

LES Arab Countries Events

***Saturday - April 14 - 2007
"Arab Certified IP Licensing Practitioner" Program***

Fundamentals of Intellectual Asset Management and Licensing

Amman-Jordan

The Licensing Executive Society- Arab Countries (LES-AC) in corporation with Talal Abu-Ghazaleh College of Business-German Jordanian University are organizing a three and half-day training course on the fundamentals of Intellectual Asset Management, at Talal Abu-Ghazaleh College of Business, during the period 14-17 April 2007.

The program is designed to give participants a solid foundation to build a successful career in the profession of licensing and Intellectual Asset Management, as well as connecting principles to practice.

It is an intensive 32 hours training course that provides participants with fundamental information in respect of the foundation of the (Arab Certified IP Licensing Practitioner (ACIPLP)) Program.

Course contents

Fundamental Intellectual Asset Management level comprise of three major topics:

- **The Basics of Intellectual Property and Licensing;** including language and principle.
- **Filing and Managing the Portfolio; including planning;** Technology Transfer criteria and strategies.
- **The Deal and Living the Deal;** including pre-valuation, tax issues, valuation methods, negotiation techniques & principles, post agreement relationship & compliance, and the process of managing Intellectual Assets.

These foundational courses are prerequisites for the intermediate level courses in the "ACIPLP" program. Participants receive a Certificate of "Fundamentals of Intellectual Asset Management and Licensing" after completing and attending the Fundamental course.

After completing Fundamentals, students will be able to:

- Use the fundamental language of intellectual property and licensing
- Identify basic legal issues
- Understand how to develop an intellectual asset management process
- Participate in analyzing and assessing the portfolio of intellectual assets
- Understand how technologies are valued
- Recognize and use successful strategies for negotiating and closing a deal
- Understand the business factors that contribute to successful agreement.

Targeted People

- Anyone works in the field of intellectual property.
- CEO's and general managers.
- Business owners.
- People dealing with Licensing and Franchising.
- Stakeholders in a company.
- Intellectual Asset Management professionals, including those responsible for licensing and business development.
- Licensing executives.
- Lawyers.
- Financial analysts.
- Patent attorneys.
- Portfolio managers.
- Licensing / technology transfer executives who are responsible for negotiating deals across all industries.
- Senior- level licensing and business development professionals.

Enrollment Requirements

The following are the pre-enrollment requirements for **Fundamental level of Intellectual Asset Management (IAM 100)**:

- 1- University Degree (Bachelor)
- 2- Filling the registration form
- 3- Attach the following documents:
 - Three recent photos
 - Copy of Educational Certificates
 - Copy of Passport
- 4- Compensate the participation fees.

Participation fees

Members	(450 US\$/participant)
Non-members	(600 US\$/participant)

- ACIPLP Guide
- Registration form

- FAQ

<http://www.lesarab.org/news.aspx?id=312&lang=en>