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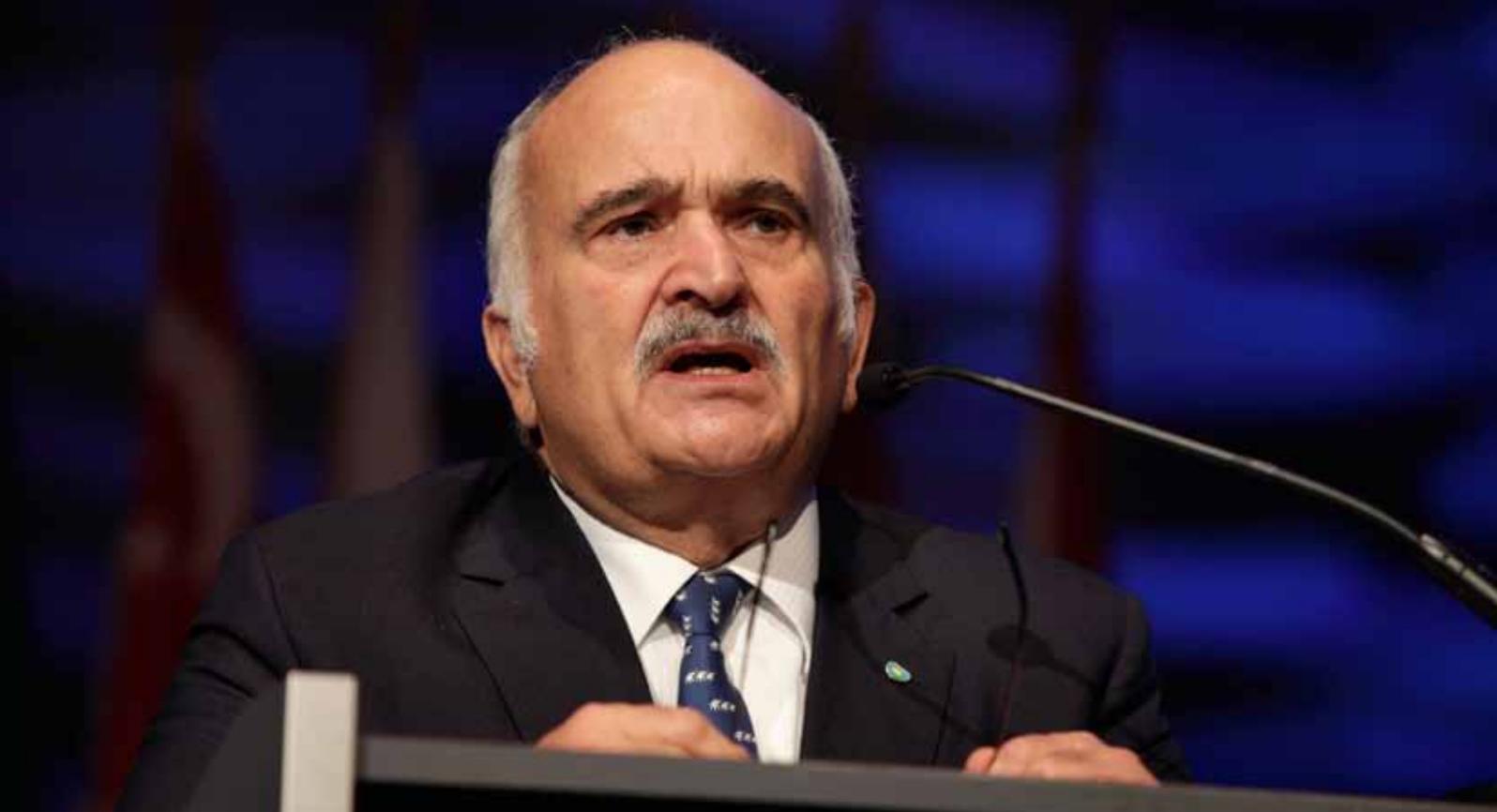
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Prince Hassan Says Now is Time to Spread Legal Empowerment in Arab Region

By Hana Namrouqa

AMMAN-At the opening of the sixth West Asia-North Africa (WANA) Forum that was held in Amman, HRH Prince Hassan expressed that human dignity should be the primary focus in the 2015 agenda for the Arab region. He also called for including justice in the next round of the UN's development goals.

