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To all the Members of the AIPPI - UAE National Group

15th Circular/ 2025

Subject: Recognising, Enabling and Unlocking the Value of Intangible Assets - The Launch of the UAE Trade Mark Platform (TM Market Place)

We write to share with you our 15th circular for 2025 authored by our highly engaged colleague Dr. Hemida Abdelati.

The launch of the Trade Mark Platform (TM Market Place), under the patronage of H.E. Abdulla bin Touq Al Marri, Minister of Economy and Tourism, represents an initial and encouraging step in what is expected to be a broader, evolving effort to enhance the UAE's intellectual property environment and increase the visibility of intangible assets within the national economy.

This first version of the platform signals an intention to provide businesses, investors and entrepreneurs with tools that may support growth, innovation and market readiness as the system continues to mature.

A Practical Gateway to Exploring Trade Mark Transactions

The TM Market Place offers a central digital space where UAE-registered trade marks may be listed for those interested in exploring potential acquisitions. For some businesses, accessing an existing registered mark could be an alternative route to brand development, potentially saving time and effort compared with building a new brand from the ground up.

In scenarios where an existing registration stands in the way of a new filing, the platform may also offer an optional pathway; instead of pursuing more complex routes, users may consider whether acquiring or assigning an existing mark is suitable for their objectives.

With oversight by the Ministry of Economy & Tourism, the platform aims to provide a more structured and transparent environment for trade mark-related interactions.

Why This Development May Matter

As this first iteration of the TM Market Place becomes more familiar to users, it may contribute to strengthening the UAE's intangible asset landscape by:

- Supporting faster market entry for entrepreneurs, SMEs and start-ups through access to established, ready-to-use marks.
- Allowing businesses to explore potential opportunities to realise value from dormant or underutilised registrations.
- Giving government entities a centralised point through which acquisitions, assignments or similar transactions may be coordinated.
- Offering a practical option for navigating filing obstacles where obtaining a blocking mark could be the simplest path forward.

By creating visibility for trade mark transfers, the platform begins to introduce more clarity to an area that has traditionally operated through private or informal channels.

An Evolving Framework with Further Enhancements Expected

As with any early-stage system, various features of the platform are likely to evolve, expand and stabilise over time. A phased approach allows the Ministry to adapt to market feedback, user experience and international best practices, with additional refinements expected in future iterations and volumes of this initiative.

Looking Ahead

The launch of the TM Market Place is a constructive starting point in the UAE's wider vision to elevate the role of intangible assets and support a more dynamic, innovation-oriented economy. As future versions of the platform are introduced and its functions continue to develop, it may become an increasingly valuable tool for businesses of all sizes, offering clearer processes, more accessible transactions and a broader set of opportunities within the country's evolving IP landscape.

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