

LES-Arab Countries Newsletter

www.lesarab.org

Issue No.

55

March 2010

Contents

Page National News

- 02 LES-AC to Launch Agencies and Franchise Consulting Services
- 02 LES-AC and Asharqia Chamber Conduct a Training Course Entitled: "Fundamentals of Intellectual Asset Management and Licensing" in Al-Khobar
- 03 LES-AC and Dubai Chamber Conduct a Training Course Entitled: "Intellectual Asset Management and Strategies"
- 03 LES-AC Tackles Recent Developments in IP Laws in the Middle East
- 04 Signing a Cooperation Agreement with El Hassan Science City
- 04 Upcoming Event: Essentials of Technology Licensing Training Course

Page International News

- 05 Licensing Executives Society International Conference
- 05 AGIP Turkey Elected to LES Turkey BOD

Page ANNOUNCEMENTS

- 06 LES-AC Annual Meeting 2009/2010
- 06 Membership Fees for 2010
- 06 Participation in LES-AC Newsletter
- 06 LES-AC is Recruiting Certified Trainers and Consultants

Under the Patronage of H.E. Dr. Hassan Fakhro Bahraini Minister of Industry and Commerce

The Licensing Executives Society – Arab Countries
and BME Global to Organize the First Annual
“Licensing Opportunities Forum”

11-12 May, 2010

Gulf Hotel, Bahrain

MANAMA -The Licensing Opportunities Forum (LOF) 2010 will be inaugurated by Dr. Patrick O'Rielly, LESI president, and Dr. Talal Abu-Ghazaleh, LES-AC president and chairman of Talal Abu-Ghazaleh Organization (TAG-Org), and Mr. Abdulrahim Hasan Naqi, secretary general of the Federation of the GCC Chambers. The event will bring together prominent business leaders and renowned experts.

The Forum, the first of its kind in the Middle East, will address the significance of Intellectual Property (IP) licensing and technology transfer in various industries for developing the Arab world economies.

The event is a two-day conference starting with a broad introduction to key issues facing the Arab countries in their attempt to diversify their economies and achieve sustainable development through licensing and technology transfer. Proceedings

would take the form of presenting success stories and networking receptions. This focal event offers business people and entrepreneurs an eminent opportunity to interact, communicate and lead the way for prosperous business.

Whether you are looking to expand your business, locate business partners, or exploit networking opportunities, or whether you are new to licensing and looking for an introduction, or keen to setup new contracts, LOF is definitely your event.

Register now to secure a seat at the event.

For more information about participation, call for papers, or sponsorship opportunities, please contact:

E-mail: les@lesarab.org
Phone: +962-6-5100900 ext: 1367
or visit the Forum's website:
www.licensing-me.com.

National News

LES-AC to Launch Agencies and Franchise Consulting Service

AMMAN - The Licensing Executives Society – Arab Countries (LES-AC) has launched a new service entitled “Agencies and Franchise Consulting”. This service was established to encourage and facilitate technology transfer through licensing practices and assist SME's and corporates expand their scope of business and enhance the quality of the products and services.

Agencies and Franchise Consulting Service includes:

1. Commercial Mediation Services
2. Locating Distributors and Agents
3. Locating Strategic Partners for Projects
4. Franchising, Licensing and Technology Transfer Facilitation
5. Legal Consulting and Services
6. Business and Investment Advisory Services
7. Valuation Services

This service is customized to offer first class mediation and consultancy services that are tailor-made to optimize business decisions and achieve corporate goals. It provides unmatched presence and connectivity in the Arab market and creatively locates the most suitable business partner while committing efficiencies to ensure the maximum level of client satisfaction.

The quality of this service is supported by thirteen years of experience and 25 representatives in 19 countries.

Offices: Amman (general administration), Algeria, Manama, Cairo, Baghdad, Kuwait, Beirut, Casablanca, Muscat, Karachi, Gaza, Ramallah, Doha, Riyadh, Khobar, Jeddah, Khartoum, Damascus, Tunisia, Ankara, Abu-Dhabi, Dubai, Ras Al-Khaimah, Sharjah and Sana'a.

LES-AC and ASharqia Chamber Conduct a Training Course Entitled “Fundamentals of Intellectual Asset Management and Licensing” in Al-Khobar



AL-KHOBAR, KSA - The Licensing Executives Society – Arab Countries (LES-AC) in cooperation with ASharqia

Chamber held a training course entitled “Fundamentals of Intellectual Asset Management and Licensing” part of the “Arab Certified IP Licensing Practitioner” program February 20-24, 2010 in Al-Khobar in the Kingdom of Saudi Arabia.

The training course was opened by Mr. Khalid Ali, Training and Development Center Manager at ASharqia Chamber, who stressed 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.

