



## **Policy Proposals for improving Intellectual Property environment in Jordan**

Based on the outcomes of the working group meetings  
“building IP capacity to achieve smart and sustainable inclusive growth in the Mediterranean region project”

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### Working Group Members participated in IP Policy Review Meetings:

	Name	Organization
1	Dr. Manal Soub	Directorate of Intellectual Property / Ministry of Industry, Trade and Supply.
2	Dr. Yousef Al- Abdallat	Academic in R&D for SMEs/ Vice Chairman of JEDCO Board of Directors.
3	Mr. Nader Qumsieh	President of the Jordanian Society for the Protection of Intellectual Property Rights, CEO of IP office.
4	Dr. Ashraf Bany Mohammed	CEO of Entrepreneurship Centers/ University of Jordan
5	Dr. Fahmy Abu Al-Rabb	Representative of Programs for Entrepreneurship (ENI).
6	Ms. Reem Al-Muhaysin	Intellectual Property activist/ women's sector.
7	Dr. Moatasem Al- Thneibat	Representative of the University of Jordan Professors
8	Engineer Musa Al-Saket	Representative of the private sector
9	Mr. Suleiman Qandah	Entrepreneur
10	Mrs.Reem Raimouny	President of the Arab Federation for the Protection of Copyright.
11	Mrs. Rana Bader	Legalization and Opinion Bureau
12	Mr. Qais Abu Fedda	Office for the Protection of Copyright / National Library.
13	Mr. Mutea Ghnemat	Director of the Intellectual Property Project at JEDCO
14	Mr. Mutaz Alnumair	JEDCO
15	Eng. Osama Maki	JEDCO
16	Mrs. Lana Alzoubi	JEDCO
17	Miss Mira Hussein	Policy working group coordinator
18	Mr. Musab.Heissat	Intellectual Property Project at JEDCO

Related stakeholders participated in the IP policy review meetings:

	Name	Organization
19	Mrs. Raya Al Nsour	Director of the Directorate of Intellectual Property / Ministry of Industry, Trade and Supply.
20	Mr. Ghazi Tawalbeh	Assistant director for registration affairs/ Directorate of Intellectual Property / Ministry of Industry, Trade and Supply.
21	Mrs. Mai Nasser	Nader Qumsiyeh Office for the Protection of Intellectual Property Rights
22	Mrs. Sawsan Atiyat	Innovation and Entrepreneurship Center / Head of the Intellectual Property and Technology Transfer Division / University of Jordan
23	Dr. Lina Al Hiyari	Innovation and Entrepreneurship Center/ university of Jordan
24	Mr. Imad Jumaa	Innovation and Entrepreneurship Center / University of Jordan
25	Mr. Muhannad Al Kharouf	Baianat group for Intellectual Property
26	Mr. Mahmoud Titi	Director of Tariffs and Agreements the Directorate / Jordanian Customs
27	Mrs. Iman Al-Quraini	Head of Intellectual Property Protection / Jordan Customs
28	Eng. Maysoon Hazeem Al-Omar	Head of the New Plant Variety Registration and Protection Section/ ministry of agriculture
29	Dr. Waseem Halasa	Director of the Scientific Research and Innovation Support Fund
30	Miss Samar Warikat	Head of Innovation and Entrepreneurship Department / Scientific Research and Innovation Support Fund
31	Dr. Mohamed Rasool	Dean of the Arab Open University
32	Dr. Ruba Thawabieh,	Director of the Verification, Reporting and Anti-Counterfeiting Unit / Jordan Standards and Metrology organization.
33	Eng. Wafaa Al-Momani	General Director Assistant for Regulatory Affairs/ Jordan Standards and Metrology organization.
34	Mrs. Balqees Al-Quwaimani	Director of the Legal Affairs Unit/ Jordan Standards and Metrology organization.
35	Eng. Lana Jreisat	Representative of the Quality Unit/ Jordan Standards and Metrology organization.

