Talal Abu-Ghazaleh Domains

TAG-Domains

Newsletter

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Message from AGIP Chairman

Dear valued associates, clients and friends,

I would like to assure everyone that we are navigating the current COVID-19 storm affecting the whole world with your best interest at heart.

We are conducting business as usual, and even better, be it from our offices or from our homes, because of our long term planning to overcome any crisis that may occur. We are prepared for years to come to meet the challenges of any crisis and we will be able to fully protect our clients' interests in the long term. Thanks to our financial strength, our digitalization and the commitment of our teams, we can provide better and more efficient services.

We realize that some of our competitors in the region are facing difficulties. In fact we are negotiating to takeover some of them so that their clients may continue to get better services through us.

We realize that the effect of this crisis will live with us for many years to come and we have planned for the next five years financially and technologically.

Together we will get through this crisis and come out even stronger.

Sincerely,

Talal Abu-Ghazaleh
Chairman

AGIP Opens New Office in Djibouti

DJIBOUTI – Abu-Ghazaleh Intellectual Property (AGIP), a member of Talal Abu-Ghazaleh Global (TAG.Global), continues to expand its services into new markets and this year, Djibouti witnessed the opening of AGIP's new office, a strong addition to its 110 offices around the world.

AGIP Djibouti Office will offer all IP services to this new market, including trademarks, patents, industrial designs, copyrights and domain names registration, counseling, prosecution, licensing and litigation.

AGIP new office is managed by highly experienced team of IP professionals and practitioners, who seek to meet the IP portfolio management needs of all clients.

For further information about our newly launched office in Djibouti, kindly contact us at the following address:

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Saudi Arabia to Increase VAT Rate to 15%

RIYADH – Saudi Arabia's government announced that it has decided to raise the Value Added Tax (VAT) from 5% to 15% starting from July 1, 2020.

The new VAT rate will apply to all goods and services provided in Saudi Arabia.

For more information, please contact our office in Saudi Arabia at ksa@agip.com

Request for Proposal for Root Zone Update Process Study

LOS ANGELES – The Internet Corporation for Assigned Names and Numbers (ICANN) announced a request for proposal (RFP) to identify a contractor qualified to conduct a study about the processes and systems used to make changes to the highest level of the Domain Name System (DNS) structure: the root zone.

The objective of this study is to investigate whether there is a need to increase (and if so, how) the robustness of the operational arrangements for making changes to the root zone content, identifying any single points of failure that may exist and, should they exist, offering recommendations on how to reduce or eliminate them. This study is called for in the proposal to transition the Internet Assigned Numbers Authority (IANA) functions to the private sector. The contractor will write a document outlining their findings and propose changes to address any weaknesses identified as a result of the investigation.

Historically, the U.S. Department of Commerce (DoC) played an active role in the coordination and management of the DNS. After a nearly two-decades long process that culminated on 1 October 2016, the DoC's role was transitioned to the private sector as part of an effort called the IANA Stewardship Transition. As part of the planning for this transition, the IANA Stewardship Transition Coordination Group (ICG) released a document in March 2016 entitled "Proposal to Transition the Stewardship of the Internet Assigned Numbers Authority (IANA) Functions from the U.S. Department of Commerce's National Telecommunications and Information Administration (NTIA) to the Global Multistakeholder Community." This document proposed a plan to implement the transition and included additional recommendations, including a call for a formal study to be conducted to examine the operational procedures governing changes to the root zone after the NTIA's involvement ceased. This RFP solicits a provider to perform the study described in the ICG proposal.

