



Licensing Executives Society – Arab Countries

LES - Arab Countries *Newsletter*

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LES-AC Chairman Pays a Visit to the 14th AI-Basel Fair for Invention and Innovation and LES-AC Holds "Commercializing Technology through the Power of IP Licensing" Workshop

Abu-Ghazaleh highly commended Syria's efforts to support invention and innovation in the country and called for similar events to AI-Basel Fair throughout the Arab region

Dr. Al-Bhakeet: "This exhibition is an active Arab contribution and a practical implementation of the Agenda of the recent Kuwait Economic Summit in the field of Intellectual Property protection"



DAMASCUS - Mr. Talal Abu-Ghazaleh, the Licensing Executives Society – Arab Countries (LES-AC) president took part in the 14th AI-Basel Fair for Invention and Innovation on July 15, 2009 at the Damascus Fairgrounds with the participation of 600 Arab and foreign inventors.

This event, organized by the Syrian Ministry of Economy and Trade in cooperation with the League of Arab States, the World Intellectual Property Organization (WIPO) and the Syrian Inventors Association, was a unique opportunity to bring together innovators, inventors and investors in one place.

Mr. Abu-Ghazaleh presented monetary awards for the first and second winners and highly commended Syria's efforts to support invention and creativity and called for similar events to AI-Basel Fair to be organized throughout the Arab region.

From her part, Dr. Maha Al-Bakheet, head of the Arab League delegation, stated that this exhibition is an active Arab contribution and a practical implementation of the Agenda of the recent Kuwait Economic Summit in

the field of Intellectual Property (IP) protection.

Dr. Al-Bakheet called for collaborating efforts to adopt a law that regulates scientific research, develop a national plan for scientific research, benefit from the information available in patent offices, and establish an entity for small and medium enterprises and IP offices in universities to transform inventions into assets.

Dr. Al-Bakheet encouraged regional and international organizations to implement an Arab strategy for innovation, disseminate the culture of scientific research and raise educational awareness.

She also called on Arab institutions, interested in supporting innovation and creativity, to organize scientific competitions and exhibitions, and most importantly to embrace the Arab researcher and inventor, stressing on the private sector's support in funding scientific research in the region.

Meanwhile on the sidelines of the six-day Fair, and under the Patronage of his Excellency Dr. Amer Lutfi Minister of Economy and Trade of the Republic of Syria, LES-AC in cooperation with Abu-Ghazaleh Intellectual Property (AGIP) organized a workshop on "Commercializing Technology through the Power of IP Licensing" which was attended by government representatives, researchers, attorneys from the Arab and foreign countries that participated in the Fair.

The participants in this workshop were introduced to the concept of licensing as a means for tech commercializing; licensing as an effective tool to boost developing economies; and the role of licensing in enhancing productivity and improving services and competitiveness.

At the end of the workshop, Mr. Abu-Ghazaleh handed certificates of attendance to the participants.

LES-AC holds "Patent Search" Seminar in Cooperation with Queen Rania Center for Entrepreneurship (QRCE)

The Licensing Executives Society- Arab Countries in cooperation with Queen Rania Center for Entrepreneurship held a seminar on "Search Engines of Patents" given by the accredited trainer Eng. Nisreen Al-Ragbi on the occasion of the ceremony of announcing the results and the distribution of the prizes of "made in Jordan" contest, in the presence of the Director of LES-AC Mrs. Rinad Al-Noubani and the Director of the Systematic Center for Innovation of Queen Rania Center for Entrepreneurship Eng. Hussein Al-Natsheh, in addition to a number of inventors and concerned people representing themselves and their national institutions.

The seminar was intended for the objective of introducing patents, and the way it is filed on the national, regional and international levels. Emphasis has been put on the method of inquiring and search for patents registered in the European and American patent offices.

Four basic data bases-search engines have been

discussed in detail, including the data base of the World Intellectual Property Organization (WIPO), the data base of the American patents and trademarks, and the European data bases Esp@cenet, Epoline. The discussion included the status of patents published in the Arab world and the sources of its search.

