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To all the Members of the AIPPI - UAE National Group

3rd Circular/ 2026

Launch of AI-Powered Logo Generator - UAE Trade Mark Services

We are pleased to share our 3rd circular for 2026, authored by Mona Saleh, focusing on the AI-powered logo generator now available to all users of the UAE Trade Mark portal. This circular reflects input and observations gathered through engagement and feedback as part of our broader collaboration with the UAE Trade Mark Office and the Ministry of Economy and Tourism.

The UAE Trade Mark Office ('TMO'), through the Ministry of Economy and Tourism ('MOET'), has recently launched a new AI-powered "Logo Generator" feature on the official trade mark portal. The service is available free of charge and represents a further step towards introducing artificial intelligence tools within the UAE trade mark ecosystem.

The initiative is aimed primarily at local businesses, startups and SMEs that may not have access to professional branding agencies or in-house design resources. It provides users with an opportunity to explore logo concepts generated by reference to existing trade mark data, while encouraging early consideration of trade mark issues during the branding process.

What Is the Logo Generator?

The Logo Generator is an AI-based feature that allows users to generate logo concepts using simple written prompts, drawing on existing data and records available within the TMO system. The tool is available to all users with an account on the UAE Trade Mark Portal and its online services. If you do not already have an account, you can access the portal using UAE Pass.

In practical terms, the tool enables applicants to:

- experiment with logo ideas at an early stage,
- explore creative options before committing to a final design,
- reduce reliance on imitation of familiar or well-known marks, and
- develop basic visual identities without immediate design costs.

This can be particularly helpful for first-time applicants or smaller businesses that may otherwise rely heavily on existing market references when developing a brand. Following generation, the system produces a logo report, which MOET is reportedly considering linking to a time-limited validity period for filing purposes. Importantly, such a report does not amount to final acceptance or approval of a trade mark application.

Using the Logo Generator Effectively

Users are guided to submit clear prompts when requesting a logo. Instructions may include:

Key prompt elements

- Text
- Initials
- logo
- Colours
- Style

Example prompts

- Generate a logo with the text 'Dubai Cafe', palm tree icon, minimal style, blue and white, etc...
- Generate a circle logo with the text 'AR', dark grey...

Example generated:



*The logo shown above was generated solely for the purposes of this circular and for demonstration only. It is not intended for use, reproduction or adoption outside the context of this circular, and no rights are claimed in the image.

The system also includes an “Amend” function, allowing users to regenerate or adjust outputs. At present, however, amendments are applied automatically by the system, without the user being able to specify detailed changes (such as colours, fonts or design elements). Introducing a dedicated field for user-directed amendments could further enhance the effectiveness and usability of this feature.

Key Considerations for Users

1. Similarity to Existing or Well-Known Marks

In practice, users may observe that certain generated logos appear inspired by or visually close to existing registered or well-known trade marks, particularly where prompts include common industry keywords.

While the platform includes a disclaimer, non-specialist users may assume that AI-generated outputs are inherently “safe” or non-conflicting. This highlights the importance of:

- treating generated logos as conceptual inspiration only, and
- conducting proper clearance searches and legal assessments before use or filing.

Without these steps, there remains a risk that a logo may later be refused or become the subject of a dispute.

2. Number of Generation Attempts and System Performance

The system currently allows users to generate multiple logo attempts within a session. Given that logo generation can take some time, sessions may expire before users complete their exploration. Introducing clearer guidance on usage limits, session duration or attempt thresholds may help manage expectations and improve overall user experience.

3. Language and Accessibility

At present, the interface and disclaimer are available only in English, despite the service being offered by a local authority to a broad user base.

Providing the service in both Arabic and English, particularly for the disclaimer, would enhance accessibility and ensure that users fully understand the legal limitations and risks associated with using AI-generated logos.

4. Preliminary Examination Feature

The system has become slightly faster, however the preliminary acceptance (initial examination) feature is not currently visible to users and appears, at this stage, to be accessible only to examiners. Once activated for public use, it would be important to:

- clearly define the validity period of any preliminary examination result, and
- emphasise that such an outcome does not replace the need to file a trade mark application or complete the full registration process.

This is particularly relevant for users unfamiliar with trade mark procedures, who may otherwise misinterpret a preliminary result as final approval.

Important Disclaimer and Expectations

MOET has clarified that the Logo Generator is provided for guidance purposes only. In particular:

- AI-generated logos and any preliminary results do not constitute final acceptance or approval.
- Registrability is not guaranteed.
- Responsibility for compliance with laws, regulations, and third-party rights rests with the applicant.
- Final acceptance or refusal remains subject to full legal and technical examination.

Applicants should therefore avoid relying solely on AI-generated outputs when making branding or filing decisions.

Why This Matters

This initiative reflects a positive move towards:

- encouraging originality and creativity,
- increasing early awareness of trade mark considerations,
- supporting innovation through accessible tools, and
- positioning AI as a supportive aid, not a replacement for professional advice.

When used appropriately, the Logo Generator can play a valuable role at the idea-generation stage of brand development.

Conclusion

The AI-powered Logo Generator is a useful starting point for businesses seeking inspiration and basic branding support. However, it does not replace clearance searches, legal assessment or professional advice.

Applicants and agents are encouraged to treat the tool as an initial creative aid only, while ensuring that all trade mark filings fully comply with UAE legal requirements and registrability standards.

We will continue to monitor developments and share further updates as this service evolves.

We also encourage members to explore the tool and share any feedback with both the MOET and the Communication Committee which will assist us in preparing a follow-up circular reflecting practical user experience.

Thank you.

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