



الجمعية العربية للملكية الفكرية  
**Arab Society for Intellectual Property**

The Arab Society's Report for the years  
2007 – 2008





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## Historical Background

On February 23, 1987, Mr. Talal Abu-Ghazaleh, the founder and president of the Arab Society for Intellectual Property, met with Dr. Erich Haeusser, president of the German Patent Office, Dr. Arpad Bogsch, director general of the World Intellectual Property Organization (WIPO) and Dr. Alfred Briner, secretary general of Association Internationale pour la Protection de la Propriété Intellectuelle (AIPPI), along with other IP experts in Munich, Germany, to discuss the foundation of the first professional Arab society for the protection of industrial property.

The main objective was forming a society to streamline the protection of industrial property in the Arab world, and organize a forum to discuss and develop the laws which govern the activities of this important field worldwide.

The Society was first established under the name of the Arab Society for the Protection of Industrial Property (ASPIP). As the society progressed, with various activities and accomplishments throughout the years, its name evolved into the Arab Society for Intellectual Property (ASIP) in 2003.

The first meeting of the ASIP Board of Directors, which took place on February 23, 1987, discussed the best means of successful launching, such as administrative and financial procedures, establishing contacts and introducing ASIP's goals and purposes to the general public in the Arab world.

Among its founding objectives were the following:

- 1) To help world laws and regulations exist in conformity with the Paris conventions regarding the protection of industrial property;
- 2) To educate the public through the media with a view to protect consumers and producer interests;
- 3) To train Arab professionals in the field of industrial property protection.

Throughout the years, ASIP has focused on pursuing these goals by gaining recognition with international organizations. Thus, it became the first Arab non-governmental organization (NGO) to be granted an observer status in WIPO.

Promoting and enhancing Intellectual Property (IP) protection in the Arab world has been at the forefront of its activities since its establishment in 1987. It has continuously endeavored to increase public awareness, develop and modernize IP systems and build capacity among IP professionals and practitioners.

During the 2007 meeting of ASIP's Board of Directors, the Board emphasized the importance of expanding cooperation between ASIP and other international organizations in the coming years, noting that ASIP made great progress with WIPO the previous year.

Among the main issues discussed were long- and short-term training programs on IP issues, such as the official launch of the Arab Certified Intellectual Property Practitioner (ACIPP) program in 2007, as well as the formation of committees focused on geographical indications and copyright laws.

Twenty years after its inception, ASIP is still emphasizing the same objectives upon which it was established: improving and enforcing global regulations concerning IP, as well as training IP professionals through various programs, such as the ACIPP program.



## Message from the Chairman

Dear Members,

The Society came a long way in 2008 towards fulfilling the purposes and objectives for which it was created, thereby enhancing its status as a pioneering organization in the field of Intellectual Property Rights (IPRs) in the Arab world. The Society's role and efforts have contributed to the efficiency of those working in Intellectual Property (IP) sectors throughout the Arab world and promoting awareness in this vital and significant field.

As part of the Society's commitment in enhancing IP awareness, and particularly among university students, the fourth Moot Court Competition was convened in collaboration with the Faculty of Law at the University of Jordan. The Society is working towards expanding the competition to the entire region. Another point worth mentioning here is the cooperation ties between the Society and the IP Unit of the League of Arab States in numerous aspects, such as applicable training and media collaboration.

Now, three years after the launch of the Arab Certified Intellectual Property Practitioner (ACIPP) program, which has proven to be a success, the Society – through cooperating with a number of organizations – is getting ready to launch a group of intensive courses from the ACIPP program at the regional level to enhance the foundations of collaboration between the Society and these organizations.

The Society is also preparing to sign a number of memorandums of understanding with companies and local and regional organizations, to hold specialized courses specific to the ACIPP program. These entities include governmental ministries and customs directorates in addition to universities and major law firms. The Society also seeks to convene short-term courses in Arab countries.

I place before you the annual report that includes the systems and programs of 2008. Here, we'd like to express our extreme gratitude and appreciation to the honorary members who supported and contributed to the Society's advancement and development.

This report discusses the accomplishments of the Society and the activities it administered throughout 2007 and 2008, such as the development of IP programs, advancing the capabilities of professionals and experts working in this field and providing them with expertise through continuous training sessions and programs and promoting public awareness in relation to IP.

The Society's achievements over the years have been directed in a manner that further propels advancement in its noble mission that seeks to encourage Arab creativity and enhance economic, social and cultural growth related to the global economy. The Society will continue to work towards completing its future goals and developing its mission in the coming years.

Dear Colleagues,

In the coming years, we look forward to enhancing the Society's status and role in the region so that it can conduct the duties and responsibilities for which it was established in the best way possible, and serve our Arab nation.

*Talal Abu-Ghazaleh*

## Society Goals

- To qualify ASIP's members professionally.
- To encourage scientific research in the field of Intellectual Property (IP).
- To develop IP legislations and standardize them internationally.
- To offer a new international curriculum for qualifying ASIP's members internationally.
- To provide Arab universities and IP societies with the latest reference books and professional standards.
- To strengthen the concept of continuous education by informing ASIP's members of new developments in the profession, step by step.
- To publish educational books and organize scientific meetings, such as seminars, conferences and others.
- To encourage scientific research and professional training related to international developments in the field of IP.
- To advise members of developments in the field of IP.
- To globalize IP concepts and explain them through ASIP's website.

## International Ambitions and Memberships

Out of its awareness of the status Intellectual Property (IP) has gained on both the Arab and international levels, the Arab Society for Intellectual Property (ASIP) exerts its best efforts to develop this field in the Arab countries to meet IP technical and ethical progress in other countries.

Since the establishment of the Society, ASIP has studied the related legislations of the profession, looking for a role for people interested in IP in the Arab region and in the international forums that most countries hold with regards to IP.

To materialize its goal, the Society has established cooperation ties with the World Intellectual Property Organization (WIPO) in order to implement the appropriate tools such as preparing a program which would consist of several steps in order to obtain the Arab Certified Intellectual Property Practitioner (ACIPP) program qualification.

By participating in events and disseminating IP concepts and ideas among Arab and international practitioners, ASIP was able to provide its members and associates with the advantage of being up to date with the recent developments in the field; thus, creating strong IP base in the Arab countries that contributes to their economic growth.

As part of the Society's aim, it has occupied various international positions such as membership in the list of non-governmental organizations that have consultative status with the UN's Economic and Social Council (ECOSOC),

membership as an observer at WIPO and, most recently, membership in the IP Constituency of the Internet Corporation for Assigned Names and Numbers (ICANN).

## Our Accomplishments

ASIP which represents a wide base of intellectual property practitioners in the Arab world and which participated in establishing the principals of intellectual property through its presence in the international events, it works towards passing on the points of view of its members to the center stage of the decision makers on both the Arabic and international levels, this clearly reflected the role of the society in drafting and suggesting amendments on the laws of intellectual property so that they are adopted by most of the countries in the Arab region.

