

PROTECT YOUR BRAND. POWER YOUR GROWTH.



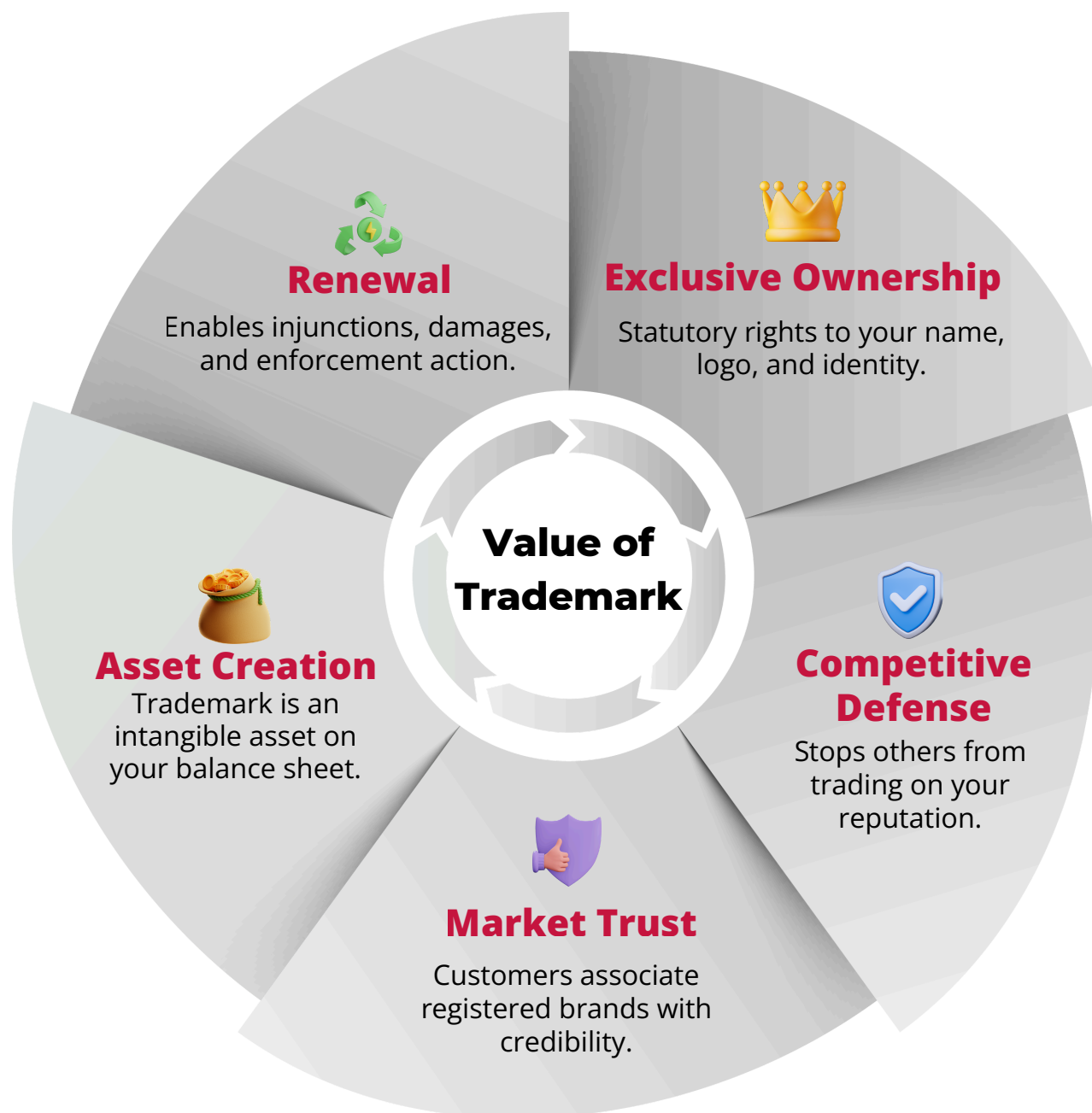
TRADEMARK APPLICATION
APPROVED

Your brand isn't just a logo. It's your identity, reputation, and trust capital in the market.

Prepared by MCA Gulf



The Business **Value of a Trademark**



“ 80% of brand value in leading firms is intangible (IP, brand equity). ”

The Business **Value of a Trademark**



Counterfeit Threats: Imitators dilute your brand value.



Loss of Market Share: Customers switch due to confusion.



Erosion of Trust: Weakens long-term customer loyalty.



Costly Legal Disputes: Harder to defend without registration.



Missed Monetization: Franchise & licensing deals demand registered brands.

Example: Global SMEs lose up to 15% revenue annually due to trademark infringements.

UAE Advantage: **A Global IP Protection Hub**

The UAE has built one of the most robust intellectual property protection regimes in the MENA region, making it a safe harbor for brands and businesses.



Federal Law Compliance

- Governed by Federal Law No. 36 of 2021 on Trademarks.
- Grants exclusive statutory rights to registered owners.
- Enables both civil & criminal actions against infringers.



Unified Nationwide Coverage

- One registration = protection across all 7 Emirates.
- Centralized system reduces complexity compared to multi-jurisdiction filings.



Swift Enforcement & Remedies

- Courts and regulators act quickly on violations.
- Remedies include injunctions, fines, seizure of goods, and damages.
- Dedicated IP enforcement in Dubai & Abu Dhabi.



Investor & Market Confidence

- Registered IP signals credibility to investors, lenders, and partners.
- Enhances brand worth in M&A, franchising, and licensing.
- Facilitates international filings via the Madrid Protocol.

The **MCA Process**

MCA delivers end-to-end brand protection services:

STEP 1

Search & Eligibility Check

Identify risks before filing.



STEP 2

Application Filing & Documentation

Seamless compliance with UAE law.



STEP 3

Publication & Objections

Expert handling of challenges.



STEP 4

Registration Certificate

Secure exclusive rights.

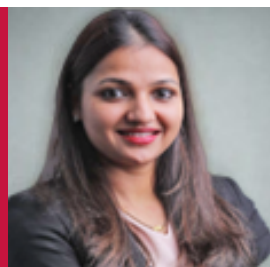


LET'S TALK ABOUT YOUR

TRADEMARK REGISTRATION



MCA delivers trusted expertise, regional knowledge, and end-to-end execution.



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