

Trade Name Guidelines

Bear these guidelines in mind when you're choosing your trade name:

- Your trade name should be a proper name and free from obscene or indecent words, and should not be offensive to the general public.
- Do not include Allah's name nor 'God' or His divine attributes.
- Please refrain from using family names, tribe names, or other individuals' names - unless the name belongs to the licensee.
- Your trade name should be distinct and not similar to existing brands in Dubai, government projects, or international brands.
- Names should be written literally and not translated. For example, 'السماء العالية' must be written as 'Al Samaa Al Aalya', and if it is 'هاي سكاي' it must be written as 'High Sky'.
- The trade name must be logical and reflect and indicate your business activity. For example, you cannot use 'Al Madina Contracting' for a building material trading licence.
- You cannot use any restricted names that include global political organisations or religious sectarian organisations.