- Enhancing and developing the IP system by promoting awareness and education.
- Finding effective strategies to support and advance the procedures of intellectual property rights (IPRs) protection at the regional and international levels.
- Marketing the Society effectively, thereby increasing its membership count.
- Obtaining the necessary financial support from regional and international sources to help fulfill the Society's goals.
- Developing the Society's website which reflects the Society's significant role and assists in marketing the Society.
- Promoting awareness in IP protection and its importance both regionally and internationally by developing the profession and increasing its activities through continual training.
- Developing the ACIPP program to increase the number of specialists in this field in the Arab nations.
- Cooperating with various Arab universities and professional entities specialized in IP to hold seminars and conferences in the area.
- Preparing a library dedicated to IP, in collaboration with the Talal Abu-Ghazaleh College of Business.
- Encouraging the protection of the Intellectual Property Rights of artists, actors, singers, composers, authors and others through education and awareness.
- Supporting and developing IPRs in the pharmaceutical industry and bio-technology field.
- Explaining the role of geographical indications at the international level and developing policies related to the protection of these indications.
- Developing and supporting policies relating to IPRs in the realm of the Internet, which includes domain names and their administration.
- Developing and supporting policies to impose and implement protection against forgery and trademark counterfeiting, and taking the necessary means to enhance governmental procedures in this regard



## Board of Directors' Management

Mr.Talal Abu-Ghazaleh	President	Jordan
Mr. Mahmoud Asfour	Vice President	Jordan
Mr. Omar Nafez Al-Atout	Member	Jordan
Dr.Omar Al-Jazi	Member	Jordan
Adv. Basel Al-Bostami	Member	Jordan
Dr. Hazem Al-Smadi	Member	Jordan
Adv. George Metry	Member	Syria
Mr. Mohammad Khreisat	Member	Jordan
Mr. Jawad Al-Rida	Member	United Arab Emirates
Eng. Hisham Tashkandi	Member	Saudi Arabia

## Working Committees

The Arab Society for Intellectual Property (ASIP) works towards carrying out its objectives through a group of working committees, the most important of which are:

### Teaching and Training

The Teaching and Training Committee is in charge of managing and supervising ASIP's activities in the areas of capacity building, awareness and education, including related training courses, seminars, workshops, etc.

### Round Table Committee

The Round Table Committee is in charge of preparing and making arrangements for round table meetings, which are monthly forums for experts and practitioners in the field of Intellectual Property to address and discuss topics of interest and concern.

### Moot Court Competition Committee

The Moot Court Competition (MCC) Committee is in charge of organizing and developing the MCC through all its stages.

### Geographical Indications Committee

The Geographical Indications (GI) Committee works to develop and revise GI laws in the Arab region according to international standards.

### Publications Committee

The Publications Committee is responsible for reviewing the applications presented by those who have books related to Intellectual Property who would like to publish them through the Society. The committee evaluates these books before they are published through the Society.

### Copyrights Committee

The Copyrights Committee is responsible for conducting a study and knowing how to benefit from the Arab Copyrights Law in order to present the necessary recommendations to

the Islamic Educational, Scientific and Cultural Organization (ISESCO) organization and to all concerned ministers.

### Arab Certified Intellectual Property Practitioner (ACIPP) Qualification Advisory Board Committee

The ACIPP Qualification Advisory Board Committee is in charge of developing new ideas and works towards giving advice which helps in the development of the program..

### Arab Certified Intellectual Property Practitioner Management Board Committee

The ACIPP Qualification Advisory Board Committee is in charge of creating strategic plans and monitoring the progress of the ACIPP program.

## Previous Board of Directors Meeting

The Arab Society for Intellectual Property (ASIP) convened its previous annual meeting (Board of Directors and General Assembly) under the chairmanship of Mr.Talal Abu-Ghazaleh on December 8, 2007 at the Talal Abu-Ghazaleh College of Business.

The Society's programs and activities were presented for 2006-2007, in addition to what was executed in relation to previous plans and programs that were listed in the 2006 Meeting Minutes. Chairman Mr. Talal Abu-Ghazaleh started the meeting by emphasizing the need to enhance the Society's relations with international bodies.

Society Chairman Mr. Talal Abu-Ghazaleh kicked off the meeting by presenting the Society's achievements of 2007, the most significant of which was the launch of the Arab Certified Intellectual Property Practitioner (ACIPP) program, in cooperation with the World Intellectual Property Organization (WIPO) in a number of Arab countries.

A Society report was presented on the occasion of its 20th anniversary, which included the Society's accomplishments over the past 20 years, a new strategic plan for the Society



and a marketing plan for the ACIPP program.

A draft of the Geographical Indications Law project was also prepared by the Geographical Indications Committee with the goal of implementing it in the Arab states by referring back to the recommendations of the first Geographical Indications Conference that was held in Abu Dhabi in April 2005. Members reviewed the Arabic translation of the Nice Classification of Goods and Services, which is considered one of WIPO's most important publications, and which was translated by ASIP.

It was decided at the meeting to form a number of committees, in addition to the Society's previous committees. These are:

1. A suggested committee to study the Arab Copyright Law with the aim of revising it and presenting necessary recommendations to the Islamic Educational, Scientific and Cultural Organization (ISESCO) and all involved ministers.
2. Formation of a committee to promote awareness in brand valuation and create a database that includes brands in the Arab region and the significance of conducting an evaluation of the brand owned by each company, such as Rotana, Ta'meer and Sama Dubai, in order for it to be a utilized reference.
3. Preparation of a publications committee which studies applications by those who have books related to IP and wish to publish them through the Society. This committee will evaluate these books prior to publication.
4. Addition of a new duty to the Geographical Indications Committee which is a compilation of geographical indications in the Arab world.
5. Preparation of a committee for folklore protection in the Arab region.

The Society's action plan and agenda for 2008 were presented, involving the convention of a number of training courses within the ACIPP program to be held throughout various Arab countries, in collaboration with WIPO and the Jordanian Association of Manufacturers of Pharmaceuticals and Medical Appliances.

The Board welcomed three new members to ASIP's Board of Directors; Eng. Hisham Ahmad Tashkandi from Saudi Arabia, Mr. Mohammed Khreisat from Jordan and Mr. Jawad

Al-Rida from the UAE. The meeting's agenda was also approved, along with the administrative report and financial statements. Members thanked the chairman for his personal donation to cover the deficit in the 2006 budget.

## Training Programs

ASIP works to enhance and develop the system of Intellectual Property (IP) protection through various means of public awareness and education with regards to its influential role on globalization. ASIP, through its various training programs, enhances different aspects of IP fields, including pharmaceuticals, licensing and IP management.

ASIP implements a broad range of training programs in an effort to develop the IP field, foster the development of IP laws and systems and the IP profession in the Arab region and build capacities among Arab practitioners.

The Society's activities and programs aim at advancing its objectives in IP fields, such as trademarks, patents and IP laws and regulations. In addition, ASIP's educational and training activities refurbish skills and promote the knowledge of Arab practitioners.

Such activities are held in the form of seminars that may range from two days to weeks, and can be developed upon the request of certain private or governmental groups and individuals interested in IP topics.

ASIP aims to jointly plan and sponsor events to raise awareness on IPRs in cooperation with universities, IP organizations and government bodies such as conferences, seminars and joint projects.

ASIP provides groundbreaking public educational resources and programs in various IP fields with a special focus on newly emerging topics and their relevance to law and business. It also provides short-term training courses on IP with lasting between two and seven days. These training courses come in the form of workshops and other customized training courses to meet the needs of the target audience. They are taught by leading professionals in the field of IP and representatives from local universities and ministries, such as the Ministry of Industry and Trade.

