

Capability statement – ALYAFI IP GROUP - The Innovation Boutique

Alyafi IP Group is an Innovation Consulting Boutique service provider that operates in the MENA countries. We are **the only majority Women Owned and Operated IP Boutique in the Middle East**. The Boutique is composed of around 45 team members specialized in Innovation Processes, Innovation Practices, and International and regional Intellectual Property Laws with a variety of educational and professional backgrounds ranging from legal to finance, business administration and political science. Alyafi IP Group Leadership team are active members in several Intellectual property organizations. Our tailored consulting services empower you to leverage your intellectual property assets strategically, capitalize on opportunities for growth and revenue generation, and mitigate risks effectively. Partner with us to unlock the full potential of your intellectual property portfolio.

Our Core Competencies:	
Service	Outcome
1- Intellectual Property Prosecution Services <ul style="list-style-type: none"> ○ Strategy ○ Search ○ Prosecution services ○ Recordals ○ Maintenance ○ Surveillance <ul style="list-style-type: none"> ▪ Online ▪ Offline 	<ul style="list-style-type: none"> ● Strategic Guidance: Tailored strategic guidance ensures IP portfolio is optimized to align seamlessly with business goals. Benefit from expert analysis and recommendations, enhancing the protection and enforcement of intellectual property rights while maximizing their strategic value. ● Efficient Prosecution Processes: Save time and resources across multiple MENA countries with our seamless process, delivering tailored protection strategies for navigating these risky and changing markets. Eliminate documentary hassles with a single power of attorney solution for multiple countries. ● Effective Maintenance Strategies: Proactively manage renewals, filings, and compliance requirements to keep your intellectual property rights valid and enforceable. Avoid lapses in protection, unnecessary penalty charges, and mitigate the risk of unauthorized use or infringement. ● Comprehensive Surveillance and records: Precisely and meticulously updating ownership details, facilitating seamless transitions and assignments of trademarks. With a keen eye for detail, we inject a dose of innovation and contemporary expertise into your portfolio with unparalleled diligence.
2- Intellectual Property Legal Services <ul style="list-style-type: none"> ○ Enforcement services ○ Litigation (Civil and Criminal) ○ ADR 	<ul style="list-style-type: none"> ● Skilled IP Enforcement in Arabic-speaking Countries: Proficient enforcement services, encompass oppositions, customs registrations, and other administrative actions where the team acts swiftly to combat infringement, counterfeiting, and unauthorized use, enhancing the value of your IP through administrative legal actions in Arabic-speaking nations while upholding the integrity of your brand and reputation. ● Strategic Trademark Defense: Trust our experienced litigators to vigorously defend or challenge trademarks across diverse jurisdictions and industries. Whether pursuing civil remedies or addressing criminal violations, we provide robust advocacy and strategic counsel to secure favorable outcomes.

	<ul style="list-style-type: none"> • Efficient IP Dispute Resolution: Navigate complex IP disputes with ease through our adept alternative dispute services. From negotiation to mediation and arbitration, we lead successful negotiations to winning outcomes without the need for costly and time-consuming court intervention.
<p>3- Innovation and Intellectual Property Consulting Services</p> <ul style="list-style-type: none"> • IP Audit and Due Diligence • IP commercialization services: • Distribution agreements • License agreements • Franchise agreements 	<ul style="list-style-type: none"> • Innovation and Intellectual Property Consulting Services: Our expert legal team offers a wide range of services to protect and enforce your intellectual property rights. From conducting thorough IP audits to advising on IP strategy development and implementation, we ensure that your intellectual assets are safeguarded and optimized for maximum value. • IP Commercialization Services: • Distribution Agreements: Strategically navigate distribution agreements to optimize the reach and profitability of IP-protected products or services. • License Agreements: Facilitate negotiation and drafting of license agreements to enable the authorized use of IP by third parties while ensuring proper protection and control. • Franchise Agreements: Develop and review comprehensive franchise agreements to expand brand presence and capitalize on market opportunities while maintaining consistency and quality. • White labeling agreement: These are agreements between two parties where one party (the producer or provider) manufactures or creates a product or service and allows the other party (the distributor or reseller) to rebrand and sell it as if it were their own. • In this arrangement, the distributor typically sells the product under its own brand name, logo, and packaging, while the producer remains behind the scenes, providing the product or service without direct visibility to the end consumer. • Confidentiality agreements: These are agreements between parties to protect confidential or proprietary information, such as trade secrets, business plans, customer data, or technical specifications, from unauthorized use or disclosure. Our team can assist in drafting and reviewing the confidentiality agreements, with a focus on the identification and protection of intellectual property rights. We can help identify the confidential information that is subject to the agreement, the purpose and duration of the disclosure, the obligations of the receiving party to safeguard and respect the intellectual property rights, and the remedies for breach of confidentiality

Leadership team



Dr. Mowafak Alyafi

Managing Partner

[LinkedIn](#)



Bahia Alyafi Fortunato

Director - Innovation

[LinkedIn](#)



Tima Hachem

Deputy General Manager

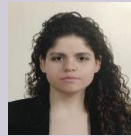
[LinkedIn](#)



Rimi Kbar

Senior Manager - Strategy

[LinkedIn](#)



Lea Feghaly

Senior Manager - Litigation

[LinkedIn](#)

Testimonials:



ABRO Industries, Inc. has relied on Bahia Al Yafi and the professionals at Alyafi IP Group to guide us through some of our most difficult and complex intellectual property disputes in the MENA region. Alyafi IP Group has provided us the best professional service and we continue to trust them to guide us into the future."

Bill - William Mansfield

Alyafi IP Group have assisted me with trademark applications, oppositions and enforcement matters across the Middle East. They provide prompt, detailed and helpful responses and have an excellent understanding of the trademark portfolios they manage. I have personally recommended them to several clients and colleagues and will continue to do so. Rebecca Anderson-Smith – Mewburn Ellis



We have been working with the Alyafi team for intellectual property matters for a number of years now. The Alyafi team is always very responsive to our needs and their services are well priced. All advice is communicate clearly and accurately. I highly recommend the Alyafi team or IP matters in the Arab world.

Julie Bllance - Zone Law