

Guide



المجمع العربي للملكية الفكرية
Arab Society for Intellectual Property

- ▶ **United Nations Economic and Social Council (ECOSOC)**
- ▶ **Observer status with the World Intellectual Property Organization (WIPO)**
- ▶ **Intellectual Property Constituency (IPC) of the Internet Corporation for Assigned Names and Numbers (ICANN)**

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Society Mission Statement

The objective of intellectual property discipline is the promotion of economic, social, and cultural progress of society through the development and monitoring of global rules and treaties of intellectual property rights, which motivate innovation and knowledge creation.

History

ASIP's foundation was initiated by IP professional practitioners led by Mr. Talal Abu-Ghazaleh who extensively used his network of contacts and held several meetings with the officials in the WIPO, International Union for Intellectual Property Protection, and the German Patent Office (taking into consideration that Germany is the world leading country in protecting the IP profession). ASIP was established on February 23, 1987 in Munich, Germany as a non-profit organization under the name of the Arab Society for Industrial Property. The name was later amended in 1993 to the Arab Society for the Protection of Intellectual Property, and again in 2000 to become the Arab Society for Intellectual Property (ASIP). The changes in the name of the Society reflect the evolution and growth of the Society into the leading association servicing the development of IP issues in the Arab region.

The Society has endeavored through diligence and dedication to its members to achieve the objective for which it has been established. It represents a wide base of the profession practitioners and professionals and aims to bring together such professionals and practitioners in the Arab region to help build awareness and understanding of IP issues and their dynamics. It is internationally recognized in the field of IP, and has a long, successful tradition as a private Arab regional society.

Dedicated to the development and modernization of IP laws and system, ASIP actively supports the amendment and drafting of IP laws and regulations, and gives great importance to the training of government employees. ASIP utilizes a number of its resources towards knowledge building through published studies, research and issue papers. ASIP also has a number of publications, and allocates funds for the translation of relevant international documents into the Arabic language to make them accessible to the Arabic speaking public.

Objectives

ASIP aims at promoting and developing intellectual property protection in the Arab world, through the encouragement of the development and modernization of IP systems and the laws and regulations that govern them. ASIP is dedicated to the building of capacities and expertise among IP professionals and practitioners, as well as enhancing awareness among the general public. Through the utilization of a number of tools in order to successfully achieve its objectives, ASIP holds education programs, conferences, and seminars, research projects and studies.

ASIP works to advance the following objectives through its activities:

- Enhancing and developing the system of IP protection through various means of public awareness and education clarifying IP and its influential role in globalization.
- Developing and setting effective mechanisms to support Intellectual Property Rights (IPRS) Protection globally using appropriate methods to create harmonization between regional and international laws.

- Cooperating with international organizations, such as ECOSOC and WIPO, and government offices in developing and enforcing IPRs in the Arab World in alignment with the international standards.
- Developing and raising the scientific status and importance of IP protection profession through awareness activities and continuous professional training related to international developments.
- Organizing, hosting, and monitoring IP educational courses, conferences, seminars and other events.
- Collaborating with universities and professional organizations specialized in intellectual property and/or law to organize educational and professional programs on IPRS.
- Presenting, deliberating, and processing the issues of IP in committees, conferences, and meetings on the regional and international levels.
- Publishing educational books and encouraging scientific research in the IP field.
- Providing ASIP members with a free forum to express their views, exchange experiences, and unite their efforts in helping modernize and develop IP laws and systems.

Ambitions

Pursuant to the Society's interest in developing the intellectual property profession in the Arab region, ASIP aims to keep pace with other world countries and to be at the highest technical and ethical levels through its programs.

ASIP holds the immense responsibility of conveying the views of IP professionals to decision makers at the Arabic and international levels due to its wide-spread base of IP practitioners' membership in the Arab World and its participation in laying down IP principles through its presence in international arenas.

Pursuant to the ASIP's interest in developing the IP profession in the Arab region to keep pace with developed countries, it is essential that the Society continuously extends its goals to meet international developments. As ASIP develops advanced training programs and activities, it becomes more aware of the needs in the IP field regionally and internationally. Thus, ASIP's ambitions develop as the Society makes new advancements.

