



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: **LES-AC Organizes ToT Training Course in March**



AMMAN - The Licensing Executives Society - Arab Countries (LES-AC) held 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) March 17 -24, 2018.

Over seven days, the course focused 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.

LES-AC to Hold Workshop on the World IP Day



On the occasion of the World Intellectual Property Day, the Licensing Executives Society - Arab Countries (LES-AC) in cooperation with the Arab Society for Intellectual Property (ASIP), will hold a workshop entitled “Introduction to Intellectual Property” in cooperation with the Zarqa Culture and Abu-Ghazaleh Intellectual Property Directorate. The workshop will discuss topics related to Intellectual Property including:

1. General Introduction to Intellectual Property and Trademarks
2. Protection Law of the of Copyright and Related Rights
3. Patent between registration and grants in Jordan

The workshop targets law students and those interested in intellectual property.



a trade association representing mobile operators worldwide, across various areas including translating GSMA courses into Arabic and offering them to clients internationally as well as promoting GSMA courses through TAG-Org's offices around the world.

The MoU was signed at Mobile World Congress 2018 by HE Dr. Abu-Ghazaleh and Mats Granryd, Director General, GSMA. The two parties will also seek to collaborate on joint marketing and business development activities, as well as workshops and seminars. Additionally, the two organizations intend to work on technology white papers (an authoritative guide or report that explains the benefits of a particular technology, product or policy), research and other activities to promote the adoption of mobile technologies to bridge the digital divide. TAG-Org has been involved in developing technologies and providing high-tech solutions through Talal Abu-Ghazaleh Information Technology International (TAG-ITI) in which the first high-tech and affordable laptop was created.

BARCELONA - The Talal Abu-Ghazaleh Academy (TAG-Academy) and the GSMA have signed a Memorandum of Understanding (MoU) agreeing to collaborate on a range of mobile technology initiatives aiming to support capacity building in the Arab region. Both parties work closely together across a number of mutually beneficial areas to promote mobile technologies, including capacity building sessions, workshops and the sharing of best practices.

“Through this partnership, we will coordinate to maximize the benefits of mobile technology in social and economic

development,” said Jawad Abbassi, Head of MENA, GSMA. “We look forward to working closely with TAG-Org and hope that this is the beginning of a productive partnership that delivers tangible benefits.”

HE Dr. Talal Abu-Ghazaleh said: “We are proud to partner with the GSMA in such a challenging field for a better future. TAG-Org has been involved in the technology sector for more than 40 years and we are happy to share our vision with the GSMA and the world.” TAG-Org, a provider of training solutions and professional training in more than 20 sectors will cooperate with the GSMA,

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