



## 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 Holds “Substantive Examination of Patents” Course



**AMMAN** - The Arab Society for Intellectual Property (ASIP) held a training course entitled “Substantive Examination of Patents” December 10-14, 2017. The course aimed at introducing the participants to the concept of patents, how to register them, clarifying the procedures of the substantive and formal examination of patents, and how to reject or accept the registration based on the results. The course also highlighted the commercial registration of trademarks and the procedures for their substantive examination.

## ASIP Participates in Job Fair at Al Isra’a University

**AMMAN** - The Arab Society for Intellectual Property (ASIP), a member of Talal Abu-Ghazaleh Foundation (TAG Foundation), took part in the job fair organized by Al-Isra’a University.

ASIP briefed the attendees on its services and training courses that qualify graduates and job seekers, develop their capabilities and improve their chances of getting jobs that meet their skills and aspirations. The job fair also provided the opportunity of direct contact between employers and job seekers that in return provided the youth with the latest available job vacancies in the market.

ASIP’s participation played a positive role in helping job seekers get the looked-for jobs.





## ASIP Holds ACIPP Exams in Iraq

**BAGHDAD** - The Arab Society for Intellectual Property (ASIP) held the Arab Certified Intellectual Property Practitioner exam for a group of participants in Baghdad- Iraq.

The exam covers the following IP disciplines:

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



The Society is a non-profit organization founded on February 23rd, 1987 in Munich, Germany, by leading practitioners in different fields of Intellectual Property in the Arab region, under the chairmanship of HE Dr. Talal Abu-Ghazaleh. It aims at helping raise awareness and enhancing understanding of Intellectual Property issues and dynamics.

## INTA's 2018-2021 Strategic Plan Positions the Organization to Effectively Foster Consumer Trust, Economic Growth, and Innovation



**New York, NY**— At the start of the new year, the International Trademark Association (INTA) will implement its 2018-2021 Strategic Plan. Fulfilling INTA's role as a trusted and influential advocate for the economic and social value of brands, the Strategic Plan focuses on three directions that will serve to guide the Association's activities and engagements over the next four years. INTA will (1) Promote the Value of Trademarks and Brands; (2) Reinforce Consumer Trust; and (3) Embrace Innovation and Change.

“The new strategic plan is bold and ambitious,” said INTA CEO Etienne Sanz de Acedo. “We accomplished what we set out to do in 2014 through 2017 thanks to the dedication and hard work of our talented members and staff, and I have complete confidence in our ability to realize the objectives of this new plan.”



Overall, Mr. Sanz de Acedo said, “We will remain focused on our core mission to protect trademarks and harmonize trademark laws, and we will continue advocating for effective enforcement mechanisms around the world. At the same time, we realize that the relationship between brands and consumers has evolved. To this end, we will increase our commitment to providing safety and security for consumers, and promoting the important role of trademarks and brands in the global economy as drivers of innovation and competition for the benefit of consumers, workers, brand owners, and society at large.”

2018 INTA President Tish Berard said INTA will work with the global IP community and others, including brand owners, governments, and consumer groups, to implement the plan. “This plan seeks to be inclusive and provide opportunities for collaboration and dialogue as we support the growth of brands while protecting and enhancing consumer engagement with brands,” she said.

At the start of the plan, among the projects that INTA will undertake in 2018 are the development of a new website, the implementation of a robust digital strategy for the Unreal Campaign to engage teens, and the creation of a brand value strategy that will help trademark and IP professionals demonstrate the value of brands and the impact of their own work on brand value.

INTA leadership presented the Strategic Plan and its corresponding Implementation Plan to members at the INTA Leadership Meeting in Washington, D.C., last month, following the Board of Directors’ approval of the Strategic Plan in March.

**Source:** [https://www.inta.org/Press Pages/2018SP\\_Implementation.aspx](https://www.inta.org/Press Pages/2018SP_Implementation.aspx)