



TRADE MARKS & PATENTS IN THE UAE, SAUDI ARABIA, SYRIA AND YEMEN

10 DECEMBER 2025

HELLO! WE ARE CWB

Leading IP specialists **Cedar White Bradley, PETOŠEVIĆ** and **Hahn & Hahn** merged in 2023 to form **CWB**, a multi-regional business that operates as one unified team, servicing and managing intellectual property portfolios of some of the world's leading IP owners across **Africa, Central Asia, Eastern Europe and the Middle East**.

We work as **one group** to consistently deliver **outstanding IP services** using **tomorrow's technology** for clients that value **innovation and creativity**.

1 Firm / **4** Regions / **29** Offices / **100+** Jurisdictions / **170+** Practitioners / **300+** Employees



THINKING BEYOND SOLUTIONS

We offer a full suite of IP and related services to our clients.



Patents and
Utility Models



Trade Marks



Industrial
Designs



Copyright



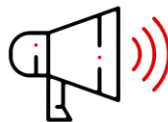
Anti-Counterfeiting



Geographical
Indications



Domain
Names



Internet and
Social Media



Franchise
Law



Technology, Media
and Entertainment

WHY CWB

- **One group, one point of contact**, one onboarding in 100+ countries
- Dedicated **client-specific, cross-jurisdiction** teams
- **Consistent** level of **quality** service across multiple regions
- Blending **international standards** and advanced IP practices with in-depth **local market know-how** and presence
- Minimising **legalisation requirements**
- Highest ethical standards and service built around **trust and transparency**
- With **market leading technology**, making the business of IP management simpler

PROGRAMME AND SPEAKERS



PROGRAMME & INTRODUCTION
Theuns van de Merwe



KSA: TRADE MARK OPPOSITIONS
Gerald Bourne



UAE & KSA: TRADE MARK PROSECUTION
Lina Bazzi



UAE & KSA: CIVIL TRADE MARK ENFORCEMENT
Firas Jayyusi



UAE & KSA: PATENT PROSECUTION
Marianne Raphael



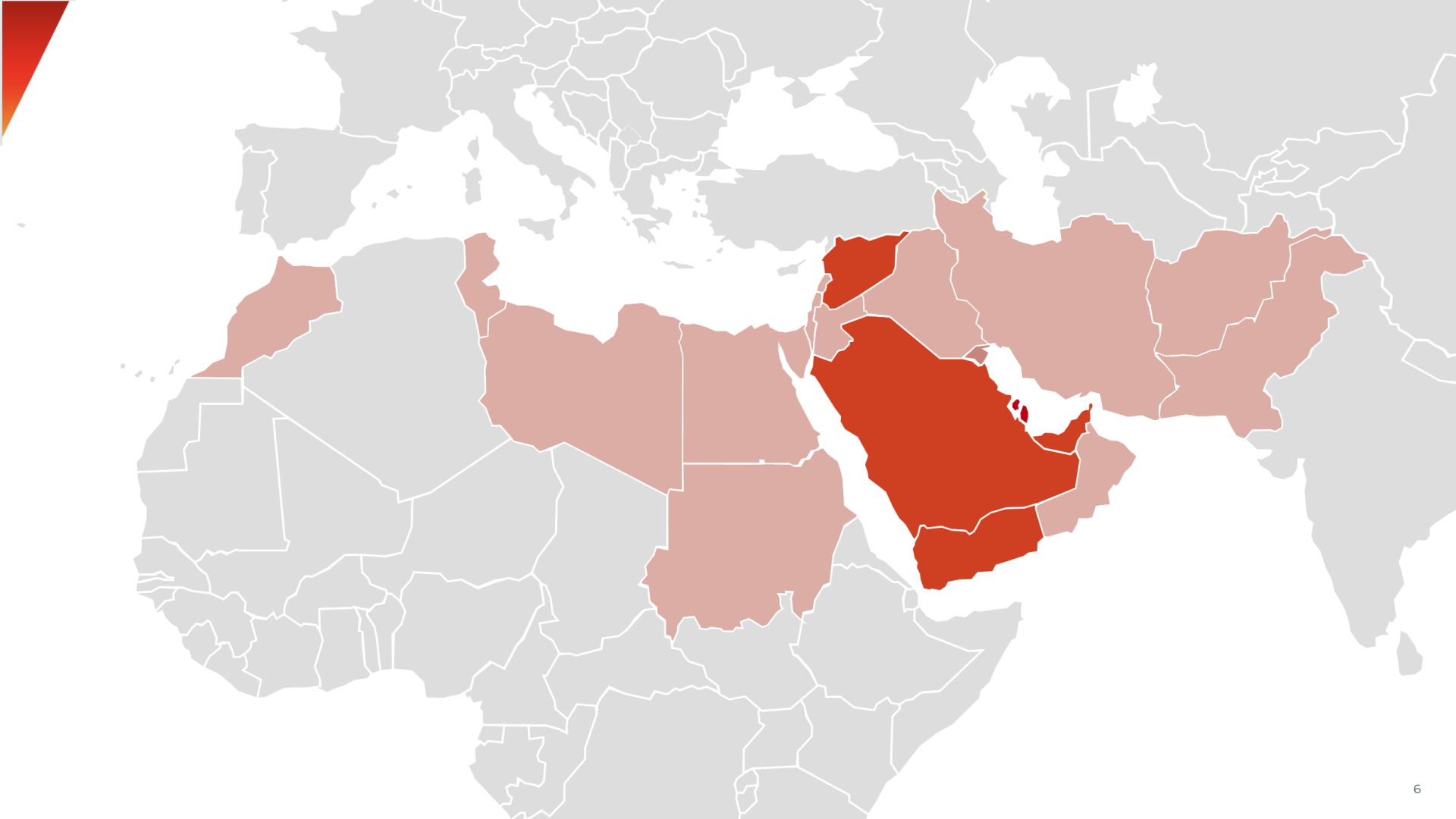
SYRIA: OVERVIEW AND LATEST DEVELOPMENTS
Elias Nassif



