



The 8th Design Licensing And Business (DLAB) Support Scheme

Application Form

Official Use

Application No.:

Date:

Note :

- This application form could be downloaded from the official website of the Design Licensing and Business (DLAB) Support Scheme (www.dlabhk.com).
- Applicants MUST read the “Application Guideline” that could be downloaded from the DLAB’s official website (www.dlabhk.com) before filling in the form.
- This form must be typed. The completed and signed application forms must be submitted online in word / pdf format via the DLAB’s official website (www.dlabhk.com).
- Application deadline is **5:30 pm on 20th Nov 2026 (Friday)**. Late applications will not be considered.

NOTES TO APPLICANT

- Application deadline is **5:30 pm on 20th Nov 2026 (Friday)**.
- This form must be typed. The completed and signed application forms must be submitted online in word & pdf format via the DLAB's official website (www.dlabhk.com).
- Applicants must upload the completed application forms onto the online submission system of the DLAB's official website (www.dlabhk.com).
- All attachments (i.e.: Presentation Powerpoint (.ppt), a copy of valid Business Registration Certificate and others related information (i.e. Company Logo, IP Logo, two Promotional Poster...etc) must be uploaded onto a secure cloud storage platform (such as Google drive, Dropbox, 騰訊微雲, 百度雲, etc...) with a URL inserted into the application system for the secretariat to download the files.
- The personal data in the application form and all attachments submitted via the online submission system will only be accessed by the Organizer (Innovative Entrepreneur Association, IEA) and the secretariat to process the application. If applicants wish to amend the stated personal data, please contact the organizer or the secretariat at dlab.ieacms@gmail.com.
- Submitting an application will be considered as allowing the organizer to upload the information on the applying company and its designers (applicants) onto the DLAB's official website.
- For any enquiry, please contact the secretariat by phone (Tel: 2363 6012) or email at dlab.ieacms@gmail.com.

ELIGIBILITY

	Tier 1	Tier 2
Eligibility	• Companies with a history of <u>not more than 6 years</u>, as at the application deadline (i.e. established within period from 20 Nov 2020 – 20 Nov 2026 and with design or licensing as the major business	• Companies with a history of <u>6 years to not more than 12 years</u>, as at the application deadline (i.e. established with period from 20 Nov 2014 to 19 Nov 2020 and with design or licensing as the major business • Registered in Hong Kong with a valid Hong Kong Business Registration

	- Registered in Hong Kong with a valid Hong Kong Business Registration Certificate - The applying intellectual property (IP) should be launched in not more than 6 years, as at the application deadline - Have full ownership of the IP right of the creative content, such as original character designs, pattern designs, illustrations, etc.	Certificate - The applying intellectual property (IP) should be launched in not more than 6 years, as at the application deadline - Have full ownership of the IP right of the creative content, such as original character designs, pattern designs, illustrations, etc.
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APPLICATION FEE

- No participation fee is needed to join the online training, but pre-reservation is needed¹
- The 30 selected companies for the 8th DLAB (participants) could receive sponsorship to set up a 6 square meter booth in the Hong Kong International Licensing Show 2027 at a rental of HK\$4,000 for new participants or HK\$6,000 for past participants (original rental is HK\$31,521)

¹ Each participant has to pay a reservation fee of HK\$2,500 for the online training. The reservation fee will be refunded to the participants if their attendance rate at these events reaches 75% and they have full participation in the assigned booth of the DLAB HK pavilion, or else the fee will be forfeited and used as project operational income.

² The booth will be allocated by ballot. Participants will be notified by separate emails of the balloting arrangement.

VETTING CRITERIA

The Vetting Panel members will evaluate the applications in accordance with the below criteria:

- Originality and creativity of submitted character design / licensable IP
- Business potential of submitted character design / licensable IP
- Business track record and business development plan on submitted character design / licensable IP
- Commitment of professional team of start-ups / companies on developing the submitted character design / licensable IP
- Creativity to IP development in the past one year (*only applicable to participants of the previous DLAB which also applies for the 8th DLAB with the same IP submitted to the past DLAB*)

VETTING PROCEDURE

- Upon receipt, the Secretariat will check all applications for completeness.
- All eligible applications will be submitted to the Vetting Panel for consideration. All applicants must attend a **10-minute interview on 8 Dec 2026** to present their submission and answer questions from the Panel. Applicants should reserve this date.
- Interview schedules and additional details will be announced by the Organizer in late November 2026. The Vetting Panel is composed of representatives from the Organizer, industry professionals, renowned designers, licensing experts, and educational institutions.
- All applicants will receive an email regarding their result on or before 11 December 2026 (tentative), regardless of whether they are selected.

