



Licensing Executives Society – Arab Countries

Advancing the Business of Intellectual Property Globally

Member of TAG-Foundation

عضو في لطلال أبوغزاله فاؤنڊيشن

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LES - AC Announced an Online training course “Innovation Management”

AMMAN - The Licensing Executives Society – Arab Countries (LES-AC) announced an online training course entitled “Innovation Management” May 9 - 14, 2020. The course aimed to provide the professionals with comprehensive understanding of:

- Innovation and its process
- Organizations and innovation culture
- Innovation development

The course also highlighted the introduction to innovation, types of innovation, innovation process, barriers, culture and strategies.

Innovation Management
Online

Description
Innovative organizations are always in constant change to succeed in the fast-changing world but since innovations are the result of human creativity and introducing novel ideas that change the way things are done, managing innovative projects requires managing technical professionals, managing changes, risks and the future in new tools and approaches. This training will discuss the management concepts related to innovation and stimulating its culture in organizations.

Training Objectives
Provide the professionals with comprehensive understanding of:
• Innovation and its process
• Organizations and innovation culture
• Innovation development

Training Outline
• Introduction to Innovation
• Types of Innovations
• Innovation, Technology and R&D
• Innovation Process
• Innovation Barriers
• Innovation Culture
• Innovation Strategies

Date: May 9 - 14, 2020
Training Hours: 6 training hours
Time: 09:00 – 10:00 PM
Registration Fees: 50 JOD.
Trainer: Eng. Jamil Alkhatib

For More Information
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Talal Abu-Ghazaleh Academy's Tadrib Online Platform Overcomes Coronavirus Crisis Obstacles

AMMAN – Talal Abu-Ghazaleh Academy Tadrib Online Platform Manager, Mr. Hamza Arabiyat, declared that the first batch of participants from Jordan who registered through the Platform since the beginning of the coronavirus epidemic have reached more than 500. That is in addition to more than 250 registered participants from the Arab countries.

The main courses of which the participants showed interest included Accounting programs specifically the Arab Society of Certified Accountants (IACPA) program, Digital Marketing, Human Resources, Small and Medium Enterprises (SMEs) Management, and Trademark Protection Programs.

Arabiyat affirmed that TAG-Academy strives to create more remote learning courses and training programs in line with the directions of HE Dr. Talal Abu-Ghazaleh, founder and chairman of Talal Abu-Ghazaleh Global (TAG. Global) noting that Dr. Abu-Ghazaleh has previously, and for many years, been calling to transform to digital and remote learning for all, well before the corona crisis, taking into consideration that the world is witnessing a digital and technological revolution that necessitates keeping abreast with the latest developments without delay.

Moreover, and based on Dr. Abu-Ghazaleh's vision that education is a right for all, Tadrib Online Platform offers courses at affordable prices to all segments of society as such courses are supported by Talal Abu-Ghazaleh Foundation (TAG-Foundation).

Tadrib Online Platform is specialized in training, qualifying and developing the participants' capabilities to advance their skills in different fields. The Platform includes various training courses developed in accordance with the highest standards through a set of interactive elements in training processes. Participants receive an electronic attendance certificate after completing the course and passing its exam.

For more information about Tadrib Online Platform, please visit the website: www.tadribonline.com

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- أفضل الأسعار
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- مشاهدة الدورة من أي مكان وأي وقت

Digital innovation and disruption in the wake of the COVID-19 outbreak: have you prepared your patent weapons?

The global pandemic of the Coronavirus (also known as COVID-19) is not only affecting the safety and security of people around the globe, but is most likely to have a substantial economic impact worldwide. Due to the medical properties of the virus and the speed at which it spreads, physical distancing between people and self-quarantine have been recommended by the World Health Organization ('WHO') as necessary precautionary measures and in some countries, have been imposed as mandatory measures. The characteristics of the virus and the measures taken to limit its transmission are almost certain to lead to a slow-down in general economic activity across a number of industries including hotel and leisure, airlines, health etc. However, for some sectors the slow-down may offer an unexpected opportunity to develop, grow and expand fledgling businesses that, on any other given day, might struggle to compete with the established, successful giants in their respective fields.

COVID-19: a wave of digital change and disruption

Indeed, COVID-19 is likely to provoke a very strong wave of change and disruption. Among the companies likely to benefit from this wave are digital innovation-driven enterprises. Such companies are already actively pivoting at the core of the 4th industrial revolution, and are optimally positioned to take advantage of the potential opportunities presented by COVID-19 and is effectively acting as a catalyst for their business operations. Against this background, we anticipate the emergence of two types of companies: Type A; and Type B. Where a big part of Type A companies will be market established companies profiting from the new digital market needs to expand their operations, many Type B companies will be outsiders and entrepreneurs and start-ups coming with disruptive innovations leading to business disruption in various industries. Disruption is a business concept and occurs when a 'disruptive innovation' once introduced leads to the creation of a new market by overtaking an existing one displacing related established market leading businesses, services and products.

