



**Bahrain Launches  
Online Patent  
Applications**

**Page 2**



**Yemen: New  
Regulation Clarifies  
Trademark  
Registration Duration**

**Page 2**



**Trademarks in Latin  
Script in Iraq**

**Page 2**



**Dubai Economic  
Department  
Introduces Free  
Registration Services**

**Page 3**

## AGIP Celebrates World IP Day

AMMAN - On the occasion of the World Intellectual Property (IP) Day, Abu-Ghazaleh Intellectual Property (AGIP) participated in the celebration of world Intellectual Property Day 2018, under the theme “Powering Change: Women in Innovation and Creativity.”

The celebration included a workshop about Domain Names Dispute Resolution, which was organized by Arab Society for Intellectual Property (ASIP) in collaboration with Licensing Executive Society – Arab Countries (LES-Arab Countries).

During the workshop, Mr. Charles Shaban, Abu-Ghazaleh Intellectual Property (AGIP) Executive Director, carried out a presentation about AGIP services, and TAG-Domains, a subsidiary of AGIP, and an ICANN accredited registrar. He stressed the domain names services provided by TAG-Domains, including Generic Top-Level Domains (gTLD), Country-Code Top Level Domains (ccTLD) and International Domain Names (IDN ccTLD).

Moreover, Mr. Shaban participated in the workshop which was organized by Arab Society for Intellectual Property



(ASIP) in collaboration with Licensing Executive Society – Arab Countries (LES-Arab Countries) at Zarqa Culture Directorate.

In his presentation, Mr. Shaban tackled some issues related to Intellectual Property, highlighting the role of AGIP in raising awareness on the value of Intellectual Property Rights protection among many sectors of society.

During the second workshop, Mr. Shaban and the director of Zarqa Culture Directorate, Dr. Mansour Zuoud, discussed the bilateral cooperation between two parties to develop a comprehensive framework for Intellectual Property Rights (IPR).

# Bahrain Launches Online Patent Applications

MANAMA - The Patent Office of Bahrain announced that it has recently launched online patent applications, allowing Bahraini citizens, companies and local agents to file their patent applications and check their status online.

This new system is expected to reduce timeframe required for completing the patents services and procedures at the Patent Office.

For more information, please contact our office in Bahrain at: [bahrain@agip.com](mailto:bahrain@agip.com)



# Yemen: New Regulation Clarifies Trademark Registration Duration

SANA'A – Pursuant to the Ministerial Decision No. 20 of 2018 issued by the Ministry of Industry and Trade in Yemen, new periods have been set to regulate the trademark registration procedures.

The new regulation also sets out several key points pertaining the trademark registration process, which coincide with the legal periods stipulated in the trademarks law in Yemen.

This decision applies to all suspended trademark applications, either before this decision or after.

The aforesaid decision entered into force in Yemen on March 18, 2018



# Trademarks in Latin Script in Iraq

BAGHDAD – The Iraqi Trademarks Office recently announced that it becomes possible to file trademark applications in Latin letters, and it is not necessary to submit the Arabic transliteration of the same trademark.

This new practice is expected to provide protection for the transliteration of the registered trademark, without having to file a separate application of the same trademark.

From our experience though we advise our clients to add the Arabic transliteration of the trademark to avoid any problems that might arise in case third parties would register confusingly similar Arabic transliteration.

For more information in this regard, please contact our office in Iraq at: [iraq@agip.com](mailto:iraq@agip.com)



# Dubai Economic Department Introduces Free Registration Services

DUBAI- Aiming to minimize the risk of counterfeiting and its impact on the economy, the Department of Economic Development (DED) in Dubai introduced a new and free-of-charge online registration services for all brand owners through the Department's registration platform.

Brand owners are requested to provide copies of the UAE trademark registration certificate and the Power of Attorney, in order to be provided with the highest level of protection for their rights in Dubai.

DED is the most active Intellectual Property enforcement agency in Dubai, and has its own inspectors who undertake periodical market searches to check any counterfeit products invading Dubai markets.

Official complaints are still required to be filed to take action against infringers. Following the confiscation or seizure of any counterfeit or suspected counterfeit



products, DED shall report the matter to the trademark agent in order to file a formal complaint.

Our sister Company, Talal Abu-Ghazaleh Legal (TAG-Legal) will offer this service to its clients free-of-charge. Please provide them with your instructions in order to proceed accordingly.

