

# LES-Arab Countries Newsletter

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## Abu-Ghazaleh Announces the Launch of the Arab Scientific Research and Education Network



Major step on sustaining world-class research between Europe and the Arab world announced in Brussels.

BRUSSELS - Dr. Talal Abu-Ghazaleh, LES-AC president and chair of the Global Alliance for ICT and Development (GAID) of the United Nations announced the launch of the Arab Scientific Research and Education Network (ASREN) on March 31, 2010 at the 3rd EU-MED Event held in Brussels, Belgium.

This announcement marks a major step towards sustaining ICT infrastructures for research and education in the Mediterranean region for eScience across the Arab nations.

"We recognize that investing in science in general and in universities in particular needs to meet the ambitions of the Arab countries, hence, ASREN will act as an enabler and catalyst for creating investment in the scientific research and development in universities," Dr. Abu-Ghazaleh said.

ASREN is to be created as a legal entity under the auspices of the League of Arab States and the UN GAID to help secure sustainable e-Infrastructures across the Arab world.

Building on EUMEDCONNECT2, the high-capacity Internet network for research and education in the Mediterranean which is co-funded by the European Commission, ASREN sets out to widen its geographical footprint by connecting other Arab National Research and Education Networks (NRENs) in addition to the current seven EUMEDCONNECT2 member countries: Algeria, Egypt, Jordan, Morocco, Palestine, Syria and Tunisia.

This is a strategic step that is expected to lead to long-term sustainability of e-Infrastructures in the Mediterranean and the neighbouring Gulf region, potentially serving a population of over 250 million people and ensuring that scientists and academics in the region can continue to participate in world-class research and education activities.

The use of e-Infrastructures, such as the EUMEDGRID infrastructure supported by the EUMEDGRID-Support project, is enabling a new wave of collaborative scientific research through remote access to computing services, instrumentation and resources bringing "real-world" benefits that impact our daily lives.

For more information visit:  
[www.zawya.com](http://www.zawya.com)

# Regional News

## LES-AC Conducts a Training Course Entitled: “Essential Principles and Tools of Licensing” in Amman

AMMAN - The Licensing Executives Society-Arab Countries (LES-AC) has organized a training course entitled “Essential Principles and Tools of Licensing” April 19- May 22, 2010 in Amman, Jordan.

The intensive training course provided participants with detailed information concerning the concept of licensing and management of intellectual assets. These foundational courses are prerequisites for the third level course in the ACIPLP (Arab

Certified IP Licensing Practitioner) certificate program.

The trainers stressed on the importance of holding this type of specialized training courses to raise the level of knowledge and skills of interested and involved individuals in licensing and Intellectual Property asset management and those who are responsible of licensing and business development in various industrial sectors.

## Science and Technology Development Fund Announces The First Joint Egyptian- French Innovative Projects



CAIRO - Science and Technology Development Fund announced the First Joint Egyptian- French Innovative projects fund to support innovative application- oriented joint projects up to 300.000 Euros per project; the fund supports three different cooperation mechanisms:

- Research projects developed by joint Egyptian- French research teams
- Chairs of Excellence
- Scientific Mobility Grants

Research areas:

All fields of science and technology are solicited, with particular emphasis on environment and water technologies, agriculture and food, health and life sciences, space science and space applications, and human and social sciences.

For more information visit: [www.stdf.org.eg](http://www.stdf.org.eg)

## Lebanese Franchise Association Organizes the Beirut International Franchise Forum



LEBANESE FRANCHISE ASSOCIATION  
الجمعية اللبنانية لتراخيص الإمتياز

BEIRUT - Under the patronage of HE President of the Council of Ministers Mr. Saad Al Hariri, the Lebanese Franchise Association (LFA) organized in cooperation with The General Union of the Chambers of Commerce, Industry and Agriculture for the Arab countries, the “Beirut International Franchise Forum” from May 27-28, 2010 in Beirut -Lebanon.

The forum focused on the main theme “Franchising- a new vision to excellence in investment opportunities for SME’s”.

The forum also tackled over two days different themes including; the International Development of Franchising, Franchising in the Middle East, Retail Business and Franchising, Legal Aspects of Franchising, and Franchising Franchise Activity.

This forum was considered as a basic platform to organize business meetings gathering businessmen and investors and well-known experts in different areas of the franchise, whether legal, administrative, financial, or commercialization.



## WIPO Workshop on Integrating Intellectual Property into Development Plans



AMMAN - The World Intellectual Property Organization (WIPO) in cooperation with the Jordanian Ministry of Industry and Trade organized the WIPO workshop on integrating Intellectual Property into development plans: the WIPO development agenda perspective that took place in Amman- Jordan on July 6-7, 2010.