ASIP has a full list of courses and lectures which are taught in the following fields:

Number	Course Title	Number of Hours	Aim of the Course	Target Category
1	Intellectual Property: Concepts and Application	6-12	To have a better understanding of IP concepts and terms and their application	Attorneys who are seeking a better understanding of IP topics
2	<b>Intellectual Property and its Role in Supporting and Prompting Development</b>	<b>6-12</b>	<b>To gain a better idea on how IP can help support and promote development</b>	<b>Individuals seeking better knowledge on IP practices</b>
3	Intellectual Property: Protection and Marketing Strategies for International Companies	9-15	To have a better understanding of how to protect IP in all its forms and how to develop an adequate marketing strategy	IP rights holders, owners and marketing professionals
4	<b>Patents and Trade Secrets: Legal Framework</b>	<b>9-18</b>	<b>To learn how to register and protect a patent, and about the rights given to it</b>	<b>Individuals working in the pharmaceutical and chemical industries, and patent agents</b>
5	Patent Drafting	12-18	To know how to draft a patent	Individuals working in the pharmaceutical and chemical industries, and patent agents
6	<b>Trademarks and Geographical Indications</b>	<b>9-18</b>	<b>To gain better understanding on how to use, protect and register a trademark</b>	<b>Attorneys, legal assistants and trademark managers</b>
7	Industrial Designs and Models	6-15	To discover the role of IP in industrial designs and models	Individuals seeking better knowledge on IP practices
8	<b>Copyrights and Related Rights</b>	<b>9-15</b>	<b>To gain a better understanding of the international treaties which govern copyright laws, and how to protect copyrights</b>	<b>Copyright owners, attorneys and legal assistants</b>
9	Protection of Intellectual Property in Cyber Space	6-12	To learn more about current topics related to IP	Individuals seeking better knowledge on IP practices
10	<b>Intellectual Property and E-Commerce</b>	<b>6-12</b>	<b>To learn more about current topics related to IP</b>	<b>Individuals seeking better knowledge on IP practices</b>
11	Domain Names and its Relevance to Trademarks	6-12	To gain better understanding of how domain names are related to trademarks	Individuals seeking better knowledge on IP practices

12	<b>Enforcement and Litigation of Intellectual Property Rights</b>	9-15	<b>To learn how to deal with, litigate and enforce IP laws</b>	<b>Attorneys seeking a better understanding of IP topics</b>
13	The Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS)	6-12	To learn about the articles of the agreement and their role in controlling practices related to IP	Attorneys seeking a better understanding of IP topics
14	<b>Paris Convention for the Protection of Industrial Property</b>	3-9	<b>To learn about the articles of the agreement and their role in controlling practices related to IP</b>	<b>Attorneys seeking a better understanding of IP topics</b>
15	Berne Convention for the Protection of Literary and Artistic Works	3-9	To learn about the articles of the agreement and their role in controlling practices related to IP	Attorneys seeking a better understanding of IP topics
16	<b>Madrid System for the International Registration of Trademarks</b>	6-12	<b>To get a better idea about the Madrid System and how trademarks are registered internationally</b>	<b>Attorneys seeking a better understanding of IP topics</b>
17	Patent Cooperation Treaty for the International Registration of Patents	9-15	To get a better idea about the Patent Cooperation Treaty and how patents are registered internationally	Individuals working in the pharmaceutical and chemical industries, and patent agents
18	<b>Alternative Dispute Resolution of Intellectual Property</b>	9-15	<b>To learn more about current topics related to IP</b>	<b>Attorneys seeking a better understanding of IP topics</b>
19	Intellectual Property Portfolio Management	6-12	To learn how to manage and deal with an IP portfolio	Intellectual property rights (IPRs) owners, attorneys and legal assistants
20	<b>Intellectual Asset Management</b>	6-12	<b>To learn how to manage and deal with IP assets</b>	<b>IPRs owners, attorneys and legal assistants</b>
21	Intellectual Property Audit	6-12	To understand how IP auditing is conducted and learn more about other aspects of IP	IPRs owners, attorneys and legal assistants
22	<b>Intellectual Property Valuation</b>	9-15	<b>To understand how IP valuation is conducted and learn more about other aspects of IP</b>	<b>IPRs owners, attorneys and legal assistants</b>
23	The Role of Unfair Competition in Intellectual Property Protection	6-12	To understand the role of unfair competition in protecting IP	IPRs owners, attorneys and legal assistants
24	<b>Basics of Licensing and Technology Transfer</b>	9-15	<b>To learn the basic principles behind licensing and technology transfer</b>	<b>IPRs owners, attorneys and legal assistants</b>

25	Computer Software Licensing	9-15	To learn how computer software is licensed	Individuals seeking better knowledge on IP practices
26	<b>Intellectual Property and Technology</b>	<b>9-12</b>	<b>To learn more about current topics related to IP</b>	<b>IPRs owners, attorneys and legal assistants</b>
27	Management of Licensing Agreements	9-15	To learn more about current topics related to IP	IPRs owners, attorneys and legal assistants
28	<b>Intellectual Property Licensing: Legal and Financial Framework</b>	<b>6-12</b>	<b>To learn how IP licensing can be implemented through the legal and financial framework</b>	<b>Individuals seeking better knowledge on IP practices, lawyers and legal assistants</b>
29	Technology Transfer and Acquisition	9-15	To learn more about current topics related to IP	Individuals seeking better knowledge on IP practices
30	<b>Franchising: A Business Tool for the Growth of SMEs</b>	<b>6-12</b>	<b>To learn how franchising can help SMEs expand in the market</b>	<b>Individuals seeking better knowledge on IP practices</b>

The above specialized short-term courses, along with others, will provide participants with the knowledge needed to understand the general concepts of IP and encourage them to study more in-depth, advanced concepts. Through the years, ASIP has gained experience in developing the courses to meet the needs of the target audience and clients. Fees for the short-term courses depend on the duration of the courses and the experts who will be teaching them.

### **The Arab Certified Intellectual Property Practitioner (ACIPP) Program**

The Arab Certified Intellectual Property Practitioner (ACIPP) program is a professional Arabic program offering advanced teaching and training for the IP practitioner. It aims to provide an easier understanding of modern principles that govern IP, plus access to knowledge and international developments to enable practitioners to provide services in line with world standards.

Through a combination of teaching and training tools, which include real work experience, the ACIPP program is designed to give participants a solid base and real understanding of IP principles, tools and their applications. The program focuses on the four main IP disciplines with an option for advanced learning of other selected IP subjects, as well as practical legal and business skills and systems.

#### **The Program**

The program consists of four courses and advanced modules, which are as follows:

#### **A- Courses**

Each course offered represents almost 40-60 study hours, including real-work training at an accredited IP agent or law firm.

The courses are:

- Course One: Introduction to Intellectual Property
- Course Two: Trademarks and Unfair Competition (+ training)
- Course Three: Copyright and Related Rights (+ training)
- Course Four: Patents of Inventions and Trade Secrets (+ training)

#### **B- Advanced Modules**

Each advanced module will be at least 36 study hours, addressing in-depth subjects and issues not covered by the courses.

#### **The Training**

The ACIPP program focuses on the practical side of IP and allows students to develop their skills inside and outside the classroom.

In the last weeks of each course, the ACIPP program will be offering intensive training for 3-4 weeks in copyrights, trademarks, unfair competition, patents and trade secrets with experts from government agencies, businesses, law firms and IP-related agencies in the classroom.

Training is offered after the course, in which program participants visit IP agencies to understand how IP concepts are applied in the field.

#### **Who should apply for this program?**

- Attorneys seeking better knowledge and understanding of IP.
- Individuals working in business or management.
- Government employees working in IP registration, trade or investment.
- Advanced paralegals and trademark administrators and other professionals who manage IP portfolios.

- Marketing and advertising professionals or patent and copyright attorneys desiring a primer on trademark law.
- IP rights holders and owners, such as writers, innovators and other professionals who wish to know more about IP policies and practices.

### Enrollment Requirements

Individuals wishing to take any of the four papers or advanced courses of the ACIPP program must hold a university degree (diploma or bachelor's) to register.