VETTING MECHANISM

- Applicants must meet all eligibility requirements.
- The Vetting Committee will establish a passing score subject to their discussion and agreement. Applicants who achieve or exceed this threshold demonstrate that their IPs/designs possess market potential and are licensable, allowing them to advance to the next stage of the selection process.
- Priority is given to applicants who have participated less frequently in past DLAB editions. Conversely, applicants with higher past participation will receive lower selection priority.
- Each company is permitted to participate in DLAB a maximum of 3 times.

APPLICATION FORM

All the below sections must be completed

SECTION 1

A) Please put a “✓” to indicate the subsidy tier that you would like to apply

(You can only choose one tier)

- ☐ Tier 1 (Companies with a history of not more than 6 years with an IP launched in not more than 6 years, as at the application deadline)
- ☐ Tier 2 (Companies with a history of 6 years to not more than 12 years with an IP launched in not more than 6 years, as at the application deadline)

B) Applicant information

Company Name (Name used for business registration)

Business Registration Number

(please attached the copy of the business registration certificate)

Office Address

Correspondence address (if different from above)

Company Introduction:

Company Establishment Date (DD/MM/YY):	Office phone number:
Office fax number:	Email address:
Organization and staff information	
Please list the names of all relevant shareholders and their shareholding percentages. The total shareholding percentage of all shareholders must be 100%.	
Shareholder Name (as shown on HKID card):	Shareholding Percentage (%):
Main Contact Person	
Contact Name:	
Title:	Email address:
Office phone number:	Mobile phone number:
Background Information	
Has the applicant participated in any previous editions of DLAB? (Please ☒ in the appropriate box)	
☐ Yes, please specify which edition(s) has been participated: _____ ☐ No	
Have any shareholders of the applicant company participated in any previous edition of DLAB? (Please ☒ in the appropriate box)	
☐ Yes, Name of shareholders: _____ Edition(s) has been participated: _____ ☐ No	

Has the designer of the IP which applied in 8th DLAB participated in any previous edition of DLAB? (Please ☒ in the appropriate box)

☐ Yes, please specify which edition(s) has been participated: _____

☐ No

C) IP information

IP 1

IP name		Designer name																						
Launch Date (dd/mm/yy)																								
Category :	☐ Character Design(s) ☐ Other IPs of creative content* (Please specify: _____) <i>* could be pattern design, illustration design etc.</i>																							
Target Sector or Customers: (Can select more than one)	<table border="0"> <tr> <td>☐ Toy</td> <td>☐ App</td> <td>☐ Electronics</td> </tr> <tr> <td>☐ Houseware</td> <td>☐ Shopping malls & Hotels</td> <td>☐ Publishing & Printing & Education</td> </tr> <tr> <td>☐ F&B</td> <td>☐ Animation</td> <td>☐ Entertainment</td> </tr> <tr> <td>☐ Glasses</td> <td>☐ Finance</td> <td>☐ Clothing / Garment</td> </tr> <tr> <td>☐ Gift</td> <td>☐ Licensing & Product Agents</td> <td>☐ Furniture</td> </tr> <tr> <td>☐ Retailers</td> <td>☐ PR & Event Management</td> <td>☐ Marketing</td> </tr> <tr> <td>☐ Government Department</td> <td>☐ Manufacturers</td> <td>☐ Distributors</td> </tr> </table>			☐ Toy	☐ App	☐ Electronics	☐ Houseware	☐ Shopping malls & Hotels	☐ Publishing & Printing & Education	☐ F&B	☐ Animation	☐ Entertainment	☐ Glasses	☐ Finance	☐ Clothing / Garment	☐ Gift	☐ Licensing & Product Agents	☐ Furniture	☐ Retailers	☐ PR & Event Management	☐ Marketing	☐ Government Department	☐ Manufacturers	☐ Distributors
☐ Toy	☐ App	☐ Electronics																						
☐ Houseware	☐ Shopping malls & Hotels	☐ Publishing & Printing & Education																						
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☐ Retailers	☐ PR & Event Management	☐ Marketing																						
☐ Government Department	☐ Manufacturers	☐ Distributors																						
IP's Information	(English) (no more than 80 words)																							

	(Chinese) (no more than 100 words)
☐ I /We confirm that the above stated IP is original IP and/or our company has the full IP rights of the stated IP.	

IP 2 (If applicable)			
IP name		Designer name	
Launch Date (dd/mm/yy)			
Category :	☐ Character Design(s) ☐ Other IPs of creative content* (Please specify: _____) <i>* could be pattern design, illustration design etc.</i>		
Target Sector or Customers (Can select more than one)	☐ Toy ☐ Houseware ☐ F&B ☐ Glasses ☐ Gift ☐ Retailers	☐ App ☐ Shopping malls & Hotels ☐ Animation ☐ Finance ☐ Licensing & Product Agents ☐ PR & Event	☐ Electronics ☐ Publishing & Printing & Education ☐ Entertainment ☐ Clothing / Garment ☐ Furniture ☐ Marketing

	Management ☐ Government Department ☐ Manufacturers ☐ Distributors
IP's Information	(English) (no more than 80 words)
	(Chinese) (no more than 100 words)
☐ I /We confirm that the above stated IP is original IP and/or our company has the full IP rights of the stated IP.	