The workshop highlighted on the challenges and opportunities arising from the use of Intellectual Property in general, and

the implementation of the WIPO development agenda in development plans. Speakers tackled different issues related to Intellectual Property Rights (IPRs) and development, the WIPO development agenda: background, current state and area of focus; Intellectual Property and public domain; Intellectual Property and competition policy; IPRs and technology transfer.

The workshop was attended by senior government officials representing various ministries concerned with Intellectual Property issues and other stakeholders such as judges, lawyers, academics, regional organizations, in addition to representatives from the private sector and civil societies.

It was concluded by a roundtable on incorporating development considerations into Intellectual Property Rights development policy.

## Dubai to Host "MYCONTENT 2010"



DUBAI - The launch of MYCONTENT, the leading international entertainment content show in the MENA region, coincides with the rapid growth in entertainment market which according to a recent "PricewaterhouseCooper" study will be worth \$2 trillion by 2011.

MYCONTENT will for the first time attract global content producers across all platforms to the region and provide an opportunity to the Middle East broadcasters, producers and distributors to evaluate, buy, sell, co-

produce and finance in their own backyard. In addition, the event will also provide professionals involved in the TV, film, animation, comics, music, digital content and media content industry with the perfect platform to do business.

With more than 250 million viewers served by 400 TV channels generating a \$4 billion market these staggering numbers point to the immense potential and demand in the region, clearly placing the Middle East content industry among the fastest growing markets in the world.

All countries in the MENA region have a large youth segment that is particularly receptive to new media, according to research, the total number of Facebook users in the Middle East and North Africa region reached 11,150,220.

MYCONTENT opens a new horizon of investment for online, mobile and digital entertainment content industry that is seeing a sharp increase in demand with 40 million Internet users and over 175 million mobile users. Mobile content including music, games, ring tones, interactive TV is worth more than \$45bn globally.

The event is sponsored by Twofour54 and is officially supported by leading international industry associations and local government authorities including Dubai Culture and Arts Authority, Gulf Cooperation Council Joint Program Production Institution, Gulf Radio & TV Organization (Gulf Vision) and International Television Expert Group. Major Exhibitors include Telemundo International (a part of NBC Universal), Charisma TV Productions, Mondo TV and C in Motion among others.

"Preparations for MYCONTENT are underway. There is a tremendous demand for content in the region due to numerous broadcasters emerging all over the Middle East and North Africa. We are pleased with the support and participation of leading content producers from different

parts of the world. Opportunities in the content market are tremendous, from TV content, to mobile content, and internet content. The event will also be an opportunity for leading Arab Content Producers to showcase their production and network with their international peers from all around the world," said Abdul Salam Al Madani, president INDEX Holding and Chairman of the Arab Asian entertainment content and licensing alliance.

Laila Suhail, CEO, Dubai Events and Promotions Establishment, said: "we are very pleased to be supporting "My Content 2010", we strongly believe that this initiative will have a positive impact on the overall Character Licensing industry in the region. "My Content 2010" comes in the right time to cater for a demanding industry that has grown proportionally across the region backed by various Cartoon Characters that has gained huge popularity in the past few years. As managers of "Modhesh" character we understand the need for these exhibitions, hence our

continuous support for such initiatives."

"Twofour54's sponsorship of MYCONTENT, and Dubai World Game Expo reinforces our commitment to support the development of a sustainable Arabic media and entertainment content creation industry. Events such as these, which bring together some of the region's leading content creators, are important as they provide impetus to the region's aspiring media professionals," said Noura Al Kaabi, head of Tawasol, twofour54

Dubai International Character & Licensing Fair and Dubai World Game Expo are scheduled to be held from 29th November to 1st of December 2010. The events have attracted more than 10,000 visitors and 200 exhibitors in their second edition. Many fruitful business agreements have also been side during both events.

Source: UAE Today, [www.uaetoday.com](http://www.uaetoday.com)

## Seventh Investing In Technology Forum (IITF) Focuses on Entrepreneurship in the Arab World



DUBAI - His Highness Sheikh Ahmed bin Saeed Al Maktoum, chairman of Dubai Silicon Oasis Authority (DSOA), attended a gala dinner to mark the opening of the 7th Investing in Technology Forum (IITF). The opening ceremony witnessed welcome addresses by Dr. Mohammed Al Zarouni, vice-chairman & CEO of Dubai Silicon Oasis Authority and Dr. Abdalla Najjar, president & chairman of Arab Science and Technology Foundation.