Type A Companies: the wave surfers

This type of company is considered a 'friend' to established companies and generally focusses on providing the required ICT support to established businesses across various industries. They are part of the supply chain of and will support those businesses in overcoming existing challenges by means of digitalisation and virtualisation. This may include developing online platforms, remote access systems, mobile applications, cybersecurity systems, business and supply chain management systems, and so on. At the core of Type A companies are software developers and other ICT related businesses. These companies are likely to see unprecedented growth in their operations because businesses will increasingly turn towards digitalisation and the integration of new, innovative digital technologies into their operations and supply chains in order to avoid disruption and ultimately find ways to survive and continue their business operations during this type of crisis.

Although this type of innovative technology can be very valuable from a business perspective, from a legal perspective however, IP protection is the answer and should, be sought where possible in order to secure investments made in the technology whilst restricting others from exploiting it without official authorisation. Failure to do so can lead to disastrous business and financial consequences including bankruptcy. It is important to understand which form of IP protection is the most effective and appropriate in any one case.

Copyright or Patent?

Whilst software is protectable under ‘copyright’, it is recommended that this type of protection be supported by other types of legal protection, where possible, so as to provide an enhanced level of protection. Copyright protection will protect a computer code in itself however, it falls short of protecting the technical concept or process underlying the software code. This is important when the value of software revolves around a new innovative ‘technical solution’ to a ‘technical problem’ (a new ‘technical concept’ or ‘technical process’). In order to protect a new technical concept, one must look to patent protection. Unfortunately, patent protection may prove to be more difficult to obtain in this instance because patent laws normally require the application of a high threshold of novelty, inventiveness and practical application for the innovation to be eligible for protection.

The ‘work around’

Fortunately, some countries have developed a more simplified type of patent sometimes referred to as a ‘utility model’ or ‘petty patent’. This type of patent sets a lower threshold in order to guarantee protection and has the added bonus of being comparatively simple, cheap and more efficient to obtain. China is at the forefront of adopting less stringent standards when it comes to applying for patent protection. The Chinese experience is that the utility model has resulted in the grant of millions of dollars’ worth of utility models every year. This type of protection is also available in the UAE and some other countries in the MENA region. Consideration of protection under a patent or utility model would require a thorough consideration by a patent attorney from both a technical and legal perspective, When applying for patents for innovations, it is advisable to steer clear of descriptions relating to ‘software’ or ‘business related method’ as the patent laws of most countries prohibit protection in such instances.

Type B Companies: the “disrupters”

This type of enterprise could be considered a ‘threat’ to established companies as they focus on finding ways of developing new, innovative digital technologies that completely disrupt the ‘traditional’ way of doing business. These innovation-driven companies can either be completely new start-ups or existing companies currently serving secondary markets which may benefit from the current health crisis.

It is our view, at the time of writing, that we are currently in a very fertile period for ‘potential disrupters’ to take on these large established companies (which lack the necessary business agility required to survive) by surprise, leaving them incapable of reacting quickly enough to disruptive attacks. In order to gain a foothold in their preferred market(s), they will continue to push and challenge the status quo and the traditional ways of doing business until they impose

new markets servicing them and displace existing market-leading companies and their related business operations.

In fact, due to the COVID-19 outbreak, the vulnerable financial and competitive positions of a large number of established companies and the increasing market need for new innovative substitutes to respond to the changing consumers' needs and behaviour makes the current time ideal for innovation-driven companies having innovative technologies to launch their disruption attacks. There is no doubt that the technological advancements in the digital arena, from computing power to Big Data and 5G connectivity will be important enabling factors. This will likely lead to business disruption in a number of industries.

Netflix, Amazon and Uber are very good examples of companies which started small and targeted secondary markets and moved upstream to take over the main markets and disrupt the then established companies. Disruption in these cases was without doubt enabled partially by the underlying innovative platforms developed by these companies. However this, in and of itself, was not enough to disrupt established markets in the absence of additional favourable external factors which existed at that time including: (a) technological advancements in the digital space (i.e. the proliferation of smart phones, higher connectivity, computing and video streaming capabilities at lower costs) which supported the deployment and use of these platforms by global users on a wide scale; and (b) the users' appetite for a change of behaviour and readiness to adopt new ways of doing things.

Without any doubt, disruption is highly demanding and difficult to achieve and requires tremendous internal preparation and business skills including a formalised vision and market assessment, innovative technology supporting that vision, and a targeted disruption strategy. While some companies will make it through, many others will try and fail. Patents can be used as an important weapon to enhance the odds.

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Showrooms Open: 11 am to 8 pm (weekdays)
11 pm to 8 pm (Saturdays)

* +VAT

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