Prince Hassan underscored that legal empowerment has now become mainstreamed into the work of global agencies and foundations, and it has become a reality around the world, but not in the WANA region.

According to Prince Hassan, five points were proposed to lay a solid foundation for legal empowerment in the Arab region;

“First, we need to look critically at why legal empowerment has not caught on here as it has done in many other parts of the world. My suspicion, to be blunt, is that we are still confronting the ‘why do we care’ question,” The Prince stressed.

Second, is the need to find realistic strategies to move beyond the political mindset that currently

blights progress towards legal empowerment. He also stressed that legal empowerment must be promoted as a tool of conflict resistance and resilience.

Third, civil society should be involved in legal empowerment, as it is too large of a problem to be left to governments alone, he said.

“Fourth, we need to prioritize the development of a regional knowledge base capable of supporting the level of innovation required to meet these challenges,” he added.

The Prince also called for building a culture that supports legal empowerment, as it “cannot exist unless people believe that the law can work for them. Without this belief, a legally literate population, access to legal aid and high functioning institutions, are missed opportunities.”

According to the organizers of WANA Forum, participants will explore how legal empowerment can be used as a platform for innovation and growth because it focuses on the empowerment of the poorest of the poor.

Source: Jordan Times

Abu-Ghazaleh to Host an ICANN L-Root Server Instance in Amman

AMMAN - Abu-Ghazaleh Intellectual Property (AGIP) signed an agreement with the Internet Corporation for Assigned Names and Numbers (ICANN) to host an L-Root server instance in Amman, being the first private company to sign such a contract in the Arab region.

According to the agreement signed by Mr. Mahmoud Lattouf, Executive Director of Talal Abu-Ghazaleh Domain Names (TAG-Domains), an ICANN accredited registrar, and Ms. Susanna Bennett, ICANN Chief Operating Officer; AGIP will host an L-Root server instance in Amman to help strengthen the security and resiliency of Internet infrastructure in the Arab region.

