



# Training Guide

2008  
2009

## Index

The Arab Society for Intellectual Property (ASIP)

The Arab Certified Intellectual Property  
Practitioner  
Program (ACIPP)

The four main Modules of the ACIPP program

The program targets the following  
groups of professionals

Enrollment Requirements

Examinations and Certificate Requirements

The full detailed curriculum for each Module of  
the ACIPP program

The ACIPP Certificate

Advanced Courses

Program References

Short-Term IP Training Courses





### The Arab Society for Intellectual Property (ASIP)

The Arab Society for Intellectual Property (ASIP) is a non-profit organization that was established on February 23, 1987 in Munich Germany, by some of the top practitioners of the many fields of intellectual property (IP) in the Arab

region, headed by Mr. Talal Abu Ghazaleh. 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.

ASIP works to foster the development of intellectual property laws and systems, the profession in the Arab region, and

the building of capacities among Arab practitioners. ASIP implements a broad range of activities, such as assisting in the development of IP laws and systems, holding seminars, workshops, teaching and training courses, research projects as well as through its many publications.

Through many years of experience, ASIP has developed several long-term and short-term training programs on IP, including some of the most advanced topics in the field. ASIP has continuously developed programs to meet the needs of the IP professionals working with today's economy, in order to expand IP awareness and training in the Arab region. Additionally, among other training programs are various short-term training programs, as well as the long-term IP Expert program developed by ASIP, the Arab Certified Intellectual Property Practitioner Program (ACIPP).

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

The Arab Certified Intellectual Property Practitioner Program (ACIPP) is a professional Arabic program offering advanced teaching and training for the IP practitioner.

The ACIPP Program provides professionals and students with a comprehensive program covering many aspects of IP, including trademarks, unfair competition, copyrights, and patents of inventions. It aims at providing an easier understanding of modern principles that govern IP access to knowledge and international developments to enable practitioners to provide services in line with world standards. Currently, the ACIPP program provides the only certification of its kind in the region, and is taught in the Arabic language.

An Intellectual Property (IP) certificate that develops professionals in all major topics of IP has become more valuable in the work force. Due to the rapid growth and need of IP profession globally, today's market in the Arab region requires professionals equipped with enough knowledge in the IP field. The global market requires innovative new ideas and products to increase global productivity and profit. Therefore, the market in the Arab region requires more ideas, products, and other matters of IP to develop it proactively and effectively.

Hence, training programs provided by ASIP, such as the ACIPP program, will increase IP awareness and promote the overall progress of society. The Arab market will grow as new

innovative ideas and products are developed, which give the IP field an essentially crucial role in today's society. The ACIPP program is designed to provide the necessary training and develop the IP profession.



Following much preparation and development of the ACIPP program curriculum and consultations from top professionals in the IP field, the ACIPP program was first implemented in Amman, Jordan on November 12, 2005. Through a combination of teaching and training tools, which includes real

work experience, the Program is designed to give participants a solid base and real understanding of IP principles on legal, business skills and practical knowledge. As part of the program, tools and their applications are under the scope, focusing on the four main IP disciplines, with an option for advanced learning of other selected IP subjects.

The Arab Intellectual Property Practitioner Program consists of four Modules & advanced courses, each in a major discipline of the Intellectual Property field. Each course offered for any given Module represents almost 40-60 study hours, including real-work training at accredited IP agents or law firms.



The four main Modules of the ACIPP program are as follows:

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

The Arab Certified Intellectual Property Practitioner Program (ACIPP) focuses on the practical side of Intellectual Property (IP) and allows students to develop their skills inside and outside the classroom. The program offers intensive 3-4 weeks real-work training in copyrights, trademarks, unfair competition, patents, and trade secrets in the last weeks of each course with experts from government agencies, businesses, law firms, and agencies.

#### Advanced Courses:

The proposed number of hours for each advanced course is approximately 36 hours, it deals with a number of different IP topics which are not covered by the modules.

