



**Licensing Executives Society – Arab Countries**

Advancing the Business of Intellectual Property Globally

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**LES-Arab Countries Newsletter**

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**LES - AC Organizes ToT Training Course in February**



AMMAN- The Licensing Executives Society- Arab Countries (LES-AC) is holding 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) February 3 -10, 2018

Over seven days, the course will focus 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.

## INTERNATIONAL: Sony / ATV Signs Facebook Deal



NEW YORK CITY  
- Sony/ATV Music Publishing and Facebook have announced a licensing agreement. The deal with the social media giant follows Universal Music Group's comprehensive deal covering recordings and publishing.

The multi-territory, multi-year deal is the first between the publisher and Facebook.

The partnership will give Sony/ATV's songwriters the opportunity to earn royalties from the use of their music on both Facebook and Instagram.

Under the agreement, users will be able to upload and share videos on Facebook and Instagram, as well as Oculus, that contain compositions licensed from Sony/ATV's

catalogue as well as personalize their music experiences with songs from the catalogue.

Sony/ATV Chairman and CEO Martin Bandier said: "We are thrilled that in signing this agreement Facebook recognizes the value that music brings to their service and that our songwriters will now benefit from the use of their music on Facebook. We are looking forward to a long and prosperous relationship."

Tamara Hrivnak, head of music business development and partnerships, Facebook said: "We're excited to work with the largest music publisher in the world to bring amazing songs which deepen connections between friends and fans. Sony/ATV is a true leader and an absolute champion of writers in the digital space, and we're thrilled

to work with them as they grab new opportunities by the horns across all of our platforms."

Sony/ATV's contemporary roster includes social-media friendly artists including The Chainsmokers, Drake, Pink, Ed Sheeran, Sia, Sam Smith, Taylor Swift, Kanye West and Pharrell Williams, alongside classic songs from The Beatles, Leonard Cohen, Bob Dylan, Michael Jackson, Carole King and Queen.

Despite industry concern at issues such as its lack of a PRS for Music license, the social media tech giant and the music business have been finding common ground over the licensing and use of content.

A spokesperson for PRS for Music told Music Week last month: "Conversations with Facebook and ICE, our online licensing vehicle, are ongoing and we look forward to reaching an agreement."

Source: <http://www.musicweek.com/digital/read/sony-atv-signs-facebook-deal/071023>

# Abu-Ghazaleh Meets Students of Al- Balqa' Applied University



SALT, Jordan - At the invitation of Al-Balqa' Applied University (BAU), HE Dr. Talal Abu-Ghazaleh met with students of the Engineering Faculty to talk about the future of education.

At the beginning of the meeting, Dr. Abu-Ghazaleh extended his gratitude to the University management for the invitation, addressing students “you are the cornerstone of the future of education and the most capable to lead change.”

Dr. Abu-Ghazaleh pointed out that the process of change is a fundamental element of success and that radical global transformation towards World Knowledge is currently underway,” adding that the world is shifting from the civil state to the creativity and innovation state which is evidenced by the existence of innovative companies whose magnitude is bigger than the economy of the Arab world.”

He noted that the education sector’s main objective now is to graduate innovators and creators in accordance with the decision taken at the Annual Meeting

of Arab States Research and Education Network (ASREN) which was recently held in Cairo.

He called for the formation of a taskforce of people to be in charge of the engineering faculties at the Jordanian universities, for students and representatives from Jordan Engineers Association to work together to analyze the current status of engineering education and propose plans and suggestions to introduce an engineering curriculum based on knowledge that corresponds to development in the world of engineering.

For his part, President of the University Dr. Abdullah Al Zubi welcomed Dr. Abu-Ghazaleh informing the students that he is a model of a self-made personality who represents a national global success story and who continues to achieve great success.

He stated that the University achieved advanced progress in its international ranking thanks to the efforts of the University academia, administrative staff and students.

At the meeting attended by a host of professors including University President’s deputies, Dean of the Engineering Faculty Dr. Hussein Efeishat, faculty of Engineering, Dr. Al Zubi presented an honorary shield to Dr. Abu-Ghazaleh and a painting by one of the Engineering Faculty students.

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