### Examination and Certificate Requirements

Upon the completion of each course, an attendance certificate will be issued to each participant. This attendance certificate is granted only if a person attends at least 75% of the course lectures.

After successfully passing each course examination (obtaining a minimum score of 65/100), a student is granted one of the ACIPP certificates:

- Introduction to Intellectual Property (IP)
- Trademark Arab Certified Practitioner (TMACP)
- Copyright Arab Certified Practitioner (CPACP)
- Patent Arab Certified Practitioner (PACP)

Anyone who meets the enrollment requirements may take the final examination of the course without attending the lectures. ASIP will provide him/her with all the course materials from which to study for the exam upon their payment of the examination fees.

### The Arab Certified Intellectual Property Practitioner Certificate

In order for an individual to obtain the ACIPP certificate, he/she must complete and successfully pass the examinations of courses 2, 3 and 4. Course 1 is merely an introduction for individuals with no knowledge or experience in IP, and is not a requirement for obtaining the ACIPP certificate.

### Study Material

The chosen study material consists of the following, but is not confined to it:

- Intellectual Property Handbook: Policy, Law and Use. It is available on the World Intellectual Property Organization website: [www.wipo.int](http://www.wipo.int) ASIP translated the handbook into Arabic, and it is available to all participants.
- Intellectual Property and You by the United States Patent and Trademark Office (USPTO).
- How to Get a European Patent, by the European Patent Office (EPO).
- A set of issued decisions on IP cases in the Arab world, which was prepared by Abu-Ghazaleh Intellectual Property (on its way to publication).
- Abu-Ghazaleh Intellectual Property Dictionary "from

English to Arabic"

- Business Guide to the World Trading System by the United Nations Conference on Trade and Development (UNCTAD) World Center and the World Trade Organization (WTO), also published in Arabic by Talal Abu-Ghazaleh and Co. International.
- Intellectual Property Secrets: A Guide for the Exporters from Small and Medium Enterprises by the United Nations Conference on Trade and Development (UNCTAD) World Center and the World Trade Organization (WTO), also published in Arabic by Talal Abu-Ghazaleh and Co. International.
- Registration forms for a number of countries.

### Special Report for the Second Year of the ACIPP Program

The year 2007 witnessed great success for the ACIPP program as a result of the Society developing and implementing the program, primarily at the Talal Abu-Ghazaleh College of Business at the German-Jordanian University.

On January 14, 2007, the Society held the program's first lecture at the Talal Abu-Ghazaleh College of Business at the German-Jordanian University, titled "Introduction to Intellectual Property".

Lawyers and patent and trademark registrants, in addition to a number of those who work in the IP field, participated in the course.

The first module began within the ACIPP program under the title "Introduction to Intellectual Property", with 13 students enrolled, out of which 11 passed the final exam held on March 25, 2007.

Students completed the second module of the program, titled "Trademarks and Unfair Competition", and 16 more students joined, making the number of participants 29.

The second module began on April 1, 2007 at the Talal Abu-Ghazaleh College of Business at the German-Jordanian University, where a group of 18 participants completed the module and successfully passed the final exam.

Forty participants joined the "Patents of Inventions and Trade Secrets" module that began on June 1, 2007. Thirty-one participants passed the module's exam, which was held on September 25, 2007.

The fourth module of the ACIPP program was attended by 31 participants and titled "Copyrights and Related Rights". Forty-four participants took the final exam, and 38 of them passed successfully.

Twenty-four students passed all of the final examinations for the program's three modules (trademarks, patents

and copyrights) and accordingly completed the program successfully, obtaining the ACIPP certificate.

### **Special Report for the Third Year of the ACIPP Program**

On January 13, 2008, the Society held the first lecture for the "Introduction to Intellectual Property" module within the ACIPP program. Participating in the module were lawyers, trademark registrants and employees from governmental entities such as the Ministry of Industry and Trade, the Ministry of Higher Education and the IP Department at the General Security Directorate. The module was held at the Talal Abu-Ghazaleh College of Business in the German-Jordanian University, and participants successfully passed the final exam held on March 30, 2008.

The participants who passed the first module completed the second module of the program titled "Trademarks and Unfair Competition", and the overall number of participants in this module was 30.

The second module began on April 1, 2008 at the Talal Abu-Ghazaleh College of Business in the German-Jordanian University. Forty-three participants took the final exam that was held on June 18, 2008, and 36 of them passed successfully.

Twenty-five participants who completed the second module attended the program's third module, "Patents of Inventions and Trade Secrets", which began on July 8, 2008. Thirty-one participants took the final exam, and 16 passed successfully.

Twenty-two participants attended the program's fourth module titled "Copyrights and Related Rights", which began on October 5, 2008, and 28 participants took the final exam.

### **Society Activities during 2007-2008**

In previous years, the Society focused on developmental activities in IP topics specific to globalization, and expanding these activities to involve all parts of the world through the organization of a number of training programs. This was done at the request of Society members, Society consultants, governmental or commercial agencies and organizations seeking knowledge in particular subjects related to IP.

The Society also developed and organized a training program on themes related to IP, in collaboration with Abu-Ghazaleh Intellectual Property (AGIP), pharmaceutical companies and companies with well-known trademarks.

The Society also expanded its relations with international organizations, such as the World Intellectual Property Organization (WIPO), the United States Patent and Trademark Office (USPTO) and the European Patent Office. This includes cooperation in relation to conferences and training programs, development of IP laws and supporting policies.

The Society organized international conferences on global topics relevant to IP, such as the first Geographical Indications Conference, which was convened under the auspices of the USPTO in Abu Dhabi in April 2005. The Society will organize the second Geographical Indications Conference, which will discuss the main issues in geographical indications that have an effect on the Arab world.

The Society has advanced the ACIPP program in addition to other training programs specific to IP, such as mediation in IP cases, licensing, known trademarks and patents. In the previous period, the Society sought to expand to include other areas of the Arab region such as Bahrain, the United Arab Emirates and Oman. The Society plans to hold specialized courses extracted from the ACIPP program for parties and companies interested in this field in order to develop their educational and training programs.

The Society has worked towards consolidating the cooperative relationships it has with a number of governmental establishments such as ministries and IP offices, and providing them with a number of training programs for their employees and other interested parties. The Society has also collaborated with international and regional institutions such as the Egyptian Center for Intellectual Property and Information Technology (ECIPIT), the American Bar Association (ABA), chambers of industry and commerce in different Arab countries, the League of Arab States and the Gulf Cooperation Council (GCC).

The Society will hold annual meetings for the Board of Directors and the General Assembly for the year 2008 in Cairo, Egypt, on January 8, 2009. Through these meetings, the Society hopes that a strategy that was reformulated will be presented to the Board of Directors for the purposes of elevating the goals of the Board, its activities and new programs.

ASIP's activities and training programs will advance the Society and market its objectives and action plan for the year 2009. The Society will expand its activities with the aim of achieving bigger goals in the future. Through this work, the Society will contribute at a global level in enhancing the status of IP in this region.



## ASIP Enhances Cooperation with the League of Arab States



AMMAN - During her visit to Jordan, Dr. Maha Al-Bakheit, head of the Intellectual Property Unit at the League of Arab States (LAS), emphasized the vital role the Unit played and is still playing to find a suitable means to protect Intellectual Property (IP) in the Arab world.

This statement came during Al-Bakheit's visit to the Arab Society for Intellectual Property (ASIP) in Amman, where she met with Mr. Mu'tasem Dmour, executive director of ASIP, and a number of officials to discuss means of cooperation between both parties.

The IP Unit was established in 2000, upon a decision issued by the LAS Council, the higher authority of the League, to work for the Arabs' best interest in IP-related matters in cooperation with the World Intellectual Property Organization (WIPO).