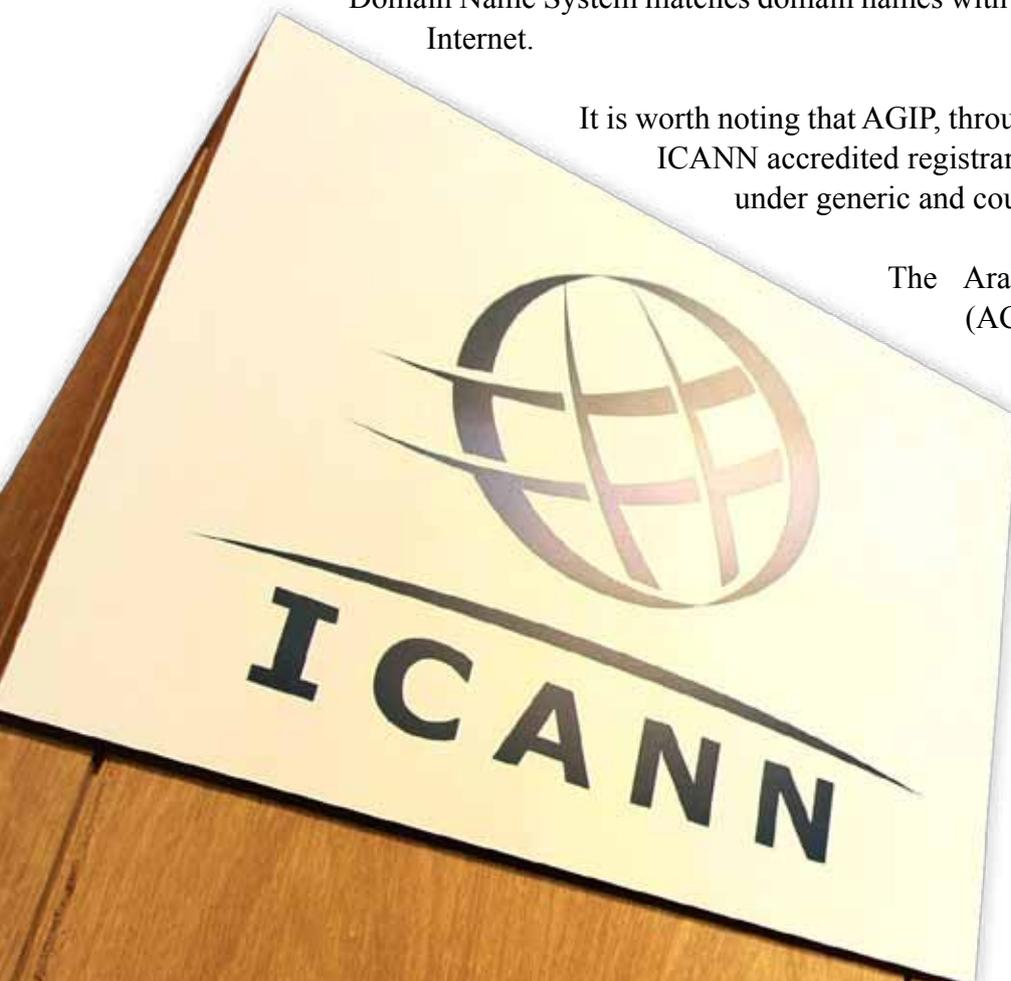
Mr. Lattouf said: “This crucial agreement will also provide a better load management on root servers, as well as strengthen the regional Internet traffic. This important agreement comes in time when the Internet is rapidly changing in the Arab region resulting in record Internet penetration driving growing traffic.”

“L-Root” refers to one of thirteen computers that anchor the globe’s Domain Name Service (DNS). Where computers locate one another on a network by numeric address, humans find it easier to use and remember names (for instance, users typically remember «agip.com» more easily than its IP address, 89.28.217.117) The Domain Name System matches domain names with their correct numeric addresses on the Internet.

It is worth noting that AGIP, through its subsidiary TAG-Domains, is an ICANN accredited registrar providing domain name registrations under generic and country-code Top-Level Domains.

The Arab Center for Dispute Resolution (ACDR) was also approved by ICANN earlier this year to become the fifth dispute resolution provider worldwide and the first in the region.

Source: AGIP News Agency





Interview: WIPO Chief Economist Highlights Increased Patent Filings Abroad by Chinese Applicants

GENEVA- Mr. Carsten Fink, Chief Economist of the World Intellectual Property Organization (WIPO), has declared that increased overseas patent filings from Chinese applicants has a huge effect on China's innovation and economy.

According to WIPO, in terms of the number of patents application, China's patent office had become the largest Intellectual Property office across the world.

Three reasons were behind the accelerating rise of Chinese overseas patent filings:

First: China has become an innovator; it has the second largest expenses research and development all over the world.

Second: The huge experience of Chinese applicants with the patent system.

Third: The willingness of Chinese companies to do business internationally.

China is gaining a competitive advantage based on new ideas and advanced knowledge. In the past, it gained