Please contact TAG-Legal at: [uae@tag-legal.com](mailto:uae@tag-legal.com)

## Middle East's Most Valuable Brands

LONDON - The UAE is home to 6 of the region's top 10 brands and 42% of the total brand value in the Brand Finance Middle East 50 league table, more than any other country. According to the latest report by Brand Finance, the world's leading independent brand valuation and strategy consultancy, Etisalat (up 40% to US\$7.7 billion) is now the Middle East's most valuable brand, ahead of STC (up 7% to US\$6.7 billion), and Emirates (down 12% to US\$5.3 billion), according to Brand Finance.

### Emaar Properties build on construction success

Emaar Properties have scaled new heights to enter the top 10 for the first time, recording a 39% increase in brand value to US\$2.7 billion this year. This success comes after the announcement from Dubai's ruler, stating that property developers Emaar and Aldar are partnering to launch local and international projects worth US\$8.3 billion. Sheikh Mohammed bin Rashid al-Maktoum, who is also Prime Minister and Vice-President of the UAE, announced on Twitter that the state-linked developers will co-develop the Emaar Beach Front in Dubai and Saadiyat Island in Abu Dhabi.

Andrew Campbell, Managing Director, Brand Finance Middle East, commented:



“The strategic partnership between Aldar and Emaar strengthens prospects for the UAE's real estate sector as well as delivering a real boost for the investment community as we inch closer towards Expo 2020. It is a real testament to the region's economic growth that we are seeing more world class brands emerging from the UAE.”



### **Emirates NBD and FAB eye Saudi growth**

Dubai's Emirates NBD still sits firmly as the UAE's most valuable banking brand, with brand value up 4% from last year to US\$3.5 billion. Emirates NBD, the biggest bank in Dubai by assets, has expanded its influence through a strategic digital and regional expansion. With the recent opening of its first branch in Saudi Arabia's commercial hub, Jeddah, the lender also has plans underway for further expansion in Saudi Arabia, making it Emirates NBD's biggest branch network outside of the UAE and Egypt.

First Abu Dhabi Bank (FAB) is a new entrant to the rankings, at number 8, with a brand value of US\$3.1 billion. FAB was created through the merger of National Bank of Abu Dhabi and First Gulf Bank, and has just completed its first year of operations following a channel rebrand across all customer and digital touch-points. The bank is also eyeing up an expansion into Saudi Arabia, after recently receiving approvals from the Saudi Arabian Monetary Authority and Capital Markets Authority.

### **Logistics giant DP World rising through ranks**

Seeing a significant 31% increase to its brand value since last year, Dubai-based port operator DP World has risen from 31st rank in 2017 to occupy 26th spot in the Brand Finance Middle East 50 2018. The leading enabler of global trade, which is also one of the world's largest terminal operators, saw its brand value grow to US\$0.9 billion. DP World's growth can be attributed to latest acquisitions in India and Peru, which significantly expand the brand's footprint.

### **Rollercoaster year for Dubai Parks & Resorts**

Having almost completed its first full year of operations, Dubai Parks and Resorts is a new entrant to the Brand Finance Middle East 50 ranking, with a brand value of US\$0.3 billion. Featuring more than 100 indoor and outdoor rides and attractions across Motiongate Dubai, Bollywood Parks Dubai, Legoland Dubai, and Legoland Water Park, the brand has attracted record visitor numbers from GCC residents and tourists alike, whilst continuing its wide-scale marketing campaign across the region.

The brand's family-friendly concept has also helped boost higher occupancy rates at the Polynesian-themed Lapita Hotel resort situated in the heart of Dubai Parks

and Resorts. Building on this success, the brand has announced that construction of its fifth theme park, Six Flags Dubai, and the region's first Legoland Hotel are progressing according to plan and due to open in 2019. Dubai Parks and Resorts is the sole representative from the leisure and tourism industry to feature in the Brand Finance Middle East 50 2018.

### **Etisalat is most valuable Middle Eastern brand**

Etisalat has been named the Middle East's most valuable brand for the first time. The Abu Dhabi-based operator has turned the dial up with a 40% increase to its brand value, cementing its place as a Strategic Enabler in the UAE's digital transformation. The key growth drivers behind Etisalat's US\$7.7 billion brand value include the brand's innovative customer service-driven strategy, its leadership position on the 5G revolution, and successful launches of global brand-building initiatives.