UAE: TRADE MARK OPPOSITIONS
Kim Mbombo Kazadi



YEMEN: OVERVIEW AND LATEST DEVELOPMENTS
Vivianna Paraskevi Paschou



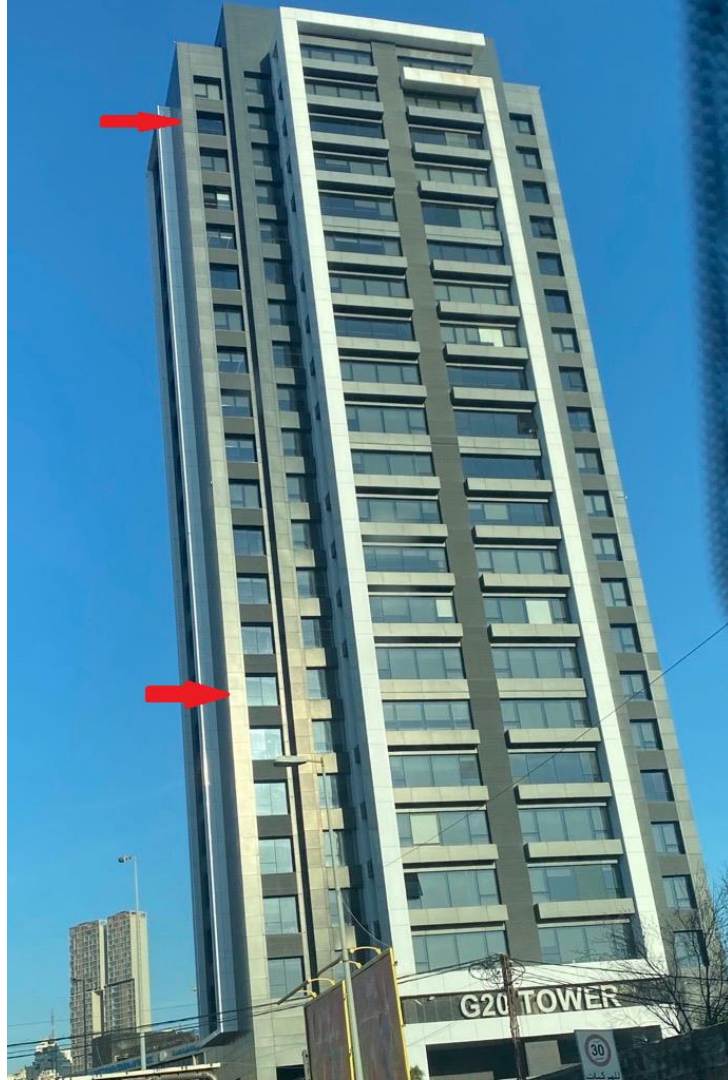


UAE & KSA: TRADE MARK PROSECUTION

Lina Bazzi

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CWB BEIRUT OFFICE AND TEAM





UAE – BASIC FACTS



- Borders with Saudi Arabia and Oman, maritime borders with Qatar and Iran in the Persian Gulf
- Population: 11 million – 7 emirates
- GDP: ~ 537 billion USD
- One TM Registry
- 2025 vs 2024: 129% growth in the number of registered trade marks



KSA - BASIC FACTS



- Borders with Jordan, Iraq, Kuwait, Oman, Qatar, the UAE, and Yemen
- Population: ~ 32 million
- GDP: ~ 1.2 trillion USD
- 2025 vs 2024: 66% growth in the number of registered trade marks

REGISTRATION PROCESS – UAE & KSA



	FILING	EXAMINATION	PUBLICATION	OPPOSITION PERIOD	REGISTERED
UAE	<ul style="list-style-type: none"> • Power of Attorney - legalised • Free drafted description of goods and services • National / Madrid System • Multi-class by law – single class by practice 	Within a few weeks	Official Gazette: Twice a month	30 days	<ul style="list-style-type: none"> • Registration fees to be paid within 30 days from the end of the opposition period • E-registration certificate • Protection term: 10 years as of filing date
KSA	<ul style="list-style-type: none"> • Pre-approved Power of Attorney – legalised or apostilled – 5 years validity • Pre-approved description of goods and services • National system • Single class 	Within a few weeks	Official Gazette: Daily Limited to 10 items	60 days	<ul style="list-style-type: none"> • Registration fees to be paid within 30 days as of registration fee notice • E-registration certificate • Protection term: 10 Hijri years as of filing date