ASIP's Ambitions for the future include:

- Enhancing and developing the system of IP protection through various means of public awareness and education clarifying IP and its influential role in globalization.
- Establishing effective strategies to harmonize and support IPRs procedures on a regional and global level, including reformulating laws according to regional and international development in IP.
- Promoting the Society and its objectives through effective marketing strategies and maintaining increased membership.
- Developing strategies to increase financial capabilities from different regional and international sources for meeting ASIP's needs.

- Developing ASIP's website to reflect its importance and accomplishments and further promote the Society.
- Developing the Arab Certified Intellectual Property Practitioner (ACIPP) program to increase the number of professionals specializing in IP in the Arab World.
- Collaborating with more universities and professional organizations specializing in IP and/or law to organize educational and professional programs on IPRS.
- Establishing and developing an IP library at the Talal Abu-Ghazaleh College of Business.
- Promoting and protecting the intellectual rights of creative artists and innovative assets and the rights of actors/actresses, singers and composers. This includes ensuring that such artists are aware of their rights in copyrights, audio-visual rights, heritage rights, conventional knowledge, and literary rights.
- Developing and supporting Intellectual Property Rights in the fields of pharmaceuticals, biotechnology, and medicine.
- Clarifying the effect of geographical indicators on the global level, and supporting policies enforcing a balanced protection of these rights.
- Developing and supporting policies related to IPRs on the internet, including domain names and domain names management.
- Developing and supporting policies and attitudes to enforce and implement protection against piracy, trademarks imitation, and taking measures to increase government procedures with regard to such matters.

International Memberships

The IP profession has obtained a high position in the professional quarters on the Arab and International levels. Pursuant to ASIP's interest in developing the profession in Arab countries in order to keep pace with other countries according to the highest technical and ethical levels, ASIP has started studying the related legislations of the profession, expanding the role the profession plays economically in the Arab region and in international IP forums. ASIP's objectives were accomplished by keeping pace with events in the field, disseminating Arab concepts and ideas among Arab practitioners, providing its members and associates with the advantage to enable them to keep pace with professional development, knowledge in the field, and creation, and clearly understanding the laws that govern intellectual property regionally and internationally.

ASIP is on the international front with several organizations. It has a consultative status with the United Nations Economic and Social Council (ECOSOC) and an observer status with the World Intellectual Property Organization (WIPO). ASIP holds membership in the Intellectual Property Constituency (IPC) of the Internet Corporation for Assigned Names and Numbers (ICANN).

Board of Directors

Mr. Talal Abu-Ghazaleh	President	Jordan
Mr. Mahmoud Asfour	Vice President	Jordan
Ms. Samar Al-Labbad	Treasurer	Egypt
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Dr. Omar Al-Zahi	Member	Algeria
Mr. Nabeel Salama	Member	Canada
Adv. Rani Jusef Sader	Member	Lebanon
Adv. Rayyan Al-Qouatly	Member	Lebanon

ASIP Working Committees

Teaching and Training Committee:

The Teaching and Training Committee is in charge of managing and supervising ASIP's activities in the area of capacity building, awareness and education, including related training courses, seminars, workshops, etc.

Round Table Committee:

The Round Table Committee is in charge of preparing and making arrangements for round table meetings, which are a monthly forum for experts and practitioners in the field of intellectual property to address and discuss topic of interest and concern.

ACIPP Committee:

The ACIPP Committee is responsible for organizing and developing the Arab Certified Intellectual Property Practitioner program "ACIPP."

IP Master's Program Committee :

The Masters Program Committee's primary responsibility is to prepare masters programs sponsored by the Arab Society for Intellectual Property. The committee works to match program standards with the regulations of the Ministry of Higher Education. It sets requirements for admittance to the program, and for obtaining the degree, and prepares courses offered, references used in courses, and professors to teach the course.

MCC Committee:

The Moot Court Competition (MCC) Committee is in charge of organizing and developing the Moot Court Competition through all stages.

IP Outreach Committee:

The Intellectual Property Outreach Committee is responsible for increasing collaboration and cooperation between the societies and businesses concerned with intellectual property.

ACIPP Qualification Advisory Board Committee:

The ACIPP Qualification Advisory Board Committee is in charge of developing and monitoring the progress of the ACIPP program.

ACIPP Management Board Committee:

The ACIPP Management Board Committee is in charge of developing and monitoring the progress of the ACIPP program.

