



澳門特別行政區政府旅遊局
DIRECÇÃO DOS SERVIÇOS DE TURISMO
MACAO GOVERNMENT TOURISM OFFICE

IP Licensing Program for Macao Tourism Mascot “Mak Mak”



來來來
MAK MAK



Objective



To grant the **right to use the Macao Special Administrative Region Tourism Mascot “Mak Mak”**, encouraging entities to leverage the Mak Mak image for the development of diversified products and experiences, thereby promoting local tourism culture, enhancing brand influence, exploring new commercial opportunities, and fostering the development of tourism and cultural creative industries.

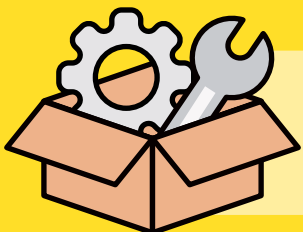
Three Key Application Areas



Event Planning



Brand Promotion



Product Development





Eligible Applicants

Enterprises



Associations



Legally registered or established in the Macao Special Administrative Region

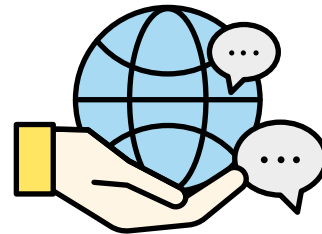
Application Categories

Commercial Use



For the purpose of direct or indirect profit or commercial gain

Non-Commercial Use



For tourism, cultural or educational promotion without profit-making purposes

Scope of License

Use and operation within the Macao Special Administrative Region, without prejudice to activities such as **sale or manufacturing** conducted **outside Macao**.





License Categories

Merchandise



Stationery, Lifestyle Products, Apparel & Footwear, Souvenirs, Bags & Accessories, Digital Accessories, Publications

Food Products



Packaged Food, Beverages

Promotional Materials



Visual Promotions, Event Giveaways

Events



Themed Events, Cultural Promotion Projects



License Period



Commercial Use

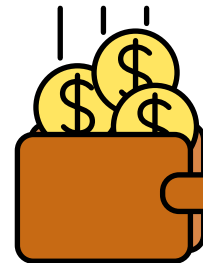
Maximum of **5** years,
renewable

Non-Commercial Use

Maximum of **1** year,
non-renewable



Waiver of Licensing Fees

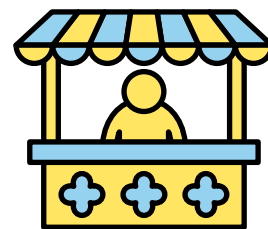


Retention of All Revenue

Exclusive Benefits



Official Platform
Promotional Support



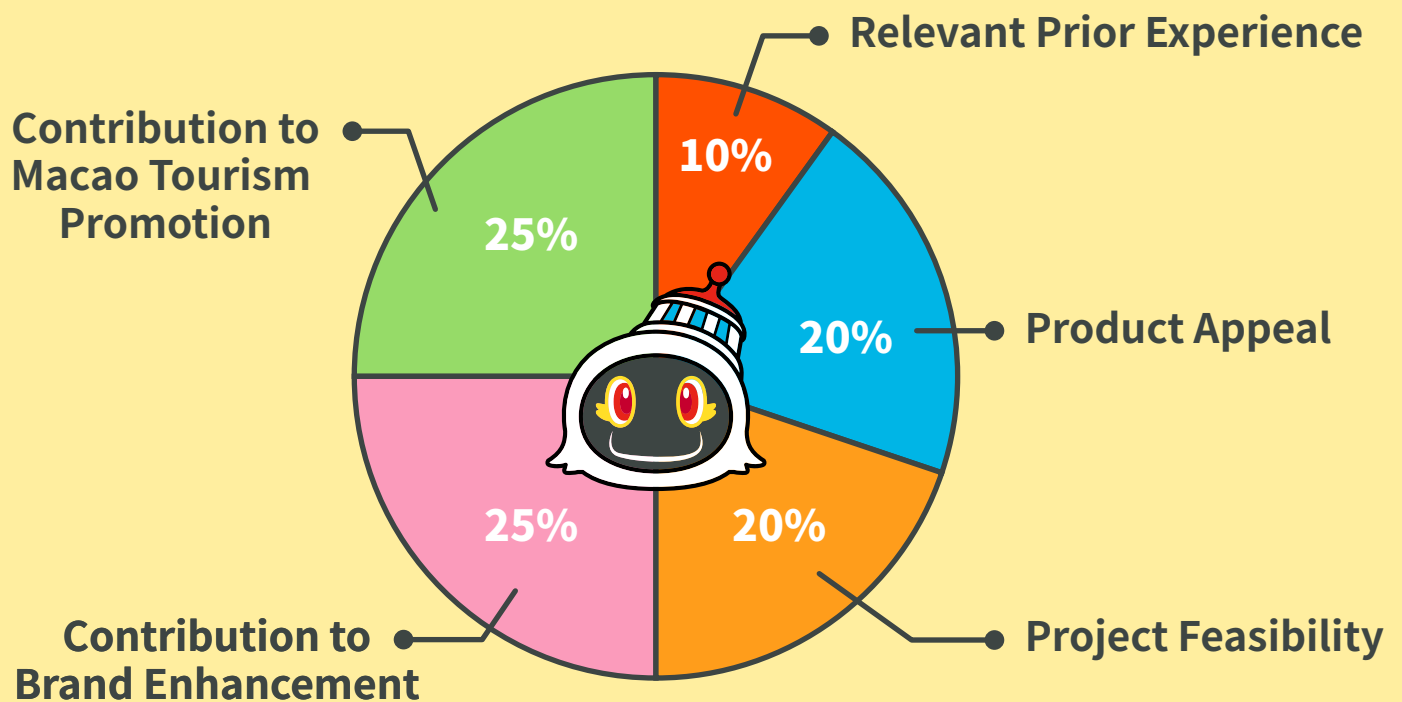
Priority Participation in **Tourism Promotion**
or **Exhibition Activities** organised by
the Macao Government Tourism Office



Assessment Criteria

Commercial Use

(Approval granted upon achieving a composite score of **50%** or above)



Non-Commercial Use

(Approval granted upon meeting all of the following criteria)

- Conforms to the non-commercial nature of use and complies with the “Mak Mak” Usage Guidelines
- Possesses promotional or educational value in tourism and culture
- Effectively promotes the distinctive culture of Macao and reaches a broader potential audience
- Implementation plan is reasonable, feasible and practical



Application Procedure

Log in to the *online* system via the Macao Government Tourism Office's dedicated webpage, complete the application form and upload the required documents.



1. Log In



2. Complete Form



3. Upload Documents



4. Notification of Assessment Result

Required Application Documents:

- ✦ Application Form
- ✦ Documents Proving Eligibility
- ✦ Identification Document of the Applicant Entity's Representative
- ✦ Project Proposal
- ✦ Documents Demonstrating Relevant Experience
- ✦ Documents Facilitating Application Assessment



Enquiries



: (853) 28315566



: mgto@macaotourism.gov.mo