

COURSES & SERVICES



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Introductory course on Intellectual Property

Newly graduated rehabilitation program, a program that provides education and training for the participants, and aims to provide easier understanding of modern principles that govern the issues of intellectual property, and access to knowledge and international developments in this field, and the following details about the training program:

Introduction to Intellectual Property

1). History

2). How can we understand the intellectual property

- 1. Basic principles and concepts
- 2. International Dimensions of Intellectual Property
 - A. International conventions
 - B. International organizations
 - C. International Registration
- 3. National Dimensions of intellectual property
 - A. National laws and legal systems
- 4. The economic importance of the protection of intellectual property rights

3). Intellectual property regimes

- 1. Brands
- 2. Patents
- 3. Unfair competition and trade secrets
- 4. Copyright and related rights
- 5. Geographical Indications
- 6. Industrial Designs
- 7. Designs of Integrated Circuits
- 8. New Varieties of Plants

4). Terms of intellectual property in the English language

"Substantive examination of patents "Training Course

This program aims to introduce patents and the registration of patents. And clarify the procedures for the formal and substantive examination of patents and how to reject or accept registration based on the results. The program also highlights the registration of trademarks and their substantive examination procedures.

1). The legal definition of the technical elements for the granting of the patent

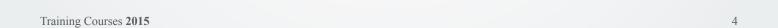
- 1. The basic components of the application for registration of a patent (summary, full description, drawings, claims)
- 2. The importance of taxonomy in the technical inspection.

2). The importance of research needed before filing.

- 1. Databases and their importance in conducting the search.
- 3). The importance of the formulation patents.
- 4). Find prior art and linked to the subject of the invention.
 - 1. Analysis of the results of research and writing technical opinion.
- 5). Substantive examination procedures.
 - 1. Grant or deny registration based on objective examination and linked to the law.
- 6). Protection elements (strengths and weaknesses)
 - 1. Examples of substantive examination process for some applications at the European Patent Office.

"The formal examination of patents" Training program

- 1). Formal examination.
- 2). Legal procedures for the formal examination.
- 3). Examination of foreign orders.
- 4). Examine domestic orders.
- 5). Required documents.
- 6). Intercept.
- 7). Deciding on the request.
- 8). Examples of formal screening process for some applications at the European Patent Office.



"Substantive examination for signs and commercial registration" Training Course

- 1) Registrable Trademarks:
 - 1. Types of registrable Trademarks.
 - 2. Terms of registration portability.
- 2) What should be taken into account when choosing a Trademark or inventing it?
- 3) Registration of a trademark.
- 4) The substantive examination of trademarks.
- 5) The substantive examination procedures:
 - 1. Grant or deny registration of a trademark based on the substantive examination.
- 6) Practical examples of the substantive examination of some of the applications for trademark registration.

Arab Certified Intellectual Property Practitioner

ACIPP Program is the first professional Arabic program offering advanced teaching and training for the IP practitioner designed to give participants a solid base and real understanding of IP principles, tools and their applications, focusing on the four main disciplines, with an option for advanced learning of other selected IP subjects as well as practical legal business skills and knowledge.

The Curriculum.

Module One: Trademarks and Unfair Competition.

Part One: Trademarks.

1). Introduction:

- 1. Definition.
- 2. Kinds of Marks:
 - A. Trademarks.
 - B. Service marks.
 - C. Collective marks.
 - D. Certification marks.
 - E. Famous and well-known marks and their special status:
 - i. Criteria for considering a mark famous.
 - ii. Famous and well-known marks on the international forum (Paris Convention and TRIPS).
 - iii. WIPO Joint Recommendations concerning protection of well-known marks.
 - iv. Scope of protection.

2). Registrable Trademarks:

- 1. Kinds of Registrable Marks.
- 2. Requirements for Registerability:
 - a. Legality.
 - b. Distinctiveness:
 - i. Unregisterable Trademarks.
 - ii. Registration procedure:
 - (1). General Overview on the procedure.
 - (2). Examination (form & substance).
 - (3). Searching.
 - (4). Acceptance and Publication.
 - (5). Modification of a Trademark.
 - (6). Registration Form.
- 3. Cancellation of Trademark Registration:
 - a. Subject Matter of Cancellation.
 - b. Invalidity.
 - c. Revocation.
 - d. Assignment by the Trademark Owner.
 - e. Expiry.
 - f. Non-use.