Arab Center for Mediation & Arbitration in Intellectual Property Committee:

Arab Center for Mediation & Arbitration in Intellectual Property Committee is responsible for formulating and organizing the Arab Center for Mediation and Arbitration in Intellectual Property. This includes systemizing the mediation and arbitration rules, compiling a list of arbitrators and mediators, and proposing arbitration and mediation fees.

Membership Benefits

PUBLIC AWARENESS

Equipping the Arab World with the knowledge to match advanced countries

ASIP encourages Arab creativity and innovation in an economically developing world. It aims to develop the IP system in the Arab World by using appropriate means to increase awareness and knowledge in this domain, and clarify its influential role on globalization. It provides programs that share information on all aspects of IP attracting participants from the Arab region and globally.

EDUCATIONAL DEVELOPMENT

Helping Professionals Stay Pace with International Developments

ASIP promotes continuing professional development and associations through conferences and programs. ASIP prepares training programs to students who work in the public and private sectors, universities, and scientific institutes. These programs, prepared by IP experts, place participants in the proper atmosphere to improve their professional efficiency, such as the Arab Certified Intellectual Property Practitioner Program (ACIPP).

SOURCE OF IP INFORMATION

A Leader in the Distribution of IP Information and Building Knowledge

-Visit **www.aspip.org** for access to the latest programs, current events, and the most updated regional and international laws and treaties on intellectual property.

-Updates on ASIP's activities and IP development from the Society's monthly bulletin.

ASIP continuously provides members of the IP field and interested parties with information regarding the latest developments in the IP field, changes in regional and international laws, current events in IP, and programs provided by ASIP.

INTERNATIONAL PARTICIPATION

At The Forefront of International Developments

ASIP works to enforce and develop IP laws on an international scale. ASIP is on the international front with several organizations. It has a consultative status with the United Nations Economic and Social Council (ECOSOC) and an observer status with the World Intellectual Property Organization (WIPO). ASIP holds membership in the Intellectual Property Constituency (IPC) of the Internet Corporation for Assigned Names and Numbers (ICANN). Members are able to participate in international IP activities by networking with professionals worldwide. ASIP events and programs are often co-sponsored with global organizations.

Membership Conditions

Fellow Membership

- Signatories of the Memorandum of Association and ASIP's founders.
- Members who were associate members of ASIP for a continuous five years.
- Members who were also members for a continuous five years in any of the international professional societies recognized by ASIP's Board of Directors.

Associate Membership

- Member should be a citizen of an Arab country.
- Member should be a holder of a university degree acceptable to the Board from one of its specializations (ex. Commerce, law, engineering, science, or business).
- Member should have work experience not less than five years. IF the applicant proves to have an appropriate distinctive background acceptable to the Board of Directors, then the Board will consider reducing the period of acceptable experience in the field of intellectual property to two years.
- Applicant should have membership in one of the international professional societies recognized by ASIP's Board of Directors, or hold a university degree acceptable to the Board in one of the above specialization, and be an Arab citizen. Non-Arabs should have work experience of not less than 2 years in an Arab country within the five years prior to their submission of the application for ASIP membership.
- Or the applicant is a holder of a Ph.D. in one of the above specializations which are recognized by the Board, and have lectured in these specializations for a period of not less than five years as an associate professor at minimum.

Membership Fees

The annual membership fee of **\$50** shall be paid at the beginning of each calendar year.

The Arab Certified Intellectual Property Certificate (ACIPP)

ASIP developed and launched the Arab qualification “Arab Certified Intellectual Property Practitioner” Program, a professional Arabic program offering advanced teaching and training for the IP practitioner, which began on November 12, 2005. Through a combination of teaching and training tools, including real work experience, the ACIPP Program is designed to give participants a solid base and real understanding of IP principles, tools and their applications, focusing on the four main disciplines, with an option of advanced learning of other selected IP subjects, including practical legal and business knowledge. Furthermore, it should be noted that the ACIPP program provides the only certification of its kind in the region.