"Mr. Amro Musa, secretary general of the Arab League, addressed foreign ministers at that time, seeking the Arab nations' opinions in order to develop the Unit's strategy. Their responses were the base and the focal point for the Unit's role in arranging and coordinating efforts exerted by the Arab organizations working in this field," Al-Bakheit said.

"In the last eight years, since the establishment of the Unit, the Arab nations have carried out tremendous efforts to upgrade IP regulations and laws to protect IP rights, conducting the necessary training in IP and raising awareness in respect of protecting these rights. In addition, the Unit has amended the Arab Copyright Law; however, it has not yet been adopted due to technical reasons," she emphasized.

"There are many challenges that the Arab countries should deal with seriously, especially when it comes to fighting piracy. There's a need as well to find a clear national strategy,

which will hopefully pave the way towards a unified Arab strategy," Al-Bakheit elaborated.

She called on public institutions to join forces with their counterparts in the private sector in the IP field to achieve the highest level of protection and successfully safeguard IP rights.

She also disclosed the Unit's efforts to conduct Arab studies for the purpose of generating statistics concerning IP protection in the Arab world – something they hope will be a reliable reference for future studies and research.

Al-Bakheit expressed her satisfaction with the positive cooperation with the Arab private institutions and specifically with ASIP in various fields such as training and qualification. "We highly appreciate all the efforts exerted by the Society and the role it plays in raising awareness through conducting seminars, workshops and conferences."

"A number of training projects will be implemented as a means of cooperation between our Unit and ASIP, where we will work on enhancing the level of coordination between both parties very soon," she concluded.

### ASIP Awarded Project to Prepare IP Manual for Judges

AMMAN - The Arab Society for Intellectual Property (ASIP) has been awarded a technical assistance project by the USAID Jordan Economic Development Program (SABEQ) to prepare a specialized manual on Intellectual Property (IP) for judges.

The manual will be used as a training source and reference in programs dedicated for judges interested in IP. It will consist of six modules which are: Introduction to Intellectual Property, Trademarks, Unfair Competition, Copyrights, Patents, and Trade Secrets; in addition to a range of case studies.

The IP manual aims at enriching the judges' information and enhancing their capabilities when dealing with IP cases.

### Trademarks and Unfair Competition Course Held in Cooperation with Dubai Chamber

DUBAI - The Arab Society for Intellectual Property (ASIP) held a course titled "Trademarks and Unfair Competition" as part of the Arab Certified Intellectual Property Practitioner (ACIPP) program in cooperation with the Dubai Chamber of Commerce.

The course was held on November 22-29, 2008 in Dubai where 18 participants representing ministries, governmental institutions, private and public companies from different Arab countries attended the event.

During the "Trademarks and Unfair Competition" course,





participants were introduced to different terminologies such as; definition of trademarks , kinds of marks ,famous and well-known marks ,registrable trademarks ,cancellation of trademark registration , legal protection , what is unfair competition , comparative advertising and case studies.

#### **Patents of Inventions and Trade Secrets Course Held at TAG-College**



AMMAN - The Arab Society for Intellectual Property (ASIP) held an executive program in Intellectual Property entitled "Patents of Invention and Trade Secrets" (practical applications) at the Talal Abu-Ghazaleh College of Business – German Jordanian University premises, August 4-6, 2008.

During the "Patents of Inventions and Trade Secrets" course, participants were introduced to different terminologies such as; patentable inventions, types of patents, types of patentable inventions, utility models, registration, requirements for patentability, ownership and rights conferred, what constitutes a trade secret, trade secrets piracy, how to protect your trade secrets, legal protection.

#### **ASIP Holds Brand Valuation Regional Roundtable**



AMMAN - The Arab Society for Intellectual Property (ASIP) held its regional roundtable on "Brand Valuation and Its Methods" at the Talal Abu-Ghazaleh College of Business – German Jordanian University with the presence of f representatives from regional law and pharmaceutical firms, top Arab brand owners as well as experts from the IP industry.

The roundtable, organized by ASIP in cooperation with the Abu-Ghazaleh Intellectual Property (AGIP) and the International Trademark Association (INTA), tackled issues related to the importance of valuation of brands.

Lecturers stressed that the valuation of brands has become a priority for managers and key decision makers over the last several years, adding that the value of brands is critical when it comes to marketing strategies.

#### **Moot Court Competition Held for the Fourth Consecutive Year**

AMMAN - The Fourth Intellectual Property Moot Court



Competition, organized by the Arab Society for Intellectual Property (ASIP) and the University of Jordan (UJ), was held at the Faculty of Law.

Dean of the Faculty of Law Dr. George Hazboun highlighted the significance of the Moot Court Competition in developing the legal thinking and practice of law students.

"There is no doubt that this competition constitutes the beginning for practical experience in the field of Intellectual Property," Hazboun told ag-IP-news Agency. He believes that this unique legal contest in the region has been developing from one year to another on different levels.

"Assigning a judge from the Judicial Council and a representative from the Ministry of Industry and Trade at the competition emulates a real-life approach," he added.

Hazboun thanked both the private and public sectors involved in organizing such an event particularly ASIP headed by Talal Abu-Ghazaleh.

Chief Judge of the First Instance Court Nihad Al-Husban, who presided over the panel noted that such an experience plays a major role in enriching the students' practical knowledge in addition to their university education.

"Before holding the final session, we train the contestants on the court's different procedures so that it would be relatively the same as real life experience," she commented.

Meanwhile, Mr. Mu'tasem Dmour, ASIP executive director believes that current academic education lacks professional experience. Therefore this event represents attempts to link between the academic training and practice.

The three-member winning team received JD300 plus three months of training at the Talal Abu-Ghazaleh Legal (TAG-LEGAL), an affiliate of Talal Abu-Ghazaleh Organization (TAG-Org).

The participating students emphasized that the Moot Court enhanced their personal and professional skills which mainly increased their courage and self-esteem when presenting in public.

## **Membership**

### **New Members Join ASIP**

Approximately 109 new members joined the Arab Society for Intellectual Property (ASIP) in 2008 from various countries, making the total number of members until the end of 2008 approximately 548 .

Whereas, approximately 74 new members joined ASIP in 2007 from a number of countries which are Jordan, Lebanon, Libya, Saudi Arabia, Palestine, United Arab Emirates, Egypt, Kuwait, Yemen, Bahrain, Syria, Qatar, Iraq, Oman, Tunisia, Morocco, Algeria, Turkey, Britain, Canada, China and Sudan.

This increase is attributed to the efforts exerted by the Society to establish contacts and partnerships with international institutions.

### **Membership Termination of Uncommitted Members**

The Arab Society for Intellectual Property (ASIP) regrets to inform the members who failed to fulfill their fees for several years the termination of their membership.

ASIP Board of Directors decided to take this step after the members were reminded several times to pay the overdue fees; but unfortunately, to no avail.

In this regard, the names of those members were deleted from the membership list.

## ASIP Launches New Website



The Arab Society for Intellectual Property (ASIP) launched at the beginning of January, 2009 its new user friendly website with a new design and a number of new sections. This comes as a result of the efforts that ASIP exerts in order to provide its members and intellectual property practitioners with the most up to date information related to intellectual property.

### ASIP's Participations in Exhibitions and Events

- ASIP participated in the Education Exhibition for universities and colleges which was held at Zara Expo in Amman-Jordan, June 25-26, 2008. During the event, ASIP's brochure and the "How to Become an Arab Certified Intellectual Property Practitioner" guide were distributed, and a number of ASIP's publications were on display.
- ASIP participated in the first educational conference, held July 16 –17, 2007, by the International Institute for Training and Development in cooperation with the Academy for Education Development (Washington/ US). Some of the most well-recognized professionals in the Arab region attended the conference.
- ASIP participated in GETEX book fair 2007 held in Abu Dhabi, United Arab Emirates.