Dr. Al Zarouni, said: "By organizing and participating in this forum, Dubai Silicon Oasis seeks to develop entrepreneurship in the region and highlight several issues related to

technological development in the Arab world. Panel discussions by experts will also put emphasis on the best ways that ensure an integrated system for technology in the region. The event will additionally aim to encourage the setting up of venture capital firms, which represent a major pillar in the success of technology and innovation."

Dr. Al Najjar said: "Following the global financial crisis, pilot projects that may generate reasonable economic growth rates and create new jobs have assumed enormous significance. Consequently, the 7th edition of the Investing in Technology Forum will focus on entrepreneurship through supporting a regionally integrated innovation system and contributing to the development of a knowledge-based economy in the Arab world."

Al Najjar added: "Our objective is to spread the entrepreneurial culture and self-employment among young Arabs and assist people who have creative and innovative ideas that could mature into promising technology companies; the reason why a networking session was planned on the first day was to facilitate a meeting between

representatives of venture capital funds and young entrepreneurs to explore opportunities for investment funding for promising projects."

Jointly organized by Dubai Silicon Oasis (DSO), the integrated free zone technology park, and the Arab Science and Technology Foundation (ASTF), IITF 2010 is themed 'Establishing a Regional Integrated System for Innovation', and runs until 13 May at Le Royal Méridien Beach Resort and Spa in Dubai.

The forum brought together more than 175 businesses and investors, delegates from major technology companies, and emerging businesses, as well as representatives of venture capital funds.

The earlier editions of the forum have taken place in Egypt, Lebanon, Saudi Arabia, Bahrain, Kuwait and Jordan, and have brought together more than 750 researchers and investors, 180 organizations and over 100 speakers from 34 different countries.

Sources: [www.ameinfo.com](http://www.ameinfo.com), [www.middleeastevents.com](http://www.middleeastevents.com)

# International News

## Tech Transfer Organizations Jointly Establish Global Alliance

DEERFIELD, IL — In a move that hints at an eventual credentialing process for tech transfer professionals, a coalition of organizations jointly established the Alliance of Technology Transfer Professionals (ATTP) at the AUTM annual meeting.

ATTP's stated objective is to lead the development of the tech transfer profession by promoting recognition, progress, and the sharing of knowledge within the global tech transfer community. ATTP is a not-for-profit corporation registered in the

UK. In addition to AUTM, organizations participating in the group include the Association of European Science and Technology Transfer Professionals (ASTP), the Association of Technology Managers in Taiwan (ATMT), Knowledge Commercialization Australasia (KCA), and PraxisUnico. "The creation of ATTP represents the next major step in the development of the academic technology transfer profession," says Ashley J. Stevens, DPhil (Oxon), CLP, AUTM's president.

recognized around the world as a vital profession that transfers innovations from public sector research to the private sector for commercialization and economic development, adds Kevin Edward Cullen, PhD, director of research & enterprise at the University of Glasgow, Scotland. "ATTP is the international professional body set up to lead the development of that profession and its practitioners," Cullen says. "We look forward to other, like-minded associations joining the Alliance to advance technology transfer globally."

Academic Technology Transfer is Source: AUTM

## LES- International Holds LES Pan- European Conference 2010 in Budapest



BUDAPEST - LES- International in cooperation with LES- Pan Europe organized A Technology Transfer – A Fuel for Innovation Conference, June 6 - 8, 2010 at Budapest Marriott Hotel.

During the conference, participants had a chance to learn the views of persons playing key roles in shaping the future of Intellectual Property, as the Organizing Committee has invited among other key personalities: Mr. Benoit Battistelli, recently selected president of the European Patent Office (EPO), Mr. Antonio Campinos, Chairman of the Administrative Board of The Office of Harmonization for the Internal Market (OHIM), Mr. Patrick O'Reilly, President of LES International, furthermore Mr. Erno Rubik, Inventor and President of Rubik's Studio.