The ACIPP program is offered in cooperation with Talal Abu-Ghazaleh College of Business (TAGCB), part of the German-Jordanian University. It is composed of the following four papers: 1) “Introduction to Intellectual Property,” 2) “Trademarks and Unfair Competition,” 3) “Copyrights and Related Rights,” and 4) “Patents of Inventions and Trade Secrets.” Each paper aims at providing an easier understanding of modern principles that govern IP access to knowledge and international developments to enable practitioners to provide services in line with world standards. Teaching and training programs for each individual paper will range between 12 -14 weeks. Practical experience during the course is intensive 34- week real-work training in the specialized area of IP in the last weeks of each course with experts from government agencies, businesses, law firms, and agencies. If needed, outside training is offered after the course, in which program participants visit Intellectual Property agencies to understand how Intellectual Property concepts are applied in the field (procedures such as trademark registration, patent licensing, claim drafting, and copyright filing in the National Library). Individuals wishing to enter any courses of the ACIPP Program must hold a university degree (either a two-year or four-year degree is acceptable).

The program utilizes Arabic version of the WIPO Intellectual Property Handbook: Policy, Law, and Use, which was translated by ASIP in 2005. ASIP is honored to have contributed to the Intellectual Property field with the translation of the WIPO Handbook, which may be used within the Arab region to further develop and promote the IP field. Other references used are the United States Patent and Trademark Office (USPTO) book “Intellectual Property and You,” for which ASIP President, Mr. Talal Abu-Ghazaleh wrote the introduction, is also used as a main reference for the course. Furthermore, the “How to Become an Arab Certified Intellectual Property Practitioner” Guide contains a list of supplemental references used throughout the program, including the book “How to Get a European Patent” published by the European Patent Office (EPO). All references are well-known sources on intellectual property recommended by lecturers of the program and experts in the field. Overall, the ACIPP program aims at providing an easier understanding of modern principles that govern IP access to knowledge and international developments to enable practitioners to provide services in line with world standards.

Who Should Apply for this Program?

- Attorneys seeking greater knowledge and understanding of Intellectual Property (IP).
- Individuals who are working in business and management.
- Government employees working in IP registration, trade and investment.
- Advanced paralegals and trademark administrators and other professionals who manage IP portfolios.
- Marketing and advertising professionals, patent and copyright attorneys desiring a primer on trademark law.
- IPRs holders and owners, such as writers and innovators and other professionals who want to know more about Intellectual Property policies and practices.

Examinations and Certificate Requirements:

Examinations will be held several times a year, and will be in the Arabic language. The candidate must attain a minimum score of 65 points out of 100 to successfully pass the examination and be granted a certificate.

Upon the completion of each course, an Attendance Certificate will be issued to each participant. This Attendance Certificate is independent of the ACIPP Certificate, which is granted after the successful passing of the ACIPP Certificate examinations. Attendance certificates will only be granted to participants attending at least 75% of course lectures.

ACIPP Certificates:

- Introduction to Intellectual Property
- Trademark Arab Certified Practitioner (TMACP)
- Copyright Arab Certified Practitioner (CPACP)
- Patent Arab Certified Practitioner (PACP)

When a candidate successfully completes and receives an Arab Certified Practitioner Certificate in the second, third and fourth papers (Trademarks, Copyrights and Patents), the ACIPP Qualification Advisory Board will grant the candidate upon his/her request the Arab Certified Intellectual Property Practitioner (ACIPP) Certificate.

Masters of Intellectual Property at TAGCB

ASIP, in cooperation with Talal Abu-Ghazaleh College of Business (TAGCB), designed and jointly offers the Masters of Arts (MA) program in Intellectual Property at Talal Abu-Ghazaleh College of Business (TAGCB) part of the German-Jordanian University (GJU). In a continued effort to promote IP awareness through educational programs, ASIP developed a Masters of IP program to meet the growing need in the Arab world for professionals to tackle the development and protection of intangible assets in the economy of globalization. The MA in IP program was developed following the structure and curriculum of the well-known and top institutes and universities specializing in the study of intellectual property globally, including the universities in the United Kingdom and the United States.

The MA in Intellectual Property program prepares candidates with skills to allow them to understand the various aspects of Intellectual Property and the dynamics of Intellectual Property management and innovation with a focus on business strategy. The program includes twenty-four credit hours of required courses and nine credit hours of elective courses relating to business and intellectual property.

Training Programs

ASIP works to enhance and develop the system of Intellectual Property protection through various means of public awareness and education in regards to its influential role on globalization.

ASIP implements a broad range of training programs in an effort to develop the IP field, foster the development of Intellectual Property laws, systems, and the profession in the Arab region, as well as building capacities among Arab practitioners.

