



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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LOCAL:

Abu-Ghazaleh Presides over the Annual Meeting of the Licensing Executives Society - Arab Countries



AMMAN - The General Assembly and the Board of Directors of the 'Licensing Executives Society - Arab Countries' held their annual meeting in Amman under the chairmanship of HE Dr. Talal Abu-Ghazaleh, Chairman of the Board, and in the presence of a number of members of the Board of Directors and the General Assembly.

Dr. Abu-Ghazaleh stressed the importance of establishing an Arab federation for innovation and pioneering investment for the exchange of knowledge and experience, to work as a network connecting

all interested persons and competent specialists and to raise awareness and influence decision makers.

He also emphasized the need for raising awareness and introducing licensing and franchising in Arab countries, as well as the establishment of a large market for franchising, which would provide many advantages and benefits for investors and trademark owners.

He requested a plan for raising awareness about the importance and benefits of “franchises” in various Arab countries, including holding a conference on this feature and the release of Arab industries abroad in the near future. The primary goal of the conference would be to raise awareness and provide support to the economic society.

During the meeting, the agenda and minutes of the previous meeting were adopted. Additionally the financial statements were read and Dr. Abu-Ghazaleh donated fifty thousand Jordanian dinars to cover the deficit of the Society for the year 2016.

The Society’s newly launched programs which focus on the management of franchise companies in Arab countries to be implemented over the next year, were presented. In addition, the new board of directors was elected including Mr. Faisal Al-Madalj who was listed as a new member of the Board of Directors.

Ms. Majd Khaddash, Director of the Society, reviewed the Society’s activities including several events, conferences and training courses one of which was a legal writing skills course and the qualification of a group of trainers. The Society also publishes monthly press releases, including news about the Society and licensing sectors around the world. The press releases are shared amongst all those interested in intellectual property licensing and are sent electronically to members.

She added that the Society has signed many cooperation agreements with a vision for creating cooperative relations with the specialized authorities, pointing out that the Association’s membership has reached 63 members following the admission of new members and the cancellation of some memberships due to failure at abiding by the policies and regulations of the Society.

The Society was established in 1997 as an Arab professional body concerned with licensing issues and technology transfer, with that aim of providing technical assistance to specialists and stakeholders in Arab countries, seeking to invest in human capabilities to create a group of qualified Arab experts in the field of licensing and technology transferring, Economic development of the Arab world through the promotion, facilitation and enforcement of intellectual property licenses and investment in research and development.

INTERNATIONAL:

How can tech transfer offices evolve to support innovation?



Colleges and universities should reframe the goals of their technology transfer offices away from a focus on revenue generation to how technology and innovation in the school can contribute to the health and prosperity of the surrounding community, region and economy, according to a new report from the Association of Public and Land Grant Universities.

“I think a lot of universities have realized that a transaction basis for technology transfer is not going to create an environment they need to be successful in an innovation-based economy,” Jim Woodell, an APLU Vice President for Economic Development and Community Engagement, said. “Success needs to not be measured by revenue, but by other signs of contributions universities make to technology.”

The report, entitled “Technology Transfer Evolution: Driving Economic Prosperity,” was prepared by a working group in the APLU’s Commission on Innovation, Competitiveness & Economic Prosperity. College campus technology transfer offices help move technological advancements developed by college staff or students, including developments made through research, into wider use by the public. This includes whatever compliance and legal issues are necessary. In an era of static and dwindling budgets, the report re-examined how schools help these offices redefine their outcomes, and offered examples of institutions on the right path.

The report also advised schools to align their tech transfer offices

with the institution’s “broader economic engagement,” with a need for collaboration among different departments, “including technology transfer, entrepreneurship, corporate partnerships, industry contracting, accelerator programs, advancement, alumni relations, and other activities.”

Woodell noted that technology transfer offices originally specialized in compliance issues, and were primarily staffed by administrators with legal backgrounds. Therefore, they became unnecessarily siloed from the rest of the school, which could have a negative impact if a school is investing more into supporting on-campus innovation.