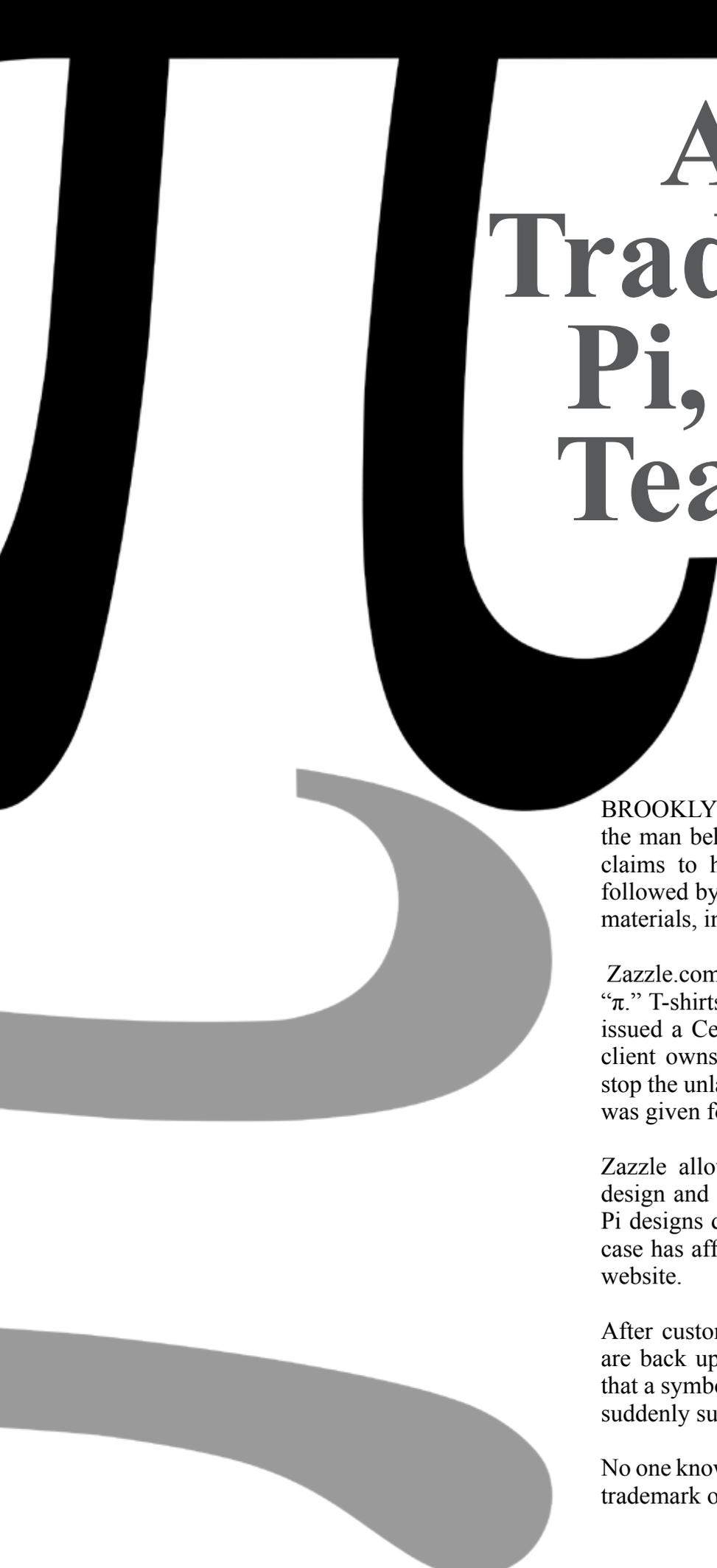
advantage in industries that rely on labor-intensive manufacturing. And that is a huge development in China's economy.

The Information and Communication Technology (ICT) sector took the largest part among total Chinese foreign-oriented patent families. Fink explained that (ICT) sector has experienced rapid progress and seen breakthroughs in many areas, which meant that there were opportunities to leapfrog in many cases of product and research and development cycles.

Chinese companies usually file in one country and target only one foreign intellectual property office, normally in the United States or Japan. In terms of absolute numbers, the majority of Chinese patent applications targeted the United States with close to 50,000 patent applications.

Mr. Fink advised that Chinese companies could broaden their international patent portfolios to include more countries as they diversify their international business.

Source: Xinhua



Artist Trademarks Pi, Geeks Tear Hair Out

BROOKLYN-Paul Ingrisano, a Brooklyn artist and the man behind Pi Production Corp of New York, claims to have trademarked the Greek letter Pi followed by a period “π.” for a variety of clothing materials, including hats and T-shirts.