PROTECTION TERMS

CALENDAR	FILING DATE	END OF PROTECTION DATE
GREGORIAN	20 NOVEMBER 2025	20 NOVEMBER 2035
HIJRI/LUNAR	20 NOVEMBER 2025 = 29 / 5 / 1447	29 / 5 / 1457 = 4 AUGUST 2035



UAE & KSA: PATENT PROSECUTION

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PATENT TEAM JORDAN OFFICE



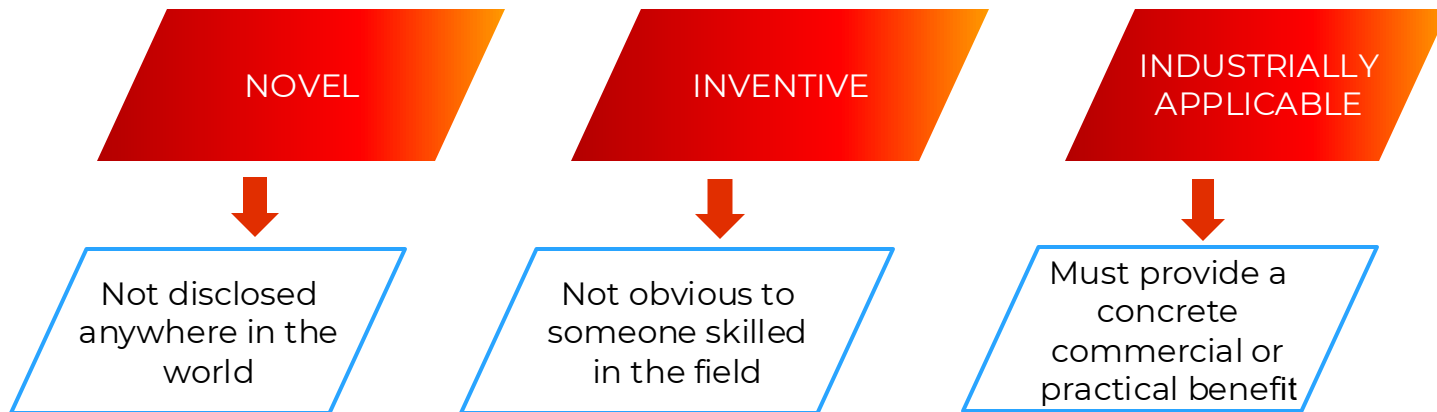


PATENT SYSTEM IN THE UAE

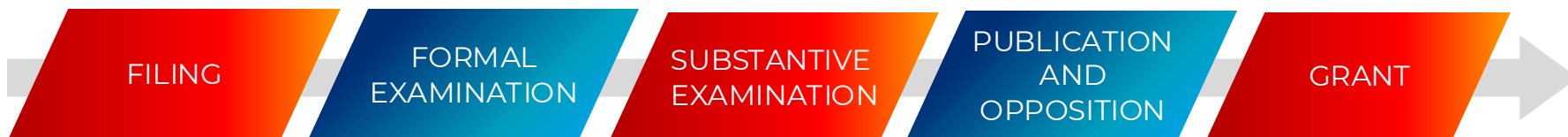
UAE PATENT SYSTEM BASICS

- Patent protection governed by Federal Law on Industrial Property Rights
- The UAE Ministry of Economy - competent authority that handles patent application filings, examinations and patent grants
- **WHO CAN APPLY?**
Any individual or company – local or foreign – directly or through a registered patent agent