### "Patent Search" Workshop

The Arab Society for Intellectual Property (ASIP) held the "Patent Search" workshop in cooperation with the World Intellectual Property Organization (WIPO), the Jordanian

Association for Pharmaceutical Manufacturing (JAPM) and the Ministry of Industry and Trade, July 15 – 16, 2007 at the Talal Abu-Ghazaleh College of Business (TAG-College).

Mr. Samer Tarawneh , director of Economic Development Bureau for Arab Countries, spoke at the opening session. Other speakers were Mr. William Meredith, head of Patent Information and IP Statistics Service, and Dr. Ing. Jose Luis Herce-Vigil, deputy director and head of Patent Information, Classification, and Industrial Property Standards Division, WIPO.





### **"Patents of Invention and Data Protection of Pharmaceuticals" Course Convened at TAG-College**

Twenty one participants took part in a specialized course in "Patents of Invention and Data Protection of Pharmaceuticals" organized by the Arab Society for Intellectual Property (ASIP) in cooperation with the Jordanian Association for Pharmaceutical Manufacturing (JAPM) at the Talal Abu-Ghazaleh College of Business – German Jordanian University (TAG-College/GJU). January 8, 2007 - March 22, 2007.



ASIP Signs Memorandum of Understanding with JAPM on the 22nd of August, 2006.

The Arab Society for Intellectual Property (ASIP) and the Jordanian Association of Manufacturers of Pharmaceuticals and Medical Appliances (JAPM) signed a Memorandum of Understanding (MoU) aims at conducting courses in the field of patents and trade secrets.

The MoU entails that both parties will cooperate in the field of training and conducting specialized courses within the Arab Certified Intellectual Property Program (ACIPP) in cooperation with the Talal Abu-Ghazaleh College of Business/ German- Jordanian University (TAG-College/GJU). Trainees will sit for a comprehensive examination at the end of the course and those who pass will be granted the Arab Certificate of Patents of Invention and Trade Secrets.

### **ACIPP Advisory Board Convenes**

The Arab Certified Intellectual Property Practitioner Program (ACIPP) Advisory Board meeting, chaired by Mr. Talal Abu-Ghazaleh, chairman and CEO of Talal Abu-Ghazaleh Organization (TAG-Org), was convened on March 10, 2008 at the Talal Abu-Ghazaleh College of Business (TAG-College).

Attending the meeting were international Intellectual Property (IP) experts; one of which was Ms. Altaye Tedla the World Intellectual Property Organization (WIPO) representative.

The Board reviewed and assessed the successful outcome of the program's regional courses which were conducted in cooperation with the WIPO in Bahrain, the United Arab Emirates (UAE), Oman and Jordan.

The meeting also focused on the importance of obtaining the full accreditation from the WIPO Academy which is responsible for teaching and training. From her part, Tedla assured that they have reviewed the program and that its accreditation was only a matter of time.



The Board showed its appreciation for the cooperation that is taking place between ASIP and the WIPO especially the accreditation of the ACIPP program. In this regard the Board was briefed about the cooperation that took place between the WIPO and ASIP in holding four intensive courses in four different Arab countries which included the program's different modules; Introduction to Intellectual Property, Trademarks and Unfair Competition, Patents of Invention and Trade Secrets and Copyrights and Related Rights.

The Board also emphasized on the importance of promoting the program to reach the largest number of people interested in IP especially among the Faculty of Law graduates in the Arab universities with the goal of creating a generation who is aware of the significance and impact of Intellectual Property Rights on all the economic and manufacturing sectors in the Arab countries.

### **Regional Forum on the Protection of Genetic Resources, Traditional Knowledge and Folklore**

The Arab Society for Intellectual Property (ASIP) participated in a forum on the Protection of Genetic Resources, Traditional Knowledge and Folklore that took place in Sana'a, the Republic of Yemen, with an official and diplomatic presence and the participation of 35 Arab, Asian, African and European countries along with regional and international organizations.

The forum was organized by the World Intellectual Property Organization (WIPO) and the Islamic Educational Scientific and Cultural Organization (ISESCO) in collaboration with the government of Yemen, November 4-6, 2007.

The event discussed a number of IP-related issues of popular heritage, folklore and professions, and forms of traditional expression and their legal concepts.

The forum aimed to reach a unified vision for protecting genetic resources and traditional knowledge such as alternative popular medicine and protecting it from exploitation. It also sought to draft a law that protects developing nations from the exploitation of their traditional knowledge and handicrafts. The Society was identified as a partner to WIPO in the Arab region.

#### **E- Forum Launched on ASIP Website**

As part of the role played by the Arab Society for Intellectual Property (ASIP) in encouraging education and research in the field of IP, publishing books, organizing scholarly activities such as seminars, conferences, meetings, researches and others, the Society has created an electronic forum on its website where experts and individuals interested in various IP fields can converge.

This forum conducts a survey targeting those who participate in ASIP courses to know their opinions either on the courses already held or those that will be convened in the future. The goal behind this is strengthening the ties of knowledge and scholarship among those interested in the areas of IP, and allowing for the exchange of ideas and discussions between the Society's members.

In addition, the forum includes advertisements and general discussions that the public may take part in. Moreover, there is a special forum for only registered members.

The Society's main goal is improving and developing the IP protective system along with enhancing awareness, capacity-building and advancing the expertise of IP specialists. The Society also develops a number of tools that assist in the fulfillment of future goals through the convention of training programs, conferences, seminars, studies and IP-related researches.

Participants in the forum may express their opinions and exchange expertise and unify their efforts. This forum is considered to be one of the benefits of membership offered by the Society.

ASIP also sends out invitations for members to attend seminars, conferences and other activities held by the Society. It also offers discounts for its training courses and assists in the preparation of researches on Intellectual Property Rights (IPRs).

Society members enjoy a privilege that enables them to access IP laws in all Arab nations, in addition to taking advantage of the Society's memberships with a number of global organizations such as the World Intellectual Property Organization (WIPO), the UN's Economic and Social Council

(ECOSOC), the Intellectual Property Constituency (IPC) and the Brand Protection Council (BP Council).

The Society qualifies its members professionally, and publishes their articles and researches in its monthly bulletin. It also utilizes its relationships with many governmental ministries and organizations. The Society calls on its honorable members to visit this forum and inform us of their opinions and suggestions on any IP topic they wish to discuss.

#### **Cooperation with the World Intellectual Property Organization Enhanced**

An agreement was concluded between the Arab Society for Intellectual Property (ASIP) and the World Intellectual Property Organization (WIPO) in order to hold intensive courses of the Arab Certified Intellectual Property Practitioner program in the Arab region.

Four of these courses were held during 2007 and they are as follows:

- The first sub-regional course was held in cooperation with the WIPO entitled "Copyrights and Related Rights." The course was held in Bahrain March 19 - 29 in Manama, Bahrain in cooperation with the Ministry of Information. Eighteen participants took part in the course, who came from various public and private entities.
- "Trademarks and Unfair Competition" course was held in Dubai May 7 -17, 2007. The course was held in cooperation with the Ministry of National Economy (UAE) with the participation of 29 individuals representing countries in the Gulf region.



- The third course entitled "Trademarks and Unfair Competition" was held in Amman August 20-30, 2007 held in cooperation with the Jordanian Ministry of Industry and Trade. Participating in the event were 18 attendees from various governmental ministries and private companies.