“Universities have started expanding the tech transfer function to improve entrepreneurial support efforts,” he said. “The thing probably still missing the most is not that universities aren’t doing these other things, but they’re not connecting tech transfer to these other things...tech transfer is still kind of left off to the

side doing that transactional work, where it really needs to be better integrated.”

The report said schools should also focus on their region’s economies, citing the examples of Florida’s state universities and Kansas State University in these efforts. And they can foster an entrepreneurial culture on campus, though in many cases the report acknowledged there were obstacles to overcome, including the balance to be struck being long-term benefits and revenue generation in the short term.

Wodell said it was important to remember that tech transfer offices are not usually a robust revenue generator on their own, with only 15% of the offices tending to break even. However, by integrating tech transfer offices and promoting innovation, colleges could enjoy longer-term revenue generation. For example, as entrepreneurial

alumni become more successful due to the work they commenced on campus, they may offer monetary gifts to the school.

“We need to take a look at what counts for tech transfer advancement,” Wodell said.

Fostering an entrepreneurial campus culture can face its own obstacles, including the glacial pace of university policy compared to the speed of private industry. The report notes that it could take years for an institution’s board of governors to approve an exception that would allow a school to “enable entrepreneurial activities on student owned intellectual property.” Additionally, too much focus on the traditional roles of tech transfer office, including patents and licensing revenue, could limit the amount of assistance that office can bring to promoting a school’s entrepreneurial environment. This is why it was vital for schools to

make the story of broader economic engagement with the surrounding region more explicit in its communication and marketing.

“I think we are really good at telling our science and research stories, and explaining the value of the work we do in research, how we save lives and develop technologies that make life better and easier, but I don’t think we’d say we do a good job for stakeholders outside the university,” Woodell said, saying this shift in focus could instill new respect between colleges and their respective communities. “Our external stakeholders will start to understand the university more as a partner, than solely as an institution that is ‘delivering the goods.’ That’s the shift we have to make in our communications: that we’re not alone in this.”

Source: <https://www.educationdive.com/news/how-can-tech-transfer-offices-evolve-to-support-innovation/511144/>

