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RECENT CHANGES IN THE TRADEMARK REGISTRATION PROCESS AND NEW OPPORTUNITIES FOR IP PROTECTION IN THE UAE

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The UAE Ministry of Economy and Tourism has announced a major reform aimed at stimulating innovation and entrepreneurship in the country's intellectual property sector¹.

On 14 November 2025, a Cabinet resolution entered into force, amending certain trademark registration procedures in the UAE and the service fees charged by the Ministry of Economy and Tourism².

New government services related to intellectual property protection have also been introduced on the official website of the Ministry of Economy and Tourism³.

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¹ Home Media Centre News Ministry of Economy and Tourism introduces trademark service fees as part of efforts to enhance UAE's appeal for national and international brands and support SME owners (access via link).

² Cabinet Resolution No. (102) of 2025, amending certain provisions of Cabinet Decision No. 20/2020 Concerning the Fees for Services Provided by the Ministry of Economy (access via link)

³ List of services on the website of the Ministry of Economy and Tourism (access via link)

Key innovations include:

- *introduction of an expedited one-day examination of applications;*
- *and medium-sized enterprises (SMEs);*
- *adjustments to the structure and amount of official fees;*
- *streamlining of procedures for examining complaints, oppositions and grievances in the context of trademark registration;*
- *introduction of new services.*

It is also worth noting that, earlier in May 2025, a procedure for the national registration of geographical indications was introduced⁴.

The main changes, their significance for applicants and rights holders, and practical recommendations are outlined below.

1. Accelerated examination of trademark registration applications

The trademark registration procedure in the UAE consists of two stages:

- examination (up to 90 days),
- a 30-day publication period, during which the application is published in a special bulletin so that any interested party may file an opposition to the registration of the trademark.

A key innovation is the One-Day Examination service, which delivers examination results in just one working day, compared to the standard up to 90 days.

The cost of the express examination service is AED 2,500 in addition to the regular application fee.

As a result, when using the expedited examination option, the overall time required

to complete the trademark registration procedure is reduced from approximately 5–6 months to about 1.5–2 months.

2. Changes in fees for trademark registration

The amounts of official fees at various stages of trademark registration have been amended. Some fees have been reduced to encourage registrations, while others have been introduced for the first time (for example, appeal fees, which were previously not charged).

In addition, participants in the National Small and Medium Enterprises Support Program are eligible for a 50% discount on the established fees, which significantly reduces the financial burden of trademark registration.

Persons with disabilities are fully exempt from paying these fees.

The main types of services and applicable fees are listed below:

Service	Fee amount (AED)
Filing an application for registration (per class)	750
Publication of application details (per class)	750
Registration and issuance of certificate	5,000
Accelerated examination (1 day)	2,500
Appeal against refusal of registration or cancellation	5,000
Appeal against a decision on an objection	7,500

⁴ The Ministry of Economy introduces geographical indications for national products, enhancing their competitiveness in global markets (access via link)

A number of new fees have also been introduced. A fee of AED 5,000 is now payable for filing an appeal against a decision of the Trademark Registration Office. This applies to both appeals against a refusal to register a trademark and appeals against a decision to cancel a registered trademark.

In addition, if, after consideration of an opposition to an application, a decision is made in favor of the applicant (i.e., the opposition is rejected), the losing party may appeal the decision to the Grievance Committee, subject to payment of an increased fee of AED 7,500.

Previously, filing appeals in the field of trademarks was free of charge, so the introduction of these fees is intended to reduce the number of unfounded complaints and compensate for the costs of reviewing them.

3. Streamlining the procedures for reviewing complaints, objections, and appeals

One of the key changes is the formalization and streamlining of procedures for the examination of complaints, oppositions, and appeals in trademark registration. While such procedures previously existed, their sequence was less clearly defined, and the applicable fees were not consistently fixed or distinctly separated as individual government fees.

As part of the reform, independent government services have been introduced on the official website of the Ministry of Economy and Tourism, including:

- objection against the Acceptance of Trademark Registration;
- grievance Request Against the Department's Decision Regarding a Trademark;
- responding to an Objection against the Acceptance of Trademark Registration.

These changes are aimed at increasing procedural certainty, reducing the number of unfounded complaints, and creating a more predictable and transparent system for resolving disputes in the trademark registration process.

4. Registration of Geographical Indications

In May 2025, the UAE officially launched a federal system for registering geographical indications through the Ministry of Economy and Tourism.

Geographical indications as a means of individualization are provided for in the Federal Decree-Law on Trademarks; however, until recently, the legal framework did not provide a mechanism for exercising the right to register such objects in the UAE⁵.

An official service for the registration of geographical indications is now available in the user account on the Ministry of Economy and Tourism's website⁶.

⁵ Federal Law No. 36 of 2021 on Trademarks (access via link)

⁶ Personal account on the website of the Ministry of Economy and Tourism (access via link)

Conclusion

The latest changes demonstrate the UAE's commitment to creating a fast, convenient, and accessible trademark registration system, as well as strengthening the UAE's position as a regional hub for launching new brands.

The reform affects several key elements of the procedure at once and is generally aimed at increasing the transparency, predictability, and administrative efficiency of the system.

If you have any questions regarding the new rules or require assistance, the White Square team is ready to support you at all stages of trademark registration in the UAE, including the preparation and filing of applications and objections, in line with the latest regulatory changes.



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