PATENTABILITY CRITERIA



APPLICATION PROCESS

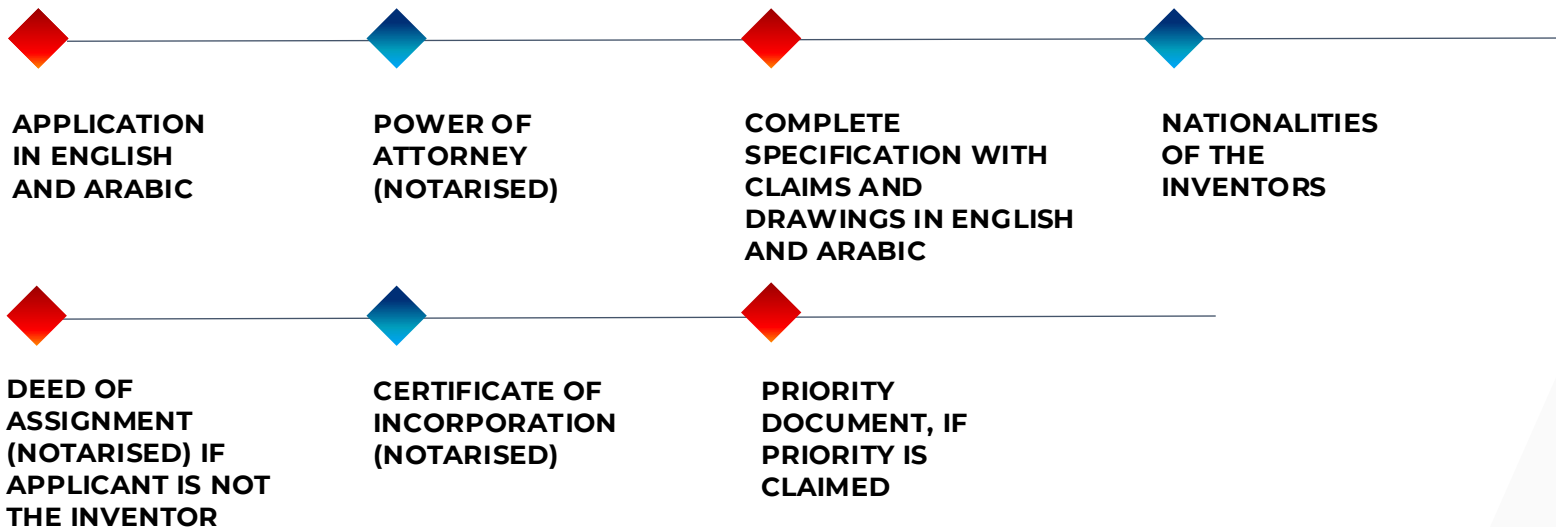


Average timeline: **4 years**

KEY FEATURES

- **Protection period: 20 years** from the filing date, provided annual renewal fees are paid
- Average timeline: **4 years**
- **Maximum 50 claims** per application
- **Korean patent office** conducts **substantive examination** under partnership agreement
- The UAE is a **contracting party to PCT** - inventors can enter the national phase in the UAE from an international PCT application within 30 months from the priority date
- **Applications can be filed online** through the Ministry's IP portal

FILING REQUIREMENTS



RECENT DEVELOPMENT

In July 2025, the UAE entered an Accelerated Patent Grant Agreement with the USPTO, enabling faster processing for US innovators and strengthening bilateral IP cooperation.



PATENT SYSTEM IN SAUDI ARABIA

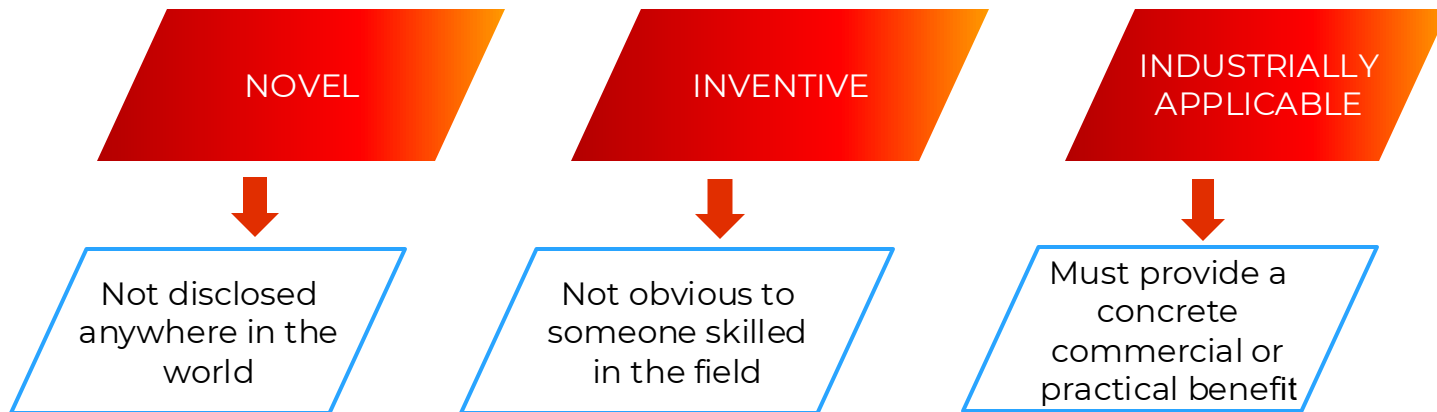
KSA PATENT SYSTEM BASICS

- Patents governed by Saudi Patent Law, administered by the Saudi IPO

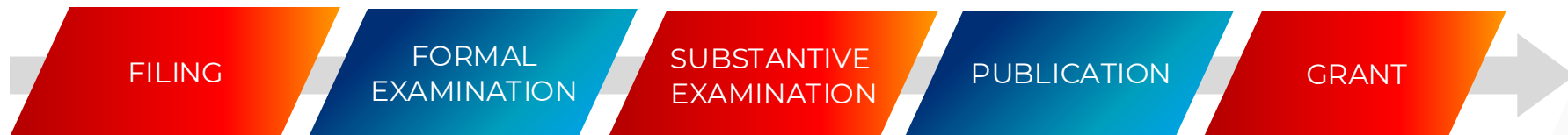
WHO CAN APPLY?

