



## 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.

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## National Erasmus + Office Implements a Monitoring Visit



AMMAN - In the context of continuous monitoring of the Erasmus + program, the Education, Audiovisual and Culture Executive Agency (EACEA) developed a comprehensive field monitoring policy to have a better overview of the funded projects, their objectives and results, and to become better acquainted with the institutions and stakeholders involved.

In that regard, the National Erasmus+ Office (NEO)- Jordan has recently implemented a monitoring visit to the BITTCOIN-JO project located at the Ministry of Higher Education and Scientific Research-Jordan. The purpose of the visit was to learn about the activities realized and products developed so far, as well as to observe if the project has encountered any problems in operational and/or financial implementation that can be discussed and solved.

During the visit, NEO met all relevant staff involved in the project (academic and administrative) as well as students, trainers, trainees, and other external stakeholders concerned by the project results.

It is worth mentioning that 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.



## ASIP Holds ACIPP Exam in October



AMMAN - The Arab Society for Intellectual Property (ASIP) held the Arab Certified Intellectual Property Practitioner (ACIPP) exam for a group of participants in Amman - Jordan. The program comprises three modules:

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

The Society is a non-profit organization founded on February 23, 1987 in Munich, Germany, by leading practitioners in different fields of Intellectual Property in the Arab region, under the chairmanship of HE Dr. Talal Abu-Ghazaleh. Its mission is to gather IP professionals and practitioners in the Arab region and help raise awareness and enhance understanding of Intellectual Property issues and dynamics.

## During the weekly program ‘The World to Where’ aired on RT Abu-Ghazaleh Shares Keys to Successful Management

AMMAN – Well-known economic expert, HE Dr. Talal Abu-Ghazaleh, shared his vast experience; the tips and golden rules of successful and effective management that he accumulated over the years in addition to what he learned from specialized studies and perspectives of wise people from around the globe.

In a new episode of his weekly program (The World to Where?) aired on Russia Today (RT), Dr. Abu-Ghazaleh said that stimulating creativity and innovative potentials is one of the most prominent tools of effective management, pointing out that successful management is the ‘Art of Motivation’ in the workplace.

Furthermore, Dr. Abu-Ghazaleh explained that one of the most effective elements of successful management is to motivate your work team to work harder, increase their productivity and find the best workplace practices. He asserted that the team leader who deals with respect and



love towards his colleagues will be certain of his team’s top achievement.

“It is necessary to give the team the credit for achieving success not the leader, since this would be their main drive to permanently pursue success,” Dr. Abu-Ghazaleh said.

Dr. Abu-Ghazaleh believes that the successful management cannot be maintained without digitalization; therefore, digital solutions should be implemented in various work processes.

He also stated that innovation is the main goal for maintaining

success. “In that way, work-level would improve, productivity and learning would be the cornerstones for success” he said, underlining the need to learn from negative experiences and turn obstacles into opportunities as ‘good leaders learn effective management from their mistakes and failures’.

Dr. Abu-Ghazaleh concluded by stressing the need to be tolerant and to move away from authoritarianism, grudges and reprimand as the successful manager or leader is the one who encourages his team to work harder, and is convinced that such bad behaviors would negatively affect success. (RT)

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