Dr. Hazem Samadi and Dr. Wissam Rabadi presented this course that was attended by participants from different sectors such as specialists in Intellectual Property, trademarks and brands managers, lawyers, legal representatives, and business development consultants.

LES-AC and Dubai Chamber Conduct a Training Course Entitled: “Intellectual Asset Management and Strategies: A Business Framework”



DUBAI - The Licensing Executives Society-Arab Countries (LES-AC) and Dubai Chamber of Commerce and Industry have organized a training course entitled “Intellectual Asset Management and Strategies: A Business Framework” March 22-23, 2010 in Dubai, UAE.

The intensive training course provided participants with detailed information on the concept of intellectual asset management, licensing, business framework and how to manage licensing portfolios.

The training sessions, conducted by Ms. Hams Madanat, Arab Knowledge and Management Society executive manager, and a LES certified trainer, were attended by company representatives, licensing experts and members interested in protecting and managing valuable technologies, ideas and innovations under the broader theme of Intellectual Asset Management (IAM) which provides a framework for an organization’s licensing activities and how to manage IP effectively.

Jehad A. Kazim, director of Legal Services Department, Dubai Chamber stressed that the training course will go a long way in raising the awareness of participants in regards to protecting Intellectual Property and asset management and its application in business activities.

LES-AC Tackles Recent Developments in IP Laws in the Middle East

MONTREAL -Mr. Nabil Salamé, vice president international, and international delegate of Licensing Executives Society – Arab Countries (LES-AC) tackled the Recent Developments in Intellectual Property (IP) Laws and Licensing in the Middle East at a meeting hosted by LES USA/Canada Montreal Chapter and sponsored by ROBIC LLP February 22, 2010.



consulting services to facilitate IPR’s licensing and technology transfer in the region.

Mr. Salamé also discussed the role of LES-AC in helping establish licensing and spread the knowledge of LES in the Arab countries.

Mr. Salamé indicated that LES-AC plays a pivotal role in raising the level of knowledge and building human capacities in the fields of licensing and technology transfer, paving the way for IPRs licensing and technology transfer to be vital business sectors in the process of Arab economy growth. This is achieved, according to Mr. Salamé, by annually conducting a number of training courses, seminars and workshops; offering professional programs such as the “Arab Certified IP Licensing Practitioner”; in addition to launching a new program entitled “Agencies and Franchising Consulting Services” that aims to provide

“The Middle East is booming in the IPRs field in general and trademarks in specific. Now most of the Arab countries have well established laws, but still, those laws need to be further developed,” he said.

Mr. Nabil Salamé is Vice President of Marketing at Abu-Ghazaleh Intellectual Property (AGIP) since 1991. Operating from AGIP’s office in Montreal, Salamé is a member of several national and international Intellectual Property associations. He served as Co-Chair of Licensing Executives Society International (LESI) Endowment Committee for several years, and supported LES-AC during that period in holding different projects such as conducting the first “Train the Trainer” course to qualify the first group of trainers to deliver the Professional Development Series (PDS), the Intellectual Asset Management program, in addition to getting fund to translate and print the Arabic version of LESI Guide to Licensing Best Practices. He is currently serving as Co-Chair of the LESI Audit Committee. He is a member of the LESI Americas Committee, and is also Canada’s delegate to the Interamerican Association of Intellectual Property (ASIPI).

LES-AC Signs a Cooperation Agreement with El Hassan Science City



AMMAN - The Licensing Executives Society - Arab Countries (LES-AC) and El Hassan Science City, represented by the Intellectual Property Commercialization Office (IPCO), signed on February 11, 2010 a cooperation agreement to organize and hold specialized training courses in the field of licensing and technology transfer, IP valuation, and commercializing technology through Licensing.

According to the agreement, both parties will benefit from the cooperation in holding a series of specialized training courses on generating, registration, and valuating patents, licensing IP rights, consultation services in IP licensing and technology transfer, consultation services in IP valuation, and commercializing services for IP and know-how.

The agreement was signed by Mrs. Renad Al-Noubani, manager of LES-AC, and Eng. Omar Hamarneh, CEO of El Hassan Science City who stressed the importance of this cooperation in developing the local society by providing a various range of activities in licensing, technology transfer and investing in Intellectual Property.

Upcoming Event

Essentials of Technology Licensing Training Course in Amman

The Licensing Executives Society - Arab Countries (LES-AC) and El Hassan Science City are organizing a 30-hour training course that aims to introduce participants to the principles underlying the licensing of Intellectual Property in the business environment. The course describes key concepts and facts and illustrates how these concepts and facts influence decision making.