#### The Training

The Arab Certified Intellectual Property Practitioner Program (ACIPP) focuses on the practical side of Intellectual Property and allows students to develop their skills inside and outside the classroom. The ACIPP program offers intensive 3-4 weeks real-work training in copyrights, trademarks, unfair competition, patents, and trade secrets in the last weeks of each course with experts from government agencies, businesses, law firms, and agencies focused on intellectual property inside the classroom. Training is offered after the course, in which program participants visit intellectual property agencies to understand how intellectual property concepts are applied in the field.

The program targets the following groups of professionals:

- Attorneys seeking greater knowledge and understanding of Intellectual Property (IP).
- Individuals who are working in business and management.
- Government employees working in IP registration, trade

and investment.

- Advanced paralegals and trademark administrators and other professionals who manage IP portfolios.
- Marketing and advertising professionals, patent and copyright attorneys desiring a primer on trademark law.
- IPRs holders and owners, such as writers and innovators and other professionals who want to know more about Intellectual Property policies and practices.

#### Enrollment Requirements:

Enrollment requirements for the ACIPP program are that individuals must hold any university degree.

#### Examinations and Certificate Requirements:

Upon the completion of each course, an Attendance Certificate will be issued to each participant. This Attendance Certificate is independent of the ACIPP Certificate, which is granted after the successful passing of the ACIPP Certificate examinations. Attendance certificates will only be granted to participants attending at least 75% of course lectures.

After completing one of the ACIPP courses and passing the examination, one of the following certificates will be issued:

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

Examinations will be held several times a year, and will be in the Arabic language.

The candidate must attain a minimum score of 65 points out of 100 to successfully pass the examination and be granted a certificate.



The full detailed curriculum for each Module of the ACIPP program is as follows:

#### Module One: Introduction to Intellectual Property (IP)

- I. Historical Background
- II. Understanding Intellectual

Property



1. Basic Concepts and Principles
2. International Dimensions of IP
3. National Dimensions of IP: Domestic Laws and Legal Systems
4. Economic Importance of IPR Protection

### III. Disciplines of Intellectual Property

1. Trademarks
2. Patents of Inventions
3. Unfair Competition and Trade Secrets
4. Copyrights and Neighboring Rights
5. Geographical Indications
6. Industrial Designs
7. Integrated Circuits Designs
8. New Plant Varieties

### IV. IP Terminology in the English Language

#### Module Two: Trademarks and Unfair Competition

##### Part One: Trademarks

##### I. 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:

Arab Society for Intellectual Property 2005

##### II. Registrable Trademarks:

1. Kinds of Registrable Marks.
2. Requirements for Registerability:
  - a. Legality
  - b. Distinctiveness

- i. Unregisterable Trademarks
- ii. Registration Procedure
  - a. General Overview on the procedure
  - b. Examination (form & substance)
  - c. Searching
  - d. Acceptance and Publication
  - e. Modification of a Trademark
  - f. 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

### III. 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

### IV. Legal Protection

1. Civil action
2. Criminal action Arab Society for Intellectual Property 2005
3. Provisional protection
4. Remedies available

### V. Training

Three weeks real work experience

#### Part Two: Unfair Competition

1. General Definition
2. What is Unfair Competition?
3. Criteria of Fairness
4. Requirements of Unfair Competition

### II. Types of Unfair Acts

1. Causing Confusion
  - A. General Approach
  - B. Types of Confusion
  - C. Confusion as to the Establishment
  - D. Confusion as to the Products or Services





- 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
- Araociety for Intellectual Property 2005

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

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

IV. Training

One week real work experience

**Module Three: Patents of Inventions and Trade Secrets**

**Part One: Patents of Inventions**

- I. Patentable Inventions
  - 1. Types of Patents
  - 2. Types of patentable inventions
  - 3. Utility Models
- II. 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

III. Ownership and Rights Conferred

- 1. Ownership
  - A. Inventor or his Successors
  - B. First to File / Right of Priority
  - C. Employer/ Employee Relationship
  - D. Joint Inventions
  - E. Rights Conferred
  - G. Exception to the rights conferred: Compulsory licensing:
  - H. Cancellation of a Patent registration
  - I. Assignment by the owner
  - J. Expiry of the Patent
  - K. Non-payment of fees
  - L. Forfeiture or revocation in cases of abuse

**Part Two: Trade Secrets**

- I. What Constitutes a Trade Secret
  - 1. Not Being Known.
  - 2. The Commercial Value.
  - 3. Subject to Reasonable Measures to Maintain its Secrecy.
  - 4. Patents and Trade Secrets.