3). Ownership and Rights Conferred:

- 1. Ownership:
 - a. First to use.
 - b. Right of priority.
 - c. Honest concurrent use.
- 2. Rights conferred:
 - a. Exclusivity of the trademark.
 - b. Right of Exploitation.
 - c. Assignment.
 - d. Use.
 - e. License.
 - f. Mortgage and seizure.
- 3. Prohibition of unauthorized use.
- 4. Trademarks Piracy:
 - a. Counterfeiting.
 - b. Imitation of labels and packaging.
 - c. Other prohibited acts.
 - d. Establishment of infringement.
 - e. Pre-requisitions of infringement.

4). Legal Protection:

- 1. Civil action.
- 2. Criminal action.
- 3. Provisional protection.
- 4. Remedies available.

Part Two: Unfair Competition.

1). General Definition:

- 1. What is Unfair Competition?
- 2. Criteria of Fairness.
- 3. Requirements of Unfair Competition:
 - a. Use in Trade.
 - b. Competition in Commercial or Industrial Businesses.
 - c. Competitive Relationships.
 - d. Intent or Actual Damage.

2). Types of Unfair Acts:

- 1. Causing Confusion:
 - a. General Approach.
 - b. Types of Confusion.
 - c. Confusion as to the Establishment:
 - i. Establishment Get-up, Decoration and Advertisements.
 - ii. Trade names.
 - d. Confusion as to the Products or Services:
 - i. Indications/business identifiers.
 - ii. Trademarks.
 - iii. Product's outer appearance.

2. Discrediting Competitors:

- a. General approach.
- b. Subject matter of disparagement.
- c. Reference to competitors, or to products/services.
- d. Disparagement and defamation.
- e. Statements of facts.
- f. True and false statements.
- g. Conditions for liability.
- h. Comparative advertising.

3. Misleading:

- a. General approach.
- b. The concept of misleading.
- c. The subject matter of misleading.
- d. Communication of misleading statements.
- e. Puffing and exaggerations.
- f. Subjective requirements and burden of proof.
- g. Examples of misleading acts.

4. Other Acts of Unfair Competition:

- a. Free riding.
- b. Nuisance Advertising.
- c. Comparative Advertising.
- d. Sales Promotion.
- e. Impeding of Market Activities.
- f. Dumping.

3). Legal Protection:

- 1. Civil Protection.
- 2. Provisional Protection.
- 3. Remedies Available.
- 4. Case Studies.

Module Two: Copyrights.

1). Subject Matter of Copyright:

- 1. General:
 - a. Protection does not extent to ideas.
 - b. The condition of originality.
 - c. Absence of formalities.

2. Protected Works:

- a. Literary works.
- b. Artistic works, scientific works.
- c. Computer programs.
- d. Compilations of data.
- e. Right of Reproduction:
 - i. Performing Rights.
 - ii. Broadcasting Rights.
 - iii. Recording Rights.
 - iv. Cinematographic Rights.
 - v. Translation and adaptation Rights.
 - vi. Related Rights.
- 3. Unprotected Works.

2). Ownership and Rights Conferred:

- 1. Ownership:
 - a. Ownership and authorship.
 - b. Who is the author:
 - i. Commissioned Works.
 - ii. Employer Employee Relationship.
 - iii. Works of Joint Authorship.

3). Translation and Performance Works:

- 1. Rights conferred:
 - a. Subject matter of author's rights.
 - b. Moral rights:
 - i. General.
 - ii. Characteristics of moral rights.
 - iii. Right of disclosure.
 - iv. Right of paternity.
 - v. Right of respect for the work and its integrity.
 - vi. Right of withdrawal.
 - c. Economic rights:
 - i. General.
 - ii. Characteristics.
 - iii. Right of reproduction.
 - iv. Right of communication to the public.
 - v. Right of transformation.
 - d. Exploitation rights:
 - i. Assignment.
 - ii. Mortgage and seizure.
 - iii. Licensing.
 - e. Prohibition of unauthorized use.
 - f. Exceptions to the right conferred.
 - g. Non-voluntary licensing.
 - h. Fair use doctrine:
 - i. Concept.
 - ii. Conditions/ criteria of fair use.
 - iii. Fair use and personal use.
 - iv. Cases of fair use.
 - i. Copyright Protection Periods.

