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## **AGIP Launches Published Patent Search Service in Saudi Arabia, Egypt, West Bank and Gaza Strip**



AMMAN - Following to successful launch of “Published Patent Search” in Jordan, the United Arab Emirates, Lebanon, GCC, Yemen, Tunisia, Algeria and Libya, Abu-Ghazaleh Intellectual

Property (AGIP) is pleased to extend the service to cover Egypt, Saudi Arabia, West Bank and Gaza Strip, through its Published Patents Data Center.

The search shall primarily cover two types of patent searches namely: Bibliographic Search and Equivalent Patent Search, and gradually shall extend to cover Applicant/Patentee Search, Keyword Search/ Classification Search and Free-To-Operate Search/ Clearance Search soon.

For further information, please contact us at: [patents.ippr@agip.com](mailto:patents.ippr@agip.com).

## Bridge to the Middle East: INTA to Hold First Forum in Dubai



DUBAI – In light of the rise in commercial activity and business partnership with the Middle East and North Africa, and the significant growth among US and European companies looking to protect and expand their brands in the Middle East market, the International Trademark Association (INTA) chose Dubai to hold its first forum in the region. INTA’s Middle East Forum will be held at Jumeira Emirates Towers Hotel in Dubai, December 9-10.

Entitled “Hot Trademark Issues in the Middle East, Africa and South Asia Region” INTA’s

two-day, intermediate-level conference will link the Middle East and the global business community and help multinational trademarks owners looking to expand and protect their brands in the Middle East to share ideas and meet with counsels and legal professionals from the Middle East, Africa and South Asia.

The INTA’s Middle East Forum will be co-chaired by Mr. Charles Shaban, of Abu-Ghazaleh Intellectual Property (AGIP), where hot issues related to trademarks in the Middle East will be tackled. The main following topics will be discussed during the Forum’s sessions:

- Public-Private partnership,
- Trademark valuation,
- Dispute resolution,
- Customs border measures,
- Well-known marks,
- Licensing issues in the region, Internet issues, and Regional hot IP topics.

For more details and to register online for the Forum: <http://www.inta.org/Programs/Pages/Dubai2013.aspx>

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## Morocco Joins TMview



CASABLANCA – After discussions with the Office for Harmonization and Internal Market (OHIM), the Moroccan Industrial

Property Office (OMPIC) has signed a Memorandum of Understanding with OHIM, formalizing a cooperation that allows both parties to exchange data and statistics on trademarks through TMview.

By joining the TMview, Morocco will safeguard the accuracy of its data in TMview, and the Moroccan Industrial Property Office

(OMPIC) will update its data on a daily basis, in order to facilitate the acquisition of the information related to trademark applicants and owners at global level.

Furthermore, the Moroccan Industrial Property Office (OMPIC) will exchange reports with OHIM in order to ensure that information quality requirements are met.

## Tunisia Joins the International Trademark System



GENEVA - Tunisia's Minister of Industry Mehdi Jomâa and WIPO Director General Francis Gurry hailed the entry into force of the Madrid Protocol in Tunisia, while reviewing bilateral cooperation and discussing WIPO's future technical assistance to Tunisia.

WIPO stated that Tunisia deposited its instrument of accession to the Madrid Protocol for the International Registration of Marks on July 16, 2013 and the treaty entered into force for Tunisia on October 16, 2013. The Madrid System for the International Registration of Marks (Madrid system), now with 92 members, offers trademark owners a cost effective, user friendly and streamlined means of protecting and managing their trademark portfolio internationally.

Mr. Gurry welcomed Tunisia's

accession, noting that "Tunisia's accession further broadens the global reach of the Madrid system." The Director General said: "Brand owners from all Madrid system members will now be able to extend their protection to the important Tunisian market, through a single, simplified and cost-effective procedure."

Mr. Jomâa noted that Tunisia's participation in the Madrid system is a welcome development for Tunisian businesses, in particular small and medium-sized enterprises, as well as international businesses wishing to acquire brand protection in Tunisia.

The Madrid system has experienced exceptional expansion recently. In the last 18 months, the Colombia, India, Mexico, New Zealand, Philippines and Rwanda have each acceded, resulting in

a significant geographical expansion of the system.

Despite the uncertain global economic condition, the Madrid system has shown signs of strength: 2012 saw the highest number of international trademark applications ever filed under the Madrid system, with 44,018 applications, or a 4.1 % increase compared to 2011. Furthermore, a record number of 41,954 international registrations were recorded.

Under the WIPO-administered Madrid system, a trademark owner may protect a mark in up to 90 countries plus the European Union with its Community Trade Mark (CTM) by filing one application, in one language (English, French or Spanish), with one set of fees, in one currency (Swiss Francs). Applicants wishing to use the Madrid system must apply for trademark protection in a relevant national or regional trademark office before seeking international protection. An international registration under the Madrid system produces the same effects as an application for registration of the mark in each of the contracting parties designated by the applicant.

If protection is not refused by the trademark office of a designated Contracting Party, the status of the mark is the same as if it had been registered by that Office.



Thereafter, the international registration can be maintained and renewed through a single procedure. Thus, the system provides a cost-effective and efficient way for trademark holders to secure and maintain protection for their marks in multiple countries.

Trademarks are a key component of any successful business marketing strategy as they allow companies to identify, promote and license their goods or services in

the marketplace and to distinguish them from those of their competitors, and cement customer loyalty. A trademark symbolizes the promise of a quality product and in today's global and increasingly electronic marketplace, a trademark is often the only way for customers to identify a company's products and services. Trademark protection hinders moves to "free ride" on the goodwill of a company by using similar distinctive signs to market inferior or

similar products or services. Loss, dilution or infringement of a high-value trademark could prove devastating to a business.

The international trademark system is governed by two treaties, namely, the Madrid Agreement Concerning the International Registration of Marks (1891) and the Madrid Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks (1989).

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## Four New gTLDs Introduced on Internet



LOS ANGELES, CA – The Internet Corporation for Assigned Names and Numbers (ICANN) announced that it implemented a program for the introduction of new Generic Top Level Domain Names (gTLDs) on the Internet.

The new four gTLDs are non-English words

including:

- شبكة – the Arabic word for “Web” or “Network”
- Онлайн – Russian for “Online”
- Сайт – Russian for “Web site”
- 游戏 – Chinese for “Game”

This milestone enables people to access and type in a website address for generic Top-Level Domains in their native language, as this is the first time non-Latin characters will be used in gTLDs .

Noteworthy, the delegation of these new gTLDs is the first step in a series of many gTLDs that will be introduced under the new gTLD program. ICANN's new gTLD program will introduce new gTLDs and spread out Domain Name System to cover 1,400 new strings.

## First New gTLD Sunrise Starts on October 29



BELLEVUE, WA – The Donuts Inc. Registry has announced the beginning of Sunrise period for the new gTLDs on October 29, 2013.

The Sunrise period for each gTLD will last 60 days, meaning that Landrush will most likely start after the next year, in January 2014.

The 9 new gTLDs will be launched are: CAMERA, CLOTHING, EQUIPMENT, GURU, HOLDINGS LIGHTING, SINGLES, VENTURES and VOYAGE.

It is worth mentioning that only trademark holders who have already submitted their trademark data into the centralized database of Trademark Clearinghouse (TMCH) can apply for an exact match domain name during the Sunrise period.

### DONUTS:

A start-up company that was created to apply and run new gTLDs as made possible by ICANN's gTLD expansion program. The company has applied for more than 300 TLDs and intends to secure and operate each. Donuts is well-resourced by substantial funding from multi-billion dollar private equity and venture capital funds.

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