

DED TRADE NAME GUIDELINES



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The name should not contain obscenities or words that convey obscenity. Also, the trade name should not be offensive to the general public. This also holds good for a personal name.



The name should not include Allah's name, or "God", or His divine attributes, for example (al wader, al alee).



Only a partner's name can be included in the license. For instance, a license issued to John Doe cannot include the name of John Simpson.



Family names cannot be used as a trade name unless the trade name includes the first name. For instance, Mohamed Al Shams cannot have a trade name 'Al Shams Trading'. This would have to be changed to 'Mohamed Al Shams Trading'.



Names should be written literally. Translations are not allowed.
The name should not include any punctuation marks.



The trade name cannot include the name of any country or government entity.



The business name must reflect the business activity. For instance, 'Carac Café LLC', or 'Pioneer Gate Business Centre'.



The name cannot include names of political organisations, religious organisations, or any other such globally restricted names.

If the name contains special features, you will have to pay an additional fee between AED 1,000 and AED 2,000.

Trade name that contain foreign words which cannot be translated into Arabic, for instance, "Silver" – Fee: AED 1,000

Trade Name that include regional references, for example "East", "West", "International", "American", "European" – Fee: AED 1,000

If part of the trade name is a trade mark – Fee: AED 1,000



Special Features



Special Features

Trade name including numerical digits, for example "Pioneer 2,000 Trading". This does not include names where the numbers are written as letters, for example "Pioneer One" – Fee: AED 2,000

Trade name including foreign (non-Arabic) words – Fee: AED 2,000

Trade name including the word "Gulf" – Fee: AED 2,000

Trade name including an abbreviation, for example P.G.B.C Trading – Fee: AED 2,000


Let's Get Started!

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