4). Intellectual property and Traditional Cultural Expressions:

- 1. Introduction.
- 2. Tangible and Intangible Expressions of Culture.
- 3. Use of the Term "Traditional".
- 4. A Working Description of Traditional Cultural Expressions.
- 5. Describing "traditional cultural expressions".

5). Traditional Knowledge:

- 1. Introduction.
- 2. Traditional Knowledge and the Intellectual Property (IP) system.
- 3. Traditional Knowledge and the Global Marketplace.
- 4. Challenges for the Future.

6). Legal protection:

- 1. Civil.
- 2. Criminal.
- 3. Remedies available.

Module Three: Patents of Inventions and Trade Secrets.

Part One: Patents of Inventions.

1). Patentable Inventions:

- 1. Types of Patents.
- 2. Types of patentable inventions.
- 3. Utility Models.

2). Registration:

- 1. Requirements for Patentability:
 - a. Novelty.
 - b. Inventive Step (Non-obviousness).
 - c. Industrial applicability.
 - d. Disclosure of the invention.
- 2. Unregisterable Inventions.
- 3. Registration Procedure:
 - a. General Overview on the Procedures.
 - b. Identification of the Invention.
 - c. Examination (form and substance).
 - d. Searching.
 - e. Acceptance and publication.
 - f. Modification of a Patent.
 - g. Registration form.

3). Ownership and Rights Conferred:

- 1. Ownership.
- 2. Inventor or his Successors.
- 3. First to File / Right of Priority.
- 4. Employer/ Employee Relationship.
- 5. Joint Inventions.
- 6. Rights Conferred:
 - a. Exclusivity of the Patents.
 - b. Exploitation (Use & Assignment).

The Role of Intellectual Property in Economic Development

This course is designed to highlight the economic value of intellectual property posed by both public and private companies, and what is needed for the development of intellectual property economy. As well as the opportunities, threats, risks and expectations for the future of intellectual property assets. In addition to the application examples of commercial markets for technology transfer, and the contribution of research and development at universities and scientific research centers in building knowledge - based economy.

- 1). Introduction.
- 2). Intellectual Property and International Trade.
- 3). Role of intellectual Property in Economic Development.
- 4). WIPO's role in economic development.
- 5). National surveys for economic development.
- 6). The contribution of the creative industries and innovation in the global economy.
- 7). Challenges and Opportunities: Technology and Economic Growth.
- 8). Counterfeiting and piracy of intellectual property: the opposite of development.

World Trade Organization

This course is designed to provide a definition for the foundation of the World Trade Organization. The course will also explain the goals and principles of this organization and its remarkable achievements.

- 1). Introduction.
- 2). What is the World Trade Organization (WTO).
- 3). GATT and the evolution towards the establishment of the World Trade Organization (WTO).
- 4). The principles underlying the WTO.
- 5). Objectives of the organization.
- 6). The basic structure of the organization.
- 7). Decision-making and membership of the organization.
- 8). What is the Ministerial Conference of WTO?
- 9). Misconceptions and advantages of the World Trade Organization.

World Intellectual Property Organization

This course is designed to introduce the world Intellectual Property Organization; its establishment and their work approach, and also it highlights the most important services the organization provides and its role in the protection of intellectual property:

- 1). Introduction.
- 2). Definition of Intellectual Property Organization (WIPO).
- 3). About Intellectual Property.
- 4). WIPO's work approach.
- 5). WIPO's services.
- 6). Members and Observers:
 - 1. The criteria for membership and accession procedures.
- 7). WIPO Assemblies.
- 8). Treaties Studied by WIPO.
- 9). How WIPO promotes the protection of intellectual property?
- 10). How WIPO is funded?

