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## ASIP announces results of first top Arab trademarks questionnaire

The Arab Society for Intellectual Property (ASIP) announced the results of the questionnaire conducted by the Society starting September 2012 to promote and highlight the most famous Arab trademarks.

**Jordan:** Sunday, May 19 - 2013

This initiative came as an implementation of the decisions concluded by ASIP's Board of Directors based on the suggestion of HE Dr. Talal Abu-Ghazaleh, ASIP's president.

Participants from 54 countries took part in the first e-questionnaire that was circulated to all communication channels via an independent special website, ASIP's website, news websites, social networks (Facebook, Twitter, You tube) as well as other various media, in order to reach as much public opinions as possible in the Arab countries.

According to the questionnaire, the top Arab Brands are as follows:

Zain Group, The Arab Bank, Al Jazeera, MBC, Etisalat, Rotana, the Egyptian Al Ahram Newspaper, Al Arabiya, Damac, Kingdom Holding Company, **Saudi Oger**, Talal Abu-Ghazaleh Organization, Qatar Foundation International, Al Rajhi, ARAMCO, Mobili, Afiah, Fine, Aramex, Petra for Conditioners, Hikma Pharmaceuticals, Emirates Airlines, SABIC, Abdul Lateef Jameel.

ASIP will announce the winners at the end of this week who will be awarded TAGITOP, the first state-of-the-art Arab laptop.

Information was collected and analyzed electronically to issue two lists: one includes the most famous Arab trademarks in general, and the second contains the most famous Arab trademarks by sector.

The Society is currently working on establishing a database of the top Arab trademarks as a first step towards the foundation of a new association for the protection of owners of famous Arab trademarks.

Dr. Talal Abu-Ghazaleh, ASIP's president, instructed during the last meeting of the Board of Directors to establish an association for the protection of owners of famous Arab trademarks.

"Such protection is to be achieved through developing standards for Intellectual Property valuation, particularly famous trademarks, as well as assisting owners of Arab trademarks to promote their fame internationally," he concluded.

### Notes and media contacts

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