



Licensing Executives Society – Arab Countries

Advancing the Business of Intellectual Property Globally

Member of TAG-Foundation

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LES-AC Holds ToT Course



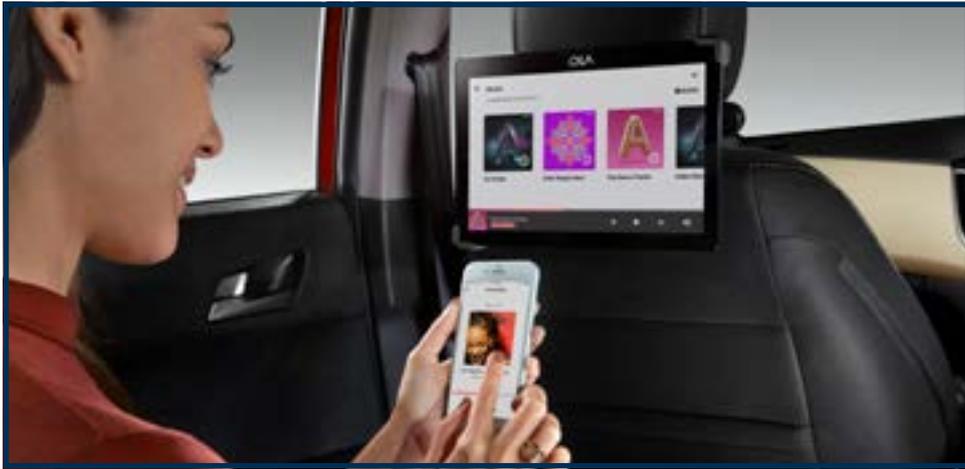
AMMAN - The Licensing Executives Society - Arab Countries (LES - AC) in cooperation with the Arab International Society for Management Technology (AIMICT) is holding the Training of Trainers (ToT) Course accredited by the Institute of Leadership

& Management (ILM) on Dec 2 - 9, 2017 at Talal Abu- Ghazaleh University - Shmeisani. For registration, please send an email to les@lesarab.org

The training course will provide participants with practical training using the best practices and most effective and efficient technologies in training needs assessment, design training, presentation, assessment and development.

HIGH TECH

India's Uber Rival Ola to License Connected Car Platform to Vehicle Makers Worldwide



Ride-sharing companies the world over are branching out to go beyond just handling your car trips.

In recent weeks we've seen Uber, the pioneer of the genre, announced its own Visa card while Southeast Asia's Grab is developing a payment wallet that lets you pay for lunch, dinner and other small items.

Now India-based Ola is doubling down on connect car technology after it revealed plans to offer its one-year-old Ola Play platform to car makers in India and across the world.

Ola Play, for those who missed it, is designed to help commuters maximize their time inside rides while providing a touch of the high-end experience.

It's marketed particularly at India in response to brutal traffic jams in urban areas, and includes a touch screen console that provides access to a bunch of consumer services - including entertainment and shopping - and vehicle controls for drivers. Now it is adding productivity tools thanks to a new partnership with Microsoft.

The U.S. giant, which was rumored to keen

on investing in Ola but wasn't part of its recent \$1.1 billion round, is providing access to Office 365, Skype for Business and voice-assisted controls. The system will also use its Azure cloud platform and, the companies said, make use of Microsoft's AI and IoT technology.

“Globally, the auto industry is experiencing a seismic shift as the definition of automobiles is increasingly changing from gas-powered vehicles to technology-packed, connected devices,” Ola CEO Bhavish Aggarwal said in a statement.

“With Ola Play, we have already set the tone for connected vehicles in India; together with Microsoft, we can make the new platform available to a larger, global audience and unlock futuristic experiences for customers worldwide,” Aggarwal, who once worked at Microsoft, added.

It makes sense for Ola to strike partners to equip cars in India with its entertainment tech. It not only gives the brand name elevation but it makes more cares potential Ola rides with a higher passenger experience - but expanding outside of India isn't an

obvious move at first take.