Program on international registration systems and international agreements in intellectual property matters

This program is designed to familiarize participants with the intellectual property international treaties and agreements in general and with focus on the following courses:

International registration systems and International agreements:

PCT

This course aims at introducing patented inventions and the international system for registration and also describes the fundamentals and objectives of the PCT Treaty and registration process through the PCT system:

- 1). Introduction to Patents and conditions and the local deposit protection.
- 2). Introduction to the international registration system for patents.
- 3). Contracting States.
- 4). Basics Treaty.
- 5). Filing of applications through the PCT system.
- 6). International Bureau.
- 7). International Search.
- 8). International Publication.
- 9). International preliminary examination.
- 10). National phase.
- 11). National phase in Europe and America.
- 12). The traditional patent system.
- 13). Objectives of the Patent Cooperation Treaty (PCT).
- 14). The mechanism of action in a Patent Cooperation Treaty (PCT).
- 15). Advantages of the PCT (PCT).

2. Madrid Agreement and the Protocol for trademarks:

This course aims at introducing the Madrid system for trademarks in terms of its objectives and its advantages and Member States to this Convention. And also indicate the registration and examination procedures and duration:

- 1). Introduction.
- 2). The purpose of the Madrid System.
- 3). Persons who may use the Madrid system.
- 4). International demand.
- 5). Examination in the office of a designated Contracting Party and the refusal to grant protection.
- 6). The effects of the international registration.
- 7). Rely on the registry or the original request.
- 8). Replaced by recording a national or regional international registration.
- 9). Subsequent appointment.
- 10). Changes in the International Register and write-offs and licenses.
- 11). For the international registration and renewal.
- 12). Advantages of the Madrid System.
- 13). Administrative Instructions for the application of the Madrid Agreement.
- 14). Concerning the International Registration of Marks and the Protocol of Agreement.
- 15). Member states of the Madrid Agreement.

Convention on trade-related aspects of intellectual property (TRIPS):

This course aims at introducing the TRIPS Convention and conditions that should be included in countries laws with regard to copyright, including the rights of performers ;geographical indications, industrial designs; designs "integrated circuits"; "patents ";" Trademarks ". The course will also describe how to protect and implement intellectual property rights laws that contribute in the promotion of technological innovation and the transfer and dissemination of technology.

1). Introduction.

2). General provisions and basic principles:

- 1. The principle of national treatment.
- 2. MFN principle.

3). The use of intellectual property rights:

- 1. Copyright and related rights.
- 2. Brands.
- 3. Geographical Indications.
- 4. Industrial Designs.
- 5. Patents.
- 6 Electrical circuits
- 7. Protection of confidential information.
- 8. Anti-competitive practices in the enforcement of contractual licenses.

4). Enforcement of intellectual property:

- 1. General Obligations.
- 2. Civil and administrative procedures.
- 3. Interim Measures.
- 4. Criminal Procedure.

5). Acquisition and maintenance of intellectual property rights:

- 1. Means of arbitration and dispute settlement procedures.
- 2. Transitional Arrangements.
- 3. Institutional arrangements; FINAL PROVISIONS.

The Berne Convention for the rights of copyright and related rights:

This course aims to clarify the objectives of the Berne Convention and its basic principles and benefits. It will also highlight the most important works and rights protected under the Berne Convention.

- 1). Introduction.
- 2). The purpose of the Berne Convention.
- 3). The basic principles of the Convention.
- 4). Workbooks protected By Convention.
- 5). Protected Copyrights under the Convention.
- 6). Exceptions.
- 7). Duration of protection.
- 8). Conditions related to the developing countries.
- 9). Advantages of accession to the Berne Convention.
- 10). Member states of the Berne Convention.

Specialized training courses in intellectual property

ASIP provides public ground-breaking educational resources and programs in the various intellectual property fields with a special focus on the newly emerging topics and their relevance to law and business. It also provides short-term training courses on IP with duration lasting between 2 days and a week. 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.

We have a full range list of courses and lectures provided in the following fields:

- 1). Intellectual property in general and its role in development.
- 2). Patents and patent drafting, Trademarks, industrial designs and geographical indications, Copyright and related rights.
- 3). Protection of intellectual property in cyber space.
- 4). Unfair competition.
- 5). International treaties for the registration of international property rights.
- 6). International treaties for the protection of intellectual property rights.
- 7). Alternative dispute resolution in intellectual property courses.
- 8). Intellectual property portfolio management courses.
- 9). Intellectual asset management courses.
- 10). Licensing, franchising and technology transfer courses.

