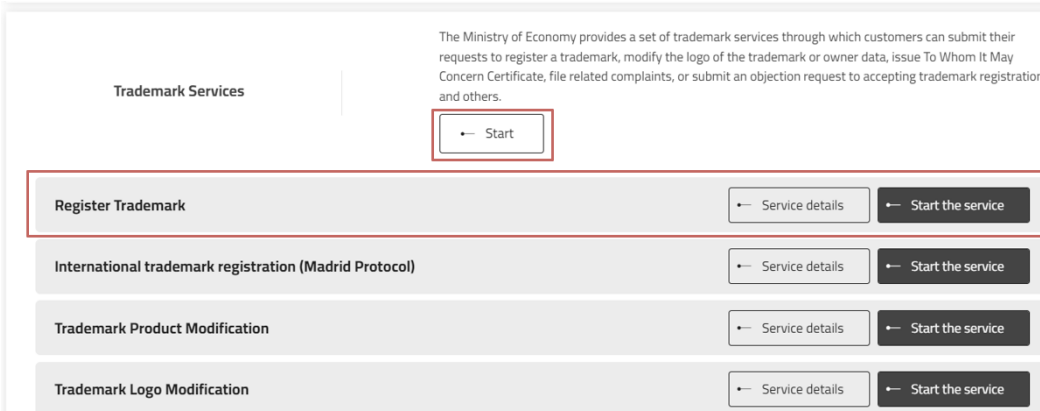


How to register trademarks on the online portal of the United Arab Emirates Ministry of Economy¹

Where to register a trademark:

Please enter the eService section of the United Arab Emirates (UAE) Ministry of Economy (MoE) website: [eServices | Ministry of Economy - UAE \(moec.gov.ae\)](https://moec.gov.ae). Please scroll down to the “Trademark Services”, by clicking on “Start” many further options will appear. For registration purposes please use the very first option “Register Trademark”.

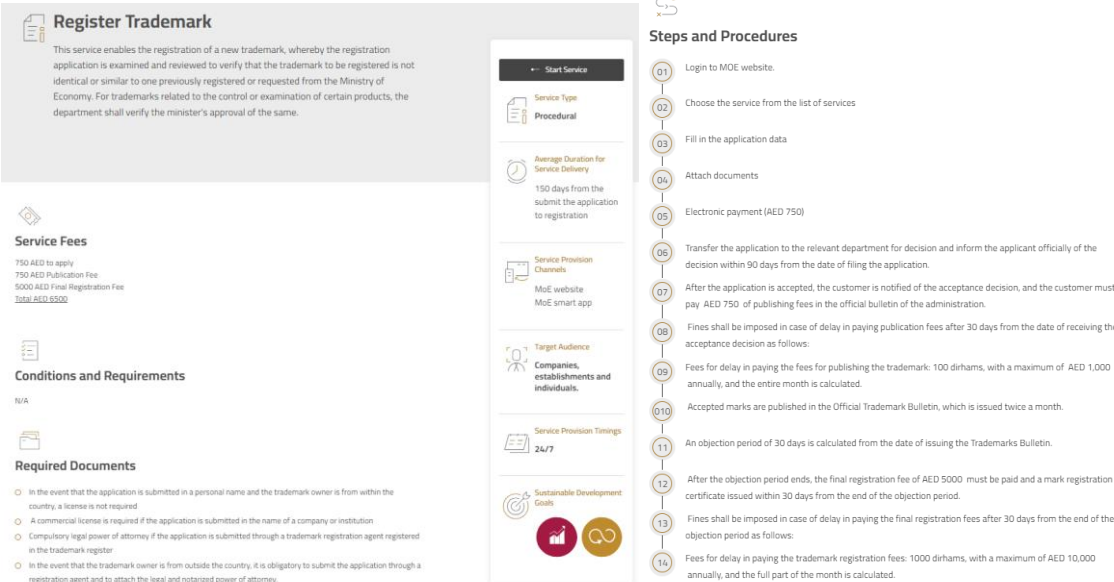


The Ministry of Economy provides a set of trademark services through which customers can submit their requests to register a trademark, modify the logo of the trademark or owner data, issue To Whom It May Concern Certificate, file related complaints, or submit an objection request to accepting trademark registration, and others.

