

First: Trade Name Reservation

❖ Reservation of Trade Name

▪ Name of Service	Reservation of Trade Name
▪ Description (Simple Explanation of Service):	<ul style="list-style-type: none"> The name used by the trader in order to distinguish his establishment or company from other commercial establishments.
▪ Category & Type of Service:	<ul style="list-style-type: none"> Sub-service / Procedural
▪ Service Beneficiary:	<ul style="list-style-type: none"> Individual – establishment - companies
▪ Steps for Receiving the Service (Customer Journey):	<ul style="list-style-type: none"> Selecting the legal form and activities to be added to the license and selecting the trade name. Attaching the required documents and getting initial approval. Providing external approvals, if any, depending on the nature of activity. Paying fees and getting the trade name reservation certificate.
▪ Fees:	<ul style="list-style-type: none"> Reservation of a trade name AED 200. Initial Approval AED 100. Fees of Administrative Services Application Form AED 50. Reservation of the trade name is extended for two months up to a maximum of twice before the expiry of the trade name up to a maximum of one day at a fee of AED 200. Fees relating to trade names indicative of a neighborhood, trade mark or Arabized trade name AED 1000 annually. Fees relating to trade names featuring acronyms or the word "Gulf" AED 2000 annually (Ajman, Dubai, A.B, etc.) Fees relating to foreign or numeric trade names AED 2000 annually.
▪ Service Correlation with other Services:	<ul style="list-style-type: none"> Issuance of Commercial License.
▪ Partners (Service Plan):	<ul style="list-style-type: none"> N/A
▪ Service Delivery Channels:	<ul style="list-style-type: none"> Smart services, DED's website, DED's service centers.
▪ Forms used in Service Delivery:	<ul style="list-style-type: none"> License Application EA-1-1-F1
▪ Duration of the Service:	<ul style="list-style-type: none"> 10 mn
▪ Limitation of Service:	<ul style="list-style-type: none"> N/A

❖ Terms and conditions of Trade Name Reservation

- The trade name must not contain obscene or indecent words and should not be offensive to the general public.
- The trade name must not include God's name, or any of his divine attributes, i.e. Al Qader, Al Ali Al Razzaq, etc.
- If the name of the company includes a name of natural person, then this person must be a partner or owner of the license.
- Family name can be used only if the first name is added. For example: "Yousef Al Tamimi" cannot be "Al Tamimi Trading" but needs to be changed to "Yousef Al Tamimi General Trading".
- Trade names should not be translated. E.g. if the trade name in Arabic is "ضوء القمر" then it should be phonetically translated to "DAW ALQAMA".
- The trade name should not include a name of country, government organization, capital, city or landmark, such as "UAE, Abu Dhabi, Dubai, Sharjah, Ajman, Um Quwain, Ras Al Khaimah, Fujairah, Burj Khalifa, Burj Al Arab, Zaabil, Al Wasl".
- The trade name must reflect the company's commercial activity.
- Trade names of General Partnership Companies must contain the name of one or all partners and must include the expression "and partners"; innovative or special names can be used.
- Trade names of LLCs must be derived from the object of the company or from the name of one or more shareholders and must be followed by the expression "LLC".
- Trade name of One Person Company must be associated with the name of its owner and followed by the expression "ONE PERSON COMPANY L.L.C "(owned by Ahmed Al Housani One Person Company LLC).
- The trade names of shareholding companies must be derived from the objects of the company and should not include the name of a natural person unless the object of the company consists concerns the investment in the patent in his name or if the company acquires a trade name or obtain the right of its use. The trade name of the company must be followed by the expression "Private Joint Stock Company" or "Public Joint Stock Company".
- The trade name must not include a prohibited name such as the name of any international political organizations or sectarian or religious organizations.
- The trade name must not contain any punctuation marks.
- DED reserves the right to impose fines on violations of names in the previous years.
- DED has the right to cancel or change the name of the company if it is similar to another existing name, subject to precedence in obtainment of the trade name.
- The trade name must not be similar to the name of any trademarks registered with the Ministry of Economy or any government trade names or projects.
- The trade name must be genuine and should not mislead public.
- The trade name must be shown on the façade of the store and visible.