Some of the listed courses are the following:

- 1). Intellectual Property: Concepts and application.
- 2). Intellectual Property and its Role in Supporting and Prompting Development.
- 3). Intellectual property: protection and marketing strategies for intentional companies.
- 4). Patents and Trade Secrets: legal frame work.
- 5). Patent Drafting.
- 6). Trademarks and Geographical Indications.
- 7). Industrial Designs and Models.
- 8). Copyrights and Related rights.
- 9). Protection of Intellectual Property in Cyber Space.

- 10). Intellectual Property and E-commerce.
- 11). Domain Names and its Relevance to Trademarks.
- 12). Enforcement and Litigation of Intellectual Property Rights.
- 13). The Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS).
- 14). Paris Convention for the Protection of Industrial Property.
- 15). Berne Convention for the Protection for Literary and Artistic Works.
- 16). Madrid System for the International Registration of Trademarks.
- 17). Patent Cooperation Treaty for the International Registration of Patents.
- 18). Alternative Dispute Resolution of Intellectual Property.
- 19). Intellectual Property Portfolio Management.
- 20). Intellectual Asset Management.
- 21). Intellectual property Audit.
- 22). Intellectual property Valuation.
- 23). The role of unfair competition in intellectual property protection.
- 24). Basics of licensing and technology transfer.
- 25). Computer Software Licensing.
- 26). Intellectual Property and Technology.
- 27). Management of Licensing Agreements.
- 28). Intellectual Property Licensing: legal and financial framework.
- 29). Technology Transfer and Acquisition.
- 30). Franchising: a business tool for the growth of SME's.

IP Social in Social Media course outline

- 1). The complications of on-line collaboration in the development of copyright and the use of usergenerated content.
- 2). How to alleviate intellectual property issues associated with social media.
- 3). The significance of trade marks in social media.
- 4). How trademarks can be misused in social media and what are the implications.
- 5). Why it is important to monitor trademark misuse?
- 6). How to monitor trade mark misuse?
- 7). Enforcing your trademarks in social media.
- 8). Social Media and Intellectual Property Issues.
- 9). Forms of IP assets in social media and their potential pitfalls.
- 10). Practical tips on how to alleviate pitfalls.
- 11). Complications of on-line collaboration and user generated content.
- 12). Considerations for transactions of IP assets in social media.
- 13). Social Media and Trade Marks What's in it for my company?
- 14). Significance of trademarks in social media.
- 15). Potential issues of trade mark misuse in social media and the importance of monitoring them.
- 16). Practical tips on how to monitor and enforce your trademarks in social media.

Professional Patent Search course outline

- 1). Patent grant procedure and prerequisites.
- 2). International Patent Classification (IPC).
- 3). Processing of patent applications prior to the filing of the request for examination.
- 4). Patent information services for the public.
- 5). Patent search.
- 6). Patent examination.
- 7). Individual training.
- 8). Patent office, organization and administration.
- 9). Legal and technical patent examination.
- 10). Preparation of searches and use of computers, CD-ROMs and databases.
- 11). IP and the impact of international conventions.
- 12). Classification and indexing of patent documents.
- 13). Searching of patent documents and information related to prior art.

Business Respective IP course outline

- 1). Why intellectual property is important for business.
- 2). Why business membership organizations should provide intellectual property services.

3). Intellectual property basics:

- 1. What is intellectual property?
- 2. Why is intellectual property protected and who benefits?
- 3. How is intellectual property protected?

4). Setting up intellectual property services:

- 1. Focusing on the practical use of IP as part of the overall business strategy.
- 2. Tailoring IP services according to the market and client.
- 3. Marketing IP services.
- 4. Evaluating and benchmarking services.

5). Setting up an intellectual property unit:

- 1. Establishing IP as a strategic issue for the organization.
- 2. Defining the strategic orientation, budget and services.

6). Raising awareness:

- 1. Make members aware of how IP affects their business' success:
 - a. IP commercialization and ways companies have used their IP.
 - b. IP royalty models and royalty rates, grant and field structures, and risk and liability provisions.
 - c. Difference between assignments and licenses.
 - d. How companies can leverage on the IP assets of other companies.
 - e. Identification of the IP that can go into and surround a product and service.
 - f. Forms of IP, as trademarks, patents, designs, and copyrights, in relation to products and services.
 - g. Forms of IP protection and best practices and how they are applied.
 - h. Responsibilities and issues in deciding IP ownership with employees and vendors.
 - i. Assessment of organization's IP needs and requirements.