Start

Register Trademark	← Service details	← Start the service
International trademark registration (Madrid Protocol)	← Service details	← Start the service
Trademark Product Modification	← Service details	← Start the service
Trademark Logo Modification	← Service details	← Start the service

The button “Service details” will provide you structured information about the Service Fees, Conditions and Requirements, Required Documents and Steps and Procedures. We recommend you to become familiar with this information before you start the registration.



Register Trademark

This service enables the registration of a new trademark, whereby the registration application is examined and reviewed to verify that the trademark to be registered is not identical or similar to one previously registered or requested from the Ministry of Economy. For trademarks related to the control or examination of certain products, the department shall verify the minister's approval of the same.

Service Fees

750 AED to apply
750 AED Publication Fee
5000 AED Final Registration Fee
1000 AED 5000

Conditions and Requirements

N/A

Required Documents

- In the event that the application is submitted in a personal name and the trademark owner is from within the country, a license is not required
- A commercial license is required if the application is submitted in the name of a company or institution
- Compulsory legal power of attorney if the application is submitted through a trademark registration agent registered in the trademark register
- In the event that the trademark owner is from outside the country, it is obligatory to submit the application through a registration agent and to attach the legal and notarized power of attorney.

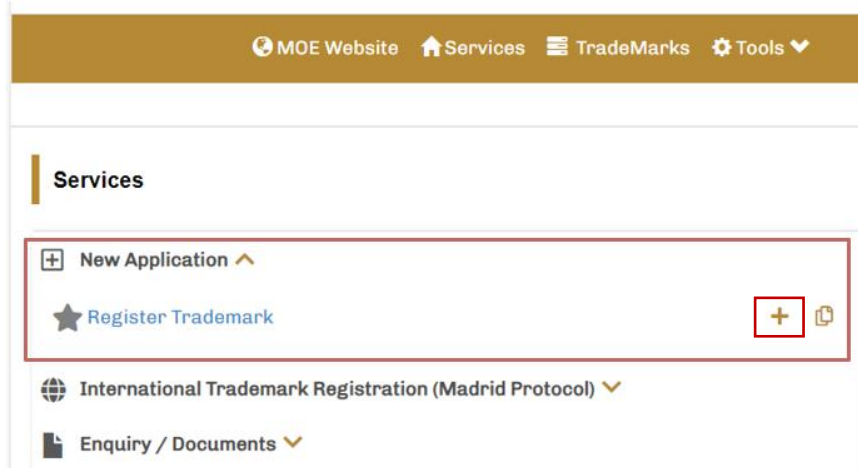
Steps and Procedures

- 01 Login to MOE website.
- 02 Choose the service from the list of services
- 03 Fill in the application data
- 04 Attach documents
- 05 Electronic payment (AED 750)
- 06 Transfer the application to the relevant department for decision and inform the applicant officially of the decision within 90 days from the date of filing the application.
- 07 After the application is accepted, the customer is notified of the acceptance decision, and the customer must pay AED 750 of publishing fees in the official bulletin of the administration.
- 08 Fines shall be imposed in case of delay in paying publication fees after 30 days from the date of receiving the acceptance decision as follows:
- 09 Fees for delay in paying the fees for publishing the trademark: 100 dirhams, with a maximum of AED 1,000 annually, and the entire month is calculated.
- 010 Accepted marks are published in the Official Trademark Bulletin, which is issued twice a month.
- 011 An objection period of 30 days is calculated from the date of issuing the Trademarks Bulletin.
- 012 After the objection period ends, the final registration fee of AED 5000 must be paid and a mark registration certificate issued within 30 days from the end of the objection period.
- 013 Fines shall be imposed in case of delay in paying the final registration fees after 30 days from the end of the objection period as follows:
- 014 Fees for delay in paying the trademark registration fees: 1000 dirhams, with a maximum of AED 10,000 annually, and the full part of the month is calculated.

