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To all the Members of the AIPPI - UAE National Group

11th Circular/ 2025

Subject: Ministerial Decision No. (90) of 2024 on the Regulation of Trade Mark Registration Agents

Dear all,

We write to share with you our 11th circular for the year authored by our esteemed communication committee member and colleague Mona Saleh to share some updates about the recent decision in relation to the registration and renewal of trade mark agents in the UAE.

Introduction

The Ministry of Economy and its Intellectual Property Sector continue to build a modern and effective framework for intellectual property rights in the UAE. One of the key developments in this effort is Ministerial Decision No. (90) of 2024 concerning the Regulation of Trade Mark Registration Agents.

This decision seeks to ensure that the practice of trade mark agents meet the standards of professionalism, efficiency and transparency in line with international best practices. To shed light on the details of the decision, the Trade Mark Office ('TMO') convened a training session on 18 September 2025 where officials outlined the main features of the regulation and engaged in an open dialogue with participants who were mainly TM agents and practitioners.

Clarifying the Debate Around Training Courses

One of the aspects that has generated considerable discussion in the recent decision relates to professional development activities and their role in the registration and renewal process. The regulation identifies such activities as an important tool for maintaining competence; however, how this requirement is applied may vary depending on the specific circumstances of each case.

It is understood that the UAE TMO reviews each application individually, taking into account the applicant's background, experience, and professional record. This approach allows flexibility to consider the standing and expertise of each service provider, and to determine on a case-by-case basis whether participation in a professional development course may be required.

At the same time, the TMO maintains an open policy for direct engagement and officials are receptive to discussing any points of uncertainty or questions that agents may have. Such dialogue can help clarify practical issues and contribute to the overall quality of service provided to brand owners.

Additionally, participation in certain activities/courses, even on a voluntary basis, can provide practitioners with an opportunity to update their knowledge and strengthen professional engagement, which supports the development of the profession as a whole.

Open Questions

This area of debate raises further questions, many of which were voiced during the September 18th, 2025 session and remain open for future clarification:

- Who is expected to attend these courses? Will it be the lead agent only, or could administrative staff involved in the filing process also participate?
- In which language will the courses be conducted? English, Arabic or both, to accommodate the wide range of practitioners working in the UAE?
- When and how often will the courses take place?
- What role will the Emirates Intellectual Property Association (EIPA) play? The Ministry has indicated that upcoming courses will be offered in association with EIPA, and schedules are expected to be published on their website in due course.

By raising these questions, the Ministry has signaled its openness to dialogue and its willingness to shape the training framework in consultation with agents and practitioners.

Looking Ahead

What is clear is that training and capacity building will remain central to the future of trade mark agent regulation in the UAE. These programs are not intended merely as a formality but as a way to strengthen professional practice, improve service delivery and maintain confidence in the registration system.

Whether an agent is required to attend a course or not will ultimately depend on the TMO's evaluation of each application. This ensures both fairness and flexibility while encouraging agents to take advantage of the educational and knowledge sharing opportunities available.

For those who choose to engage, the courses offer valuable insights into procedural updates, international developments and practical know-how. All agents and practitioners are encouraged to monitor the EIPA website for announcements on course availability and registration details.

Conclusion

Ministerial Decision No. (90) of 2024 represents a significant milestone in shaping the trade mark profession in the UAE. While the fundamentals of the regulation are clear, the debate around training requirements illustrates that this is a living framework, one that will continue to evolve with input from practitioners and oversight from the TMO.

As the system develops, agents and firms are encouraged to remain engaged, to ask questions, and to seek clarification directly from the Trade Mark Office. Equally, participation in Ministry-endorsed courses should be seen as an investment in professional growth and a means of staying aligned with best practices.

The Ministry, through the TMO, has reaffirmed its commitment to transparency, dialogue and support for everyone. With active participation and open discussion, the objectives of this new regulation can be realized to the benefit of the entire intellectual property ecosystem.

We urge members to update the group once you have any further clarifications or updates from the Ministry of Economy.

Thank you

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