AMMAN - The Arab Society for Intellectual Property (ASIP) participated in Building Innovation Infrastructure via Technology Transfer Offices (TTO) Conducted in Jordanian Higher Education Institutions project workshop. A project funded by Erasmus+ with the aim of creating a Jordanian Technology Transfer Offices Model that could be replicated across Jordanian universities.

Many prestigious institutions were chosen to participate in the project, and form a partnership for its execution, including the Arab Intellectual
Property Mediation and Arbitration Society (AIPMAS) and the Licensing Executives Society - Arab Countries (LES-AC) who will conduct training workshops on understanding polices related to IP rights that are associated with contracts targeting universities to gain the knowledge needed to manage and operate Technology Transfer Office, as well as, assisting in establishing polices and rules in Jordan.

Dr. Ala’a Khalifeh from German Jordanian University (GJU) welcomed all attendees and partners of the BITTCOIN-JO project, who represent a number of institutions and universities in the Middle East and Europe, stressing the importance of innovation and capacity building in the Jordanian market, with a focus on the educational institutes’ role.

The meeting agenda included TTO office status in Jordanian universities by Jordanian partners (German Jordanian University, University of Petra, Yarmouk University, Talal Abu Ghazaleh for Information Technology International and the Higher Council for Science and Technology then Dr. Ala’a Khalifeh discussed the TTO survey analysis and results.

Dr. Feras Kafiah, Assistant Professor at Al Hussein Technology University talked about the current TTO proposed model and best practices around the world.

Moreover, project partners from Europe had a thorough discussion on TTO in the European universities and the best practices and guidance on how to build a successful TTO for Jordanian universities.

Establishing sustainable technology transfer offices in Jordanian universities according to the new model is the main output of BITTCOIN-JO. Those offices are expected to work with the university faculty members and students to commercialize their projects, patenting towards establishing start-up companies.
AMMAN - The Licensing Executives Society- Arab Countries (LES-AC) will hold 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) July 13- 20, 2019.

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.
Viacom Nickelodeon Consumer Products (VNCP) announced the first licensees for Nickelodeon’s Blue’s Clues & You!, a reboot of the groundbreaking curriculum-driven interactive series Blue’s Clues. Just Play will be the global preschool toy partner for plush, figures, playsets and role play, Vtech will be the global partner for early learning toys, and Cardinal will manage games and puzzles. Blue’s Clues & You! will be featured at VNCP’s Licensing Expo booth (#O180), June 4–6, in Las Vegas, NV.

“Blue’s Clues & You! is quickly building buzz and excitement, and we are so proud to reintroduce this iconic show to a new generation of kids, and also to terrific licensing partners who can bring these beloved characters to life through product,” said Jennifer Caveza, Senior Vice President, Toys, Viacom Nickelodeon Consumer Products. “Blue’s Clues was Nickelodeon’s first ever billion-dollar consumer products brand, and there’s already a ton of excitement with retailers for this dynamic new take on the franchise.”

Blue’s Clues & You! will have a new generation of preschoolers searching for clues with beloved puppy Blue and feature a new host, Joshua Dela Cruz, and a refreshed signature look. In each episode, Blue invites viewers to join them on a clue-led adventure to solve a daily puzzle. With each signature paw print, Blue identifies clues in her animated world that propel the story and inspires viewers to interact with the action. Three episodes of the series will debut on Walmart’s video service, Vudu, prior to its launch on Nickelodeon in November.

The original Blue’s Clues series launched in September 1996 to critical praise from educators, parents and preschoolers and ran for six groundbreaking seasons. Created by Traci Paige Johnson, Todd Kessler and Angela C. Santomero, Blue’s Clues drew acclaim for its unique interactivity that helped change the way kids watch television and has remained one of the most popular preschool shows of all time. The landmark series also raised the bar in preschool television by exploring advanced subject matter such as sign language, geography, physics, emotions and anatomy.

Source: Licensing Corner
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