- Any individual or company - local or foreign
- Foreign applicants must designate an authorised agent registered with the Saudi IPO to file applications on their behalf

PATENTABILITY CRITERIA



APPLICATION PROCESS

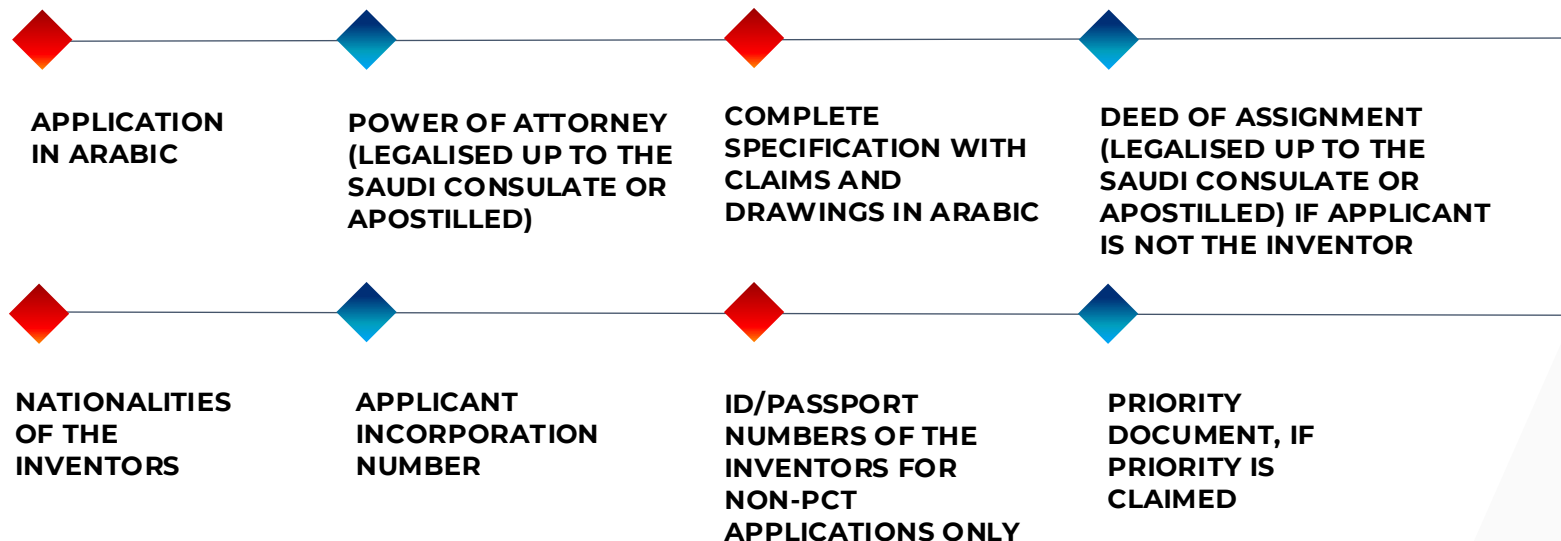


Average timeline: 3 years

KEY FEATURES

- **Protection period: 20 years** from the filing date, provided annual renewal fees are paid
- Average timeline: **3 years**
- **Arabic language is mandatory** for all applications
- Patent prosecution highway (**PPH**) with **USPTO**
- **Saudi IPO** conducts substantive examination
- **Contracting party to PCT** - inventors can enter the national phase in Saudi Arabia from an international PCT application within 30 months from the priority date
- **Online filing** through Saudi IPO website

FILING REQUIREMENTS



KEY DISTINCTIONS BETWEEN THE TWO SYSTEMS

UAE

The Ministry of Economy handles patents

Arabic translation is essential

Examination timelines in the UAE are generally longer

SAUDI ARABIA

SAIP (Saudi IPO) handles patents

Arabic translation is essential - more strictly enforced

Saudi IPO has modernized its system to speed up the process

CONCLUSION

- **Both systems align closely with international standards and support foreign applicants**, reflecting each country's goal to attract innovation and technology investment
- Both the UAE and Saudi Arabia offer **robust and improving frameworks for patent protection**



UAE: TRADE MARK OPPOSITIONS

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CWB DUBAI OFFICE



Image source: <https://erga.com/project/al-salam-tower-grand-sheraton-dubai-uae/>



QUICK FACTS, **GOOD TO KNOW**



- **Arabic language**
 - All submissions and evidence
- **Customs recordal**
 - 5 separate emirates
 - Dedicated department dealing with customs records and anti-counterfeiting work: anti-counterfeiting@cwbbip.com
- **Recent GI Development**
 - Local and foreign applicants can register their Geographical Indications in the UAE

TRADE MARK OPPOSITIONS, **KEY TO KNOW**

- First-to-file jurisdiction
- 30 days to oppose
- Full arguments and evidence
- Legalised Power of Attorney
- Oppositions based on registered trade mark rights and well-known trade mark rights
- Short hearing notice and opportunity to respond to defence
- Tight timelines, so recommendation: oppose and then send a demand