II. Ownership and Rights Conferred

- 1. Trade Secret Proprietor .
- 2. Exclusive Right to Use, Sell or Disclose.
- 3. The Right to Prohibit Unauthorized Disclosure.

III. Trade Secrets Piracy

- 1. Prohibited Acts
  - A. Breach of Contract.
  - B. Breach of Secrecy.
  - C. Third Party Acquisition.
- 2. Permitted Acts:





- A. Reversed Engineering.
- B. Attainment of Information by Independent Means.

#### IV. How to Protect Your Trade Secrets

- 1. Non-disclosure Agreements
- 2. Precautionary Measures<sup>14</sup> Arab Society for Intellectual Property 2005

#### V. Legal Protection

- 1. Civil Protection (Civil Action)
- 2. Criminal Action
- 3. Interim Injunctions
- 4. Provisional Protection
- 5. Remedies Available

#### VI. Training

**Four weeks of real work experience**

### Module Four: Copyrights and Related Rights

#### I. 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

#### 3. Unprotected Works

#### II. 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

#### III. Translation and Performance Works

b Society for Intellectual Property 2005

#### II. 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

#### III. Intellectual Property and Traditional Cultural Expressions

#### A. Introduction

#### B. Tangible and Intangible Expressions of Culture.

#### C. Use of the Term "Traditional".

#### D. A Working Description of Traditional Cultural Expressions.

#### E. Describing "traditional cultural expressions".

#### IV. Traditional Knowledge

#### A. Introduction

#### B. Traditional Knowledge and the Intellectual Property (IP) system

#### C. Traditional Knowledge and the Global Marketplace

#### D. Challenges for the Future

Arab Society for Intellectual Property 2005

#### V. Legal protection

#### 1. Civil

#### 2. Criminal

#### 3. Remedies available

#### VI. Training

Four weeks real work experience



### The ACIPP Certificate:

When a candidate successfully completes and receives an Arab Certified Practitioner Certificate in the second, third and fourth Modules (Trademarks, Copyrights and Patents), the ACIPP Qualification Advisory Board will grant the candidate upon his/her request the Arab Certified Intellectual Property Practitioner (ACIPP) Certificate.

### Advanced Courses:

Proposed Advanced Courses to be launched:

- Geographical Indications: For IP Agents and Lawyers.
- Alternative Dispute Resolution: For Lawyers.
- Enforcement of Intellectual Property Rights: For Lawyers.
- Registration of Intellectual Property Rights: for IP Agents and Lawyers.
- Management of Intellectual Property For Small & Medium Sized Enterprises (SMEs): For Businesses.

### Program References:

The main reference for all four Modules of the program is the WIPO Intellectual Property Handbook: Policy, Law and Use. The guide was translated into Arabic since the program is taught in Arabic. It is copyrighted to both the Arab Society for Intellectual Property (ASIP) and the World Intellectual Property

Organization (WIPO). Additionally, the United States Patent and Trademark Office (USPTO) book “Intellectual Property and You,” for which ASIP President, Mr. Talal Abu-Ghazaleh wrote the introduction, is also used as a main reference for the course. Furthermore, the “How to Become an Arab Certified Intellectual Property Practitioner” Guide contains a list of supplemental references used throughout the program, including the book “How to Get a European Patent” published by the European Patent Office (EPO). All references are well-known sources on intellectual property recommended by lecturers of the program and experts in the field.