### **Emirates First in Middle East despite macro challenges**

With direct flights undermining the hub-and-spoke model favored by Middle Eastern airlines, and due to broader geopolitical issues, the two largest airline brands in the region decreased in value. Emirates Airlines (down 12% to US\$5.3 billion) is ranked 3rd in the Middle East, and Abu-Dhabi based Etihad Airways (down 11% to US\$1.4 billion) is 20th. Despite the turbulence, Emirates have defended the title of the region's strongest brand as they remain a firm favorite among their loyal passenger base.

The 25 most valuable Saudi brands have been announced today in the first ever Brand Finance Saudi Arabia 25 league table. Set against the backdrop of Saudi Arabia's Vision 2030 goals and the Saudi market's growing interest in brands, Brand Finance has complemented its wider Middle East report with a Saudi-specific publication for the first time. Brand Finance Saudi Arabia 25 ranks petrochemicals giant SABIC as the fastest-growing brand in the country and STC as the most valuable.

In the wider Brand Finance Middle East 50 report, Saudi Arabian brands feature more prominently than in previous years, with 21 brands represented in 2018, up from 18 brands in 2017. The overall brand value represented by Saudi Arabian brands swelled by 3%, up from 31% in 2017 to 34% in 2018.

Andrew Campbell, Managing Director of Brand Finance Middle East, commented:

“All 25 of these top-ranking Saudi Arabian brands are playing crucial roles working towards realizing Saudi Arabia’s Vision 2030 and National Transformation Plan. The rankings are also a testament to the Saudi government’s US\$19.0 billion stimulus package aimed at empowering the private sector and bringing in more commercial global standards into government entities.”

### **STC charge towards Vision 2030**

Top of the inaugural Brand Finance Saudi Arabia 25 report is STC, valued at US\$6.7 billion. The Riyadh-based telecom operator has turned the dial up with a 7% increase to its brand value, cementing its place as a key contributor towards Saudi Arabia’s Vision 2030.

Alongside its 5G rollout plans, STC’s new digital transformation strategy includes investment in digital media content and advertising services, creating opportunities outside of its core business. STC is firmly focused on introducing and investing in the latest digital technologies such as cybersecurity, cloud computing, Internet of Things, data analytics and digital identity; positioning itself as a regional leader in the technologies of the new economy.

STC’s results prove reassuring, particularly amidst speculation that Saudi Arabia’s telecom sector’s profitability will be hurt this year by reforms being undertaken across the Kingdom and changes in policies of the Communications and Information Technology Commission.

### **Petrochemicals giant SABIC is Saudi’s fastest growing brand**

Saudi Arabia’s fastest growing brand, displaying a whopping 78% brand value growth since last year is petrochemicals manufacturer SABIC. Contributing to this notable increase in brand value to US\$3.7 billion are SABIC’s renewed efforts to capitalize on the US shale boom by growing its business in America. Having recently announced plans for a new head office in Houston, Texas, SABIC is a major supplier of polyethylene and other commodity resins across the Western Hemisphere. SABIC has designated the United States as a focus of its

future growth plans as fracking and horizontal drilling in shale formations have unearthed cheap US natural gas that made the country among the most profitable places to produce chemicals, even trumping the Middle East in attracting projects.

### **Saudi banks dominate rankings**

Of the 25 Saudi Arabian brands valued in the ranking, 11 (44%) are banking brands, with Al Rajhi Bank taking the top rank (up 22% to US\$2.6 billion). Al Rajhi Bank is the largest Islamic Bank in the world by total assets and one of the largest financial institutions in the region in terms of customer base, network, and number of transactions. Other banks in the top 10 showing robust performance include National Commercial Bank (up 16% to US\$2.3 billion), Samba Financial Group (up 14% to US\$1.0 billion), and Saudi British Bank (up 3% to US\$0.8 billion). The dominant position of the banking sector can be attributed to consistent efforts by Saudi banks to manage operating costs effectively alongside a committed drive towards investing in digital strategies.

