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To all the Members of the AIPPI - UAE National Group

2nd Circular/ 2026

Subject: Trade Mark Agent Skills Program – Key Highlights and What to Expect

Dear all,

We are pleased to share our 2nd Circular for 2026, authored by our Communications Committee member and newly appointed Vice Chair for 2026–2027, Mark Devaney. This edition provides an update following the first round of the Trade Mark Agent Skills Program offered by EIPA.

Introduction

As reported in the 11th Circular of 2025, the issuance of Ministerial Decision No. (90) of 2024 on the Regulation of Trade Mark Registration Agents, seeks to ensure that the practice of trade mark agents meet the standards of professionalism, efficiency and transparency in line with international best practices.

The Emirates Intellectual Property Association (EIPA) has designed and delivered the first round of courses, offering participants a comprehensive introduction to trade mark law and practice within both international and local frameworks. Those attending (and passing the examination at the end of the course) have now received certificates confirming their attendance and completion of 15 training hours.

This Circular is to give members an idea of what they can expect when undertaking the course. This is based on the authors' attendance of the English-speaking course in November 2025.

The Logistics

- EIPA offers the course in both English and Arabic on separate dates.
- The cost to attend the course is AED 3,500.
- The course is run on four straight days, in the afternoons from 2pm – 5.30pm.
- The in-person elements of the course are held at the EIPA Headquarters in Dubai.
- Some elements of the course are held in online sessions.
- There is an examination towards the end of the course.
- If passed, a Certificate of Completion is issued.

The Course in General

The course has been designed as a foundational programme, suitable for attendees with varying levels of experience, ranging from those relatively new to IP practice, to practitioners seeking to refresh their knowledge of core principles. Whilst for the more experienced practitioners, some of the content might be very familiar, this mixed-level approach encouraged active discussion and knowledge sharing, while ensuring that essential concepts were clearly explained and contextualized.

The curriculum covered general international IP treaties and principles, providing attendees with an overview of the legal framework underpinning the global trade mark system.

There was a particular focus on the UAE trade mark regime, including substantive law, procedural requirements, filing strategies, and enforcement considerations. Practical insights into UAE trade mark office practice were also discussed, helping participants better understand how the law operates in practice. In addition, the course addressed Madrid Protocol practice, which was especially relevant given the increasing use of the international trade mark system since the UAE's accession to the Madrid system.

The Course in Detail

Please note that for future courses, the content may change and/or be delivered by different individuals.

Days 1 and 2

The first two days were delivered in-person by our excellent and esteemed AIPPI member and colleague Hady Khawand, who delivered some fantastic content in an engaging and fun way.

Day One covered topics including:

- Ethical and professional responsibilities of a trade mark agent
- The origins of intellectual property
- The evolution of IP law
- International treaties
- Basic principles of IP and IP rights
- The core functions of a trade mark
- Traditional vs non-traditional trade marks
- IP Strategy
- Structure of the UAE Federal Trade Mark Law

Day Two offered a more practical and detailed examination of UAE Law and practice and included:

- Trade mark filing and registration processes
- Proper goods and services identification
- Key components of substantive examination
- Absolute ground objections and understanding distinctiveness
- Relative Grounds examination
- Opposition procedures
- Appeals
- Post-registration procedures including recordals, assignments and licensing
- Cancellation of trade marks
- Enforcement of trade marks
- Commercial exploitation of trade marks
- Geographical Indications

Day 3 focused on the Madrid system and the content was delivered by Ahmed Elbarbary, a trade mark examiner at the World Intellectual Property Organization (WIPO). This covered topics including:

- How the Madrid system works
- Applications through the UAE as the office of origin
- Irregularity notices
- How to use WIPO eservices for management of trademark portfolios
- Entitlement requirements

Day 4 was delivered by Aida Al Noubani (Trade Mark Expert) of the Ministry of Economy & Tourism and was an extremely useful practical session allowing attendees to ask questions relating to their day-to-day experience of filing trade marks through the system. The session included discussion of:

- The step-by-step requirements for UAE trade mark filing
- Required documents
- Associated fees (including the recently announced new trade mark fees)
- Filing international applications

The Examination

To assess understanding and reinforce learning, the course included an online examination (conducted at the end of Day 3), comprising a series of multiple-choice questions along with a case study which tested both theoretical knowledge and practical application.

Conclusion

Overall, the course provided a structured and accessible introduction to trade mark law and practice in the UAE, while also addressing international considerations essential to modern IP practice. It represents a valuable continuing professional development (CPD) opportunity for professionals seeking to build or consolidate their knowledge of trade mark protection in the UAE and beyond.

It is expected that further courses will be offered in the future to build on this foundation course and contribute to the ongoing development of agents in the region.

Whilst there are still some open questions about who is expected to attend the course, and how completion of the course relates to the renewal of trade mark agent certificates, it is clear that firms are expected to engage and participate.

The second course concluded today, 16 January 2026. The next session offered by EIPA is scheduled for 20-23 January 2026 (in English).

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