



**Licensing Executives Society – Arab Countries**

Advancing the Business of Intellectual Property Globally

Member of TAG-Foundation

عضو في طلال أبوغزاله فاؤنڊيشن

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## LES-Arab Countries Newsletter

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### Under the Patronage of Abu-Ghazaleh LES - AC Organizes 'Entering New Markets for SMEs' Workshop



AMMAN – The Licensing Executives Society (LES - AC) organized a workshop on 'Entering New Markets for SMES' under the patronage of HE Dr. Talal Abu-Ghazaleh, LES AC President and Ms. Fiona Nicolson – LESI President.

The aim of the workshop was to learn about licensing techniques, enter new markets, learn more about IP issues and enhance the participants' research and development skills.

During the opening session, Dr. Abu-Ghazaleh welcomed the attendees stressing that the definition of invention is not just to come up with something new, rather, it can be also in introducing additional

innovative features to an existing invention. Our future depends on what we can innovate and make valuable and commercially profitable, he confirmed, adding: “Every company should invest in innovation as part of its social responsibility and not to just rely on the effort of experts or scientists”.

Further he pointed out that “the only real wealth in the future is innovation, and this is why LES is very important because its main task is to support and protect innovation by developing and protecting intellectual property rights (IPRs).”

Ms. Nicolson, LESI President, reviewed some ideas on how to best utilize Intellectual Property ways and to profit from IP. She highlighted the advantages and disadvantages of licensing, and she reviewed domestic licensing laws that need to be considered in case of external licensing; explaining the ways for successful licensing.

Meanwhile, Eng. Jamil Al-Khatib, founder of IBTECAR; an Innovation & Technology Management Company, made a speech explaining in detail the technology trends, digital transformation and SMEs investing in industry. He also presented IPRs strategies for industry, ways of benefitting from innovation and key success factors in innovation.

Additionally, Dr. Rasha Hinnawi, trainer with the Licensing Executives Society-Arab Countries, presented international trade and IP laws, explaining that intellectual property rights are legal rights granted by governments to encourage innovation and creative output by ensuring that inventors reap the benefits of their inventions or works.

Dr. Mohammad Al-Jafari, Director, Intellectual Property Commercialization Office at the Royal Scientific Society, iPARK, made a presentation on capitalizing on technological innovations in Jordan that earn profits on an international-scale from local scientific innovations.

Eng. Razan Al-Khaza'leh, Head of Guidance and Technical Support Section at Amman Chamber of Industry discussed SMEs – universities' collaboration for innovation, talking in detail about the target of innovation for SMEs, transformation of knowledge to money and innovation types. She also presented the data base of cooperation between universities and the industrial sector.

## **ASIP Holds ‘Substantive Examination of Trademarks’ Course through TadribOnline**

AMMAN - The Arab Society for Intellectual Property (ASIP) is holding a digital training course entitled “Substantive Examination of Trademarks” through TadribOnline platform.

The 15-training hour course covers different topics, namely:

1. Registerable and non-registrable trademarks.
2. Fundamentals and standards of trademark selection or innovation.
3. Examples of substantive examination of registration of trademark applications.
4. Trademark registration
  - A. Measures of trademark registration
  - B. Formal examination of trademarks
  - C. Substantive examination of trademarks
  - D. Registrar’s decision concerning application
  - E. Initial approval and publication
  - F. Objection
  - G. Final decision
  - H. Appeal before the administrative judiciary

ASIP will announce soon regarding any upcoming digital training courses.

“TadribOnline” offers specialized training courses on the Internet that are categorized into different levels to improve professional training among students and professionals and enhance their practical capacities and expertise in various domains by offering them remote training using advanced digital methods.

# Abu-Ghazaleh's 'All 4 Palestine' Initiative Tells the Stories of 6000 Palestinian Achievers

AMMAN – The All 4 Palestine Society, one of Talal Abu-Ghazaleh Global (TAG.Global) initiatives, announced that the stories of 6000 Palestinian innovators and achievers from all around the world are being featured on its website (All4Palestine.org).

'All 4 Palestine' Society was founded in 2011 as a non-profit and non-political society that aims to shed light on the impact of Palestinians on human civilization, document and highlight the names of Palestinian women and men from around the world who contributed mainly to scientific, cultural and economic development of humanity.

Recently, "All 4 Palestine" website has expanded to include the role of Palestinians in digital media and enrichment of Information and Communication Technology (ICT) field.



Dr. Talal Abu-Ghazaleh stated that "All 4 Palestine's mission is to tell the world the stories of creative Palestinians, their role, creativity and contributions in the countries where they live", pointing out that the Association's website is a trusted source for researchers who want to comprehensively study the history of Palestinians who made a name for themselves in various fields and sectors.

The "All 4 Palestine" website contains the story

of Palestinian scientists, writers, actors, public officials, artists, athletes, journalists, businessmen and others who achieved their success despite suffering and displacement from their homeland, and they are the role models for the youth.

The "All 4 Palestine" initiative provides a comprehensive source that underlines the important influence of Palestinians in various fields including scientific and academic works, comedy and sport through trusted sources.

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**For more information, please contact us:**

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**Showrooms Open: 11 am to 8 pm (weekdays)  
11 pm to 8 pm (Saturdays)**

\* +VAT

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