Source: ICANN

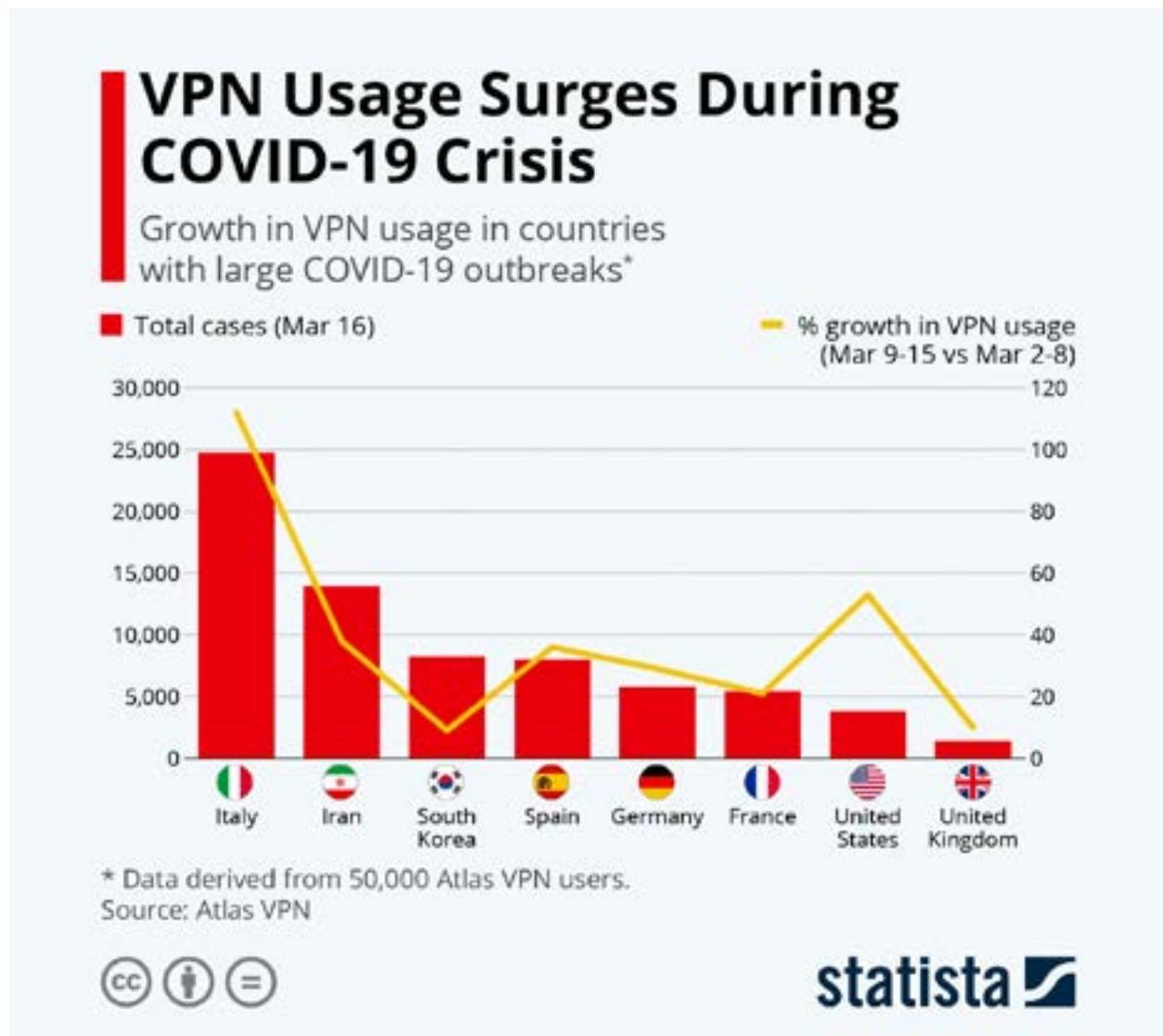## What COVID-19 Means for Network Security

The COVID-19 Pandemic is causing huge social and financial shifts, but so far, its impact on network security has gone under-reported. Yet with thousands of companies worldwide requiring millions of employees to work remotely, network administrators are seeing unprecedented changes in the ways that clients are using their networks and new threats that seek to leverage the current crisis.

VPNs Show Explosive Growth
A quick Google search for "work remotely" gives an indication of one type of company that is going to massively benefit from the massive shift to remote working: VPN providers. Almost every article focused on how to work with remote teams recommends that businesses give all their employees VPNs.

Recent reports suggest that this has already begun. Statistics from VPN provider NordVPN show the US has experienced a 65.93% growth in the use of business VPNs since 11 March, with the biggest gain being in desktop users.

This is both good and bad news for network security. It's great, of course, that users are now encrypting sensitive commercial and personal data. On the other hand, some network engineers are struggling to manage users on systems that make use of IP addresses for authentication.

VPN Usage Surges During COVID-19 Crisis

Growth in VPN usage in countries with large COVID-19 outbreaks*

■ Total cases (Mar 16) — % growth in VPN usage (Mar 9-15 vs Mar 2-8)

* Data derived from 50,000 Atlas VPN users.
Source: Atlas VPN

statista ◢

Growth in VPN usage in countries with large COVID-19 outbreaks (by Statista)

Changes in Network Usage
Another shift caused by the current pandemic has been an unprecedented spike in voice and video traffic. Verizon has previously reported that voice usage has long been fluctuated due to the popularity of texting, chat, and social media. Voice traffic increased 25%. Their network report shows the primary cause of this is users accessing conference calls, but people are also talking longer on mobile devices, with calls lasting 15% longer.

From a network security perspective, this could be a huge problem. Voice data typically requires high amounts of processing power to encrypt, and so a spike in voice traffic is going to put an extra load on existing encryption systems.

This is already apparent, in fact. With so much voice traffic flooding networks, Ookla says it has started to see a degradation of mobile and fixed-broadband performance worldwide. Comparing the week of 16 March to the week of 9 March, the mean download speed over mobile and fixed broadband decreased in both Canada and the U.S.

Responding to these changes — at least in the short term — is going to require a process of employee management, rather than technical upgrades. Network admins who are seeing huge spikes of voice data on their networks, accompanied by performance issues, should report this to executives who can remind staff that they (hopefully) have many other ways to communicate with each other.

