



Licensing Executives Society – Arab Countries

Advancing the Business of Intellectual Property Globally

Member of TAG-Foundation

عضو في طلال أبوغزاله فاؤنڊيشن

Issue No.

95

May 2019

www.lesarab.org

LES-Arab Countries Newsletter

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Abu-Ghazaleh Launches “Famous Arab Trademarks” Initiative



AMMAN - HE Dr. Talal Abu-Ghazaleh, chairman of the Arab Society for Intellectual Property (ASIP), launched an initiative that sheds light on the widely recognized and famous Arab trademarks on the regional and global levels as a part of its mission in developing and enhancing Intellectual Property (IP) protection in the Arab world.

The launch came during a workshop organized by ASIP in collaboration with the Licensing Executives Society - Arab Countries (LES-AC), entitled “Famous Trademarks” that was held in conjunction with World Intellectual Property Day with the aim to keep abreast with the latest developments in the IP field to build a better future for the next generation.

Ms. Majd Khaddash, ASIP manager, said that the Society exerted great efforts in supporting the Arab trademarks, maximizing trademark rights and increasing the level of their prevalence, noting that ASIP is working on establishing an association for the protection of well-known Arab trademark owners.

Based on the proposed bylaws of the association, its objectives include promoting awareness on the importance of trademarks by holding conferences and seminars, featuring famous trademarks in the Arab world and improving capacity building of staff working in this field through training and learning. The association, according to Khaddash, will be a platform to exchange ideas and help owners manage and protect their trademarks at regional and global levels.

During the workshop, a host of experts tackled a number of trademark related issues including the importance of trademarks and rights of trademark holders. Mr. Charles Shaban, executive director of Abu-Ghazaleh for Intellectual Property (AGIP), briefed attendees on the concept of Famous Trademarks, their Values, in addition to Domain Names, while Dr. Mohammad Al Jaghbeer, head of Organizations and International Agreements at the Ministry of Industry and Trade and Supply/ Industrial Property Directorate, talked about the national and international legal framework for the protection of well-known trademarks.

Meanwhile, Mr. Malek Hamdan, AGIP Valuation manager, reviewed the factors and standards that lead to the fame of a trademark in addition to trademark valuation.

It is noteworthy to mention that ASIP was established in 1987 in Munich, Germany under the name “Arab Society for the Protection of Industrial Property”. It aims at promoting and developing Intellectual Property protection system in the Arab world through a set of concepts of public awareness in IP rights and its influential role in globalization, in addition to developing and identifying effective mechanisms to support Intellectual Property rights worldwide by appropriate methods to create harmony among regional and global laws. News 2: LES – AC will hold a Workshop in the occasion of the World IP Day

LES - AC intend to Hold Training Course in June

The Licensing Executives Society - Arab Countries (LES - AC) will be holding a training course titled “Intellectual Property Valuation” in June 2019, the most important subjects to be tackled in this course are:

- Introduction of Case Study: Overview of a Valuation Report
- What is the Opportunity Worth? Analysis of Value Drivers
- Case Study Application: Developing Support for Value Drivers
- Analysis of Risk Adjustment Methods, Identifying and Adjusting for the
- Unknown
- Case Study Application: Considering Reasonableness of Assumptions Using the Valuation Report in Negotiation

Talal Abu-Ghazaleh Global and Al-Ahliyya Amman University Sign Cooperation Agreement for Online Training



AMMAN - HE Dr. Talal Abu-Ghazaleh, chairman of Talal Abu-Ghazaleh Global (TAG.Global), and Dr. Sari Hamdan, president of Al-Ahliyya Amman University, signed a cooperation agreement with the aim to provide online training services and capacity building services to the University students and staff.

The two parties agreed on holding digital training courses provided through “Tadrib Online” platform, the first Arab platform in digital training in various fields.

‘Tadrib Online’ offers various digital training courses that include Accounting, Banking and Finance Sciences, Digital Marketing, Social Media Networks, Project Management, Human

Resource Management, Intellectual Property, Trademarks in addition to the program of the International Arab Certified Accountant (IACPA) certificate.

Dr. Abu-Ghazaleh stated that Tadrib Online was launched to provide education opportunities for all everywhere which positively affects communities particularly the youth, highlighting its role in digital learning in disseminating knowledge and information to learners all over the world, and underlining the urgent need to cooperate with the University in this field for the benefit of students.

For his part, Dr. Hamdan stressed the importance of providing students with the appropriate environment for innovation and creativity

and facilitating their access to e-communication tools to acquire expertise and skills in different fields of knowledge, voicing his admiration of TAG.Global and expressing the University’s readiness to activate a joint cooperative program. ‘Tadrib Online’ platform, offered through Talal Abu-Ghazaleh Global and Almotahida Education Group, with the aim to enhance capacities for acquiring expertise in all fields using the most advanced interactive tools and innovative digital learning.

For more information, please visit www.tadribonline.com or contact info@tadribonline.com

On the sideline of the signing ceremony, Dr. Abu-Ghazaleh gave a lecture to University students and faculty entitled “Digital Learning”, during which he affirmed the importance of qualifying students before entering the labor market and helping them to acquire the skills they need to succeed.

Dr. Abu-Ghazaleh reiterated the urgent need to develop education, training and knowledge in the Arab world and to provide students with IT tools that help enrich their experience to meet local and Arab labor market needs.

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