

## Trade Name Guidelines

### The following names are not allowed:

- Names with religious meanings.
- Personal or family names unless it's the applicant's name.
- Names of Local, Arabic, and International authorities, establishments and departments.
- Names of Internationally known companies.
- Names Which offend public decency.
- Names driven from the following words:
  - Corporation
  - Olympic
  - Dubai
  - Jumaira
  - Nakheel
  - Palm
  - Zaabeel
  - Maidan
  - Salik
  - Al-Arab
  - Al-Wasl
  - Al-marsa
  - City (in case the trade name start with the word City).
  - Village (in case the trade name start with the word Village).
  - Zelzal (earthquake)
  - Arsa
  - Al-Haditha
  - Al-Jadidah

It is now allowed for Foreign names to be translated into the same meaning in Arabic but rather to use the Arabic name in English except for Foreign companies branches and trademarks.

- The Following names are not allowed: Emarat - Sharjah
- Countries names are not allowed unless they were joined by other words.
- Trade Name Approvals are subject to Availability.