

### Permit for Trade Name Signboard on the façade of the Establishment

② Name of Service:	Permit for Trade Name Signboard on the façade of the Establishment
② Description (Simple Explanation of the Service):	<ul style="list-style-type: none"> <li>Establishment's Trade Name or Trade Mark Signboard</li> </ul>
② Service Category & Type:	<ul style="list-style-type: none"> <li>Sub-service / Procedural</li> </ul>
② Service Beneficiary:	<ul style="list-style-type: none"> <li>Establishment</li> </ul>
Required Documents:	<ul style="list-style-type: none"> <li>Application for Permit</li> <li>Design in Arabic and English</li> <li>NOC in case of trademarks</li> <li>Approval of Ministry of Economy or trademark agent in case of trademarks displayed on the board</li> </ul>
② Steps for Receiving the Service (Customer Journey)::	<ul style="list-style-type: none"> <li>Presence of the concerned party or the representative of the company or establishment for request (application) approval.</li> <li>Creation of request (application) and submission of papers.</li> <li>Payment of fees</li> <li>Electronic archiving of documents</li> <li>Receipt of permit or its transmission by email.</li> </ul>

<p>☐ Terms &amp; Conditions:</p>	<ul style="list-style-type: none"> <li>The License holder shall observe the laws and regulations and use the card for the authorized purposes.</li> <li>The entity must print the permitted number for the attested specification and write the permit number.</li> <li>Billboard shall not include God's name, state flags and official logos.</li> <li>The requests for billboard must be submitted through the representatives of companies specialized in making board</li> <li>Company or establishment requiring advertisement of its products shall have a valid license</li> <li>Concerned company / establishment must remove the advertisement in case it does not intend to renew the advertisement permit or dispense therewith before its expiry or in case of expiry of commercial license of the concerned company/establishment provided that a picture prior to, and post removal is submitted.</li> <li>Writing in a correct language avoiding spelling and grammar errors and in clear font</li> <li>Using Arabic language is compulsory in advertisements; it is permitted to use English language alongside</li> <li>Taking into account the consistency of the board with neighboring shops in the same building and neighboring buildings in terms of space and lengths and its consistency with the structural and architectural form of the building</li> <li>Board shall not be placed on building balconies, floors, or windows</li> <li>No permit shall be given to any boards placed on narrow internal passages or roads</li> </ul>
<p>☐ Fees:</p>	<ul style="list-style-type: none"> <li>AED 350</li> <li>Fees of Administrative Services Application Form AED 50.</li> </ul>
<p>☐ Service Correlation with other Services:</p>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
<p>☐ Service Delivery Channels:</p>	<ul style="list-style-type: none"> <li>Service Delivery Centers</li> </ul>
<p>☐ Service Code:</p>	<ul style="list-style-type: none"> <li>Application for Permit No .TL21</li> </ul>
<p>☐ Service Delivery Duration::</p>	<ul style="list-style-type: none"> <li>10 mn</li> </ul>
<p>☐ Limitation of the Service:</p>	<ul style="list-style-type: none"> <li>N/A</li> </ul>