本地及国际电影颁奖典礼/电影节获提名数目 Number of nominations at local and international film awards ceremony/film festivals	170
d.	在本地及国际电影颁奖典礼/电影节获取的奖项数目 Number of awards achieved at local and international film awards ceremony/film festivals	126
e.	已于香港商业电影院上映的电影数目 Number of films released at commercial theatres in Hong Kong	18

(B.1) 参加者对文创处主办或资助业界举办项目的满意程度

Participants' satisfaction level towards the projects organised or sponsored by CCIDA

		创意智优计划 CreateSmart Initiative ("CSI")	其他 ¹⁵ Others ¹⁵	总计 Total
a.	对活动/计划的整体评价为优良/非常满意/满意的 回复者百分比 Percentage of respondents who rated the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"	98%	99%	98%
b.	对活动时间/形式/内容/宣传/参加费用的评价为优良/非常 满意/满意的回复者百分比* Percentage of respondents who rated the duration/format/content/publicity/ participation fee of the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"*	94% - 98%	94% - 98%	94% - 98%
c.	认为活动/计划帮助达到以下目标的回复者百分比： <i>加强 对行业的知识、拓展联系网络、发掘新商机、加深了解 行业在全球市场上的定位、扩阔业界领域*</i> Percentage of respondents who considered the activities/programmes helped achieve the following objectives: <i>Enhance Knowledge in the Business, Expand Contact Network, Explore New Business Opportunities, Better Understand the Industry's Position in the Global Markets, Broaden the Scope about the Industry*</i>	85% - 92%	75% - 89%	85% - 92%
d.	认为活动/计划肯定有用/很有用/有用的回复者百分比 Percentage of respondents who rated the activities/programmes as "Definitely Useful", "Very Useful" and "Useful"	94%	92%	94%

注释：回复问卷人数约 301 000。

* 有关的满意程度共涵盖五个项目，「创意智优计划」及「其他」显示的数据为该五个项目中满意程度最高及最低的百分比，而「总计」显示的数据以总回覆者人数计算有关最高及最低的百分比。

Remark: The number of respondents was around 301 000.

* Relevant satisfaction level covers five items in total. The percentages shown under "CSI" and "Others" refer to the highest and lowest satisfaction level among those five items, and total number of respondents is used for calculating the highest and lowest satisfaction level for the percentages shown under "Total".

¹⁵ 包括自 2009 年 6 月起由电影发展基金、设计智优计划所资助及由文创处主办的项目。由于设计智优计划、电影发展基金下的电影制作融资计划和电影制作资助计划，以及由文创处主办的项目的主要数据不能按文创处策略焦点或促进电影业发展的四项策略作划分，因此表(B.3)的总计并不与表(B.1)下“其他”的数字相符。

Including those projects funded by the FDF and DSI as well as those projects organised by CCIDA since June 2009. Since the major figures for the projects under DSI, FDF's Film Production Financing Scheme and Film Production Grant Scheme, and CCIDA's funded projects cannot be broken down by either CCIDA's strategic foci or the four-pronged strategy in promoting the development of the film sector, the total under Table (B.3) does not match with the figures under "Others" of Table (B.1).

(B.2) 按文创处策略焦点划分的参加者对创意智优计划项目的满意程度

Participants' satisfaction level towards the CSI projects classified by CCIDA's strategic foci

文创处策略焦点:

CCIDA's strategic foci:

A – 培育人才及促进初创企业的发展

Nurturing talents and facilitating start-ups

B – 开拓市场

Exploring markets

C – 推动更多跨界别、跨文化艺术领域的合作

Promoting cross-sectoral and cross-genre collaborations

D – 推动香港成为创意之都，并营造创意氛围

Promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere

		文创处策略焦点# CCIDA's strategic foci#				总计 Total
		A	B	C ⁺	D	
a.	对活动/计划的整体评价为优良/非常满意/满意的回复者百分比 Percentage of respondents who rated the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"	99%	99%	94%	98%	98%
b.	对活动时间/形式/内容/宣传/参加费用的评价为优良/非常满意/满意的回复者百分比* Percentage of respondents who rated the duration/format/content/publicity/participation fee of the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"*	94% - 98%	95% - 99%	81% - 94%	94% - 98%	94% - 98%
c.	认为活动/计划帮助达到以下目标的回复者百分比: 加强 对行业的知识、拓展联系网络、发掘新商机、加深了解 行业在全球市场上的定位、扩阔业界领域* Percentage of respondents who considered the activities/programmes helped achieve the following objectives: Enhance Knowledge in the Business, Expand Contact Network, Explore New Business Opportunities, Better Understand the Industry's Position in the Global Markets, Broaden the Scope about the Industry*	86% - 93%	88% - 94%	65% - 69%	82% - 91%	85% - 92%
d.	认为活动/计划肯定有用/很有用/有用的回复者百分比 Percentage of respondents who rated the activities/programmes as "Definitely Useful", "Very Useful" and "Useful"	94%	95%	76%	92%	94%

注释: 回复问卷人数约 281 000。

+ 此为2023年4月1日新增的策略重点，并只适用于2023年4月1日及之后获批的项目。

* 有关的满意程度共涵盖五个项目，「文创处策略焦点」显示的数据为该五个项目中满意程度最高及最低的百分比，而「总计」显示的数据以总回覆者人数计算有关最高及最低的百分比。

Remark: The number of respondents was around 281 000.