SECTION 2

Please fill in the below parts and provide related attachments for vetting purposes. Please use separate sheet(s) if needed.

A. Originality and Creativity of the Submitted IP(s)

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B. Business Potential of the Submitted IP(s)

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Organizer:



C. 1. The Business Development Plan of the Submitted IP(s) Committed by Your Team

Please provide more details of the items listed below:

- Basic information on the Team (e.g. members' background, relevant experience and roles in developing the submitted IP)
- Any licensing / designing related award or nomination received by the applicant and the submitted IP(s) (please also provide the name(s) and year(s) of the award(s) received or nominated, or the competition(s) participated in, etc.)
- Past, existing or potential clients in licensing
- Licensing fee generated from the submitted IP(s) and any other related information

C. 2. Innovative Development for the Submitted IP(s) in last year

(Only applicable to past participant of the previous DLAB which applies for the 8th DLAB with the same IPs)

- Any new creativity for the same submitted IP in last year after participation in the first two DLAB(e.g. in area of branding design, business development, or any new ideas for the same submitted IP, etc.)

D. Development and Promotion of the Submitted IP(s)

- Future development and promotional plan of the submitted IP(s) (e.g. details, methods, expected results, targets of the promotions, etc.)

E. Supplementary Information

If there is any supplementary information, such as your company logo, IP or product photos, promotion or marketing materials, in-store display and other related information, please save them in a ppt file and upload the file onto the online submission system of the DLAB's official website.

Remark: Applicants must read the “Notes for Applicants” before submitting their applications

TERMS AND CONDITIONS

General Conditions

1. Applicants and their respective companies must abide by all rules and regulations of the 8th Design Licensing and Business Support Scheme (DLAB).

Submitting an application implies full understanding and acceptance of all terms and conditions outlined in this form and throughout the DLAB scheme.

2. The Organizer reserves the right to amend the terms and conditions without prior notice. Any updates or matters not explicitly covered herein will be published on the official DLAB website. In the event of any dispute, the Organizer reserves the right to make the final decision.
3. The Organizer, the Cultural and Creative Industries Development Agency (CCIDA) of the HKSAR Government, and the Hong Kong Trade Development Council (HKTDC, organizer of the Hong Kong International Licensing Show 2027) reserve the right to use, exhibit, publish, or authorize third parties to use any submitted entries in any format for non-commercial promotion and publicity, at no extra cost to participants. Usage is not limited strictly to DLAB promotion.
4. By participating, applicants implicitly agree to these regulations and grant the Organizer permission to authorize media publication of any submitted entries in any format.
5. The Organizer reserves the sole right to interpret and amend these terms and conditions.

Participation

6. The application deadline is **5:30pm on 20 Nov 2026**.
7. Submitting an application grants the Organizer permission to publish information regarding the applicant and its designers on the official DLAB website.
8. Submitting the application means that the applicant allows the Organizer to upload the information on the applicant and its designers onto the DLAB's official website.

9. Applicants must fully own all Intellectual Property (IP) rights to the submitted character designs or licensable IPs ("Submitted IPs"). Any discovered infringement of third-party rights will result in immediate disqualification.

Submitted entries must not infringe upon the Intellectual Property Rights (IPR)* of any party. The Organizer accepts no direct or indirect liability for copyright violations. Applicants agree to indemnify the Organizer against all claims, costs, actions, and liabilities arising from any alleged or actual IPR infringement.

** "Intellectual Property Rights" shall mean patents, trademarks, service marks, trade names, design rights, copyright, domain names, database rights, rights in know-how, new inventions, designs or processes and other intellectual property rights of whatever nature and wheresoever arising, whether now known or hereafter created, and in each case whether registered or unregistered and including applications for the grant of any such rights.*

Application Fee

10. Submission of an application implies that selected applicants ("participants") commit to attending all required project training sessions. Participants must submit a crossed cheque of HK\$2,500 as a reservation fee to the Secretariat. This fee will be fully refunded if the participant achieves at least a 75% training attendance rate and fully occupies their assigned booth at the DLAB Hong Kong Pavilion; otherwise, the fee will be forfeited and allocated toward project operational expenses.
- Cheque payable to: Innovative Entrepreneur Association Company Limited
 - Cheque: In person or by mail to below address:
 - Attn: Secretariat of DLAB
 - Address: 1/F, Teng Fu Commercial Building, 333 Queen's Road Central, Sheung Wan, Hong Kong.