ASIP's educational and training activities refurbish skills and promote the knowledge of Arab practitioners. Such activities are held in the form of seminars that may range from two days to a week, and it could be developed upon the request of or in cooperation with certain private or governmental groups and individuals interested in IP topics.

The following are some examples of ASIP programs:

ASIP goals are achieved through activities such as the **Round-Table Series**; a monthly program aimed at spreading awareness in respect to Intellectual Property Rights (IPRs). Roundtables focus on various topics of IP, including laws and regulations behind IP rights, and each roundtable is headed by an IP expert on the selected topic.

One of these events was a seminar entitled "**Contemporary Issues in Trademarks**" which was in cooperation with the Center for Consultation, Technical Services, and Studies at the University of Jordan (JU) on February 26 and 27, 2005. The aim of the seminar was to enhance the knowledge and efficiency of Arab IP practitioners. The seminar focused on various issues such as; the importance of IP in our technologically advanced world, developing issues in trademark law and registration such as the use of trademark, unfair competition, and the Madrid system which will soon be implemented in the Arab region.

On March 22, 2005, ASIP held a seminar on "**Evaluation Methods and the Economic Benefits**" under the patronage of Sheikha Lubna Al Qasimi, the Minister of Economy and Planning in the United Arab of Emirates. This event was co-sponsored with Abu-Ghazaleh for Intellectual Property (AGIP) and the Office for Harmonization in the Internal Market (OHIM) at the Chamber of Commerce in Dubai. This seminar addressed a number of vital issues affecting subject matters related to IP and the value of trademarks as an asset to companies. The seminar highlighted that the methods of evaluating trademarks include tracking the historical cost, the cost of redeveloping the trademarks, market evaluation and methods depending on the income.

In an effort to stay in line with international developments, ASIP works towards supporting similar initiatives and causes as other international IP organizations to support IPRs. In this regard, ASIP promoted the protection of IPRs of creative artists and innovative assets as one of its priorities in an event entitled "**The Legal Part of the Arts.**" It was organized as part of World Intellectual Property Day event (April 26 2005 ,28-), in cooperation with the University of Jordan, the Royal Film Commission, and Goethe-Institute. The event discussed the rights that actors/actresses, singers, and composers should be aware of, including: copyright, audio-visual rights, heritage rights, conventional knowledge, and literary rights, as well as artist's legal rights to eliminate piracy acts that might infringe on their works, innovations, and ideas.

Moot Court Competition

ASIP hosted and organized the first (2005) and second (2006) annual Moot Court Competition at the Faculty of Law at Jordan University in which law students apply skills from the classroom in composing a defense and arguing an IP practical case. The Moot Court Competition at Jordan University was developed following the success of similar models at other universities, such as Harvard University in the United States. It was designed to promote the spirit of excellence and creativity among students, and provide the community with qualified professionals in the field of Intellectual Property (IP).

This competition aims at enhancing concepts of Intellectual Property and motivating students to read and search more about IP issues in order to increase their awareness regarding the role of IP in the economy. Teams of 34- students present both oral and written arguments defending a company involved in an IP-related lawsuit. It provides participating students with the legal and practical experience that will benefit them in the future.

The Moot Court Competition presents one of the few initiatives taken in the Arab world to raise awareness of Intellectual Property (IP) issues among Faculty students in the Arab region. ASIP and the Faculty of Law at the University of Jordan look forward to organizing the third annual Moot Court Competition during the Spring of 2007. Currently, ASIP is working towards signing a Memorandum of Understanding with other universities in the Arab region to hold similar competitions in the near future.

Geographical Indications Conference

ASIP co-sponsored the first ever symposium on Geographical Indications in the Arab World in Abu Dhabi co-sponsored with the United States Patent and Trademark Office in 2005. The symposium tackled issues concerning the possibility of recording and investing geographical indications (GI) taking into consideration local legislation and international conventions effective in the Arab world. Furthermore, it examined the investment by entrepreneurs in Arab local industries of GI in the Arab world. We are currently planning the Second Annual Geographical Indications Conference to be co-sponsored by MARQUES Organization with possible participation by WIPO to be held in October 2007.

CONTACT ASIP TO RECEIVE MORE INFORMATION TODAY:

TELEPHONE: (+962 6) 5509101 Ext. 3526

FAX: (+962 6) 5509100

WEBSITE: www.aspip.org

E-MAIL: info@aspip.org