### Short-Term IP Training Courses

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 list of courses and lectures provided in the following fields:

Number	Course Title	Number of Hours	Aim of the course	Target category
1	Intellectual Property: Concepts and Application	12	To have a better understanding of intellectual property concepts and terms and there application	Attorneys who are seeking a better understanding of intellectual property topics
2	Intellectual Property and its Role in Supporting and Prompting Development	12	To have a better idea on how intellectual property can help support and prompt development	Individuals who want a better knowledge about intellectual property practices
3	Intellectual Property: Protection and Marketing Strategies for International Companies	15	To have a better understanding of how to protect intellectual property in all its forms and how to develop an adequate marketing strategy	IP rights holders and owners and marketing professionals



4	Patents and Trade Secrets: Legal Frame Work	18	To learn how to register a patent, how to protect it and the rights which are given to it	Individuals who work in the pharmaceutical and chemical industries and patent agents
5	Patent Drafting	18	To know how to draft a patent	Individuals who work in the pharmaceutical and chemical industries and patent agents
6	Trademarks and Geographical Indications	18	To have a better understanding of how to use, protect and register a trademark	Attorneys, legal assistances and trademark managers
7	Industrial Designs and Models	15	To find out what is the role of intellectual property in industrial designs and models	Individuals who want a better knowledge about intellectual property practices
8	Copyrights and Related Rights	15	To have a better understanding of the international treaties which govern copyright laws and how to protect copyrights	Copyrights owners, Attorneys and legal assistants
9	Protection of Intellectual Property in Cyber Space	12	To expand your knowledge on the current topics which are related to Intellectual Property	Individuals who want a better knowledge about intellectual property practices
10	Intellectual Property and E-commerce	12	To expand your knowledge on the current topics which are related to Intellectual Property	Individuals who want a better knowledge about intellectual property practices
11	Domain Names and its Relevance to Trademarks	12	To have a better understanding of how domain names are related to trademarks	Individuals who want a better knowledge about intellectual property practices
12	Enforcement and Litigation of Intellectual Property Rights	15	Learn how to deal with intellectual property laws and how to litigate and enforce them	Attorneys who are seeking a better understanding of intellectual property topics





13	The Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS)	12	To get to know the articles of the agreement and their role in controlling the practices related to intellectual property	Attorneys who are seeking a better understanding of intellectual property topics
14	Paris Convention for the Protection of Industrial Property	9	To get to know the articles of the agreement and their role in controlling the practices related to intellectual property	Attorneys who are seeking a better understanding of intellectual property topics
15	Berne Convention for the Protection of Literary and Artistic Works	9	To get to know the articles of the agreement and their role in controlling the practices related to intellectual property	Attorneys who are seeking a better understanding of intellectual property topics
16	Madrid System for the International Registration of Trademarks	12	To get a better idea of what the Madrid System consists of and how the registration of trademarks is done internationally	Attorneys who are seeking a better understanding of intellectual property topics
17	Patent Cooperation Treaty for the International Registration of Patents	15	To get a better idea of what the Patent Cooperation Treaty consists of and how the registration of patents is done internationally	Individuals who work in the pharmaceutical and chemical industries and patent agents
18	Alternative Dispute Resolution of Intellectual Property	15	To expand your knowledge on the current topics which are related to Intellectual Property	Attorneys who are seeking a better understanding of intellectual property topics
19	Intellectual Property Portfolio Management	12	How to manage and deal with an intellectual property portfolio	Intellectual property rights owners, Attorneys and legal assistants
20	Intellectual Asset Management	12	How to deal and manage intellectual property assets	Intellectual property rights owners, Attorneys and legal assistants
21	Intellectual Property Audit	12	To get an idea about how auditing of IP is done and expand your knowledge on other aspects of intellectual property	Intellectual property rights owners, Attorneys and legal assistants



22	Intellectual Property Valuation	15	To get an idea about how valuation of IP is done and expand your knowledge on other aspects of intellectual property	Intellectual property rights owners, Attorneys and legal assistants
23	The Role of Unfair Competition in Intellectual Property Protection	12	To know what is the role of Unfair Competition in protecting intellectual property	Intellectual property rights owners, Attorneys and legal assistants
24	Basics of Licensing and Technology Transfer	15	To learn the basic ideas behind licensing and technology transfer	Intellectual property rights owners, Attorneys and legal assistants
25	Computer Software Licensing	15	To know how computer software is licensed	Individuals who want a better knowledge about intellectual property practices
26	Intellectual Property and Technology	12	To expand your knowledge on the current topics which are related to Intellectual Property	Intellectual property rights owners, Attorneys and legal assistants
27	Management of Licensing Agreements	15	To expand your knowledge on the current topics which are related to Intellectual Property	Intellectual property rights owners, Attorneys and legal assistants
28	Intellectual Property Licensing: Legal and Financial Framework	12	To learn how intellectual property licensing can be implemented through the legal and financial framework	Individuals who want a better knowledge about intellectual property practices, lawyers and legal assistants
29	Technology Transfer and Acquisition	15	To expand your knowledge on the current topics which are related to Intellectual Property	Individuals who want a better knowledge about intellectual property practices
30	Franchising a Business Tool for the Growth of SME's	12	To have an idea about how can franchising help SME's expand in the market	Individuals who want a better knowledge about intellectual property practices