Al-Natsheh emphasized the importance of the lecture by stating that "the lecture comes within the activities of Queen Rania Center for Entrepreneurship and the Royal Scientific Society for the purpose of raising the interests of inventors and researchers and considering the importance of Intellectual Property in the support of the economy, based on knowledge and converting their thoughts and inventions to products and services that meet market needs".

Al-Ragbi added that "inventors and researchers should be trained on search methods of patent data base for the purpose of benefitting from its contents, and not to continue research in matters that have been reached through patents".

LES-AC Concludes Its Workshop on Drafting and Negotiating Licensing Agreements in Dubai



DUBAI - The Licensing Executives Society – Arab Countries (LES-AC) and Dubai Chamber of Commerce and Industry organized “Drafting and Negotiating Licensing Agreements” workshop, May 24-25 in Dubai at the Sheraton Creek Hotel.

The two-day event discussed various issues related to the drafting and negotiation of licensing agreements in

different sectors.

Ms. Jehad Kazim, the Legal Services director at the Dubai Chamber of Commerce and Industry stated that “the workshop has assisted the participants in drafting agreements more clearly, and has helped them understand the elements of licensing and their significance to any agreement.”

“The event has also demonstrated mechanisms to effectively negotiate licenses that will eventually enhance the legal and cultural awareness among the Dubai business community,” he added.

During the workshop, using technologies necessary for preparing an effective licensing project was highlighted, and participants were updated with the common risks in drafting agreements, and were assisted in using the licensing provisions.

A number of mechanisms for the preparation of well-drafted agreements, and how to help clients follow up on their licenses’ implementation were discussed, along with licensing agreement negotiations and training on license management.

Society’s Upcoming Events for 2009

“Establishing, Protecting and Licensing... A Brand” Workshop to Be Held in Dubai

In its second cooperation with Dubai Chamber of Commerce & Industry, the Licensing Executives Society – Arab Countries (LES-AC) is organizing “Establishing, Protecting and Licensing... A Brand” course to be held October 25-26 in Dubai.

This two-day event focuses on guiding participants to recognize their trademark’s value and potential, searching for and adopting new trademarks, registering and maintaining trademarks, establishing trademark’s policies and licensing those trademarks.

The workshop will also address protecting brand equity against infringement, abuse and dilution especially in the new e-commerce marketing era.

The workshop will be presented by Mr. Paul C. Jorgensen; an energetic and popular instructor on Intellectual Property, contract drafting and negotiating, Internet issues, legal writing, and professional transitions for both attorneys and non-attorneys.

For more details and enrollment please visit:

http://www.lesarab.org/news.aspx?news_id=371&group_key=training_courses&lang=en

“Drafting and Negotiating Licensing Agreements” Workshop to Be Held in Beirut

The Licensing Executives Society – Arab Countries (LES-AC) is organizing a two-day training course entitled “Drafting and Negotiating Licensing Agreements” October 28-29, 2009 in Beirut – Lebanon.

The main objective of the course is to empower attendees to write clearer, understand license elements and their importance to an entire agreement, to negotiate licenses effectively, and to track license performance efficiently.

For more details and enrollment please visit:

http://www.lesarab.org/news.aspx?news_id=375&group_key=training_courses&lang=en

“Fundamentals of Intellectual Asset Management and Licensing” Training Course to Be Held in Al-Khobar

The Licensing Executives Society – Arab Countries is holding “Fundamentals of Intellectual Asset Management and Licensing” training course, part of the Arab Certified Intellectual Property Licensing Practitioner (ACIPLP) program, December 19-24, 2009 in Al-Khobar, KSA.

The intensive 32-hour training course provides participants with basic concepts and skills necessary for successful Intellectual Asset Management and Licensing. This course consists of four major topics:

- The Basics of Intellectual Property and Licensing
- Business Framework of IP and Licensing
- The Deal: Valuation and Negotiation
- Living with the Deal

For more details and enrollment please visit:

http://www.lesarab.org/news.aspx?news_id=387&group_key=training_courses&lang=en

LES-AC: Local Partner for Technology Transfer Conference in Amman

AMMAN – The Licensing Executives Society – Arab Countries (LES-AC) will be the local partner for the Technology Transfer Conference organized by the Higher Council for Science and Technology / iPARK and the US Patent and Trademark Office.