Booths will be allocated by ballot, with details communicated via email. Final allocation decisions rest solely at the discretion of the Organizer. Forfeiting an assigned booth may negatively impact applications for future DLAB editions, and paid fees will not be refunded.

Result Announcement

11. The list of selected participants will be published on the official DLAB website. Selected participants will also receive formal written notification via email.

12. Selection results are subject to the final decision of the Vetting Panel and the Organizer and shall be final and binding.

Typhoon and Black Rainstorm Signal Arrangement

13. Applicants must attend their interviews in person. If Typhoon Signal No. 8 or above is hoisted, or a Black Rainstorm Warning Signal is in force at or after 7:00 AM on the interview date, all interviews scheduled for that day will be canceled.
14. If an interview is canceled due to inclement weather or unforeseen circumstances, the Organizer will notify the invited applicants. The Organizer reserves the right to make alternative assessment arrangements and is under no obligation to disclose the rationale.

Disqualification

15. Incomplete applications will be disqualified. The Organizer reserves the right to reject any application or disqualify any applicant/entry without prior notice.
16. Applicants must possess full ownership of the IP rights for all submitted works. Failure to demonstrate ownership will result in immediate disqualification without prior notice.
17. All provided information must be accurate and complete. Content within application forms (including textual and visual materials) must not infringe upon the copyright or intellectual property rights of any third party. Non-compliant applications will be disqualified without prior notice.
18. Any violation of these Terms & Conditions grants the Organizer the right to disqualify the application.

Personal Information Collection Statement

19. Personal data provided by applicants will be retained for record-keeping, administrative correspondence, and project promotion by the Organizer and the Hong Kong Trade Development Council (HKTDC, organizer of the Hong Kong International Licensing Show 2027). By submitting an application, applicants consent to the collection, retention, and use of their personal data for these purposes.
20. Applicants have the right to request access to and correction of their personal data in accordance with the Personal Data (Privacy) Ordinance. Inquiries should be directed to the Project Secretariat at dlab.ieacms@gmail.com.

DECLARATION

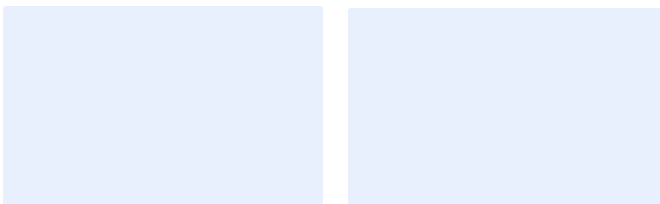
1. I / the company hereby agree to abide by all the rules and regulations of the Design Licensing And Business Support Scheme (DLAB) and agree that all decisions made by the Organizer and the Vetting Panel are final.
2. I hereby confirm that
 - (i) I am / We are the person(s) in charge of the applying company.
 - (ii) All submitted IP(s) stated in this application is / are original, and/or I / Our company have the full IP right of this/these IP(s).
 - (iii) The information provided hereby and attached is accurate and complete and that the content in this application form does not infringe the copyright or any other rights of any person.
3. I / the company agree to fulfill the "Rights and Obligations" under DLAB. The relevant content is subject to the "Application Guidelines" published on the official website of DLAB, and the company must check it by itself.
4. If our company is selected as one of the 30 companies participating in 8th DLAB, I / the company agree to attend all the activities organized by DLAB, including but not limited to the Kick-off ceremony, training, "DLAB Hong Kong Pavilion" in Hong Kong International Licensing Show 2027.
5. I agree that the Organizer, the project implementation agent and the organizer of Hong Kong International Licensing Show 2027 - Hong Kong Trade Development Council could disclose and save the below listed information as stated in the application form for promotion purpose
 - (a) Name of Designer;
 - (b) Introduction to the Character design(s) / licensable IP(s);
 - (c) Company Name;
 - (d) Email;
 - (e) Company introduction

6. I agree that if our company is selected as one of the 30 companies participating in the 8th DLAB, I will rent the exhibition booth at the “Hong Kong International Licensing Show 2026/7” at the discounted rate under the DLAB to become one of the exhibitors of the DLAB. The relevant discount rate is subsidized under the sponsorship of Cultural and Creative Industries Development Agency (CCIDA) of the Government of Hong Kong Special Administrative Region (HKSAR). In the light of the principle of no double funding, I understand that our company will not be entitled to other funding supports from the HKSAR Government that are applicable to the “Hong Kong International Licensing Show 2027”.

7. I / the company agrees that the organizer and the vetting panel have the right to make the final decision on the application review of DLAB under any circumstances.

The information provided in the application form should be accurate and complete and the content in all forms (including but not limited to the textual and visual materials of the submitted IPs) in the application form does not infringe the copyright or any other rights of any person. Otherwise, the application will be disqualified without advance notice.

Authorized signature with company chop



Name:

Date: