



## UAE TRADEMARK GROWTH AND KEY DEVELOPMENTS

Insights Into Updated Procedures, Fee Reforms, And Increased Filing Activity



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The UAE continues to strengthen its trademark framework through a series of legislative updates, administrative reforms and digital advancements introduced in 2024 and 2025. Collectively, these measures reflect the country's commitment to modernizing its intellectual property system, supporting business growth, and aligning with international standards.

### Regulatory Updates and Fee Reform

On October 21, 2025, the Ministry of Economy and Tourism (MOET) announced a revised fee schedule for trademark services under Cabinet Resolution No. (102) of 2025. The new regime – effective November 15, 2025 – replaces the earlier fee structure established under Resolution No. (20) of 2020.

The updated framework introduces fees for a range of services that were previously free or subject to different charging, including appeals against rejection or cancellation, expedited examination, and conversion from national to international marks. The Ministry now handles 28 distinct trademark-related services under the new schedule.

To foster inclusivity and support smaller businesses, members of the national SME programme are now entitled to a 50 % fee reduction, while people of determination (persons with disabilities) are granted full exemption from official fees. Another notable innovation is the launch of a one-day trademark examination service, enabling accelerated processing for applicants who need rapid registration. Several material changes to trademark service fees are set out below:

### General Trademark Service Fees

Service	Fee (AED)
Filing an infringement complaint	2,250
Grievance by party against whom an objection was dismissed	7,500



## Newly Introduced Trademark Services

Service	Fee (AED)
Registration of a geographical indication	6,500
One-day trademark examination	2,250
Grievance against trademark cancellation	5,000
Conversion of a national trademark to international	400
Trademark agent registration renewal (branch of a foreign company)	7,500
Grievance against trademark registration refusal	5,000
Examination and study of claims	2,250

## Consolidated Fees for Trademark Renewal

Service	Fee (AED)
Renewal of trademark protection during final year of protection	5,750
Renewal within six months after protection period ends	6,500
Renewal of monitoring and inspection mark during final year of protection	8,250
Renewal of monitoring and inspection mark within six months after protection period ends	9,750

## Digital Platform for Buying and Selling Trademarks

The UAE has introduced the Middle East's first digital platform dedicated to the buying and selling of trademarks, as announced by the MOET. The TM Market Place, launched on Tuesday, provides trademark owners with a secure online environment in which they can list, trade, and monetise their registered marks.

The platform became fully operational on the day of launch, with MOET setting ambitious performance targets. According to the Ministry, the initiative aims to enhance the attractiveness of the UAE trademark market by 20 per cent within the first year. TM Market Place is positioned as a first-of-its-kind mechanism in the region, enabling owners of trademarks registered in the UAE to transact their rights transparently while facilitating connections with investors and entrepreneurs.

## Recognition of Non-Traditional Trademarks: Sound, Scent and Holograms

On March 2024, senior officials announced that the UAE would allow registration not only of conventional trademarks (names, logos, slogans, etc.) but also of non-traditional marks such as sounds, scents, holograms and geographical indicator marks. Under the modernised legal framework introduced by Federal Decree-Law No. 36 of 2021, a trademark may now include "a distinctive sound," among other forms.

For example, a hotel chain may register a characteristic scent (e.g., perfume smells in the lobby), or a media company may register a unique audio tone used at the beginning of its content – thereby securing exclusive rights to those non-visual identifiers.



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## Trademark Registration Trends: 2024 vs. 2025

These figures reflected strong demand across sectors and underlined the UAE's push to support innovation, creativity and entrepreneurship as part of the broader economic strategy.

### 2024

- For the first nine months of 2024, the UAE observed a 34.3% increase in overall IP registrations.
- Trademark registrations rose by 39.12% in the same period, compared with 2023.
- By end-September 2024, the UAE had added 18,175 new trademarks, bringing the total number of active trademarks in the market to approximately 356,408.
- Aside from trademarks, registered patents, utility certificates and industrial designs increased by 8%.

### 2025

- In the first half of 2025 alone, MOET registered 19,957 national and international trademarks, representing a 129% increase compared with 8,711 trademarks registered during the same period in 2024.
- By the end of September 2025, total registered trademarks had reached 402,311, reflecting continued growth under the updated fee regime.

Taken together, the recent updates reflect a maturation of the UAE's trademark system. Procedural reforms, coupled with expanded substantive protection and digitalized services, strengthen both enforcement readiness and transactional value for brand owners. The surge in registrations is consistent with a system that is becoming more accessible, more predictable and more aligned with global best practices. These reforms will likely influence foreign investment decisions, cross-border brand strategy and the overall competitiveness of the UAE's IP landscape.

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