SUCCESSFUL OPPOSITIONS: WELL-KNOWN TRADE MARK RIGHTS

- Opposing based purely on well-known trade mark rights is possible
 - High evidentiary burden
- Preferable to have registered trade mark rights
 - Trade mark registration "Is King"
 - Administratively less burdensome
 - More cost effective

Enjoytheworld. "Dubai Asia Emirates Burj Khalifa." Pixabay. Available at: <https://pixabay.com/photos/dubai-asia-emirates-burj-khalifa-4044174/>





KSA: TRADE MARK OPPOSITIONS

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FORMALITIES

- Notarized and legalized POA required at filing (Apostille will suffice at TMO level)
- Further local legalisation required at court level
- Full oppositions at filing (no pro-forma oppositions)
- Full evidence translated into Arabic required
- Strict file size limits - time required to collate, assess and translate relevant evidence
- Hearings at TMO level are not adversarial

STRATEGY

- First-to-file material in KSA oppositions
- Unregistered well-known rights can be relied on, but significantly more complex and difficult to evidence
- Cross-class enforcement is difficult at TMO level
- Factor in a long-view enforcement process, which may require the use of courts where judicial officers have better appreciation of nuance and technical legal arguments
- Exchange of arguments / pleadings at court level

WATCH-OUTS

- No free drafting with specifications - important to carefully review specifications for applications to be opposed and when filing
- No opportunity to file replying evidence at TMO level – full opposition should be filed
- Filing a full opposition means greater base from which to launch court appeals, if required, i.e. first filing forms your foundational record



UAE & KSA: CIVIL TRADE MARK ENFORCEMENT

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**UAE TRADE MARK
CIVIL ENFORCEMENT**

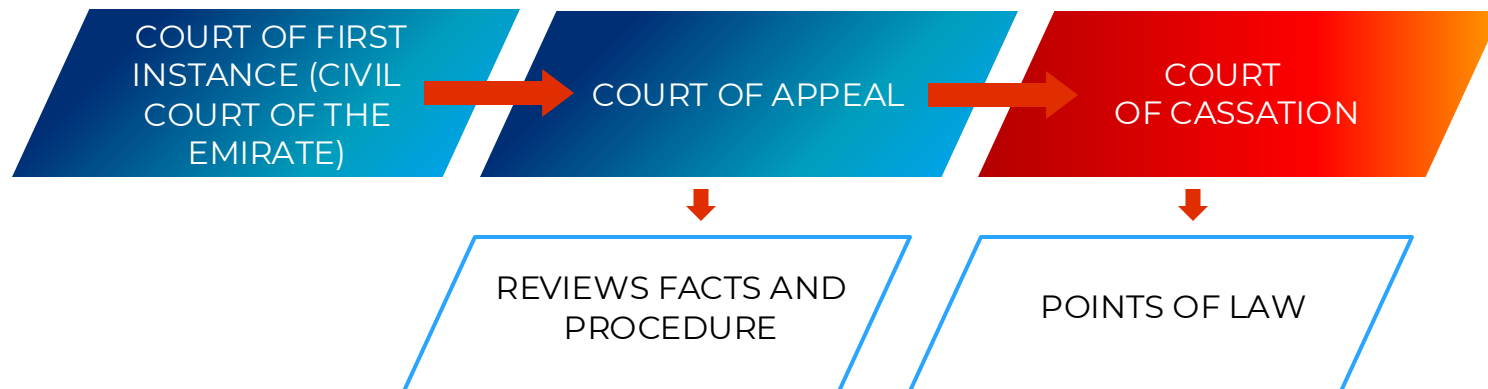
UAE CIVIL ENFORCEMENT

The UAE is a federation of seven emirates - the major ones are **Abu Dhabi** (the capital) and **Dubai**.



- One of three enforcement routes (alongside administrative and criminal)
- Filed before the civil court of the relevant emirate
- Focus on injunctions and compensation

COURT HIERARCHY



In some Emirates, there is no Court of Cassation, and such matters are referred to the Federal Supreme Court in Abu Dhabi.

LEGAL FRAMEWORK

- Law: Federal Decree-Law No. 36 of 2021 on Trade Marks
- Civil claims generally must be based on a valid UAE registration
- Enforcement based only on prior use is limited
- Average duration: about 15 months to first decision; appeals may add 10 months



CIVIL CLAIM ELEMENTS

- Plaintiff is the registered owner of the mark in the UAE
- Defendant's unauthorised use of an identical/confusingly similar mark
- Use likely to mislead or deceive the public
- Evidence: TM registration, infringing use and examples of owner's own use

REMEDIES AVAILABLE

- **Injunctions** (orders to cease infringing activities)
- **Monetary damages** reflecting the actual loss suffered
- **Seizure and destruction** of infringing goods/materials
- Possibility of **preliminary and interim measures**