Course Outline:

- Licensing Strategies
- Patent Licensing
- Know-how and Trade Secret Licensing
- Royalties and Royalty Rate
- The Art of Negotiating a Licensing Deal
- Policing and Enforcing License, Dispute Settlement

Date & Time: 2-13 May, 2010, 2:00pm – 5:00 pm

Venue: El Hassan Science City - Amman

For more details and enrollment, kindly visit:

www.lesarab.org/news.aspx?news_id=418&group_key=training_courses&lang=en

International News

Licensing Executives Society International Conference Collaborative Innovation

The Role and Impact of Emerging Economies

11 – 14 April 2010

Sandton Convention Centre | Sandton | South Africa

SANDTON - The LES International Annual Meeting in Sandton, South Africa, will focus on the business of innovation in emerging economies. Virtually all lists of emerging economies include Argentina, Brazil, China, Chile, India, Indonesia, Mexico, Poland, Russia, South Africa, South Korea, Taiwan and Turkey. It is not a coincidence that there is a LES Society in each of those countries.

A program of interesting and informative plenary sessions and workshops is planned. There will be plenary sessions every morning and workshop sessions in the afternoons. The plenary sessions are intended to provide high level information on current topics by experts, whereas the workshops will be "hands on", practical meetings with specialists who will communicate their expertise and knowledge garnered during their careers.

Conference Topics:

- Collaborative innovation and its implications for developing countries such as South Africa and the BRIC countries (Brazil, Russia, India and China).
- The 2010 Soccer World Cup and licensing opportunities in South Africa.
- Collaborative efforts to curtail counterfeiting of luxury brands.
- Safeguarding traditional knowledge in South Africa.
- Publicly funded research, its commercialization and licensing with particular emphasis on technology transfer offices.
- The situation in the USA, Australia and Korea in regard to publicly funded research.
- The official attitude in South Africa in respect of publicly funded research and the view of industry and research institutions.
- International developments and futuristic perspectives and scenarios.

For more information on the LESI 2010 please visit:
www.lesi2010.org

AGIP Turkey Elected to LES Turkey BOD

ISTANBUL- Abu-Ghazaleh Intellectual Property (AGIP) Turkey Office Senior Marketing Officer Mr. Murat Idal has been elected to LES Turkey Board of Directors.

LES Turkey is a branch of the Licensing Executives Society International (LESI), an association of 32 national and regional societies, each composed of men and women who have an interest in technology transfer, licensing Intellectual Property Rights - from technical know-how and patented inventions to software, copyright and trademarks.

Mr. Idal expressed his happiness with the appointment saying, "This is a great achievement for AGIP. We are really proud to be part of LES Turkey and hopefully we will be able to be part of their activities," he said.

"The membership of LES Turkey consists of senior executives in technology based companies, university technology managers and IP professionals such as attorneys and patent and trademark agents," he added.

In addition Mr. Idal is also a member of the "Turkish Arab Countries Businessmen Association" which aims to develop Turkish-Arab countries relationships.

The latest International seminar of LES Turkey and LESI delegates meeting was held January 28-31, 2010 in Istanbul with the participation of 70 international experts.

During the seminar, LESI former president Mr. Heinz Goddar expressed his gratitude to Mr. Talal Abu-Ghazaleh, chairman of LES-AC and Talal Abu-Ghazaleh Organization (TAG-Org), for his efforts and activities to establishing LES Turkey.

He also commended the role of LES-Arab Countries for their efforts and work.

The event witnessed the participation of high profile experts and speakers such as Patrick O'reilley, Alan Lewis, Ken Schoppmann, Ada C. Nielsen, Yvonne Chua and Rogelio Nicandro.

Announcements

LES-AC Annual Meeting 2009/2010

We are pleased to announce that LES-AC Annual Meeting for the year 2009/2010 will be held on May 10, 2010 at 9:00 am at Talal Abu-Ghazaleh Organization (TAGOrg) building in Manama, Bahrain.

The meeting is held prior to the Licensing Opportunities Forum that will be held 11-13 May, 2010 at the same venue. Members interested in attending the General Assembly meeting are required to submit the *Attendance/Proxy Form* available at our website

Membership Fees for 2010

We urge our members who have not yet settled their 2010 annual membership fees to do so before the end of April 2010, to enable us continue our activities and enhance our role in helping to 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.

LES-AC is Recruiting Certified Trainers and Consultants

Members interested in joining LES-AC team of professional trainers are welcomed to submit their CVs. Moreover, with the launch of LES-AC's new service "Agencies and Franchise Consulting", cooperation opportunities are available with consultants and consulting companies.

Licensing Executives Society – Arab Countries



جمعية خبراء التراخيص - الدول العربية

Contact Details:

The Licensing Executives Society – Arab Countries (LES-AC)

P.O.Box: 921100, Amman 11192 Jordan

Telephone: +962 6 5100 900

Fax: +962 6 5100 901

Email: les@lesarab.org

Website: www.lesarab.org