Explaining IP course outline

1). Introduction to IP.

2). Copyright.

3). Related Rights.

4). Trademarks.
5). Geographical Indications.
6). Industrial Design.
7). Patents.
8). WIPO Treaties.
9). Unfair Competition.
10). Protection of New Varieties of Plants.
11). IP and Development.
12). Summary and Discussion on Intellectual Property Rights.
13). Definition, forms, and importance of IP.
14). Basic rules and key must-knows about IP.
15). Trade secrets with case study.
16). Patents with case study.
17). Trademarks with case study.
18). Designs with case study.
19). Copyrights with case study.
20). IP aspects in the IT industry.
21). How the law protects IP.
22). WIPO and key international IP players.
23) Fauntian IP laws and acceptan

Business Strategy IP course outline:

- 1). Introduction.
- 2). The IP Advantage.
- 3). Main instruments for IP Protection.
- 4). IP Strategy.
- 5). Steps to be considered while developing an IP strategy.
- 6). IP Audit.
- 7). IP Management.
- 8). IP Policy.
- 9). IP Valuation.
- 10). Strategy Implications of Knowledge Organization.
- 11). IP strategies applied to achieve organizational goals as blocking competing products, generating income, and deterring infringement.
- 12). Determination of IP decisions in alignment with business objectives, capacity for risk and cost, and resource considerations.
- 13). Review possible business applications of IP to support organizational strategies and objectives.
- 14). Evaluate potential IP management and exploitation strategies.
- 15). IP valuation and how IP assets are reflected in financial statements and recognized in the marketplace.
- 16). IP negotiation strategies and techniques to achieve best outcomes on terms of IP licenses, or other IP transactions.

IP in operation in contract outline:

1). IP Legal Contracts Drafting:

- 1. Title: (Brief description).
- 2. Parties: (Brief description).
- 3. Preamble: (Brief description).
- 4. Introductory Provisions: (Brief description).
- 5. Definitions: (Brief description).
- 6. Body: (Brief description).
- 7. Specific Provisions: (Brief description).
- 8. General Provisions: (Brief description).

2). Drafting Patent Claims:

- 1. The Claims.
- 2. Basic facts.
- 3. Drafting the Claims.
- 4. Basic Principle No.1: Determine the matter for which patent protection is sought.
- 5. Basic Principle No.2: Learn how to draft different categories of the invention.
- 6. Basic Principle No.3: Consider the Effect of Prior Art and Draft "Two-part claim" or "Jepson claim," wherever appropriate
- 7. Basic Principle No.4: Draft the Broadest and Strongest Possible Claims by Carefully Choosing the Right Words
- 8. Basic Principle No.5: Add Dependent Claims to Specify the Main Claim wherever appropriate.
- 9. Basic Principle No. 6: Use Markush-type Claim wherever appropriate.
- 10. Basic Principle No. 7: Be Mindful of Unity of Invention.

IP consultancy:

1). Intellectual Property overview:

- 1. What is IP?
- 2. IP protection.
- 3. Benefits of IP consultancy.
- 4. IP system and ICTs.
- 5. Use of patent and trademark data as a source of technological and commercial information.

2). Managing IP:

- 1. IP registration.
- 2. Why, how and where to register.
- 3). The need of IP strategies.
- 4). Strategic implementation of IP by SMEs.
- 5). Patent Analysis (Patent maps, patent strategic analysis, patent evaluation).
- 6). Negotiations and managing contracts.

Legal Contracts Drafting

1). Title: (Brief description).

2). Parties: (Brief description).

3). Preamble: (Brief description).

4). Introductory Provisions: (Brief description).

5). Definitions: (Brief description).

6). Body: (Brief description).

7). Specific Provisions: (Brief description).

8). General Provisions: (Brief description).

9). Most Popular Contracts: (provide a sample for each contract below).

10). Employment Contract.

11). Non-Disclosure Contract.

12). Non-Compete Contract.

13). Lease Contract.

14). Escrow Contract.

15). Agency Contract.

16). License Contract.

17). Sale Contract.

ARAB SOCIETY FOR INTELLECTUAL PROPERTY 2015



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