



**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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## “Training of Trainers” Course in Jordan



AMMAN- The Licensing Executives Society- Arab Countries (LES-AC), chaired by HE Dr. Talal Abu-Ghazaleh, has recently 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).

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.

The course witnessed the participation of a number of trainees representing different sectors and companies including Mr. Alaa Yassin, Executive Director of Human Resources of TAG-Org and a certified trainer by the Licensing Executives Society - Arab Countries and Put another person..... in addition to others.

LES-AC will hold another course February 18, 2017 in Amman, for more information:

+962-6-5100900 Ext: 1654/1140, or via e-mail: [les@lesarab.org](mailto:les@lesarab.org)

LES-AC is the first Arab regional society specializing in the field of licensing and technology transfer. It is a non-profit society concerned with the development and education of the business community on the economic importance of licensing, protection of Intellectual Property Rights and technology transfer. LES-AC is a member of the International Organization of Experts Licenses (LESI) which comprises 32 national and regional societies around the world. [www.lesarab.org](http://www.lesarab.org)

## LES-AC Organizes “Legal Writing” Course



**SO FEX JORDAN**



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AMMAN- The Licensing Executives Society- Arab Countries (LES-AC) has recently held a training course in “Legal Writing” for SOFEX Co. in Amman.

The course aimed to enhance the participants’ competencies in drafting and writing legal contracts more efficiently and professionally. Trainers shed the light on a number of themes that would promote the level of participants’ writing capabilities and skills.

The most important themes of the course included the following:

- Different types of legal contracts.
- Guidelines for developing

and drafting legal documents and contracts.

- Methods of preparing a summary of legal documents and contracts.

LES-AC is the first non-profit Arab regional society specializing in the field of licensing and technology transfer. It is a professional society concerned with the development and education of the business community on the economic importance of licensing, protection of Intellectual Property Rights, technology transfer and promotes investment in research and development at the international level.

Founded in 1996 by His Majesty

King Abdullah II, the Special Operations Forces Exhibition and Conference (SOFEX) continues to grow with each edition and is acquiring paramount ranking amongst the specialized global defense exhibitions and is considered by the international Special Operations and homeland security decision makers as well as the specialized industry as the vital gathering for exchanging views and experiences. SOFEX provides an ideal platform to present new and innovative equipment in order to deliver swift, decisive and effective solutions that will help decision makers maintain the security and safety in their countries, regions and around the world.

# LES-AC and Business Development Academy to Hold CPVA Course in the UAE



جمعية خبراء التراخيص - الدول العربية  
Licensing Executives Society - Arab Countries

DUBAI - The Licensing Executives Society – Arab Countries (LES-AC) in cooperation with Business Development Academy – New Jersey – will be holding the “Certified Patent Valuation Analyst” (CPVA) course, in Dubai – UAE, January 15-17, 2016.

## Course Outlines:

- Valuation of Emerging Technologies.
- Negotiating Licensing Agreements for Maximum Returns.

- Calculating Damages Resulting from Patent Infringement.
- Advanced Patent Valuation (webinar).

## CPVA Trainer:

Mr. David Wanetick:

- Author at Business Model Validation.
- Certified Patents Valuing Analyst expert.
- Trainer at business development academy.

**Course Language: English**

**Course Duration: 3 days**

**Registration Fees: \$2600**

For registration and more information, contact us at: [les@lesarab.org](mailto:les@lesarab.org); Telephone: 009626 5100900 Ext. 1654/1140; or visit our official website: [www.lesarab.org](http://www.lesarab.org)

## HAPPY HOLIDAYS FROM LES

Letter from Licensing Executives Society (USA and Canada) - President

As we reflect on the past year, and look forward to the one ahead, I am pleased to report that LES has enjoyed many blessings, and can expect many more in the New Year.

We have a special source of joy and optimism in the future of LES in the hiring of our very first Chief Executive Officer, Kimberly Chotkowski. Kimberly is an experienced patent attorney with many years in the practice of licensing and intellectual property law to her credit. She is an accomplished corporate

executive with a proven record of successfully leading teams and executing on budget. She is a longstanding member of LES, and is devoted to the LES mission of facilitating global intellectual property commerce through education, networking, standards development, and certification. Kimberly has great passion for the work of LES, and a bold vision for enhancing its stature as a volunteer-driven professional society of influence and consequence.

This development caps an LES initiative of several years' duration, and is a cornerstone of the LES 2020 Strategic Plan initiated

by Past President Pamela Demain, and orchestrated by Immediate Past President Jeff Whittle. That Strategic Plan contemplates a more robust role for a Chief Executive Officer having extensive first-hand experience in the licensing profession. As our new CEO, Kimberly will play an important role working with the LES Board of Directors in setting strategy and implementing on initiatives that define LES as the premiere professional society in licensing. After an extensive search, and a most impressive slate of candidates, the Board unanimously selected Kimberly for this role, and she will become a

member of our team January 1, 2017. Please join me in welcoming Kimberly.

