



Licensing Executives Society – Arab Countries

Advancing the Business of Intellectual Property Globally

Member of TAG-Foundation

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Contents

LES – AC is announcing ‘Protection against Acts of Unfair Competition in Intellectual Property’ Training Course

LES - AC Participates in the ‘CBHE Management: Challenges & Solutions’ Seminar

Abu-Ghazaleh, a Guest of Honor at the 2021 Artificial Intelligence Defense Technology and Cyber Security Exhibition and Conference

LES – AC is announcing ‘Protection against Acts of Unfair Competition in Intellectual Property’ Training Course

AMMAN – The Licensing Executives Society – Arab Countries (LES AC) is holding a training course entitled “Protection Against Acts of Unfair Competition in Intellectual Property” December 2021.

During the 12-hour training course, participants will be introduced to the Law of Unfair Competition and its progressive development, and the legal basis for national protection, in addition to an introduction to the various acts of unfair competition, along with the causes and sources for confusion. Moreover, the training course will discuss the following topics:

- Defining Acts of Unfair Competition.
- Legal Basis for Protection.
- Law for Unfair Competition and Changes it has Undergone.
- International Protection – the Paris Convention for the Protection of Industrial Property - WIPO.
- International Competition and its Various Aspects.
- Types and Causes for Confusion.
- Concept of Misinformation.
- Intentional Damages

LES - AC Participates in the ‘CBHE Management: Challenges & Solutions’ Seminar

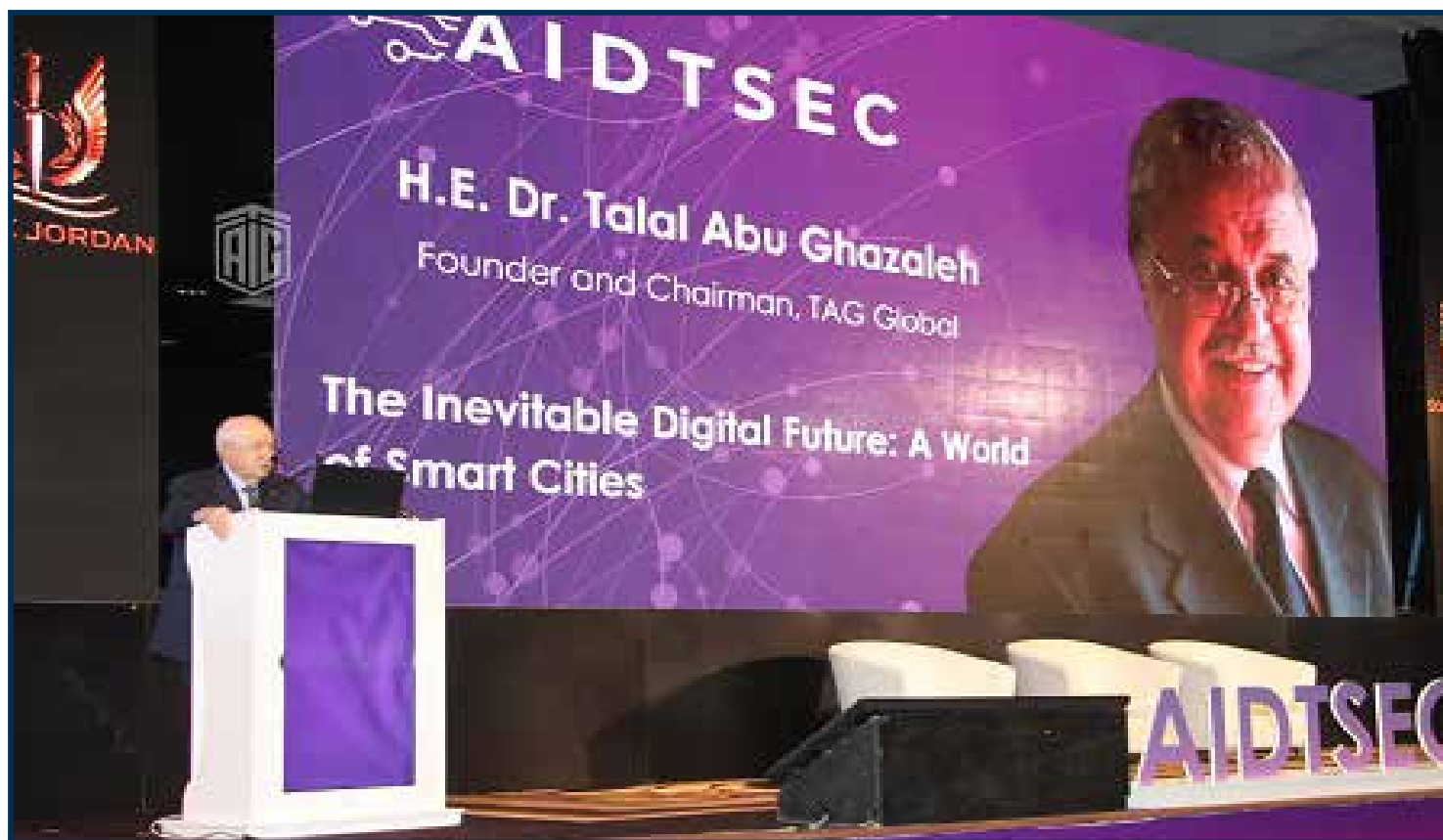


AMMAN - The Licensing Executives Society – Arab Countries – LES – AC participated in the “Capacity Building in Higher Education (CBHE) Management: Challenges & Solutions” seminar, organized by Erasmus+ Capacity Building in Higher Education (CBHE) on November 8, 2021, at Landmark Hotel - Amman. The seminar discussed a number of topics with attendees from the Jordanian universities and SMEs, including:

