



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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AMMAN- The Licensing Executives Society- Arab Countries (LES-AC), will be holding the “Training of Trainers” (ToT) training course that will take place in Amman – Jordan at Talal Abu-Ghazaleh University on February 18, 2017.

This training course is intended to provide the participants with the essential understanding of the conceptual background of the process of training in general and Training of Trainers (ToT) in particular.

For more information and registration, please contact us at: +962-6-5100900 Ext: 1620/1654, or via e-mail: les@lesarab.org.

LES-AC is the first Arab regional society

specialized 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 Licensing Executives Society International (LESI) which comprises 32 national and regional societies around the world. www.lesarab.org

LESI 2017 - APRIL 24 AND 25

Dear Friends and members of LES,

On behalf of LES France we are happy to invite you in Paris for the Licensing Executives Society International Annual Conference that will take place in Paris for two days, April 24-25, 2017, preceded by a welcome reception on April 23 and followed by an optional program on April 26.

Paris LESI 2017 conference is focusing on a changing world: “Revolution in IP? Scenarios for the Future.”

Our starting point is the new dynamics of the world, and ongoing places in society, science and technology. The changing world innovation and Intellectual Property at the heart of business and challenges all IP professionals to re-evaluate traditional IP systems and the value of IP.

The annual conference program will be balanced between inspiring keynote speakers, recognized experts, and experienced industry leaders who will share their views during plenary sessions, mini conferences and workshops.

In order to address the most relevant topics for your activities, we have designed professional tracks around Life Science, High Tech, Consumer Products, Legal and Economy. The program also includes a focus on European perspectives, and the raising role of sustainable development.

LES France is committed to show-case the region’s unique ecosystem! The spirit of the City of Light will inspire our speakers, panelists and delegates, to imagine new business and innovation opportunities that unveil strategies to leverage IP rights today and for the future.

For more information and registration, please visit us at <http://www.lesi2017.org/>

Looking forward to welcoming you in Paris next April!

Sincerely yours,

Anne Charlotte Le Bihan, President LES France

Laurence Le Texier, Chairwoman Program Committee

Charlotta Ljungdahl and Elisabeth Lemaitre, Chairwomen Organizing Committee

Source: <http://www.lesi2017.org/>

Abu-Ghazaleh Patronizes Panel Discussion Entitled “The Impact of Institutional Innovation and Creativity on the National Economy”



AMMAN – Under the patronage of HE Dr. Talal Abu-Ghazaleh, a panel discussion entitled “The Impact of Institutional Innovation and Creativity on the National Economy” was held as part of the sessions of the Ninth Creativity & Innovation Forum 2016 – Practical Applications which was convened by the Rethinkers Company. In his opening speech, Dr. Abu-Ghazaleh stated that any business must be as creative as the individual thinker because of the urgent need for this for business continuity.

He briefed the participants on the features of Talal Abu-Ghazaleh Organization (TAG-Org), as an example of the kind of institution that provides continuity. “From its beginnings, the Talal Abu-Ghazaleh Organization was an exemplary model of a company that maintained business continuity. Since its establishment in 1972, TAG-Org has worked to achieve the very mission that it was originally established for. Unlike some other companies, TAG-Org encourages the sentiment that each member of staff has their own particular mission rather than having them only focus on obtaining their salary. In consequence of this strategy the growth and success of TAG-Org was assured,” Dr. Abu-Ghazaleh pointed out.

Dr. Abu-Ghazaleh emphasized the need for each company to have its own identity or its own trademark. He highlighted the importance of establishing a culture of change in the workplace and in the decision-making process, because each phase has to have its own policy and decisions. To create a culture of continuous change takes time. In brief, there is no fixed policy and TAG-Org’s working methods are not fixed or rigid.

The Ninth Creativity & Innovation Forum included the participation of the European Foundation for Quality Management (EFQM), and promoted the concept that innovation is an industry that is characterized by its quality inputs and outputs. It focuses on the most significant practical applications at regional and international levels and encourages collaborative activities to share best practice in the area of innovation, business development and creative and innovative practical skills.