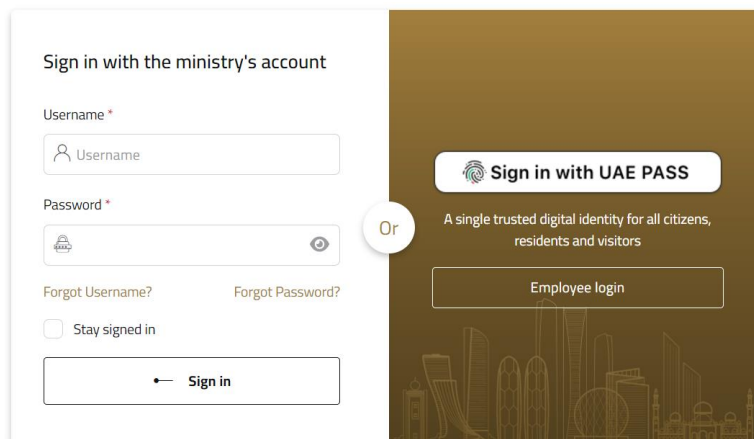
¹ The information in this handbook reflects the status of the Ministry of Economy's process and [platform](#) in November 2023. Please inform AD.IP if you think any information is missing or incorrect.



By choosing the second button “Start the service” you will be forwarded to the page where you can start the registration procedure. For getting started please click on “+” on the right side under the menu “New Application” on the upper left side of the window.



The system will ask you to sign in to the portal if not happened yet (UAE residents can sign in with UAE-PASS).



Starting the trademark registration process:

On the left top of the page, you can see the status progress of the “Fill Application” action. The button “Show/Hide Details” will hide or show the shortcuts and chart “Percentage of Completion”. By using the shortcuts, the system will jump to the specific action field.



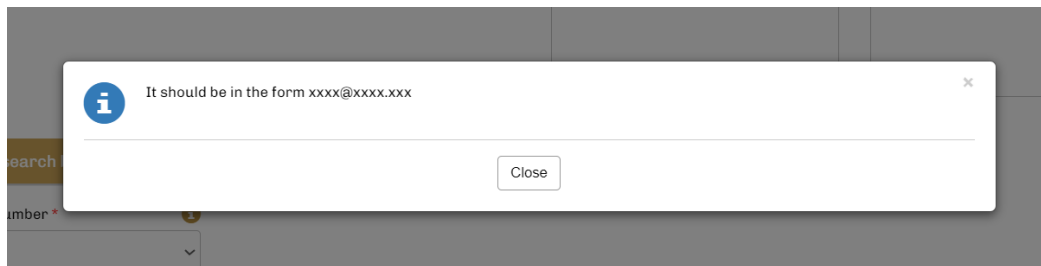
Furthermore, you will see the Reference Number that was generated by the system automatically. The data about the creator (filled automatically when signed in with UAE-PASS) and the date and time of the creation of the registration task.

Registration Requester Details:

When you scroll down the page you will find the entry fields for “Registration Requester Details”. For individuals from UAE the data of the requester should be entered. Requester outside of UAE must be represented by agent who is registered in UAE. Next to the fields “Nationality” and “City” you will find two more fields with drop-down options. The field “Legal Nature” is for entering the information whether you are requesting a Trademark as an individual or as a company. The is important e.g., for payments (individuals pay less fees that companies). The field “Activity” gives you the option to enter the type of business you are active in. All the other fields require address, contact data and nationality.

Please note that the fields marked with * are mandatory.

General note: On the top right of many entry fields, you find a “i”, which provides you information about the requested content for the field. Just click the “i” and a small dialog window will pop up so you can see the information (see example below on the “i” button over “Email”).



Trademark Details:

When you are finished with entering the requester details, as next step you need to enter the “Trademark Details”. The field “Trademark Type” is a drop-down list, which allows you to choose between “Product and Services”, “Group Mark” and “Inspection and Monitoring”

How to fill in further fields explained by the ETIHAD trademark:



Figure 1: Registration number UK00002360566

The trademark (Figure 1) consists of two words, one “الاتحاد” in Arabic and one “Etihad” in Latin letters. Due to this combination and specific font this mark would be qualified as a figurative mark. In such a case you would need to enter both words in the field “Word in Mark Name”. In the field “Mark Description” you add the information about the shape, color, word(s) and languages, in our example you would add “two words, one “الاتحاد” in Arabic and one in Latin “Etihad” language, arranged over each other Arabic word is placed over and in the mid of the Latin word.” In the field “Trademark Name Translation” please enter a translation into Arabic language of the word(s) in your mark that are not in Arabic language. So, in our example you would have to enter the Arabic translation of the Latin word “Etihad”.