+ This strategic focus was newly added on 1 April 2023 and only applicable to projects approved on 1 April 2023 and thereafter.

* Relevant satisfaction level covers five items in total. The percentages shown under "CCIDA's strategic foci" refer to the highest and lowest satisfaction level among those five items, and total number of respondents is used for calculating the highest and lowest satisfaction level for the percentages shown under "Total".

(B.3) 按促进电影业发展的四项策略划分的参加者对电影发展基金下其他电影相关计划项目的满意程度
Participants' satisfaction level towards the other film-related projects under Film Development Fund classified by the four-pronged strategy in promoting the development of the film sector

促进电影业发展的四项策略:

The four-pronged strategy in promoting the development of the film sector:

- A – 推广香港电影
Promotion of Hong Kong films
- B – 培训人才
Nurturing talents
- C – 提高观众对电影的兴趣和欣赏能力
Enhancing audience's interest in and appreciation of films
- D – 其他有利香港电影业发展的项目
Other projects conducive to the development of the Hong Kong film industry

		促进电影业发展的四项策略# The four-pronged strategy in promoting the development of the film sector#				总计 Total
		A	B	C	D	
a.	对活动/计划的整体评价为优良/非常满意/满意的回复者百分比 Percentage of respondents who rated the activities/programmes as “Excellent”, “Very satisfactory” or “Satisfactory”	99%	98%	99%	99%	99%
b.	对活动时间/形式/内容/宣传/参加费用的评价为优良/非常满意/满意的回复者百分比* Percentage of respondents who rated the duration/format/content/publicity/participation fee of the activities/programmes as “Excellent”, “Very satisfactory” or “Satisfactory”*	95% - 97%	92% - 97%	96% - 98%	97% - 100%	95% - 98%
c.	认为活动/计划帮助达到以下目标的回复者百分比：加强对行业的知识、拓展联系网络、发掘新商机、加深了解行业在全球市场上的定位、扩阔业界领域* Percentage of respondents who considered the activities/programmes helped achieve the following objectives: <i>Enhance Knowledge in the Business, Expand Contact Network, Explore New Business Opportunities, Better Understand the Industry's Position in the Global Markets, Broaden the Scope about the Industry</i> *	93% - 95%	77% - 94%	76% - 86%	89% - 98%	78% - 90%
d.	认为活动/计划肯定有用/很有用/有用的回复者百分比 Percentage of respondents who rated the activities/programmes as “Definitely Useful”, “Very Useful” and “Useful”	97%	92%	93%	97%	93%

注释：回复问卷人数约 16 000。

* 有关的满意程度共涵盖五个项目，「促进电影业发展的四项策略」显示的数据为该五个项目中满意程度最高及最低的百分比，而「总计」显示的数据以总回覆者人数计算有关最高及最低的百分比。

Remark: The number of respondents was around 16 000.

* Relevant satisfaction level covers five items in total. The percentages shown under “The four-pronged strategy in promoting the development of the film sector” refer to the highest and lowest satisfaction level among those five items, and total number of respondents is used for calculating the highest and lowest satisfaction level for the percentages shown under “Total”.

(C) 设计创业培育计划及时装创业培育计划

Design Incubation Programme and Fashion Incubation Programme

		设计创业培育计划 ¹⁶ Design Incubation Programme¹⁶	时装创业培育计划 Fashion Incubation Programme
a.	培育公司数目 ¹⁷ Number of incubatees ¹⁷	353	30
b.	已完成培育计划的公司数目 Number of incubatees which have completed incubation	328	30
c.	培育公司注册的知识产权 ¹⁸ 数目 Number of intellectual property rights ¹⁸ applications registered by incubatees	407	17
d.	培育公司创造的就业机会数目 Number of jobs opportunities created by incubatees	1 726	73
e.	培育公司获取的本地及国际奖项数目 Number of local and international awards attained by incubatees	603	53

¹⁶ 涵盖自 2006 年由香港科技园于创新中心推出的第一期至现时在创意智优计划资助下开始的最新一期(第四期)。
Covering from the rollout of Phase I by the Hong Kong Science and Technology Park Corporation at InnoCentre in 2006 up to the current phase (Phase IV) under the funding support of CSI.

¹⁷ 包括正在培育及已完成培育的公司。

Including those under incubation and completed incubation.

¹⁸ 包括商标、专利及外观设计等。

Including trademark, patent and registered design.