The panel discussion was held to mark the opening of the training forum. Mr. Fadi Al-Daoud, Director of the Youth Forum for Policy Development Initiative, moderated the session. During the session, Prof. Wissam Rabadi, Head of USAID Jordan’s Competitiveness Program, highlighted the importance of creating job opportunities in the knowledge and green energy sectors, referring to the need for investment in both sectors. Mr. Nasser Saleh, CEO and Founder of Madfoo3atCom, tackled the role of knowledge in solving a variety of problems and particularly in saving time and effort.

At the end of the panel discussion, Dr. Lana Mobaideen thanked the session chair as well as the speakers, and presented commemorative shields to them.

ON Semiconductor Licenses Vision Platform for Automotive Imaging



CARDIFF - Major imaging sensor manufacturer ON Semiconductor has agreed a licensing deal with California-headquartered CEVA to use the latter's imaging and vision signal processing platform in automotive applications.

CEVA's technology platform, developed with automotive advanced driver assistance (ADAS) products in mind, is said to provide new image processing capabilities incorporating embedded intelligence and machine learning.

Hot topics

Embedded imaging and machine learning were two of the key topics under discussion at the recent Vision tradeshow held in Stuttgart, Germany, where ON Semiconductor exhibited its wide range of CCD and CMOS sensor capability.

Ross Jatou, VP and general manager of ON Semi's "automotive solutions" division, said in a release announcing the licensing deal: "The automotive industry requires cost- and power-efficient vision-based ADAS solutions to address the growing end-customer demand and safety regulations across all tiers of the industry.

"CEVA's industry-leading vision processing intellectual property provides us with a comprehensive solution that enables us to integrate a host of innovative and intelligent system features into our ADAS product

offerings."

The two companies quote a recent report from the market research firm Strategy Analytics predicting that new camera applications and imaging concepts will see automotive camera demand to reach almost 200 million units in 2023, with a growing need for intelligent vision processors in related safety systems.

Rival analyst Yole Développement in France is even more optimistic, suggesting in November 2016 that by 2021 the average car will feature no fewer than three cameras - equivalent to "at least 371 million automotive imaging devices worldwide".

Wider field of view

In its report published last year, Strategy Analytics pointed to new detection requirements prompted by the European New Car Assessment Program (Euro-NCAP), including higher dynamic range, greater sensitivity for low-light conditions, higher resolution, a wider field of view and faster frame rates.

Those are deemed necessary to help protect so-called "vulnerable road users", or VRUs, who Strategy Analytics say now account for nearly half of the deaths and injuries on Europe's roads.

"VRUs crossing the road have presented auto makers with the challenge of widening the field of view in front windshield cameras – and with that, the resulting need to increase resolutions so that object recognition algorithms can still operate without compromising on operational range," reckons Kevin Mak, a senior analyst at the market research firm.

He also points out that the increased camera performance will in turn demand increased image processing power, and that strategies are needed to ensure that the increase in performance

requirements does not result in a drastic increase in costs.

New safety features

On top of that, new applications like long-range object recognition, traffic light detection, mirror replacement, and even detection of potholes and speed bumps will all bring about changes in camera design.

“With advanced safety features set to be adopted across all price points of the automotive market, there is a strong demand for more cost-effective, flexible and scalable vision architectures,” stated CEVA and ON Semi.

“Efficient vision processing addresses computationally intensive imaging and machine learning use cases, including better low-light processing and the ability to run more powerful

deep neural networks that can provide the accuracy and performance of tomorrow’s active safety systems.”

CEVA’s CEO Gideon Wertheizer said of the hook-up with the semiconductor and sensor chip manufacturer: “ON Semiconductor is a recognized leader in high-performance image sensors for the automotive market, and their selection of our vision platform is a strong endorsement of our vision IP for ADAS.”

“Their deep knowledge of automakers’ stringent requirements for performance, safety and reliability positions ON Semiconductor well to further extend their leadership in image sensors with the addition of our vision processing IP.”

Source: <http://optics.org/news/8/1/6>

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