News 3: LES - AC organizes a ToT training course on February

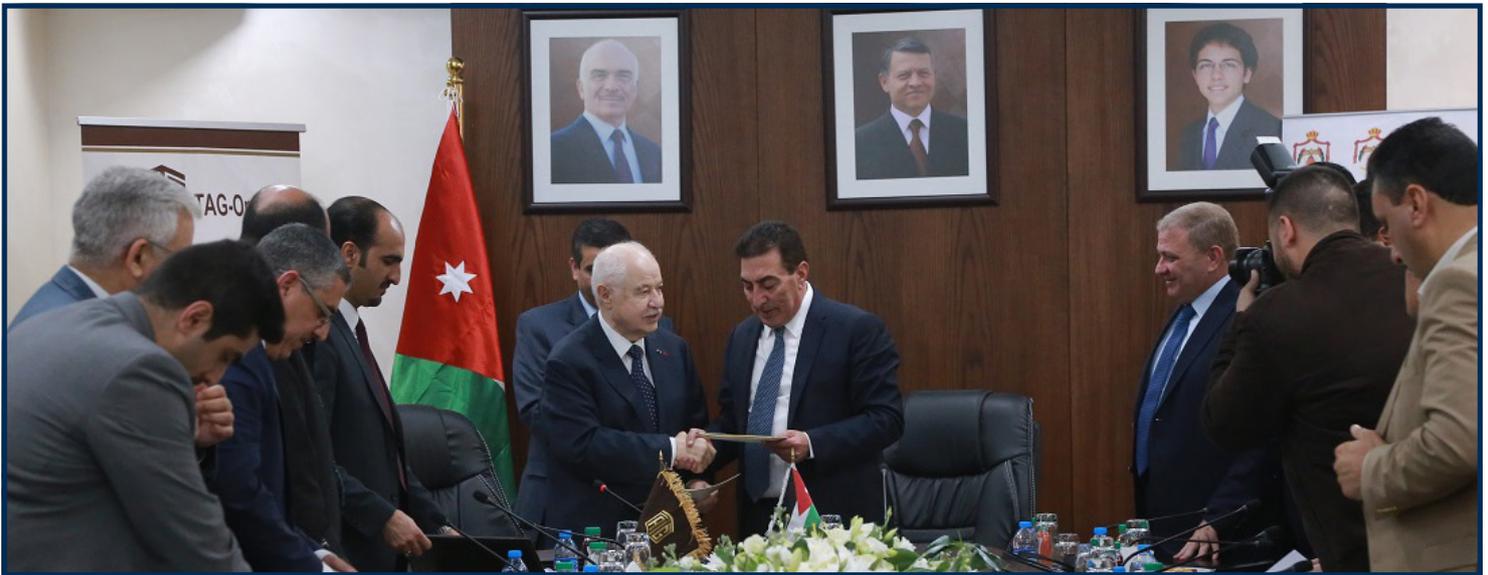


AMMAN- The Licensing Executives Society - Arab Countries (LES-AC) is holding the “Training of Trainers (TOT)” course certified by the Institute

of Leadership & Management (ILM) in cooperation with the Arab International Society for Management Technology (AIMICT) on February 2018

Over seven days, the course will focus on several key themes, most importantly: providing participants with practical training using the best practices and most effective and efficient technologies in training needs assessment, design training, presentation, assessment and development.

House of Representatives and TAG sign MOU for Smart Applications



AMMAN - Jordan House of Representatives and Talal Abu-Ghazaleh Organization (TAG-Org) signed a Memorandum of Understanding for the provision of various professional and training courses by TAG -Org to the staff of the House.

The MoU was signed by Speaker of the House HE Atef Tarawneh and Chairman of TAG-Org HE Dr. Talal Abu-Ghazaleh, at the headquarters of the Lower House, in the presence of the first and second deputy Speakers HE Khamis Ateyeh and HE Suleiman Al Zeben, Speaker Assistant Mr.

Mahmoud Adwan, and the House Secretary General Mr. Firas Adwan.

Signing the Memorandum is in line with the House’s objective towards developing its services and enhancing its activities in the field of Information Technology and training, in addition to being consistent with its goals to transform into a digital and knowledge-based institution.

Tarawneh expressed his gratitude to TAG-Org describing it as an Arab and Jordanian landmark and affirming the House’s

satisfaction at this partnership, noting that it has made much progress in its transformation into a Digital Parliament.

“We are in dire need to provide our staff with the appropriate training, knowledge and technology to cope with” and “meet the requirements of the digital and knowledge age, particularly in view of the active membership of the House in Arab, regional and international parliamentary federations and organizations not to mention its active role in the parliamentary diplomacy,” Tarawneh said.

For his part, Dr. Abu-Ghazaleh stated that the Organization has already started implementing a similar agreement with the Upper House, the Senate, adding, “We, at TAG-Org, are honored to implement the same agreement with the House of Representatives and put the Organization’s resources at the service of this important legislative institution.”

Dr. Abu-Ghazaleh underlined TAG-Org’s eagerness to serve national institutions in accordance with the vision of His Majesty King Abdullah II ibn Al Hussein in keeping abreast with technological and knowledge

development, noting that the Organization will provide its services to the House in the fields of ICT consulting and training and administrative services.

Moreover, Dr. Abu-Ghazaleh expressed his happiness at the level achieved by the Council of Representatives in its endeavor to transform into a digital-based entity.

According to the Memorandum, special training on Internet use and computer programs will be provided to the parliamentarians and staff of the House, in addition to the provision of digital learning programs and courses in various fields at the headquarters of the House as well as at TAG-Org’s training facilities.

In addition, TAG-Org will offer a media plan outlining the methods of communication with the local community using both traditional and digital methods, the establishment of a knowledge center at the Lower House to be equipped with 25 laptops available for the Council staff’s use and training, as well as preparing the House’s Organizational Structure in terms of digital transformation.

MEMBER SPOTLIGHT

Renew your membership for 2018! (side banner)

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