The Conference covered many topics including, Trademark and Design Rights within the EU, Significance of Licensing Rights, Inventing, Innovation, Licensing and Marketing: Experience from First Hand, The Latest Case-Decisions Affecting Patent Licensing, Standardization, Essential Patents, Antitrust Issues and Patent Pools, Standardization Problems in Dealing with Patent Issues, Evaluation of Essential Patents, Antitrust Issues Relating to Patents Covering Parts of an International Standard, The Creation and Management of Patent Pools, Licensing and Technology Transfer in an Open Innovation Environment, The New Global Infrastructure for Technology Transfer, License, or Else ... ! Compulsory Licenses in Europe and the US with a Focus on Life Sciences, and Problems of SPC Protection

## Global Technology Licenses Rights for \$15,000,000: Portfolio Asset Valuation Increases



LONDON - Global Technologies Ltd. (GTL) reported on July 6, 2010 the completion of a \$15,000,000 Intellectual Property (IP) Development & Distribution License with the Wind Design Distribution Group (WDD), a UK Limited Partnership, for the first of its proprietary Wind Turbine Blade Designs.

According to the company, the License affords WDD the rights to develop and distribute selected wind turbine blade designs and integrated wind power solutions exclusively for the Euromarkets. The company will work closely with WDD through all phase of the Innovation Development & Demonstration (ID2) Matrix.

The company anticipates further income generating Licensing arrangements to evolve from the its recent acquisition of core Wind Turbine IP Assets as part of the Joint Development Agreement with Creative Laboratory Enterprises (CLE), a private Intellectual Property and Technology Holding company.

This Licensing Agreement has substantially increased the market value of the Company's core IP Assets and established a strong and growing asset based of clean energy producing assets with strong recurring profits and income; and have enabled the company to further the company's expansion and business strategy for 2010; to aggressively acquire, develop, license and expand new technologies and operations as part of its enhanced business plan and strategic operational focus.

The company has moved quickly to increase the market value of the asset value and advance the income projections of the \$15,000,000 acquisitions of its initial fifteen (15) Intellectual Property Assets acquired from CLE's extensive IP holdings, through an equity-building issuance of Preferred Stock that created no debt for the Company Development Projects have now been launch for all of the first nine (9) core Wind Turbine



Blade Design technologies and the company will continue to provide updates as these projects progress through the stages of its pioneering Innovation Development & Demonstration (ID2) Matrix. The company further licensing agreements and development projects to emerge from these core assets as the analysis and prioritization process continues.

These transactions and development advancements are the first in a series of IP acquisitions and development projects planned as a result of the Joint Development Agreement with Creative Laboratory Enterprises (CLE), a private Intellectual Property and Technology Holding company, completed earlier this year and substantially expands its core Small Wind technologies and adds impetus to its recently announced Innovation Development & Demonstration (ID2) Partnership.

By acquiring and funding novel early stage research, the company will leverage its technical and financial resources for the benefit of the inventors, stakeholders and the innovation marketplace.

GTL invites professional third party collaboration with public, private and institutional partners across all phases of the development cycle. The Company accepts submissions from both inventors and joint venture development partners; and will be actively seeking collaboration from all sectors in advancing its Wind Turbine Blade Designs and Axis Turbines Application Designs and Engineering.

Through its pioneering Innovation Development & Demonstration (ID2) Partnership, GTL focuses on the acquisition and development of nascent innovations, inventions and IP. Of key interest to the company are operations and technology holdings in the sustainable energy and environmental sectors.

The company builds revenues and asset value through a model of continuous growth, income from or sale of its portfolio holdings, joint development agreements and technology licensing or distribution agreements.

Global Technologies (GTL) is a technology portfolio company that acquires nascent technology and related innovations, inventions and IP assets to enhance their growth and development.

**Source: ag-IP-news**

## Bayer CropScience and Syngenta sign global cotton technology licensing

20 Jul 2010 - Bayer CropScience and Syngenta have entered into a long-term business agreement relating to a key plant biotechnology trait. Under the agreement, Syngenta has granted Bayer CropScience a worldwide, non-exclusive license for use of VIPCOT™ insect control technology in cotton.

The VIPCOT technology expresses two insecticidal proteins that are highly effective against a number of important cotton pests, including cotton bollworm (*Helicoverpa zea*) and tobacco budworm (*Heliothis virescens*). The addition of VIPCOT will complement Bayer's existing portfolio of cotton solutions.



# Announcements

## Membership Fees for 2010

We urge our members who have not yet settled their 2010 annual membership fees to do so as soon as possible, to enable us continue our activities and enhance our role in helping create licensing and technology transfer professionals.

Our gratitude is extended to members who have already paid their annual fees.

## Participation in LES-AC Newsletter

LES-AC would like to encourage your valuable participation by giving you the opportunity to post your articles in the LES-AC newsletter. Interested parties are requested to send their articles in advance to the following e-mail address: [les@lesarab.org](mailto:les@lesarab.org).

Licensing Executives Society – Arab Countries



جمعية خبراء التراخيص – الدول العربية

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