The conference, held October 19 Royal Scientific Society, EL Hassan Science City in Amman, will address important topics including the role of technology transfer in economic development; innovation policy, technology transfer activities, technology transfer offices, and IP in Jordan, among many other topics.

A workshop on “How to Establish a Technology Transfer Office (TTO)” will be held during the conference.

Admittance is free. For more information and registration visit the conference website:

www.ipark.jo/TTC.html.

LESI Interactive Features

Licensing Executives Society International (LESI) and several Licensing Executives Society groups have interactive networks actively updating members with the latest news and events.

Members can get involved and keep up to date with LESI developments with this extended functionality.

The following are networking groups LESI is active in: LinkedIn, Twitter, Blogger, Facebook and YouTube.



League of Arab States Announces the Launch of the Arab IP Center Website

Online portal to provide region-wide resource and guidance on Intellectual Property

CAIRO - The League of Arab States announced the launch of the Arab Intellectual Property (IP) Center website; an online portal which will provide a central hub for best practice sharing and legal resources on IP in the Arab region.

The website aims to provide the Arab region with assistance in its efforts to promote the protection of IP by providing a central database on IP and Internet crime issues within the region, including an extensive collection of regional laws and regulations, international treaties and agreements and IP case law from around the Middle East region.

The Arab Intellectual Property Center portal is publicly available and can be viewed at www.arabipcentre.com. The website was launched on September 16, 2009 and is available in Arabic and English.

INNOVIC's International Next Big Thing Award™ 2009 Winners Announced

MELBOURNE, AUSTRALIA - The Victorian Innovation Center Limited - INNOVIC announced the winners of the Next Big Thing Award for 2009 which is an international competition to find, showcase and award leading-edge new inventions, innovations and ideas with the potential to become the 'next big thing'.

A new category was added to the competition entitled International Winner which allowed inventors from Arab countries to take part in this significant venue.

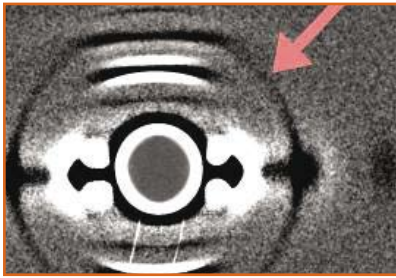
The winners in each category are:



Winner
Handheld Medical Diagnostic System



Green/Environmental Winner
Creative Water Technology



Social/Community Benefit Winner
Fermiscan Breast Cancer Test™



International Winner
360 Paper Water Bottle



Innovation Excellence Winner
Gigabit Wireless Transceiver on CMOS



People's Choice Winner
VideoTrace

For more information please visit:

http://nextbigthingaward.com/previous_finalists.html

LES-AC New members

Nineteen (19) new members joined LES-AC during the period (June – September 2009):

Name	Country
Yousef Al-Tamimi	Jordan
Tamer El Nasser	Jordan
Shadi A. Nejem	Jordan
Reem El-Saqqqa	Jordan
Rania T. Ayoub	Jordan
Mohammad T. Bashiti	Jordan
Eman Abida	Jordan
Mira Y. Qura	Jordan
Amer Sama'aneh	Jordan
Aline Haladjian	Jordan

Name	Country
Anne Babia	Jordan
Ali Darwish	Jordan
Lara Sumrain	Jordan
Najwan A. Jaradat	Jordan
Osama Nabulsi	Jordan
Omar Al-Omar	Kuwait
Ahmed Alsayed Amer	Kuwait
Lara Dagher	Lebanon
Richard C. Litman	USA

Innovation Will Catapult Our Economy to 21st Century Prosperity

By Richard C. Litman, Litman Law Offices, Ltd., Arlington, VA



Ingenuity catapulted the world's economy to new horizons in past centuries. Electricity, oil, nuclear power and other sources of energy fueled the growth of the global economy in the last century.