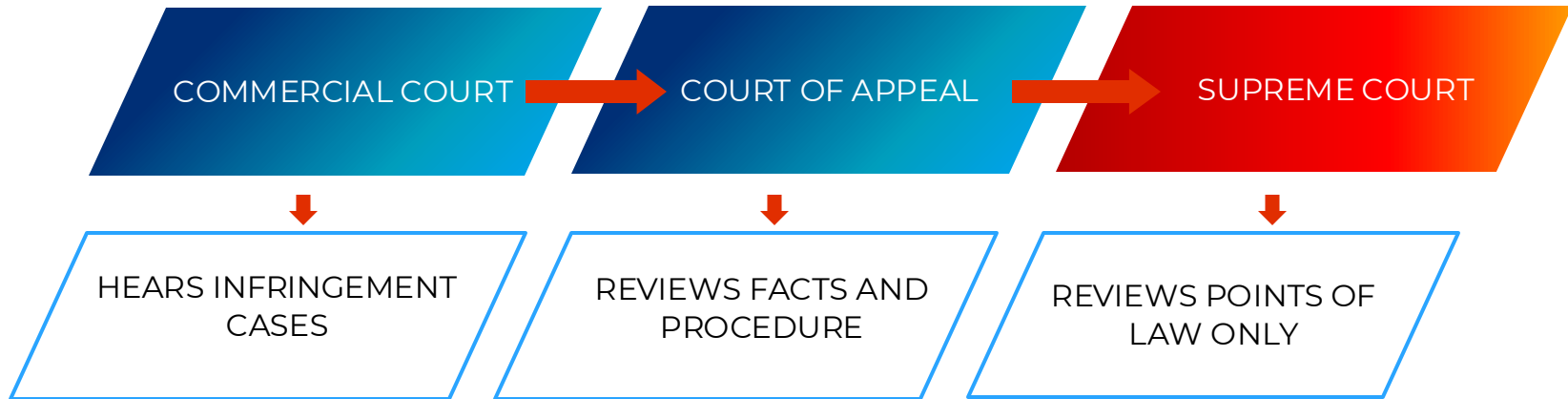
**SAUDI ARABIA
TRADE MARK
CIVIL ENFORCEMENT**

SAUDI ARABIA CIVIL ENFORCEMENT



- One of three enforcement routes (with administrative and criminal)
- Filed before the Commercial Court
- Focus on injunctions and compensation, not punishment
- Damages awarded are typically modest

COURT HIERARCHY



LEGAL FRAMEWORK

- Law: GCC* Trade Mark Law
- Civil claims require a valid Saudi registration
- Typical duration: about 6 to 9 months to first decision; appeals add about 3 to 5 months.

* The Gulf Cooperation Council (GCC) is a political and economic alliance of six Arab states in the Arab Gulf: Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates.



CIVIL CLAIM ELEMENTS

- Plaintiff owns a valid Saudi registration
- Defendant uses an identical/confusingly similar mark
- Use likely to mislead or harm the plaintiff
- Evidence: TM registration, infringing use and examples of original mark use
- Before filing, the plaintiff must send a 15-day pre-trial notice to the defendant outlining the claims and demands.

REMEDIES AVAILABLE

- **Injunctions** to stop infringement
- **Damages** for proven financial loss
- **Seizure and destruction** of infringing goods
- **Publication of the judgment** possible
- **Preliminary relief** available if harm is imminent

KSA VS UAE - KEY DIFFERENCES

KSA

6–9 months
to first
decision

Plaintiff
required to
provide 15-day
pre-trial notice

One central
Commercial
Court

Simpler
3-level court
structure

UAE

15 months
to first
decision

Plaintiff
not required to
provide pre-
trial notice

Varies by
emirate

Higher courts
differ across
emirates



SYRIA: OVERVIEW AND LATEST DEVELOPMENTS

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SYRIA - BASIC FACTS

- Borders: Turkey, Lebanon, Israel, Iraq and Jordan
- Population: ~ 25 million
- GDP: ~ 21 billion USD
- New flag recently officially adopted by the Government (around Dec 2024)

1980 - 2024



Dec 2024 - Present



RELEVANCE

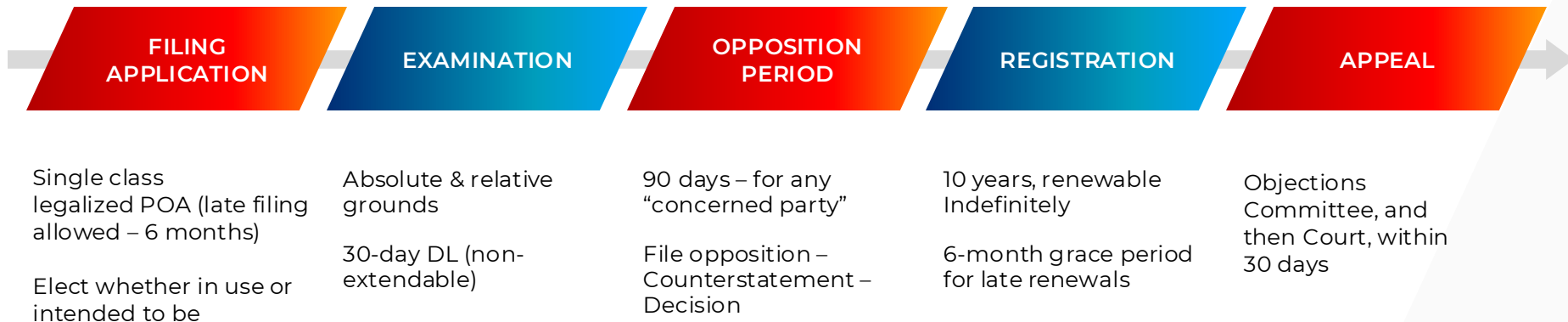
- Post-war reconstruction
- Easing of sanctions – EU, UK, USA, etc.
- Reopening to foreign investments and global trade (e.g., redevelopment of Tartus Port ~ USD 800 million)
- Warrants revisiting/reinforcing portfolios – avoiding non-use vulnerability (no longer arguably excusable)

