

# 反盗版声明

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## 一、盗版及非法使用哈佛商学在线产品及相关衍生产品行为定义

盗版及非法使用哈佛商学在线产品及相关衍生产品（以下简称为“盗版”）：是指自然人、法人或其他组织，未经 HBP 和 KeyLogic 许可，非法销售哈佛商学产品及相关衍生产品以获利，以及通过非法途径获得哈佛商学在线产品而进行使用等行为，包括但不限于以下情形：

- （一）假借哈佛商学在线中国代理商的名义，通过互联网或其他途径发布产品信息并销售给客户；
- （二）盗用哈佛商学在线产品内容，私自制作成其他形式的产品（如光盘、书籍等），并销售给客户；
- （三）明知不是哈佛商学在线合法授权的产品而购买、使用；
- （四）其他经合法程序被认定的盗版行为。

## 二、使用盗版产品的危害：

### 1. 不受法律保护

您购买的盗版产品使用权不受法律保护，您随时可能因此遭到投诉甚至是法律起诉。

### 2. 没有可靠的技术支持

在线学习平台的正常运行必然需要得到 KeyLogic 稳定持续的技术支持。随着产品内容的不断更新和产品形式的不断优化，产品的兼容格式和兼容的操作系统也会发生不断变化，盗版产品不可能做到同步更新。

### 3. 潜在的市场风险

使用盗版产品是违法行为。违法行为终究会被曝光。到那时，您的品牌，您的市场口碑，您的市场份额将会随着您的诚信一并被市场抛弃。

本声明的发布时间为 2011 年 9 月 1 日。

# Antipiracy Statement

Harvard Business Publishing (HBP) and KeyLogic issued a joint declaration conscientiously: HBP announced an exclusive partnership with KeyLogic in Mainland China on 1<sup>st</sup> July, 2009, which means that KeyLogic is the sole distributor to deal with Harvard Corporate Learning legally in Mainland China, whose right of agency is protected by laws of the People's Republic of China and relevant international treaties and conventions. Any unauthorized copy, modification, reproduction, publication, sale of Harvard Corporate Learning and any derivative products would clearly constitute infringement. HBP and KeyLogic reserve the right to pursue any administrative, civil or criminal actions for all above acts.

## 1. Definition of piracy and illegal use of derivatives products behaviors

Piracy and illegal use of derivatives products behaviors refer to that natural or legal persons or other organizations illegally sell or use Harvard Corporate Learning or derivatives products without permit of HBP and KeyLogic, including but are not limited to the following:

- 1). Publishing Harvard Corporate Learning through the Internet or other means and selling to clients under the guise of HBP's China agency;
- 2). Thieving the content of Harvard Corporate Learning in whole or in part into different forms, such as CD, books, etc., and selling to clients;
- 3). Purchasing or using the unauthorized Harvard Corporate Learning products;
- 4). Other piracy and patent infringement recognized by legal process.

## 2. Danger of using pirated products:

### 1). Unprotected by law

The pirated products you purchased are not protected by laws; you may subject yourself to a complaint, even a criminal prosecution.

### 2). Lack of reliable technical support

The normal operation of the e-learning platform needs reliable technical support, which illegal agents are impossible to provide.

### 3). Potential market risks

Using pirated products is illegal, which will eventually be exposed and bring you a very bad reputation and market share plunge.

The statement release time is 1<sup>st</sup> September, 2011.