



ASIP News



The Arab Society for Intellectual Property (ASIP)

The Arab Society for Intellectual Property (ASIP) headed by Dr. Talal Abu-Ghazaleh is a non-profit organization that was established on February 23, 1987 in Munich Germany, by some of the top practitioners in the many fields of intellectual property (IP) in the Arab region. Its mission is to bring together the IP professionals and practitioners in the Arab region and to help build awareness and understanding of intellectual property issues and their dynamics.

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ASIP is holding a training course in September

July 27, 2016 The Arab Society for Intellectual Property will hold a training course in September for a number of GCC Patent Office employees entitled Arab certified intellectual property expert. It includes the following courses:

- Trademarks and unfair competition
- Patents and trade secrets
- Copyright and related rights

This comes as a continuation of previous cooperatives between the two parties.



New training courses in intellectual property

July 31, 2016 The Arab Society for Intellectual Property prepares a new and important list of training courses in the field of intellectual property to keep up with its developments and innovations. The followings are examples:

- Accounting and finance charges for patents
- Intellectual property management
- E-commerce and intellectual property

It is expected to be announced in early October 2016.



Governments banning use of brands is a troublesome trend

July 31, 2016 The brand names and logos emblazoned on your wristwatch, the laptop on your desk, the foods stocked in your pantry and the car in your garage are more than just mere names. They are vital consumer educational tools. Brands enable consumers to instantly understand the origin, quality and attributes of a product and thus, inform their purchasing choices. For goods makers, brands provide comfort that their wares cannot be mistaken for, or exploited by, inferior products. In essence, brands are both protective and liberating.



Although brands help educate consumers, we are seeing worrying signs across the globe, of governments banning the use of brands and trademarks and curtailing intellectual property rights in an effort to direct consumer choices.



A clear example, is the policy on plain packaging of tobacco products. The WHO has requested governments around the world to follow the lead of Australia, and require that all legal tobacco products be stripped of their branding and sold in government-designed drab, generic packaging.

We understand governments have a responsibility to protect the health of their citizens and therefore, should regulate harmful products. However, there is no compelling evidence that restricting the use of brands will improve public health. On the contrary, it tends to increase illicit trade and moves consumers from legal and normally heavily regulated goods sectors to the black market where there are no taxes, no rules and no quality standards.

ASIPI has expressed concerns about packaging regimes that ban the use of existing brands and prevent the adoption of new ones. We believe that undermining branding and intellectual property in such a severe fashion, would confuse consumers by eliminating, or significantly reducing, their ability to differentiate among competing products in the marketplace. The standardized packaging of tobacco products also sets a dangerous precedent for other goods and services, including alcoholic beverages, soft drinks, snack foods, fast foods and even baby formula, a number of which are already being targeted with severe packaging restrictions, including tobacco style plain packaging. These industries not only provide products in demand by billions of consumers, but are also vital to many economies, creating billions of dollars of economic activity and millions of jobs worldwide.

ASIPI has requested governments not to introduce extreme measures, such as plain packaging, and pursue a variety of other proven-to-be effective solutions for achieving laudable public health goals.

Governments have a diverse set of tools to choose from if they wish to encourage consumers to move away from certain products, such as: public education campaigns, health warnings and increased taxation. All represent excellent choices and stand in stark contrast to attempting to educate consumers by depriving them of branded goods, the most basic educational tool of global commerce.

Our association wishes to call upon governments to understand that a balanced and properly functioning intellectual property system can protect consumer freedom, respect the rights of intellectual property holders, serve the public interest and continue to foster innovation and economic growth.

The protection of intellectual property does not impede the ability of governments to protect public health. Indeed, intellectual property protection can only help governments in this respect. Depriving consumers of information is an odd road to travel if the destination is to improve consumer awareness.

Source: Del Pilar Troncoso, Maria. IPWatchdog official website

<http://www.ipwatchdog.com/2016/07/31/ready-to-use-need-title/id=71224/>



The patent gender gap: less than 20% of U.S. patents have at least one woman inventor

August 1, 2016 Although women have more than quintupled their representation among patent holders since 1977, a pronounced patent gender gap remains. In 2010, according to a new briefing paper by the Institute for Women's Policy Research (IWPR), fewer than one in five patents had at least one woman inventor named. Although quintupling the number of women inventors over the last 30+ years is impressive, at the current growth rate it is projected that it will take until 2092 for women to reach parity in patenting.



There is a very real patent gender gap. The question is what, if anything, can be done to close the gap?

The IWPR briefing paper reports that women make up only 7.7 percent of primary inventors who hold patents. According to IWPR, those women who are the primary inventor tend to hold patents for inventions associated with traditional female roles, such as jewelry and apparel.

Closing the patent gender gap and increasing women's patenting rate could (and should) also increase access to venture capital funding for women owned businesses. Venture capital investors consider patents in funding determinations, so with women receiving few patents, it only stands to reason that women-owned businesses would not do well in the VC marketplace. Indeed, while 36.3 percent of all businesses in the United States are women-owned, only three percent of venture capital funding went to businesses with a woman CEO between 2011 and 2013.

“Not only do women and people of color have unequal access to the economic rewards and fulfillment of STEM careers and inventing, but the nation is missing out on a huge swath of talent and innovation that could contribute to solving important social and scientific problems,” said IWPR Vice President and Executive Director Barbara Gault, Ph.D. He added, “Supporting women inventors is a key element of a thriving innovation and entrepreneurial ecosystem in the United States.”

Source: Quinn, Gene. IPWatchdog Official website.

<http://www.ipwatchdog.com/2016/08/01/patent-gender-gap/id=71537/>