

❖ Permit for Additional Ad for Establishment's Trade Name or Trademark

☑ Name of Service:	<u>Permit for Additional Ad for Establishment's Trade Name or Trademark</u>
☑ Description (Simple Explanation of the Service):	<ul style="list-style-type: none"> This permit includes additional ads for trade name such as side and LED boards in addition to the trademarks inside the signboard
☑ Service Category & Type:	<ul style="list-style-type: none"> Sub-service / Procedural
☑ Service Beneficiary:	<ul style="list-style-type: none"> Establishment
Required Documents:	<ul style="list-style-type: none"> Application for Permit Design in Arabic and English NOC in case of trademarks Approval of Ministry of Economy or trademark agent in case of trademarks displayed on the board
☑ Steps for Receiving the Service (Customer Journey)::	<ul style="list-style-type: none"> Presence of the concerned party or the representative of the company or establishment for request (application) approval. Creation of request (application) and submission of papers. Payment of fees Electronic archiving of documents Receipt of permit or its transmission by email.

<p>☐ Terms & Conditions:</p>	<ul style="list-style-type: none"> • The License holder shall observe the laws and regulations and use the card for the authorized purposes. • The entity must print the permitted number for the attested specification and write the permit number • Not to use God's name and put flags of states and official logos in the billboard. • The requests for billboard must be submitted through the representatives of companies specialized in making billboard • Company or establishment requiring advertisement of its products shall have a valid license • 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. • Writing in a correct language avoiding spelling and grammar errors and in clear font • Using Arabic language is compulsory in advertisements; it is permitted to use English language alongside • 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 • Board shall not be placed on building balconies, floors, or windows • No permit shall be given to any boards placed on narrow internal passages or roads
<p>☐ Fees:</p>	<ul style="list-style-type: none"> • AED 10 per square meter up to AED 250 • AED 500 per trademark • Fees of Administrative Services Application Form AED 50.
<p>☐ Service Correlation with other Services:</p>	<ul style="list-style-type: none"> • N/A
<p>☐ Service Delivery Channels:</p>	<ul style="list-style-type: none"> • Service Delivery Centers
<p>☐ Service Code:</p>	<ul style="list-style-type: none"> • Application for Permit No .TL21
<p>☐ Service Delivery Duration::</p>	<ul style="list-style-type: none"> • 10 mn
<p>☐ Limitation of the Service:</p>	<ul style="list-style-type: none"> • N/A