As next please enter the “NICE² Class Number”. By clicking on the drop-down menu, you will see a list of numbers. By choosing one of the numbers the explanation of the class is automatically updated in the field bellow. In the screenshot below you can see that the Nice Class 1 is defined as “Chemicals used in industry, science and photography, as well as in agriculture, ...” Please choose the right classification for the goods and services that your trademark should be registered for. For more detail

² NICE Class Number : The Nice Classification (NCL), established by the Nice Agreement (1957), is an international classification of goods and services applied for the registration of marks. ([Nice Classification \(wipo.int\)](http://wipo.int))



information please also check the documents “Classes Descriptions” or “List of Goods” in the download-section of the service site Link: [TradeMarks | e-Services | Ministry Of Economy](#) .

The screenshot shows a web interface for selecting a product class. At the top, a message states: "You can search by NICE class number and you will see the description. You can copy that description or modify it as necessary." Below this, there is a dropdown menu for "Nice Class Number" with the value "1" selected. To the left, a separate window shows a scrollable list of class numbers from 1 to 20. Below the dropdown, a text box contains the description for class 1: "Chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; manures; fire extinguishing compositions; tempering and soldering preparations; chemical substances for preserving foodstuffs; tanning substances; adhesives used in industry." Below this, there is a "Select Product Details" section with a "Select" button. To the right, a "Search" window is open, showing a search for "aluminium" and a list of results including "aluminium", "alloys of common metal", "advertisement columns of metal", "acoustic panels of metal", and "accordion doors of metal".

In the field “Select Products Details” you can select the category title or specify the products or services within the classification that has been selected. Optionally you can enter product details by clicking the “Select” button in the “Select Product Details” field. In the appeared interface you can choose or search for product details in a list with 688 records.

Attachments:

Now you are ready to attach your trademark design. Please upload the version of your mark that should be registered. Please be aware that the version you upload will be the one to be registered and cannot be changed or aligned afterwards. For companies and individuals from UAE an upload of a copy trade license is mandatory.

The screenshot shows the "Attachments" section of the registration process. It includes a note: "Attaching the trade license for companies and individuals inside UAE is mandatory". Below this, there are four upload buttons: "Trademark Logo", "Tradelicense Copy", "Power Of Attorney", and "Passport Copy". Each button has an "Upload" icon and a red asterisk next to the "Trademark Logo" label. Below these, there is an "Other Attachments" section with an "Upload" button.

If you are not a resident of or a registered company in UAE, you must have a registered UAE representative for the filing. In such a case you must attach the “Power of Attorney” document. In addition, a “Passport Copy” has to be uploaded if the applicant is an individual.



Representative Details:

As you can see in the screenshot below this field needs to be filled out only when an IP Agent has to or should be involved in the registration proceedings. Please enter the Agent's name and the contact details in the required fields.

Representative Details (For IP Agents Only)

Agent Name Agent Name	Representative Address Representative Address	P.O. Box P.O. Box	Telephone Telephone
		Fax Fax	Email Email
		Agent Code Agent Code	

Priority Details:

The last chapter is foreseen for priorities details. Please enter the details in the required fields and attach the priority document with the "Upload" option.

Priority Details

Previous Application Number Previous Application Number	Previous Application Date Previous Application Date	Country Country	View service terms & conditions <input type="checkbox"/> I agree to terms & conditions
--	--	--------------------	---

Priority Document
Upload

Submit Application | Cancel Application | Save & Continue Later | Save As Template | Print

After a successful upload please click on "Submit Application" to hand in your application to the UAE MoE.

Further options allow you:

- to "Cancel Application"
- to "Save and Continue Later" e.g., if you were not able to fill out all fields at a time.
- to "Save As Template" for further re-use of the document
- to "Print" for your documentation

If you are looking for personal support regarding the registration of trademark, please contact our experts directly: [link to contact form/Online chat facility/IP Service Providers]