AUTHORITY & APPLICABLE LAWS

- Applicable Trade Marks Law and Regulations:
 - Law No. 8 of 2007 on Trade Marks, Geographical Signs and Industrial Drawings & Models
 - Executive Regulation of Law No. 8/2007 on the Protection of Marks, Geographical Indications and Industrial Designs & Models
- Responsible Authority: Directorate of Commercial & Industrial Property Protection at the Ministry of Internal Trade & Consumer Protection
- Party to most of the relevant IP-related international agreements – e.g. Madrid Protocol, Berne Convention, Paris Convention etc.
- Not a WTO member and not a contracting party to TRIPS Agreement

NATIONAL TRADE MARK PROSECUTION

Typically, around 8-10 months to registration



TO CONSIDER

- Official searches available – not binding, but strongly indicative of likely examination outcome
- IR designations possible, but problematic where office actions/oppositions arise in light of formality requirements (Legalised POA, SYR Agent recorded)
- 11th Edition of Nice Classification
- Letters of consent (merely persuasive, subject to discretionary authority)
- Duplicate filings are typically not permitted: Mark to be recrafted – different specs
- Licenses recordable against TMs (mandatory)
- Non-use cancellation: Before Court - 3 successive years from date of filing, unless justified; possible re-registration issues



YEMEN: OVERVIEW AND LATEST DEVELOPMENTS

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YEMEN (THE REPUBLIC OF YEMEN) - BASIC FACTS



- **Population:** 41 million
- **Borders:** KSA, Oman
- **GDP:** USD 8.2 billion





Old City of Sana'a (Yemen) – A recognised [UNESCO](https://whc.unesco.org/en/list/385/gallery/) World Heritage Site

Author: Maria Gropa © UNESCO

Image source: <https://whc.unesco.org/en/list/385/gallery/>

TRADE MARKS – KEY FACTS AND DEVELOPMENTS

- **Two independent IPOs** due to the ongoing political situation
- **February 2018** - new IPO opened in **Aden**, independent from the primary IPO located in **Sana'a**
- To secure trade mark protection across the country, applicants must file **two separate applications** – one in **Sana'a** and one in **Aden**
- Trade marks filed with Sana'a IPO **before** the formation of the Aden IPO **can be extended to Aden**, maintaining the same rights as in Sana'a
- Trade marks that are **already registered in Sana'a and are only due for renewal** will be accepted at the IPO in Aden without the need to file a separate trade mark application in Aden
- **Trade marks that have expired:** a new application is required at the Aden Office

REGISTRY IN SANA'A

- Current restrictions for U.S. IPR owners
- More applications allowed per recent practice
- What is currently allowed for U.S. nationals?
 - Registry accepts renewal filings
 - Applications for assignments and recordals are accepted for both filing and publication
 - Difficulty in obtaining certificates

REGISTRY IN ADEN

RECENT DEVELOPMENTS

- New requirement for **trade mark applications in class 5** (Pharmaceuticals and Medical Supplies)
- Declaration that explicitly states that the trade mark is being **registered solely for protection purposes** and will not be used within Yemen
- Declaration is subject to an **additional official payment fee**
- The actual use of the mark for the goods in class 5 within the Yemeni market remains subject to obtaining a **separate license from the Supreme Authority for Medicines and Medical Supplies**

APPLICABLE LAWS

- Applicable Trade Marks Law:
 - Law on Trade Marks and Geographical Indications of 2010 (applicable for both Registries)
 - Decree on Executive Regulations of Law on Trade Marks and Geographical Indications, 2011
- Party to most of the relevant IP-related international agreements:
 - WIPO, WTO, Berne Convention, Paris Convention
 - Joined WIPO in 1979

NATIONAL TRADE MARK PROSECUTION



KEY TO KNOW

- Official searches available – cover both identical and similar marks
- Pre-filing search is mandatory for trade mark filings before the IPO in Aden
- 12th Edition of the Nice Classification - applicants can only claim goods and services that are explicitly listed in a drop-down list
- Yemen is not a member of the Madrid Protocol - international registrations cannot designate Yemen
- Non-use cancellation: if the mark has not been used for at least 5 consecutive years (preceding the application for cancellation), unless non-use justified

Q&A: ASK OUR EXPERTS



PROGRAMME & INTRODUCTION

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THANK YOU!