Zazzle.com, retail site, has been selling all sorts of “π.” T-shirts in its online store. Ingrisano’s lawyer issued a Cease and Desist letter claiming that his client owns this trademark. He wanted Zazzle to stop the unlawful usage of the Pi trademark. Zazzle was given fourteen days to respond.

Zazzle allows its customers to create their own design and many of them are convinced that their Pi designs do not infringe on the trademark . This case has affected thousands of the products on the website.

After customers have objected, certain Pi designs are back up on the site. They find it very strange that a symbol that has existed for so long should be suddenly subject to such action.

No one knows which one will prevail, the registered trademark or the power of the world’s geek.

Source: CNET



FIFA WORLD CUP

BRASIL

2014



How Trademark Worries Block

“World Cup” Ads on Google

By Ginny Marvin

CALIFORNIA-The World Cup is one of the most popular events in the world, with millions of fans tuning in throughout the month-long tournament.

Soccer fans have already begun turning to Google for World Cup information, and search volume will continue to surge once play gets underway on June 12. Ironically, in what would seem to be a boon for the ad-driven search engine, the large percentage of “World Cup” results on Google.com will show no ads at all.

Google's Keyword Tool in AdWords hints at the revenue potential for the search engine on a keyword like "World Cup 2014," climbing to some one million searches in April. So why would Google forgo income from thousands of ad clicks?

Trademark protection; after finding itself in several legal disputes brought by trademark holders, Google has adopted a fairly generous stance on protection for brands.

FIFA, the organization that runs the World Cup™ every four years, has trademark and intellectual property protection on a handful of World Cup-related terms. Even the seemingly generic phrase "Brazil 2014" is included in that list.

Google's trademark protection policy prohibits advertisers from using third-party trademarks in ad copy, but does allow advertisers to bid on others' trademarks as keywords in their campaigns.

For example, per the policy, a company advertising travel packages for the World Cup should be able to bid on the keyword "World Cup 2014" and show an ad to soccer fans that doesn't actually mention "World Cup" in the ad copy. But, typically, that's not what's happening. More often than not, Google is preventing ads from appearing at all on searches for these trademarked terms.

Instead of ads, users will most likely see what Google calls the OneBox, which in the case of the World Cup, displays key scheduling and results information for the games at the top of the search engine results page. The OneBox for the World Cup is even branded with the "FIFA World Cup Brazil" logo.

There are some exceptions; FIFA itself can advertise on its own trademarked terms, of course, and it can grant permission to the official World Cup sponsors and its affiliates. And, on rare occasion, another advertiser may sneak through. BrandVerity, which tracks usage on trademarked terms for brands.

BrandVerity also captured ads from World Cup sponsors Budweiser and EA Sports as well as Major League Soccer and FIFA itself. For the most part, however, these types of searches will turn up ad-free. And the protections appear to extend beyond specifically trademarked terms to phrases such as "what time does the world cup start" and "world soccer tournament".

Where the fence falls is on searches with specific consumer intent like "world cup gear" and "world cup tickets". FIFA of course benefits from licensing deals for "Official World Cup" jerseys, balls as well as all ticket sales, so it's no wonder advertising is allowed to proliferate on these types of searches.

Source: Marketing Land



UK Delegation Hails Dubai Customs' Anti-piracy and Anti-counterfeiting Efforts

DUBAI- Ahmed Mahboob Musabih, Director of Dubai Customs, has discussed with Edward Hobart, British Consul-General in Dubai, means of enhancing customs ties between Dubai and the United Kingdom. The discussion took place during a visit paid by a delegation from the British Embassy to Dubai Customs. In addition to the Consul-General, the delegation comprised Steve Baker, Regional Manager of Fiscal Crime Liaison Office, Robert Gray, Head of Fiscal Crime Liaison Office Network, and Alun Watkins, Fiscal Crime Liaison Officer.

Mr. Hobart expressed the British authorities desire to boost bilateral relations with Dubai Customs, particularly in regard to exchanging information and experiences to build human capacity on both sides and strengthen efforts to combat illicit trade.