## Definitions:

<b>Intellectual Property:</b>	According to the definition of the World Intellectual Property Organization, "intellectual property refers to the creations of the mind, such as inventions, literary and artistic works, designs, logos, names and images used in trade."
<b>Creativity:</b>	A new, useful, authentic and socially acceptable production that logically solves a problem.
<b>Entrepreneurship:</b>	The process that involves designing, establishing, managing, creating, and starting new businesses and projects.
<b>Intellectual Property Rights:</b>	A general term related to the attribution of property rights to their owners, such as patents, copyrights, or trademarks, and allowing them to monopolize their use for a specific period, and intellectual property rights are legal rights that preserve innovations and intellectual inventions, in all fields, including industrial, scientific, and literary, in addition to technical fields from infringement
<b>Trade Mark:</b>	A distinctive mark or indication used by an individual, business organization, or other legal entity to indicate that the products or services provided to the consumer on which the trademark appears originate from a single source, and to distinguish its products or services from the products and services of others.
<b>patent</b>	It is a special privilege officially granted to an inventor in a specific period of time in exchange for allowing the public to see the invention
<b>National entities for managing Intellectual property in Jordan</b>	National authorities concerned with the managing and regulating of intellectual property rights, as they have the physical and legal infrastructure and human resources necessary to manage and regulate issues related to intellectual property (Ministry of Industry, Trade and Supply / Directorate of Industrial Property Protection, National Library / Copyright Office, Ministry of Agriculture / Directorate of Plant Variety Protection).
<b>National Enforcement entities of intellectual property rights in Jordan:</b>	Authorities concerned with the actual enforcement and implementation of intellectual property laws such as (lawyers, judges, Public Security Department, Jordan Customs Department, Jordan Standards and Metrology Institution.).



## **Introduction:**

The Jordan Enterprise Development Corporation (JEDCO) has taken the lead in managing the project of developing intellectual property capacities to achieve sustainable and smart growth in Mediterranean countries, which is currently being implemented with similar institutions in (Greece, Italy, and Tunisia) as part of the Mediterranean Neighborhood Mechanism. The project's main objectives are to develop small and medium-sized businesses in the industrial and service sectors, promote economic and social development, support emerging projects and creative and entrepreneurial ideas among youth and the women's sector.

One of the project's key goals is to analyze Jordan's intellectual property current policies and make recommendations to the relevant authorities in order to improve Jordan's intellectual property environment.

## **Methodology:**

Through interaction and discussion meetings, a working group was made up of representatives from Jordan's private and public sectors, to investigate recommendations and opportunities for developing effective intellectual property and innovation policy.

The Working Group held its first meeting on January 16, 2021, the main discussion was the current status of intellectual property policies and their impact on economic development and entrepreneurs, as well as the obstacles affecting Jordan's intellectual property environment and opportunities to improve it. In this meeting it was agreed to hold one-on-one sessions with the working group members, and other related entities to focus on the most significant issues for developing policy proposals to improve the intellectual Property environment.

The contents of a tool created to direct discussion during individual sessions were based on the World Intellectual Property Organization's "Methodology for the Development of National IP Strategies." The primary areas of concentration were intellectual property management and production.



from 13/1/2022 to 30/3/2022 individual interviews were conducted with intellectual property agents, government agencies responsible for managing all aspects of (industrial intellectual property, copyright, and plants), as well as the Jordan Customs Department, academics, and scientific research support centers, to discuss the challenges these entities face and the priorities for improvement.

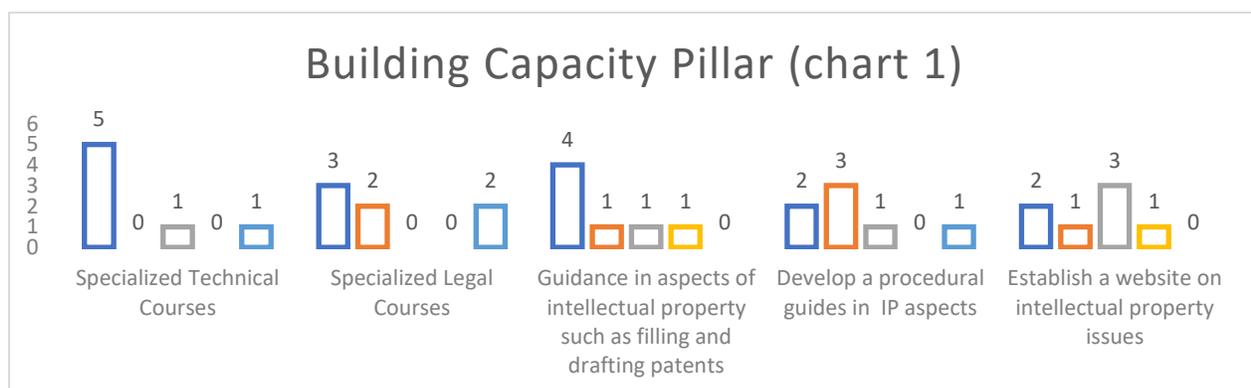
The main challenges in intellectual property management in Jordan are lack of awareness of the services provided by various government agencies in the fields of intellectual property, lack of coordination between government agencies related to intellectual property management and enforcement, as well as slow court procedures and a need for more awareness of judges and lawyers in various fields of intellectual property.