- Impact, Sound Management, and Communication and Visibility Requirements
- Project Management, Preparation and Development Work - Packages
- Management of the CBHE Projects within Universities.
- Quality Assurance, Dissemination and Exploitation

It is worth mentioning that LES - AC was established in 1997 in Amman, Jordan, to promote and develop Intellectual Property Rights (IPRs) protection system, enhance public awareness and disseminate the effective role of IP in globalization, in addition to developing and identifying effective mechanisms to support IPRs worldwide.

Abu-Ghazaleh, a Guest of Honor at the 2021 Artificial Intelligence Defense Technology and Cyber Security Exhibition and Conference



DEAD SEA, Jordan - The first Artificial Intelligence Defense Technology and Cyber Security Exhibition and Conference (AIDTSEC 2021), organized by SOFEX Jordan, in a strategic partnership with Talal Abu-Ghazaleh Global (TAG.Global), has concluded its activities. The conference was held under the patronage of His Royal Highness Crown Prince Al Hussein bin Abdullah II at King Hussein bin Talal Convention Center, Dead Sea, in the presence of Maj. Gen. Youssef Ahmed Al-Hnaity, chairman of the Joint Chiefs of Staff of the Jordanian Armed Forces and HE Dr. Talal Abu-Ghazaleh, founder and chairman of TAG.Global, as the guest of honor and keynote speaker at the opening ceremony.

The two-day event is the first conference and exhibition specialized in Artificial Intelligence (AI) and cybersecurity defense technology

in Jordan and the region that aims at bringing together AI leading experts in this field with decision-makers to discuss and share the latest advancements in AI field.

In his address, Dr. Abu-Ghazaleh stated that the AIDTSEC 2021 is a great opportunity to raise awareness on the importance of the Fourth Industrial Revolution, in addition to its development, impact, importance, and challenges.

Dr. Abu-Ghazaleh affirmed that the world entered the Fourth Industrial Revolution or the so-called “Knowledge Revolution” which would affect all aspects of our life, it will change human beings and their lifestyle, and it will ultimately divide people into two categories: the technologically developed and undeveloped.

He also urged giving more attention to teaching AI at the early stages of education, reminding that robots might become stronger than humans in light of AI development. “The future would only be for innovation and inventions; therefore, we should rely on the concept of acquired education and expertise, professional practices and innovation as an alternative to memorization, indoctrination and traditional educational, since AI and traditional methods of education don’t match,” Dr. Abu-Ghazaleh said.

Dr. Abu-Ghazaleh referred to his recently published book titled “The Inevitable Digital Future: A World of Smart Cities”, in which he shed light on important areas that governments must focus on to help initiate and build sustainable Smart Cities to better tackle ongoing pandemic challenges and better prepare for the future.

He emphasized the need for developing real smart cities in light of lessons learned from previous failed smart city initiatives. That is, in addition to taking into account the supportive elements, starting from governance to citizens’ awareness.

AIDTSEC 2021 displayed state-of-the-art technologies in AI and robotics engineering that are meant to assist in finding vital solutions for day-to-day operations in the defense industry, digital transformation, infrastructure, big data,

data analysis, cybersecurity, and other important topics related to artificial intelligence.

AIDTSEC 2021 Conference and Exhibition was attended by representatives from 35 countries, and more than 80 local and global companies to exchange expertise, strategies, and knowledge in driving AI technologies for the purpose of creating investment opportunities and partnerships. The Conference also attracted high-ranking speakers as guests who discussed issues related to the AI topics.

TAG.Global’s participation in the AIDTSEC 2021 Conference and Expo comes as part of its support, as a Strategic Success Partner, in organizing and marketing, by inviting both entities and individuals to participate and to visit the conference, through its more than 100 offices.

It should be noted that Talal Abu-Ghazaleh for Technology (TAGTech), a member of TAG. Global, took part in the Conference through a booth that displayed its latest technological devices including laptops, tablets, smartphones, and other technological accessories designed and manufactured by its experts at high specifications and affordable prices to achieve its core vision in facilitating the purchase of state-of-the-art technology by people who seek excellence in the World of Knowledge.

For more information, please contact us:

LES - Arab Countries

P.O.Box: 921100 Amman 11192 Jordan

Tel: +962-6-5100900 Ext: 1654 | Fax: +962-6-5100901

E-mail: les@lesarab.org | Website: www.lesarab.org