

## **LES Arab Countries Events**

***Monday - May 28 - 2007***

### ***"Articulating the Value of IP" Business Meeting***

The Licensing Executives Society-Arab Countries (LES-AC) in cooperation with Abu-Ghazaleh Intellectual Property (AGIP) organized a business meeting entitled "Articulating the Value of Intellectual Property, an Integrated Approach for Managers", on May 28, 2007 at Talal Abu-Ghazaleh College of Business/German-Jordanian University (TAGCB/GJU), Amman- Jordan.

Several issues were discussed during the meeting such as strategic planning for Intellectual Property (IP); Intellectual Property Rights (IPRs) benefits and purposes, IPRs protection, IP and securitization, having competitive advantage in the market.

The keynote speaker was Professor James Gerard Conley, faculty contributor in the Kellogg Center for Research in Technology & Innovation Serves as a Faculty Fellow at the Institute for Design Engineering and Application in the United States.

In his paper, Conley stated that "Intellectual property is a type of intangible asset that facilitates sustaining competitive advantage across technology and product life cycles. To realize this benefit, leading firms integrate knowledge of the law with elements of corporate and marketing strategy". The Professor explored a framework that articulates the value of this approach.

A paper entitled "Integrating your Intellectual Asset into your Business plan" was presented by Ms. Suha Al Mahsiri, Clients Relations Manager at Abu-Ghazaleh Intellectual Property (AGIP).

More than seventy participants attended the meeting representing both the public and private sectors mainly from Jordanian Intellectual Property Association (JIPA), Princess Sumaya University for Technology (PSUT), Nuqul Group, SABEQ Program, Al-Yarmouk University, The Jordanian Association of Pharmaceutical Manufacturers, Pharmaceutical Companies, and LES-AC members in addition to other interested parties.

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