



## The Arab Society for Intellectual Property (ASIP)

The Arab Society for Intellectual Property (ASIP) headed by Dr. Talal Abu-Ghazaleh is a non-profit organization that was established on February 23, 1987 in Munich Germany, by some of the top practitioners in the many fields of intellectual property (IP) in the Arab region. Its mission is to bring together the IP professionals and practitioners in the Arab region and to help build awareness and understanding of intellectual property issues and their dynamics.

## ASIP News

### In this Issue

- » Abu-Ghazaleh: Agreement with National Agricultural Research Center on Innovation and Creativity
- » ASIP Holds “Managerial Excellence and Motivating Creativity Potentials” Course
- » ASIP to Hold ACIPP Certificate Exam in August
- » ASIP Holds “Strategic Thinking” Course



## Abu-Ghazaleh: Agreement with National Agricultural Research Center on Innovation and Creativity

**AMMAN** – HE Dr. Talal Abu-Ghazaleh patronized a workshop entitled ‘Excellence and Creativity’ organized by the Arab Society for Intellectual Property (ASIP) in cooperation with the National Agricultural Research Center (NARC) and the Licensing Executives Society – Arab Countries.

During the workshop, a Memorandum of Understanding (MoU) was signed between the Arab Intellectual Property Mediation and Arbitration Society, chaired by Dr. Abu-Ghazaleh, and the Center to cooperate in developing Arab and Jordanian agricultural scientific research, and benefit from the technical expertise of Talal Abu-Ghazaleh Organization in networking the NARC and its branches in the Kingdom with research centers in the European Union, as well as archiving the Center’s national library and connecting with the Arab States Research and Education Network (ASREN).

Participants discussed during the workshop, held at NARC headquarters, the technological development which will boom in the region by 2020 and the Artificial Intelligence which will invade the world soon.

In his keynote speech, Dr. Abu-Ghazaleh affirmed the significance of such gatherings attended by scientists and researchers noting that the objective of education should be shifted towards graduating innovators and inventors to cope with the rapid Knowledge Age changes.

He also referred to the newly established Talal Abu-Ghazaleh University College for



Innovation (TAGUCI) which will be operational in October 2018, as well as to his new book which will be published next month discussing how the world under the knowledge revolution would look like. He saluted the able leadership of Dr. Nizar Haddad.

Meanwhile, Dr. Abu-Ghazaleh expressed his admiration for the pioneering experience led by the Center and its new vision which enhances its efforts to launch innovative ideas and motivate scientists and researchers to conduct research that would ultimately translate into patents and applied knowledge.

For his part, NARC Director General Dr. Nizar Haddad extended his gratitude to Talal Abu-Ghazaleh Organization for its ongoing endeavor to develop agricultural work, intellectual property incubators and knowledge stations as incorporated in the signed MoU.



Abu-Ghazaleh Intellectual Property (AGIP) Executive Director Mr. Mahmoud Lattouf briefed the attendees on AGIP services, offices and accomplishments. Mr. Zeid Al Majali, Quality Control Manager at Talal Abu-Ghazaleh Knowledge Stations gave a presentation about the establishment of the knowledge stations, services

and training courses they offer in addition to their locations inside the Kingdom and in Palestine. For her part, Dean of TAGUCI talked about the pioneering vision of the University, its objectives, degrees to be offered, registration requirements and teaching methods.

## ASIP Holds “Managerial Excellence and Motivating Creativity Potentials” Course



**AMMAN** - The Arab Society for Intellectual Property (ASIP) held a training course entitled “Managerial Excellence and Motivating Creativity Potentials”, July 1-9, 2018 at Talal Abu-Ghazaleh General Building - Amman. Over the 15 training hours, participants were introduced to the essential concepts of managerial excellence, the importance of emotional intelligence and the key principles for motivating creativity at work.

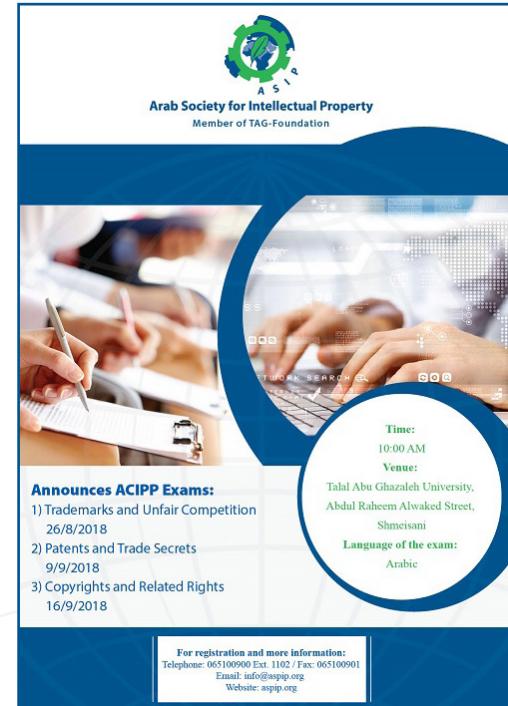
The course aimed at enhancing the skills of participants to help achieve the institutional goals by focusing on managerial excellence and motivating creativity potentials in order to raise the efficiency of institutional performance.



## ASIP to Hold ACIPP Certificate Exam in August

The Arab Society for Intellectual Property (ASIP) will hold the Arab Certified Intellectual Property Practitioner (ACIPP) certificate exam starting from 26<sup>th</sup> August, 2018 for a group of participants. The program comprises three modules:

1. Trademarks and Unfair Competition
2. Patents and Trade Secrets
3. Copyrights and Related Rights



## ASIP Holds “Strategic Thinking” Course

**AMMAN** - The Arab Society for Intellectual Property (ASIP) will hold a training course entitled “Strategic Thinking”, August 5-9, 2018 at Talal Abu-Ghazaleh General Building - Amman. Over the 15 training hours, the following topics will be addressed:

- Introduction to the course.
- Modern challenges and the need of strategic thinking.
- Types of thinking.
- Elements of strategic thinking.
- Tools of strategic thinking.
- Analysis of internal and external institutional environment.
- Strategic planning and strategic thinking.
- Constraints of strategic thinking and how to overcome them.
- Practical applications.

