



## 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 Trademarks’ Course through TadribOnline

AMMAN - The Arab Society for Intellectual Property (ASIP) is holding a digital training course entitled “Substantive Examination of Trademarks” through TadribOnline platform.

The 15-training hour course covers different topics, namely:

1. Registerable and non-registrable trademarks.
2. Fundamentals and standards of trademark selection or innovation.
3. Examples of substantive examination of registration of trademark applications.
4. Trademark registration
  - A. Measures of trademark registration
  - B. Formal examination of trademarks
  - C. Substantive examination of trademarks
  - D. Registrar’s decision concerning application
  - E. Initial approval and publication
  - F. Objection
  - G. Final decision
  - H. Appeal before the administrative judiciary



ASIP will announce soon regarding any upcoming digital training courses.

“TadribOnline” offers specialized training courses on the Internet that are categorized into different levels to improve professional training among students and professionals and enhance their practical capacities and expertise in various domains by offering them remote training using advanced digital methods.

## Under the Patronage of Abu-Ghazaleh

## LES - AC Organizes ‘Entering New Markets for SMEs’ Workshop



AMMAN – The Licensing Executives Society (LES - AC) organized a workshop on ‘Entering New Markets for SMES’ under the patronage of HE Dr. Talal Abu-Ghazaleh, LES AC President and Ms. Fiona Nicolson – LESI President.

The aim of the workshop was to learn about licensing techniques, enter new markets, learn more about IP issues and enhance the participants’ research and development skills.

During the opening session, Dr. Abu-Ghazaleh welcomed the attendees stressing that the definition of invention is not just to come up with something new, rather, it can be also in introducing additional innovative features to an existing invention. Our future depends on what we can innovate and make valuable and commercially profitable, he confirmed, adding: “Every company should invest in innovation as part of its social responsibility and not to just rely on the effort of experts or scientists”.

Further he pointed out that “the only real wealth in the future is innovation, and this is why LES is very important because its main task is to support and protect innovation by developing and protecting intellectual property rights (IPRs).”



Ms. Nicolson, LESI President, reviewed some ideas on how to best utilize Intellectual Property ways and to profit from IP. She highlighted the advantages and disadvantages of licensing, and she reviewed domestic licensing laws that need to be considered in case of external licensing; explaining the ways for successful licensing.

Meanwhile, Eng. Jamil Al-Khatib, founder of IBTECAR; an Innovation & Technology Management Company, made a speech explaining in detail the technology trends, digital transformation and SMEs investing in industry. He also presented IPRs strategies for industry, ways of benefitting from innovation and key success factors in innovation.

Additionally, Dr. Rasha Hinnawi, trainer with the Licensing Executives Society-Arab Countries, presented international trade and IP laws, explaining that intellectual property rights are legal rights granted by governments to encourage innovation and creative output by ensuring that inventors reap the benefits of their inventions or works.

Dr. Mohammad Al-Jafari, Director, Intellectual Property Commercialization Office at the Royal Scientific Society, iPARK, made a presentation on capitalizing on technological innovations in Jordan that earn profits on an international-scale from local scientific innovations.

Eng. Razan Al-Khaza'leh, Head of Guidance and Technical Support Section at Amman Chamber of Industry discussed SMEs – universities' collaboration for innovation, talking in detail about the target of innovation for SMEs, transformation of knowledge to money and innovation types. She also presented the data base of cooperation between universities and the industrial sector.

Attended by Sheikh Salem bin Abdul Rahman Al Qasimi

## Abu-Ghazaleh Delivers ‘Success is a Decision’ Lecture at the College of Business Administration at the University of Sharjah

SHARJAH, United Arab Emirates – In the presence of Sheikh Salem bin Abdul Rahman Al Qasimi, Chairman of the Sharjah Ruler’s Office, the University of Sharjah (UoS) hosted HE Dr. Talal Abu-Ghazaleh, founder and chairman of Talal Abu-Ghazaleh Global (TAG. Global), expert in economy and entrepreneurship, for delivering a motivating and an inspiring lecture entitled ‘Success is a Decision’.

Dr. Abu-Ghazaleh, who was received and welcomed by Dr. Humaid Majoul Al Nuaimi, Director of the UoS, gave the lecture in the presence of the most prominent personalities of the University including Dr. Salah Taher AL Haj, Vice Chancellor for Community Affairs, Mr. Majid Al-Jarwan, Vice Chancellor for Public Relations, Prof. Dr. Philippe Molino, Dean of the College of Business Administration, in a host of deans, professors and students, in addition to a large audience.

In his opening remarks, Dr. Al Nuaimi stressed the keenness of the University to



host experts and specialists in different fields to share their success stories and expertise with the students.

At the beginning of the lecture, University students screened a short film demonstrating Dr. Abu-Ghazaleh’s prescriptions of success and the quotes which contribute to achieving goals and success, as he believes.

Additionally, the lecturer tackled important topics related to the modern technological revolution; its objectives and how it will contribute to serving humanity as well as a

brief on the technological achievements during the last 50 years and how humanity reached, and is currently embracing, the Fourth Industrial Revolution where technology plays a key role.

During the lecture, a number of examples of the real world were presented to demonstrate the importance of the technological revolution and its role in serving humanity, the importance of transformation toward automation and communication technology with particular focus on knowledge creation.



During his address, Dr. Abu-Ghazaleh urged the University students to acquire the necessary practical skills and expertise during their academic studies to be qualified to become the future entrepreneurs in their specializations. He also referred to the importance of Artificial Intelligence (AI) and its impact on the concept of social classes, stressing the need to teach AI at schools starting with the preparatory stage where students will get

to know what AI is, then at the secondary stage, during which they will learn about its applications, and finally at the university stage where students will be ready to innovate in AI's endless fields. In this regard, Dr. Abu-Ghazaleh pointed to the information technology corporations which are currently considered major international giants that control global financial capital. At the end of the lecture, Dr. Abu-Ghazaleh gave some advice and guidance

to the University students mainly on how to decide on their career and professional path starting from their undergraduate education, citing quotes and cases of famous entrepreneurs at the international level.

The session concluded with Dr. Abu-Ghazaleh answering many of the students' questions before he was granted a shield of honor in appreciation for his visit and the great session he patronized.

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Showrooms Open: 11 am to 8 pm (weekdays)  
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