Ola isn't in process of looking for market expansions since it is duking the ride-sharing war out with Uber, which has prioritized India as its key markets outside of the US..

So what then?

The company may potentially look at licensing the technology out overseas and thereby drawing a new line of revenue for its business, one source close to Ola told TechCrunch.

Exact details aren't clear at this point, but TechCrunch understands that the first partnership announcements are in the pipeline and Ola believes that its solution - build from the perspective of a company

with skin in the in-car entertainment game - can offer a better option than existing systems, which focus on software.

Ola Play will also be positioned as a platform that auto makers and tech companies alike can build on. That could allow it to be customized to local markets, potentially sweetening the proposition for auto makers.

It's an ambitious move and one that again shows that ride-sharing players are looking to go beyond the business of rides and into adjacent areas where they believe can add value and boost their business.

Source:

<https://techcrunch.com/2017/11/08/ola-to-license-in-car-entertainment-tech-to-vehicle-makers/>

MEMBER SPOTLIGHT

Renew your membership for 2018! (side banner)

<http://lesarab.org/exisitForm.php?id=13>

INTERNATIONAL:

Toyota Signs Licensing Agreement for GRAS-Di DNA Analysis Technology



TOYOTA CITY, Japan - Toyota Motor Corp. announced that it has signed an agreement with Kazusa DNA Research Institute, Eurofins Genomics K.K. and GeneBay Inc. to license Toyota's unique GRAS-Di DNA analysis technology that can dramatically accelerate selective breeding.

Since the announcement of this technology in September 2016, Toyota said it has received acclaim from Kazusa, Eurofins Genomics and GeneBay, and starting in November 2017, it will be put to practical use in contract-based analysis businesses in Japan and around the world.

Until now, selective breeding involved repeated selection and mating of parent varieties - based on extensive past results -- and evaluation of their offspring in order to select new varieties with the desired characteristics.

In September 2016, Toyota announced that it had paired

its proprietary sample preparation technology with a next-generation sequencer to develop GRAS-Di, a new technology that can substantially simplify the process of identifying and selecting specimens with useful genetic information. It addressed limitations posed by conventional technology, enabling significant reductions in cost and man-hours, the company said. As a result, cost has been cut by approximately two-thirds and man-hours by approximately nine-tenths of the previous level.

In signing the agreement, the parties described their evaluation and expectations. Kazusa indicated that "We expect that the technology will not only be used by research and development organizations but also widely by private companies."

Eurofins Genomics added, "The ability of this technology to analyze a large number of DNA samples easily and quickly at low cost will

support further research and will significantly contribute to addressing world food and energy problems."

"It is common industry knowledge that it is necessary to acquire a large amount of DNA and data, which was a hurdle for spreading the technology and applying it. We expect it to be widely used in agriculture and livestock and many other industries," GeneBay noted.

Toyota said it expects that GRAS-Di can be applied to general selective breeding not only in agriculture but for wide-ranging development in areas like the livestock, forestry and fishery industries. Toyota believes that by introducing the technology to companies that intend to expand their businesses globally, the technology will contribute to addressing global issues through increased production of biofuels and foods and improvement of the disease resistance of crops. Consequently, Toyota will continue to actively disclose and share information in an effort to spread the technology further.

Source: <http://www.feedstuffs.com/news/toyota-signs-licensing-agreement-gras-di-dna-analysis-technology>

Are You A Patent Owner or Licensee? Apply for the USPTO Patents for Humanity Award by December 8, 2017



ALEXANDRIA, Va. - The United States Patent & Trademark Office (USPTO) is accepting applications for Patents for Humanity Award until December 8, 2017. This awards competition showcases how patent holders are pioneering innovative technologies to meet global humanitarian challenges--providing affordable, scalable, and sustainable solutions for the less fortunate. Winning applicants receive public recognition of their work and an acceleration certificate to expedite select USPTO proceedings!

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