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.
ASIP Holds "Trademarks: Consider the Alternative Options to File your Mark" Webinar

AMMAN - The Arab Society for Intellectual Property (ASIP) will be holding the ‘Trademarks: Consider the alternative options to file your mark’ Webinar, November 30, 2020 via Microsoft Teams App. The webinar will introduce the participants to the following topics:

- Introduction to IP
- Introduction to Trademarks
- Conventional and Nonconventional Trademarks
- When to File Design Wordmark or Stylized
- When to File Black and White or Colored Trademarks
- IP Rights to be Considered

It is worth mentioning that the Society is a non-profit organization founded on February 23, 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. Its mission is to gather IP professionals and practitioners in the Arab region to help raise awareness and enhance understanding of Intellectual Property issues and objectives.
ASIP to Hold “Legal Protection and Procedural Foundations of IP” Training Course

AMMAN - The Arab Society for Intellectual Property (ASIP) will hold the ‘Legal Protection and Procedural Foundations of IP’ training course, December 6 - 9, 2020 via Microsoft Teams App. The 8-hour training course will introduce the participants to the following topics:

- The Concept of Intellectual Property and its Main Components.
- The Aspects of Protection, Content, and Conditions covered by the TRIPS Agreement.
- The Forms of Protection (Temporary Measures, Precautionary Measures, the Authority Competent to Take the Actions, Procedures for Partial Seizure of Copyright).
On the occasion of the World Quality Day 2020
Abu-Ghazaleh Participates in ‘Quality of Education: Proactive Value for Life’ Regional Seminar

AMMAN – HE Dr. Talal Abu-Ghazaleh, founder and chairman of Talal Abu-Ghazaleh Global (TAG. Global), participated as keynote speaker in the regional seminar entitled ‘Quality of Education: Proactive Value for Life’, that was organized by the Regional Center for Quality and Excellence in Education (RCQE) - under the auspices of the United Nations Educational, Scientific and Cultural Organization (UNESCO) in the Kingdom of Saudi Arabia.

In his keynote speech, Dr. Abu-Ghazaleh highlighted the significance of shifting from education to learning especially in our ‘Knowledge Era’, adding that the aim of learning should be for innovation which requires empowering teachers and students to use innovative tools to master digital learning.

“For this purpose, Talal Abu-Ghazaleh University College for Innovation (TAGUCI) was established, as we previously had developed assessment, monitoring and review processes carried out by the Arab Organization for Quality Assurance in Education (AROQA),” Dr. Abu-Ghazaleh said, adding that: “Today, we are cooperating with the RCQE – UNESCO to develop an accreditation standard for innovation.”

Dr. Abu-Ghazaleh also affirmed the importance of the shift from the school textbook and the school bag for meeting students’ needs towards digital and technical learning, with the aim of graduating knowledge and innovators, not job seekers, pointing out that AI should be an added-value to human memory and intelligence.

In conclusion, Dr. Abu-Ghazaleh expressed his appreciation and thanks to the Regional Center for Quality and Excellence in Education (RCQE) for organizing the seminar in cooperation with UNESCO, emphasizing the positive impact of the seminar on shedding light on innovation, AI and digitalization.
Talal Abu-Ghazaleh for Technologies

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