- The fourth course called “Patents of Inventions and Trade Secrets” was held in Muscat, Oman October 22 – November 1, 2007. The course was held in cooperation with the Omani Ministry of Commerce and Industry with the participation of 25 representatives from various governmental ministries and private companies.

This cooperation is part of ASIP’s plan to launch the ACIPP program in the Arab region in cooperation with the WIPO and under the supervision of elite experts and academic specialists in this field.

During the coming years, ASIP will hold other courses in cooperation with a number of ministries and organizations who are involved in the field of Intellectual Property (IP), which will aim at creating specialized experts in the IP field and enhancing awareness in IP concepts in the Arab world.

### **Meeting with the European Commission**

A meeting was held between the Executive Director of the Arab Society for Intellectual Property (ASIP) Mr. Mutasem Dmour and. Mr. Patrick McClay, an economist from the European Commission’s delegation in the Hashemite Kingdom of Jordan.

During the meeting, Dmour introduced ASIP’s goals and the most significant courses and training programs, including the ACIPP program. Also, the Society’s main publications were introduced including the IP Dictionary and WIPO Guide for Intellectual Property that was translated into Arabic by the Society.

Members of the European Commission expressed their admiration of the ACIPP program and the Society’s publications. Establishing cooperative agreements with the Society in the near future was also one of the topics discussed in the meeting’s agenda.

### **ASIP at WIPO Headquarters in Geneva**

Mr. Talal Abu-Ghazaleh, chairman of the Arab Society for Intellectual Property (ASIP), and Mr. Mu’tasem Dmour, ASIP executive director, visited WIPO’s headquarters in Geneva on July 3, 2007 to meet with WIPO’s officials, Dr. Kamil Idris, former WIPO director general, Mr. Narendra Sabhrawal, deputy director general of WIPO, Ms. Nahla Haidar, director of Technical Assistance and Capacity Building Bureau for Arab Countries, and Mr. Samer Al-Tarawneh, director of Technical Assistance and Capacity Building Bureau for Arab Countries.

During the meeting, both parties reassessed and further developed their cooperation in the field of Intellectual Property (IP). In addition, attendees discussed various projects and plans that aim towards further integrating IP laws and awareness into the Arab region, and WIPO and ASIP concluded that their goals coincide, with both of them striving towards capacity building.

### **ASIP Cooperation with WIPO Worldwide Academy**

Chairman of the Arab Society for Intellectual Property Mr. Talal Abu-Ghazaleh along with Mr. Mutasem Dmour, ASIP’s executive director, attended a second meeting with the WIPO Worldwide Academy on July 3, 2007 that included WIPO officials.

These officials were: Mr. Mpazi Sinjela – director of the WIPO Worldwide Academy, Ms. Nahla Haidar – director of Technical Assistance and Capacity Building Bureau for Arab Countries at WIPO, Mr. Samer Tarawneh – counselor of Cooperation for Development Bureau for Arab Countries at WIPO and Mr. George Ghandour - consultant, Technical Assistance and Capacity Building Bureau for Arab Countries at WIPO.



Both ASIP and the WIPO Academy explained the training programs and activities they offer, in addition to their roles in enhancing IP laws and raising awareness on IP topics throughout various countries.

Mr. Talal Abu-Ghazaleh pointed out the possibility of developing cooperation between the WIPO Worldwide Academy and the Talal Abu-Ghazaleh College of Business (TAG-College) by various methods, such as the accreditation by WIPO of the ACIPP certificate, preparation of a joint master’s program in the Arab region, organization of a course for qualifying participants for online exams held by WIPO on their website and presentation by the WIPO Worldwide Academy – in collaboration with ASIP and TAG-College – of executive programs offered by the Academy in Jordan and the Arab region.

### **ASIP Convenes Intellectual Property and Development in the Digital Age Conference in Cairo**

The Egyptian Center for Intellectual Property and Information Technology, in cooperation with the Arab Society for Intellectual Property (ASIP), organized a conference May 28-29, 2007 at the Nile Hilton Hotel, Cairo.



The event was held under the patronage of the Egyptian Minister of Communications and Information Technology Tarek Kamal and with the participation of ASIP Chairman Mr. Talal Abu-Ghazaleh.

The conference addressed themes of protecting Intellectual Property Rights (IPRs) in the field of Information and Communications Technology (ICT) and its relationship with economic growth. Attending the event were a number of organizations, regional and international parties involved in the protection of IPRs.

Topics addressed during the conference were: IPRs, information technology, how to combat international forgery and falsification. A presentation was delivered highlighting the experiences in implementing laws and enforcing legislations.

The conference also tackled the problems of protecting IPRs on the Internet and their effect on the electronic commerce, moreover, the participants discussed practices to protect software programs and databases.

Improving the competitiveness of small and medium enterprises using IPRs, strategies to enhance investment revenues and management of intangible assets were also some of the issues tackled during the event.



Judges, lawyers, regional and international bodies and organizations involved in IPRs and combating (commercial) piracy, business development specialists in companies, ICT officials and bodies responsible for law implementation and execution attended the meeting.

An elite group of intellectuals and people involved in industry, law and development spoke at the conference.

### **ASIP Monthly Meeting on “Copyright Law”**

The Arab Society for Intellectual Property (ASIP) held its monthly meeting at the premises of Talal Abu-Ghazaleh College of Business / German – Jordanian University on April 30, 2007 in the presence of Mr. Talal Abu-Ghazaleh, chairman of the Society.

This meeting was an initiative from ASIP in cooperation with the Jordan Society for Intellectual Property and the King Abdullah II Center for Intellectual Property for the purpose of spreading awareness and providing a free forum for the discussion of various matters related to IP.

Under the title “the Law of Author’s rights: Reality and Application”, Mr. Ma’moun Talhouni, the director general of the National Library spoke about the role of the library in following up piracy cases, especially piracy of compact discs (CDs) practiced on a large scale.

Mr. Talhouni emphasized the development of Jordanian legislations and regulations relating to IP, comparing them with regulations and legislation of other countries, but asked for more effective mechanisms to implement these legislations. He called upon the concerned authorities in the country to cooperate with the National Library and support its efforts for the control of piracy due to its negative effects on the economy of the Kingdom.



The meeting that a number of IP specialists attended included useful interpositions and discussions. At the end, Mutasem Dmour, executive director of ASIP, called for the unification of efforts between all specialized agencies and organizations in IP, and emphasized the importance of holding such meetings on a monthly basis in cooperation with the Jordanian Society for the Protection of Intellectual Property.



## ASIP PUBLICATIONS



### ASIP Status Booklet

The Arab Society for Intellectual Property status booklet contains information on ASIP's foundation and the main rules and regulations which govern the Society's objectives, membership terms and conditions, the organizational structure of the Society and steps that should be taken in case of its termination.



### ASIP brochure

The Arab Society for Intellectual Property brochure contains information on ASIP's foundation and the objectives and ambitions upon which it was founded. It describes membership and ASIP activities and accomplishments. The brochure is a briefer version of the information provided in the guide.



### How to Become an Arab Certified Intellectual Property Practitioner (ACIPP) Guide

The Arab Certified Intellectual Property Practitioner (ACIPP) program is the only IP certification program in the Arab world. The program guide contains information related to the ACIPP program curriculum, which consists of four papers (Introduction, Trademarks and Unfair Competition, Copyrights and Related Rights, and Patents of Inventions and Trade Secrets), exams, study materials and registration information.



### Monthly bulletin

The ASIP bulletin, published monthly, contains the developments related to IP which have taken place in the Arab region and the world at large. It also contains publications and research specialized in different IP subjects. The bulletin also aims to keep members up to date with Society activities throughout the month.