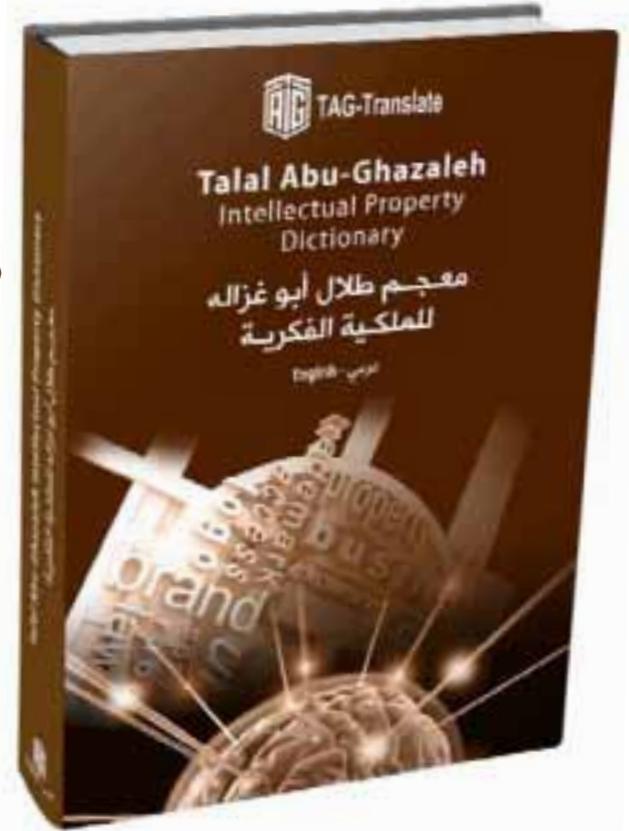
He applauded Dubai Customs' achievements in this area, which he said have come as a result of developing advanced systems that helped tighten its control on consignments, expedite clearance procedures, and boost international efforts supporting legitimate trade.

The British Consul-General noted that, "Dubai is a major regional hub for trade between East and West. Joining hands with Dubai Customs serves international trade and maintains its legitimacy in the light of the cutting-edge IT systems Dubai Customs deploys, namely the Risk Engine and the Advanced Container Scanning System operated in JAFZA, which we previously had the chance to get to know and find out the many benefits they brought towards achieving legitimate trade and streamlined cargo clearance and release, keeping pace with the growing container capacity at Jebel Ali Port, ahead of World Expo 2020." Ahmed Mahboob said that Dubai Customs strives to enhance international measures in combating counterfeiting and piracy to protect world economies, consumers health and the rights of trademark owners who spent a lot of money to create such trademarks and develop production lines.

Mr. Mahboob said, "Strengthening Customs cooperation with British Customs will enhance bilateral trade between Dubai and the U.K., which topped the list of Dubai's European trading partners in 2013, with a total trade value of AED 54.3 billion - AED 41.9 billion for imports, AED 2.6 billion exports and AED 9.8 billion re-exports."

Source: WAM (Emirates News Agency)

Talal Abu-Ghazaleh Organization Releases the Second Edition of “Talal Abu-Ghazaleh Intellectual Property Dictionary”



Talal Abu-Ghazaleh Organization (TAG-Org) recently issued “Talal Abu-Ghazaleh Intellectual Property Dictionary”, which is deemed the fifth dictionary to be released among a series of scientific, professional and specialized publications. This Dictionary is characterized by the variety of aspects it covers, which you wouldn’t find combined in any of the traditional dictionaries, it also contains the main terminologies that involve Intellectual Property reaching up to ten thousand words.

HE Dr. Talal Abu-Ghazaleh stated that this updated second edition of the Dictionary is in alignment with the latest developments in the Intellectual Property field.

This Dictionary mirrors the efforts exerted by experts from different fields at TAG-Org mainly in translation, law, technical design and publications.

It was mainly issued to boost knowledge about Intellectual Property, including; the terminologies used by judges, lawyers, professors and law students, it also meets the needs of businessmen, companies and those working in the field of IP and in other economy –related sectors. This dictionary constitutes a main addition in the series of scientific and professional dictionaries.

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