



For Immediate Release

Contact:

Jodi Joseph, **BPCouncil** Director

+41 22 735 40 65 jodij@bpcouncil.com

Jalal Hassan, Deputy Manager ASIP

+962 6 5100600 ext:3144 aspip@tagi.com

The BPCouncil and ASIP take the Battle against Counterfeit Across Time Zones and Boundaries

Geneva - The [Arab Society for Intellectual Property](#) (ASIP) is organizing the [Geographical Indications Seminar](#) on April 8, 2008. The one day seminar, taking place in Amman, Jordan will deal with a range of GI topics in a multicultural environment. Participants can look forward to hearing presentations by experts from the Middle East as well as Europe. Some of the highlighted seminar speakers include: Jane Collins, chairman of MARQUES, Nisrin Abu Samaha of the Jordanian Ministry of Industry and Trade and Oxana Pishvanova, a member of the MARQUES anti-counterfeiting team.

The newly launched [BPCouncil](#) will provide delegates GI Seminar attendees with a dynamic platform to extend their discussion into cyberspace. Following the highly interactive seminar, delegates will find mission critical information and developments on Geographical Indications.

Brand trademark owners, technology and service providers, NGOs and government officials can now find information, resources, best practices and networking tools on <http://www.bpcouncil.com>. Intellectual Property professionals can take advantage of the [BPCconnection](#) networking tool to build and expand their business networks that they make at the conference. They also have at their fingertips up-to-date [news](#), [profiles of market leaders](#), [in-depth stories](#), the comprehensive [BPCalendar](#), and the extensive [Go to Guide](#) and [RedPages](#) professional directories.

Jodi Joseph, Director of the **BPCouncil** said:

"We are thrilled to be apart of the Geographical Indications Seminar. **BPCouncil** applauds ASIP for bringing experts from different regions together to discuss Intellectual Property issues. We invite the seminar participants to continue their discussion virtually through **BPCouncil.com**. Working together globally is the only way to beat counterfeiters at their own game."

Mutasem Dmour, Director of ASIP said:

"The topics being discussed at the Geographical Indications Seminar are relevant to Brand Protection and Intellectual Property Professionals all over the world. We are thrilled to be taking our event virtual with the **BPCouncil** where the discussion can continue in cyberspace with professionals inside and outside the Middle East and Europe."

About BPCouncil <http://www.bpcouncil.com>

The [BPCouncil](#), a member of the [BPIIntelligroup](#), is a dynamic virtual community dedicated to brand protection and intellectual property professionals addressing a wide spectrum of issues: technological advancements, legal developments, market leaders and more. In addition, we provide members with direct access to comprehensive resources, networking tools and commercial opportunities.

To join the **BPCouncil** visit <http://www.bpcouncil.com/register.php>

About ASIP <http://www.aspip.org>

The Arab Society for Intellectual Property (ASIP) was established on February 23, 1987 in Munich, Germany. ASIP aims at enhancing and developing the protection of the intellectual property system in the Arab countries through various means of awareness and education that explain the nature of work in this field and its effective role in the economy. For more information, please visit www.aspip.org.