The Board has identified several important priorities for Kimberly as we bring a renewed sense of community and purpose to the LES membership. Kimberly has been charged with: 1) ensuring fiscal responsibility and efficient, reliable financial reporting; 2) ensuring that the Society delivers member benefits that help you grow and improve as a licensing professional; and 3) supporting you and all of our members in creating conferences true to the LES tradition of outstanding content and widespread appeal. Kimberly's involvement and contribution to the good works

of the Society will greatly improve our reputation, influence, and value to our members. This is an exciting time to be a member of LES. We are extremely grateful for your involvement in, and contributions to, the Society.

Separately, we can expect that the changes now unfolding in Washington, DC will have profound influence on our profession. We will see consequential changes in personnel and policy in the USPTO, the ITC, the FTC, and in the US Trade Representative's Office of Intellectual Property and Innovation, among others. A new Congress will bring new IP-oriented legislative initiatives. As the Society's

President, I assure you that LES will ensure that your voice is heard, and that the importance of preserving and protecting intellectual property rights and licensing in support of innovation and the growth of our economy will not be lost on our elected leaders.

On behalf of LES, I wish you and all our members a joyous holiday season, and a happy and prosperous new year.

--Brian P. O'Shaughnessy  
President and Chair of the Board  
Licensing Executives Society  
(USA and Canada), Inc.

Source:

<http://www.lesusacanada.org/news/323108/Letter-from-the-President.htm>

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## The Creative Side of IP Valuation - When to Use Alternate IP Valuation Approaches

The Creative Side of IP Valuation - When to Use Alternate IP Valuation Approaches

hour, 30 minutes

This webinar is sponsored by the LES Valuation and Pricing Committee. All LES members are invited to participate in this special interest group. For more information about the Valuation and Pricing Committee, please visit this page.

For registration, please click on the following link.

<http://lesusacanada.peachnewmedia.com/store/seminar/seminar.php?seminar=84986>

**Date:** Wednesday, January 11, 2017

**Time:** 1:00 pm – 2:30 pm Eastern Time | 1

### Details:

Techniques for valuing Intellectual Property continue to develop. The actual practice of valuing Intellectual Property has only been around for the past few decades. During that time, a few methodologies have become standard, but as with art forms, creativity in valuation has evolved, producing alternate valuation approaches.

### This presentation will focus on:

- Why IP valuation needs to be performed
- When to use traditional valuation methodologies and when to use alternative methods



How the strategies used to monetize properties can affect values and valuations

### **Featured Presenters:**

Weston Anson is the Co-Founder and Chairman of CONSOR Intellectual Asset Management, which has been a leader in Intellectual Property issues for over 25 years. Mr. Anson is active in all of the major international trademark and intellectual property associations as a speaker and an officer. He has also authored seven books on various aspects of intellectual property

Roy D'Souza is the Managing Director responsible for leading Ocean Tomo's valuation practice. His work focuses on valuations of intangible, Intellectual Property, and tangible

assets for acquisitions and divestitures, bankruptcy and restructuring, establishment of Intellectual Property monetization strategies, including licensing, mergers and joint venture/partnership formations, litigation support, and financial reporting and tax matters.

Note: regarding CLE: LES is re-evaluating its policy and procedure as it relates to CLE credits with the intent of increasing what is offered and simplifying the process. As that effort continues, LES will not be seeking CLE approval for this particular webinar course, but we will return to that practice shortly.

Source: <http://lesusacanada.peachnewmedia.com/store/seminar/seminar.php?seminar=84986>

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## **BlackBerry Announces Global Licensing Agreement with TCL Communication**

Jayson Derrick, Benzinga Staff Writer  
December 15, 2016

Shares of BlackBerry Ltd BBRV bounced off its intra-day low of \$7.56 on Thursday after the company announced a new long-term licensing agreement.

BlackBerry said that it reached an agreement with TCL Communication Technology Holdings in which BlackBerry will license its security software and service suite and related brand assets to TCL Communication. In return, TCL will design, manufacture, sell and provide customer support for BlackBerry's mobile devices.

BlackBerry will continue controlling and developing its security and software solutions, as well as serving its customers while also maintaining its security software. TCL will also manage on its end all sales and distributions and act as a global distributor of new BlackBerry devices.

BlackBerry's announcement is consistent with

its strategy of transitioning itself to better focus on software amid a steep decline in revenue from its hardware unit. The announcement also comes just days ahead of the company's fiscal third-quarter earnings report.

"This agreement with TCL Communication represents a key step in our strategy to focus on putting the 'smart in the phone' by providing state-of-the-art security and device software on a platform that mobile users prefer and are comfortable with," said Ralph Pini, chief operating officer and general manager of mobility solutions at BlackBerry.

"TCL Communication is the natural choice to license BlackBerry's software and brand on a global scale. We successfully partnered with them on the DTEK series of secure smartphones and we've been impressed with their excellence in hardware design, development and manufacturing.

"With our unparalleled expertise in mobile security and software and TCL Communication's

vast global reach and consumer access, we are confident that BlackBerry-branded products developed and distributed by TCL Communication will address the needs of BlackBerry users and expand the availability of BlackBerry Secure products throughout the

world,” he concluded.

Source:

<http://www.benzinga.com/news/16/12/8810961/blackberry-announces-global-licensing-agreement-with-tcl-communication>

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

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