### Abu-Ghazaleh Intellectual Property Dictionary

This dictionary consists of 6,000 terms and expressions covering all aspects of IP (trademarks, patents, copyright, industrial designs and models), in addition to the terms of IT, basic communications and e-commerce, world trading system, globalization and international treaties and agreements. The dictionary is the result of an integrated team of professionals' and experts' efforts, supervised and directed by ASIP Chairman Mr. Talal Abu-Ghazaleh. It is a recent addition by the Society that aims to improve the performance of IP-related services in the Arab world.



### Nice Classification (Ninth Edition)

The Nice Classification consists of a classification of goods and services for the purposes of registering trademarks and service marks. The Nice Classification is based on a multilateral treaty administered by WIPO called the Nice Agreement Concerning the International Classification of Goods and Services for the Purposes of the Registration of Marks. The Classification, which was concluded in 1957, is commonly referred to as the Nice Classification. The Nice Agreement is open to States party to the Paris Convention for the Protection of Industrial Property.



### WIPO Handbook

The WIPO Handbook is the authoritative source of the World Intellectual Property Organization (WIPO) Standards, Recommendations and Guidelines in the field of industrial property information and documentation. It was translated from English to Arabic by ASIP and examines the history and enforcement of IP, international treaties and laws focused on IP, and the role of IP in development (specifically WIPO's Development Cooperation Program). Furthermore, the Handbook is a valuable aid to industrial property offices in establishing or modernizing their information and publication systems. It helps industrial property offices and other users keep up with, and implement, developments in IT that apply to the exchange, dissemination and sharing of industrial property information, as well as retrieve the technological information contained in patent documents and the legal information contained in industrial property documents in general.

## ASIP's Strategic Plan for the Coming Years

Nowadays, ASIP faces social, economic and cultural challenges that affect its development. Examples of these challenges include the expansion of the knowledge gap, the limitation of poverty and the realization of prosperity. The development of initiative and innovation on the national level also faces these challenges.

Intellectual property is considered an important instrument for social and economic development. It participates in cultural diversity and development in a way that gives the state an opportunity to introduce new innovations and ideas to the international market.

ASIP endeavors to proceed in its message and objectives to enhance IP rights on the Arab and international levels. The Society is considered a professional non-profit Arab institution specialized in laws and rights related to the protection of intellectual property. The Society works on the development and unification of legislation relating to IP in the Arab countries and their laws, legislation and international conventions. Thus, the objective of the Society in the coming years is to assist the Arab world in facing existing challenges and raising the level of experience and awareness in IP to one that is similar to the status in developing countries through the expansion of the scope of applying IP rights and the encouragement of innovation and development in all aspects of IP.

The continuous development in legislation, international events and subsequent experiences imposed on the Society the duty of establishing a strategic plan suitable for the coming years. The following points show the objectives of the plan and the challenges in the way of its accomplishment, realization of the Society's budget for the next few years, its future vision and strategic objectives.

The strategic plan of the Society emphasizes the promotion of three main objectives:

**First objective:** Spreading awareness on IP in the Arab region through various activities and programs.

**Second objective:** Raising the scientific level of the IP profession by providing IP professionals and practitioners with knowledge and training in accordance with developments on the international arena.

**Third objective:** Developing the Society through marketing initiatives and raising awareness on the regional and international levels.

In realizing its objectives in the coming years, the Society will concentrate on its activities and programs, such as Society membership, training and marketing and approaching its members and partners in addition to the general public. The Society plans to establish cooperation with the Arab League and the Dubai Chamber of Trade and Industry, in addition to

its present cooperation with SABEQ for the preparation of a guide for judges to become specialized in IP.

### The Society Has Achieved the Following:

- Expansion of membership to the Society, and updating mailing lists through the creation of a file for each Society member.
- Continuous development and updating of the Society's website with scientific and cultural information that presents the activities of the Society and its accomplishments, in addition to international changes in the field.
- Extensive communication with present members in connection with the activities of the Society.
- Studying the means to attract new members of foreign experience in cases of IP residing in the Middle East.
- Creating a suitable environment for the participation of members in all activities. The realization of this objective requires emphasis on policies relating to the enhancement, updating and strengthening of Arab-international relations in connection with IP.
- Gaining an international dimension through the joining of the Society to specialized international IP organizations such as IPO, INTA and FICPI.
- Marketing and clarification of Society pamphlets and books reflecting its objectives, strategies and activities. The guidelines, booklets and leaflets work as essential instruments for the marketing and clarification of the role of the Society and its accomplishments. These pamphlets should cover all aspects of IP and should be distributed among all members of the Society in addition to IP professionals and practitioners and other concerned parties.

### The Development and Application of the Strategic Objectives of the Society through Educational and Training Programs

- Monitoring of activities and application strategies through working committees. Each working committee shall be entrusted with specific objectives and strategies on an annual basis.
- Development and execution of training programs, seminars and continuous education that spread knowledge on IP and its benefits to all. In addition, the Society will widen these programs to include many countries in the region.
- Preparation of programs and training plans on IP in addition to the training of Society representatives in each state on the application of Society programs and activities.
- Combining and activating information taken from training programs and seminars in the field and updating it with a modern scientific method.
- Development of the Society's programs and activities in accordance with experience, international changes and scientific development.
- Development of the Society's training program,

“Chartered Arab Intellectual Property Expert”, through introducing changes to its curriculum, external training and references. In addition, the Society will expand the program to include universities and other educational institutions in the region.

- Establishment of a specialized library of IP sources under the administration of the Society that will serve members, IP students and the public sector.
- Conducting more developments on the competition of the virtual court through the following:
- Expansion of the competition to include other universities through contacting them and teaching staff to encourage them to participate.
- Marketing the competition to lawyers, IP professionals and the public sector.
- Discussing the possibility of obtaining the support of non-governmental and non-profit organizations in the region to establish virtual courts in their countries, increasing general awareness on IP.
- Conducting dialogue about IP cases through seminars, interviews and pamphlets.
- Continuing to hold monthly or periodic roundtable meetings for the exchange of experience, opinions, expertise and practitioners’ views on IP.
- Studying present events and subjects related to the protection and legislation of IP rights in order to improve and match international legislation with international developments.

#### **Support and Application of Intellectual Property Rights**

- Enacting new laws for IP to match international developments.
- Enhancing IP protection in the Arab world through awareness activities that encourage the enactment of

IP laws and development.

- Issuing of Society publications that explain the objectives, strategies and activities of the Society.
- Establishing good relations with local sectors in countries that are interested in IP and enhancing cooperation with these countries through seminars, workshops and training programs in cooperation with governments and international organizations.

#### **Cooperation with Governments and International Organizations**

- Conducting periodic meetings with specialized regional offices of patents and trademarks and Arab organizations specialized in IP in order to encourage cooperation between the Society and those organizations in achieving mutual objectives.
- Providing the necessary training for government organizations interested in IP such as the department of customs and ministries, on the condition that this training will be on subjects of IP that are related to the work of these institutions and departments.
- Continuing to deal with the World Intellectual Property Organization (WIPO) in matters relating to the development of the Arab Certified Intellectual Property Practitioner (ACIPP) program, and organizing joint training programs between the organization and the Society.
- Translating and developing agreements and laws related to IP in the Arab region and on the international level in cooperation with WIPO, as was the case with the Nice Classification, 9th Edition that was translated into Arabic by the Society.
- Cooperating with a number of Arab organizations such as the Arab League, the Gulf Cooperation Council, the government of Dubai and others.

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