



## ASIP News



### 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.

### In this Issue

- » ASIP Participates in the ‘CBHE Management: Challenges & Solutions’ Seminar
- » ASIP Holds ‘The Legal System of Industrial Designs’ Training Course
- » ‘Abu-Ghazaleh, a Guest of Honor at the 2021 Artificial Intelligence Defense Technology and Cyber Security Exhibition and Conference

## ASIP Participates in the ‘CBHE Management: Challenges & Solutions’ Seminar



AMMAN - The Arab Society for Intellectual Property (ASIP) participated in the “Capacity Building in Higher Education (CBHE) Management: Challenges & Solutions” seminar, organized by Erasmus+ Capacity Building in Higher Education (CBHE) on November 8, 2021, at Landmark Hotel - Amman. The seminar discussed a number of topics with attendees from the Jordanian universities and SMEs, including:

- Impact, Sound Management, and Communication and Visibility Requirements
- Project Management, Preparation and Development Work - Packages
- Management of the CBHE Projects within Universities.
- Quality Assurance, Dissemination and Exploitation

It is worth mentioning that ASIP was established in 1987 in Munich, Germany, to promote and develop Intellectual Property Rights (IPRs) protection system, enhance public awareness and disseminate the effective role of IP in globalization, in addition to developing and identifying effective mechanisms to support IPRs worldwide.



## ASIP Holds ‘The Legal System of Industrial Designs’ Training Course

AMMAN - The Arab Society for Intellectual Property (ASIP) held the “Legal System of Industrial Designs” training course, through Zoom App, during November 10 – 25, 2021. The training course introduced the participants to the following topics:

- Definition and Legal Nature.
- Formal and Substantive Requirements.
- Assignments and Licensing.
- Disputes and Legal Protection.
- Practical Application.

المجمع العربي للملكية الفكرية  
Arab Society for Intellectual Property  
Member of TAG-Foundation  
عضو في طلال أبوغزاله فاؤنڊيشن



### The Legal System of Industrial Designs via Zoom App

**The Outline:**

- Definition and legal nature.
- Formal and substantive requirements.
- Assignment and licensing.
- Disputes and legal protection.
- Practical application.

**Date:**  
10 - 25 November 2021

**Time:**  
4-5pm / Monday-Wednesday  
2-5pm / Thursday  
(Jordan time)

**Fees:**  
\$200

**For registration and inquiries please contact:**  
Tel: +962 6 5100 900 ext. 1529  
Fax: +962 6 5100 901  
Email: [info@aspip.org](mailto:info@aspip.org)  
Website: [aspip.org](http://aspip.org)





## Abu-Ghazaleh, a Guest of Honor at the 2021 Artificial Intelligence Defense Technology and Cyber Security Exhibition and Conference



DEAD SEA, Jordan - The first Artificial Intelligence Defense Technology and Cyber Security Exhibition and Conference (AIDTSEC 2021), organized by SOFEX Jordan, in a strategic partnership with Talal Abu-Ghazaleh Global (TAG.Global), has concluded its activities.

The conference was held under the patronage of His Royal Highness Crown Prince Al Hussein bin Abdullah II at King Hussein bin Talal Convention Center, Dead Sea, in the presence of Maj. Gen. Youssef Ahmed Al-Hnaity, chairman of the Joint Chiefs of Staff of the Jordanian Armed Forces and HE Dr. Talal Abu-Ghazaleh, founder and chairman of TAG.Global, as the guest of honor and keynote speaker at the opening ceremony.

The two-day event is the first conference and exhibition specialized in Artificial Intelligence (AI) and cybersecurity defense technology in Jordan and the region that aims at bringing together AI leading experts in this field with decision-makers to discuss and share the latest advancements in AI field.



In his address, Dr. Abu-Ghazaleh stated that the AIDTSEC 2021 is a great opportunity to raise awareness on the importance of the Fourth Industrial Revolution, in addition to its development, impact, importance, and challenges.

Dr. Abu-Ghazaleh affirmed that the world entered the Fourth Industrial Revolution or the so-called “Knowledge Revolution” which would affect all aspects of our life, it will change human beings and their lifestyle, and it will ultimately divide people into two categories: the technologically developed and undeveloped.

He also urged giving more attention to teaching AI at the early stages of education, reminding that robots might become stronger than humans in light of AI development. “The future would only be for innovation and inventions; therefore, we should rely on the concept of acquired education and expertise, professional practices and innovation as an alternative to memorization, indoctrination and traditional educational, since AI and traditional methods of education don’t match,” Dr. Abu-Ghazaleh said.

Dr. Abu-Ghazaleh referred to his recently published book titled “The Inevitable Digital Future: A World of Smart Cities”, in which he shed light on important areas that governments must focus on to help initiate and build sustainable Smart Cities to better tackle ongoing pandemic challenges and better prepare for the future.

He emphasized the need for developing real smart cities in light of lessons learned from previous failed smart city initiatives. That is, in addition to taking into account the supportive elements, starting from governance to citizens’ awareness.

AIDTSEC 2021 displayed state-of-the-art technologies in AI and robotics engineering that are meant to assist in finding vital solutions for day-to-day operations in the defense industry, digital transformation, infrastructure, big data, data analysis, cybersecurity, and other important topics related to artificial intelligence.

AIDTSEC 2021 Conference and Exhibition was attended by representatives from 35 countries, and more than 80 local and global companies to exchange expertise, strategies, and knowledge in driving AI technologies for the purpose of creating investment opportunities and partnerships. The Conference also attracted high-ranking speakers as guests who discussed issues related to the AI topics.



TAG.Global's participation in the AIDTSEC 2021 Conference and Expo comes as part of its support, as a Strategic Success Partner, in organizing and marketing, by inviting both entities and individuals to participate and to visit the conference, through its more than 100 offices.

It should be noted that Talal Abu-Ghazaleh for Technology (TAGTech), a member of TAG. Global, took part in the Conference through a booth that displayed its latest technological devices including laptops, tablets, smartphones, and other technological accessories designed and manufactured by its experts at high specifications and affordable prices to achieve its core vision in facilitating the purchase of state-of-the-art technology by people who seek excellence in the World of Knowledge.