With electricity came lighting, electronics and the age of information technology. With oil came the proliferation of automobiles, jet airplanes and the use of plastics. The nuclear era brought even further discoveries in medicine, space exploration and energy. Economic prosperity can return, and return quickly, through good old-fashioned ingenuity.

Conceive, Believe and Achieve

The great thinkers of the world became the catalyst for technological enlightenment and economic growth during the twentieth century. It is no different now. The stimulus for economic recovery and expansion in the twenty-first century will come from the world's most plentiful resource: the human capital of people. Innovation is the answer for this century just as it has been in the past.

Great ideas made America a great nation. Other countries have learned valuable lessons from the history of innovation in this country. Nations that have adopted this core philosophy have also become global leaders. It is a proven formula for the economic viability of nations, and for the sustainable growth of small and large businesses.

Companies need to embrace this spirit today. Those businesses which foster an environment where

creativity and out of the box thinking are part of the core culture will be the market leaders when the sun shines again on the economy.

Survive and Thrive

Even though a single lawyer, law firm or our bar association can't single-handedly turn around the global economy, we can encourage our clients to protect and profit from their most valuable assets, their Intellectual Property (IP) assets. Helping your business clients implement a global innovation strategy will help them through these difficult times and provide a platform for long-term growth.

Unfortunately, IP assets aren't found on most balance sheets. They are usually viewed as a payroll expense for people – rather than as an investment in human capital. These assets are often not even captured by most businesses. The value of IP is often not realized by a business, even during times of economic growth. In times of a declining economy, innovation often becomes a low priority or is completely eliminated from a company's strategic plan. This is a mistake.

What lawyers can do is to help clients understand that the key to long-term financial vitality is to capture and commercialize the individual and collective knowledge of a company's workforce.

IP Assets: Additional Revenues through Innovation

A main benefit of IP assets is that these assets can provide revenue streams in addition to day-to-day operating income. This can be of high value in the current economy when many businesses have declining revenues and difficulty with obtaining financing for business growth.

The business climate may be deteriorating for certain businesses in this geographic market. But, an innovative company can weather adverse local conditions if they think national and global. A company that captures, protects and commercializes its IP through its own operations, as well as through licensing, will have an advantage as the economy improves.

Other regions may not be impacted like the local market

and a client could license its IP assets and generate revenues from similar businesses in other regions of this country or in emerging global markets. It is truly a small world and what is successful in this country can be replicated and successful in Asia, the Middle East or South America. Suppliers and even customers can become strategic partners in a licensing strategy to expand a company's global revenue base.

Growth of IP Assets Should Be a Top Priority

Our global economic woes can be cured by technological innovation. It may take a cure for cancer or some new form of energy to catapult the economy back to an era of prosperity. It could be that incremental improvements on existing technologies are all that is needed for our return

to prosperity.

Lawyers can help clients grow and prosper by helping them to recognize the value of their company's IP assets and realizing income from these assets. It could be your client's great idea that will reduce medical costs, or offer the next generation in communication, or provide something that just makes people enjoy life a little bit more than they do today.

Companies should not put innovation on the bottom of their priority list or take the collective development of IP assets out of their strategic plan. Whether the economy is good or bad, an investment in innovation is the best investment a company can make to succeed in the global economy of the twenty-first century.

Announcements

Membership Fees for 2010

We urge our members to settle their 2009 annual membership dues before the end of December 2009, to enable us continue our activities and enhance our role in helping to create licensing and technology transfer professionals, and renew LES-International membership for 2010.

Our gratitude is extended to members who have already paid their annual fees.

Participation in LES-AC Newsletter

LES-AC would like to encourage your valuable participation by giving you the opportunity to post your articles in the LES-AC newsletter. Interested parties are requested to send their articles in advance to the following e-mail address:

les@lesarab.org.