Emerging Threats

Finally, it's becoming increasingly apparent that hackers are taking advantage of the pandemic to spread malware. Security analyst Check Point's Threat Intelligence has reported that since January 2020 there have been over 4,000 coronavirus-related domains registered globally. 3% of these websites were found to be malicious, and an additional 5% are suspicious. Corona-related domains are 50% more likely to be malicious than other domains registered in the same period, and also higher than recent seasonal themes such as Valentine's Day.

These threats come at a very vulnerable time for network administrators. Many staff are working from home, and so the corporate firewalls that can stop employees falling victim to a scam are no longer in place. In addition, the panic caused by the virus means that employees are more likely to be taken in by a seemingly innocent site or email.

Responding to these threats relies, again, on educating staff about the importance of cybersecurity when working from home. They should be taught how to secure their home systems against common forms of cyberattack and should be extremely wary of COVID-19 information that doesn't come from a trusted source.

The Future

At a broader level, these shifts could change the way that networks are planned. Some have noted that the sudden spike in remote working might not automatically disappear once the pandemic is over: instead, many firms will realize the benefits of remote working, not least for their fixed costs, and make this standard in the future.

Because of this, Tom Nolle, president of CIMI Corporation, has argued that the current shutdown "could eventually produce a major uptick for SD-WAN services," particularly for MSPs. This will mean that the short-term changes in network usage caused by Corona might not be so short-term after all. In other words, this crisis might be the new normal.

Source: CircleID

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"In the middle of difficulty lies opportunity" Albert Einstein

During the last century, several recessions have impacted the whole world sharing similar devastating consequences but varying in their magnitude. In 2008, the world was hit by an unprecedented global financial crisis which was considered by many experts to have been the most serious financial crisis since the Great Depression of the 1930s.

Economists have introduced several theories on how to approach and overcome recessions, yet it is has long been believed that the most effective practices can be categorized under four main categories:

Assistance Mode:
Where companies rely on government support, either financially or through introducing new legislation which can pose new opportunities. In fact, recently, over $2 trillion stimulus relief package during the last 2 months were offered by the US government.

Attack Mode:
Some companies tend to focus on litigation to make up for their revenue reduction. Such litigations can be based on infringement and/or contract breaches. This similar to when MGA Entertainment Inc. filed a copyright infringement against Mattel Inc., which ended by Mattel being rewarded with a huge compensation back on 2008. Also Apple Vs. VirnetX which ended in over $ 500 million paid by apple, under what they called "Patent Troll".

Transaction Mode:
Assignment, mortgage, franchise, licensing and Intellectual Property (IP) Valuation to get in new funds and/or investors. In many cases, IP licensing provide the main stream revenue, as in the case of Ericsson who are getting almost $ 1 billion from licensing its patents.

Surprise Mode:
In this approach companies tend to invest more in R&D and focus on innovation to create a need to its customers and consumers, and offer an unprecedented value to its products. Similarly, HP was indeed established during the Second World War

back on 1939. Also IBM introduced the first personal computer running the MS-DOS early 1980s where a recession hit the US during 1981-1983.

The most effective approach among all four is the last option, which focuses on creating an innovative product, either by its function or its design. Many examples can be given of such an approach, as in Fortune Magazine (launched during the Great Recession), the iPod (introduced just after September 11 events), Ketchup (1876), GE Fluorescent Light Bulbs (1970) and many other examples. In fact, many businesses were actually established during recession times, this explains why almost half of the Fortune 500 companies were indeed founded during recession years.

Intellectual Property Rights (IPRS) is usually the answer to overcome recessions, it will definitely help soothe the effects on your business. It is not necessary to have an invention to get the best of IP, it could be a new branding (Trademark) to attract new customers, new designs for your products by introducing creative shapes and different sizes, or even a trade secret as in a food recipe. It could be also a different way of handling your IP portfolio, as some might consider IP revision, such as; abandoning non-essential and costly IP rights, Cross Licensing, and Patent Pooling.

With Covid-19 affecting our businesses and life style, we don't seem to know for how long, but it will definitely have its mark and maybe for a long period of time. In these days, we need to take action and consider the right approach to follow in an attempt to take advantage of these difficult times, and no better approach than investing in your IPRs. Many believe that having a difficult day is indeed an opportunity.

Despite the numerous crises that will hit our world, we will always be ready to plan a comeback. This will not be the end of the world as we know it, this world is too precious for us, and this will not be the last pandemic we have. On several occasions, humans succeeded in overcoming previous challenges that threatened our existence, and today the COVID-19 threat is no different, especially that this time we have the knowledge, science and technology to challenge it and overcome its danger. We will be able to beat this virus, and no better way to do so other than IP, which would be the result of extensive R&D until a cure is found and a vaccine is developed.

"To stay ahead, you must have your next idea waiting in the wings." Rosabeth Moss Kanter

By: Amro Hattab
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Showrooms Open: 11 am to 8 pm (weekdays)
11 pm to 8 pm (Saturdays)

* +VAT

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