For the challenges in intellectual property production and commercial exploitation, they are summarized as a lack of intellectual property awareness and guidance programs in universities and research institutions, lack of cooperation and trust between academia and industry, limited government funding for research and development activities in universities and research institutions, and a weak institutional culture that supports innovation.

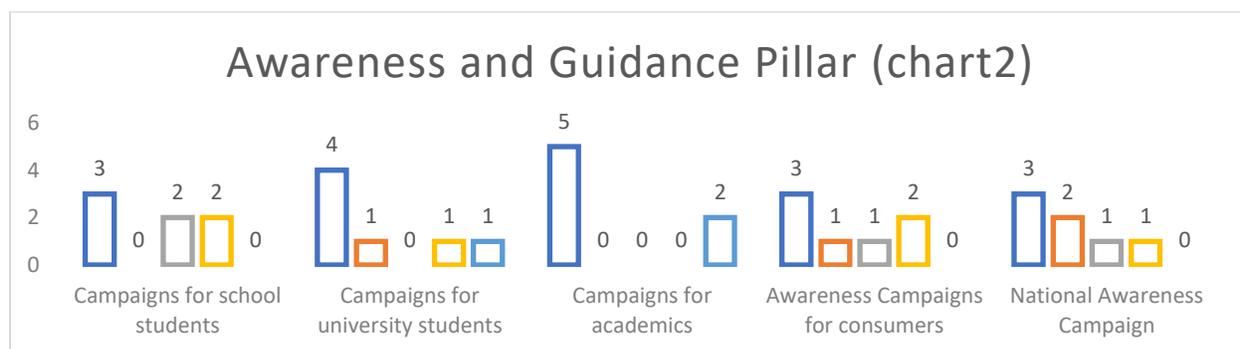
## Outcomes of individual meetings and policy proposal subject prioritization:

On 30 June 2022, a meeting was held to review the results of the individual meetings, and it was agreed to develop a matrix that includes four pillars for improvement (Capacity building, Awareness and Guidance, Legislation Review, Financing Intellectual Property productions), with each pillar, areas for improvement that were referred to during individual meetings were identified and reflected through a questionnaire using Google forms, the working group members giving rates for the proposed activities. According to questionnaire findings, the charts below identify the most rated activities in each pillar.

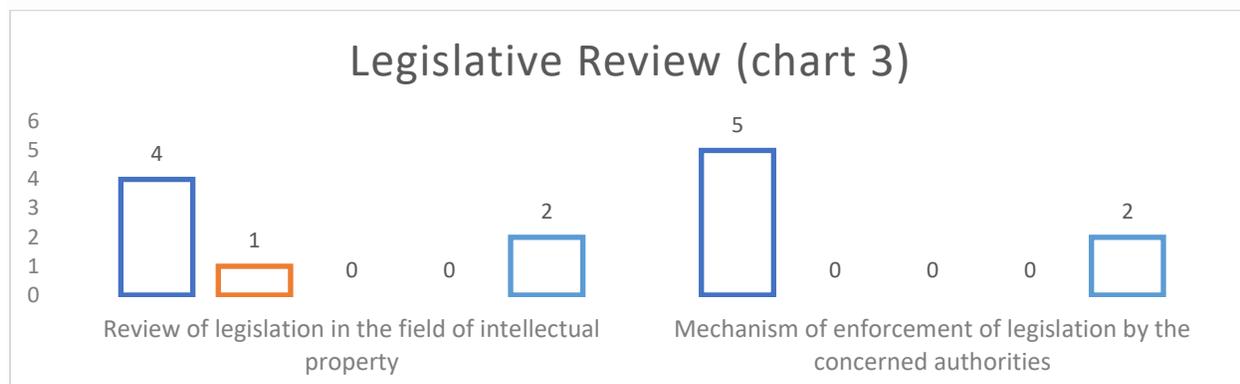
According to the (chart1) Five action were proposed for improvement in the Capacity Building Pillar, (Specialized technical courses) receiving the most votes from the working group members:



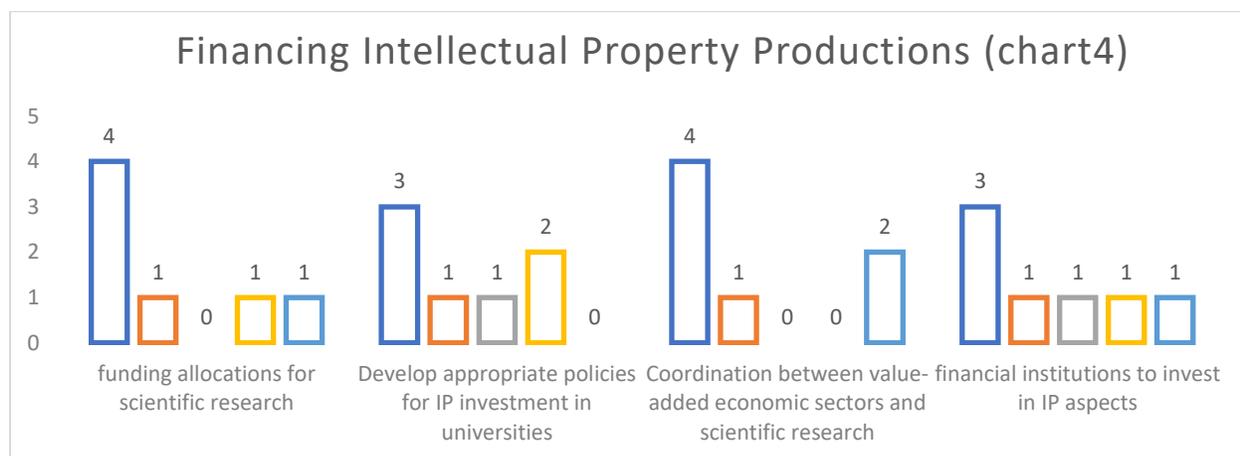
According to the (chart 2), four actions were proposed for improvement in the awareness and guidance pillar, (awareness campaigns for academics) receiving the most votes from the working group:



In the pillar of legislation review, two activities were proposed for improvement. The highest vote by the working group for the most priority was (The mechanism for enforcing legislation by the concerned authorities) according to (chart3 ):



In financing intellectual property productions pillar, four activities were proposed for improvement, the highest vote was (coordination between value-added economic sectors and scientific research, and increasing funding allocations for scientific research) according to (chart 4):



**The subject of the legislative review was selected to produce policy proposals for the IP environment based on specific topics and request discussed during individual sessions.**



### **First proposal:**

**Policy Name:** Amending the Law on the Protection of Copyright and Related Rights No. 22 of 1992 and its amendments to include the provisions of the Marrakesh Treaty.

**Main stakeholders for policy review:** National Library / Office for the Protection of Copyright and Related Rights / Legislation and Opinion Bureau, Jordan Enterprise Development Corporation

### **Issue Description:**

The Copyright protection office requested that one of the outcomes of this policy review be to update the Law on the Protection of Copyright and Related Rights No. 22 of 1992 and its amendments to include provisions of the Marrakesh Treaty to facilitate access to published works for the benefit of persons who are blind, visually impaired, or otherwise print disabled.

### **Issue solutions:**

Addressing the Legislation and Opinion Bureau in order to review the Law on the Modernization of the Law on the Protection of Copyright and Related Rights No. 22 of 1992, as well as its changes to incorporate legal texts in accordance with the Marrakesh Treaty.

## **Second proposal:**

**Policy Name:** Review the procedure for controlling trademarks that are suspected of being counterfeit, between Jordanian custom department and Jordan Standards and Metrology organization

**Mainly concerned authorities for policy review:** Jordanian Customs Department, Jordan Standards and Metrology organization.