These listed short-term courses and others will offer participants with the knowledge needed to understand intellectual property generally and possibly spark interest in studying more in-depth and advanced topics. Throughout the years, ASIP has gained experience in developing programs to meet the needs of the target audience and/or clients. The fees for these short-term courses range depending on the course duration, materials, and experts providing the lectures.



## Our Offices:

### Office (Amman-Jordan)

General Administration Building, Abdul  
Rahim Al-Waked Street, Bldg.No.46,  
Shmeisani, Amman, Jordan  
P.O.Box: 921100, Amman 11192, Jordan  
Telephone: (00 962-6) 560-9000  
Fax: (00 962-6) 560-9001  
Email: tagi@tagi.com

### ALGERIA-ALGERIA

Algeria  
Email: algeria@agip.com

### BAHRAIN

Manama-AGIP  
Email: bahrian@agip.com

### CASABLANCA- MOROCCO

Email: morocco@agip.com

### CHINA

Beijing- AGIP  
Email: agip.Beijing@agip.com

Shanghai- AGIP  
Email: agip.China@agip.com

Hong Kong- AGIP  
Email: agip.Beijing@agip.com

### Cyprus

Nicosia-AGIP:  
Email: cyprus@agip.com

### EGYPT

Cairo-AGIP  
E-mail: agip.egypt@agip.com

Alexandria-AGIP  
Email: tagco.cairo@tagi.com

### INDIA

New Delhi-AGIP  
Email: india@agip.com

Mumbai-AGIP  
Email: india@agip.com

### IRAQ

Baghdad-AGIP  
Email: iraq@agip.com

Erbil -AGIP  
Email: erbil@agip.com

### KUWAIT

Kuwait-AGIP  
E-mail:kuwait@agip.com

### LEBANON

Beirut-AGIP  
Email: agip.lebanon@agip.com

### Moscow-Russia

E-mail: russia@agip.com

### OMAN

Muscat-AGIP  
Email: oman@agip.com

### PALESTINE

Gaza- AGIP  
E-mail: gaza@agip.com

Ramallah - AGIP  
E-mail: westbank@agip.com

### QATAR

Doha- AGIP  
Email: qatar@agip.com

### SAUDI ARABIA

Riyadh-AGIP  
E-mail: ksa@agip.com

Al-Khobar-AGIP  
E-mail: ksa@agip.com

Jeddah  
Email: ksa@agip .com

### SUDAN

Khartoum- AGIP  
E-mail: sudan@agip.com

### SYRIA

Damascus- AGIP  
E-mail: syria@agip.com

### TRIPOLI- Libya

Email: agip.libya@agip.com

### TUNISIA- TUNISIA

E-mail: tunisia@agip.com

### TURKEY

Ankara-AGIP  
E-mail: turkey@agip.com

Istanbul- AGIP  
Email: agip.turkey@agip.com

### UNITED ARAB EMIRATES

Dubai- AGIP  
E-mail: uae@agip.com

Abu-Dhabi  
Email: abudhabi@tagi.com

Ras Al-Khaimah  
Email: uae@agip.com

Ajman  
Email: uae@agip.com

Al-Ain  
Email: uae@agip.com

Fujairah  
Email: uae@agip.com

Jabal Ali  
Email: agip.jebelali@agip.com

Um Al-Quain  
Email: uae@agip.com

Sharjah  
Email: agip.sharjah@tagi.com  
Contact Person: Ali Shalabi

### YEMEN

Sana'a- AGIP  
E-mail: yemen@agip.com