## **Issue Description:**

The individual interviews revealed that Jordanian Customs Department follows Article 41 of its amended Law No. 33 of 2018, which "requires the suspension of clearance and release procedures for goods based on apparent and clear evidence of counterfeit trademarks, where the importer is informed of the decision to stop the clearance procedures and release the goods, for eight-day waiting period," during which they address the intellectual property agents of these marks and identify whether the mark is counterfeit or not

According to the instructions for verifying the authenticity of the trademarks advertised as part of the product label No. 8 of 201, from the Jordan Standards and Metrology organization, Anti-Counterfeiting, Verification and Reporting Unit, follows a somewhat similar procedure by contacting the original owner of the trade mark to inquire about counterfeit trademarks, which results in the importer waiting an additional 8 days, in most cases.

## **Suggested solutions:**

The Jordanian Customs Department requested coordination with the Jordan Standard and Metrology Organization in order to review the procedure that they use in controlling counterfeit trademarks in order to identify the procedures that are refined between the two parties in order to save time and effort on the importer's part.

### **Third proposal:**

**Policy Name:** Providing intellectual property enforcement authorities with periodically updated data on trademarks registered within the Directorate of Industrial Property Protection.

**Main stakeholders for policy review:** Directorate of Industrial Property Protection/ Ministry of industry trade and supply.

### **Issue Description:**

During individual interviews, the Jordanian Customs Department and the Jordan Standards and Metrology Organization clarified that there is a delay in obtaining trademark information registered with the Directorate of Industrial Property Protection at the Ministry of Industry, Trade, and Supply and that registered trademark information requires official correspondence between these authorities.

### **Suggested solutions:**

Jordanian Customs and Jordan Standards and Metrology Organization requested coordination with the Directorate of Industrial Property Protection / Ministry of Industry, Trade, and Supply to provide a coordination mechanism and electronic link with the Ministry's databases through which they can obtain the following information:

- Registered trad name
- Date of trademark registration
- Trademark legal agent and address
- Name of the company that owns the trademark
- Brand origin
- Address of the company with the trademark



### **Priorities for Building capacities and Awareness and Guidance pillars:**

During working group meetings, it was pointed out that there is a lack of specialized training for IP administration and enforcement agencies, as well as a need for capacity building in specialized technical areas among staff in IP offices and various enforcement agencies, such as judges, lawyers, and customs officials.

Despite limited human and financial resources, the Ministry of Industry, Trade, and Supply's Directorate of Industrial Property Protection holds awareness courses for universities, chambers of commerce, and other entities as part of its campaigns to raise awareness of the importance of intellectual property, as well as training courses on specific topics, but it still requires more efforts to promote it at the national level in order to achieve an advanced level of protection.

The emphasis during the working group meetings was also on the need to stimulate intellectual property production in universities, specifically patents, where only a small number are registered annually within the Directorate of Industrial Property Protection at the Ministry of Industry, Trade, and Supply, and the reason for the decrease is due to a number of challenges, the most significant of which is a lack of awareness among academics and students. In addition, and the lack of clear policies within universities to stimulate the production of intellectual property

As part of the Industrial Property Protection Directorate's efforts in this field, it holds workshops in universities to raise awareness of the importance of protecting intellectual property, specifically patents. Technical assistance was obtained from the World Intellectual Property Organization "WIPO" for a number of universities interested in developing an internal intellectual property policy to encourage creativity within eleven universities:

Al Hussein Technical University, Al-Zaytoonah Private University, German Jordanian University, Mutah University, American University, Hashemite University, University of Science and Technology, University of Petra, Al-Balqa Applied University, University of Jordan, Applied Science Private University.



## **General Recommendations for Improving the IP Environment in Jordan based on working group meetings.**

- Attracting customized training programs for employees in the field of IP management and enforcement at the local level.
- Collaborating with international organizations to hold specialist courses for management and enforcement entities on various areas of intellectual property.
- encourage the establishment of specialized centers , that will provide training on all aspects of intellectual property and related legal and legislative issues. Benefit from the experience of specialized centers in this field such as the Singapore Intellectual Property Academy, the International Intellectual Property Training Institute of Canada and the Korean Intellectual Property Training Center.
- Increase awareness efforts at all Jordanian public and private universities through national awareness initiatives with participation from the public and private sectors, including intellectual property agents.
- Enhancing the role of technology transfer units
- Creating a streamlined electronic directory that simulates the website of the Directorate of Intellectual Property Protection, especially in the topics of licensing and commercialization of intellectual property.
- Enable universities to develop policies that encourage intellectual property production , which take into account the rights of academics and students.
- Offering programs that encourage factory-university collaboration.
- Providing financial and technical support programs that encourage creativity and innovation.