### **Saudia soars to new heights**

Amongst otherwise turbulent times for Gulf carriers and the airline industry as whole, there are positive signs coming from Saudia which has grown its brand value 30% since last year to US\$0.9 billion. The Kingdom’s national carrier currently flies to 89 destinations across four continents and operates a fleet of narrow-body and wide-body Airbus and Boeing aircraft. The airline has just announced new seasonal services for the upcoming summer period with flights to Malaga, Spain and a daily service to Izmir, Turkey.

### **Saudi Electricity Company powers up brand strength score**

Of all 25 Saudi Arabian brands, Saudi Electricity Company holds the highest Brand Strength Index (BSI) score of 82.4 out of 100. In a landmark move towards full digitalization at the beginning of the year, the utility brand introduced electronic bills instead of paper-based bills for all of its customers. Multiple efforts have also been made in the community awareness sphere as the brand rolled out a highly successful national campaign on electrical safety.

**QNB is Middle East's most valuable bank brand**  
QNB, the Middle East's most valuable bank brand and Qatar's most valuable brand, is up 11% from last year, with a brand value of US\$4.2 billion. QNB, the largest bank by

assets in the Middle East and Africa, is active in Egypt and Turkey, and is keen to expand into faster-growing Southeast Asian markets; having made forays into Singapore, Vietnam, Myanmar, India, Indonesia and China.

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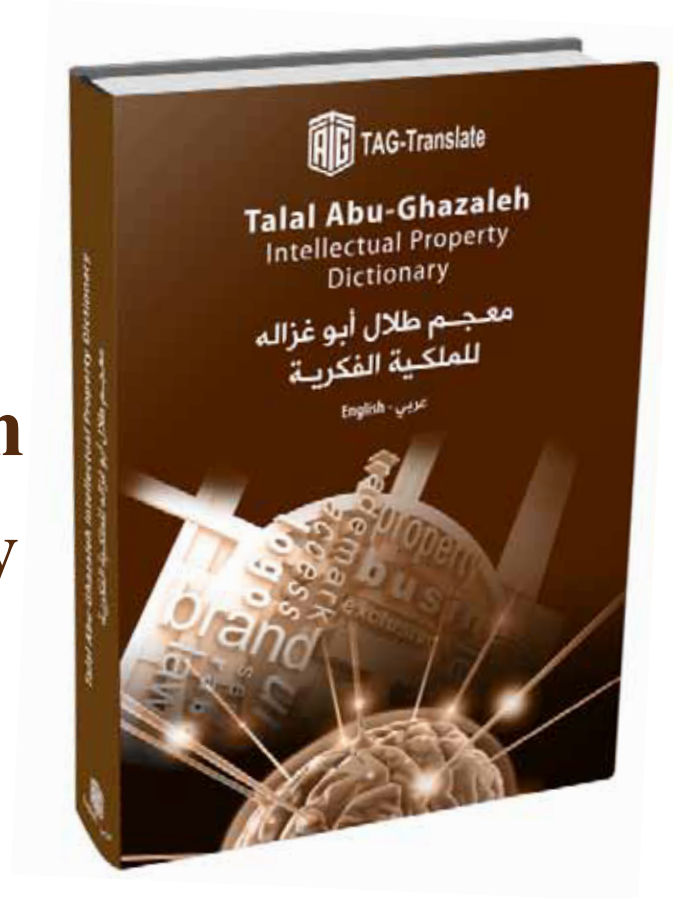
## When & Where to Meet AGIP Professionals

AGIP informs you that its professionals will be attending the following IP international events and conferences, which will be held in May 2018:

Who	Event	Where	When
Nabil Salamé (Executive Director/ Vice-president Marketing)	AIPLA Spring	Seattle, USA	May 15 – 17, 2018
AGIP Delegation	INTA Annual Meeting	Seattle, USA	May 17 – 24, 2018

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For inquiries: [agip@agip.com](mailto:agip@agip.com)  
Mrs. Iman Salameh

# The Second Edition “Talal Abu-Ghazaleh Intellectual Property Dictionary”



The Talal Abu-Ghazaleh Intellectual Property Dictionary contains the terms and main axes of the intellectual property components, which are estimated to be about 10,000 words and terms.

The dictionary fulfills the needs of businessmen, innovators, inventors, jurists, those who are interested in intellectual property, professors, and university students. It is an indispensable reference for those wishing to obtain a certificate as an intellectual property expert. The dictionary is an incentive for all those who are interested in the field to author, write and create content in the related field in order to introduce Arab societies to a field of which they are in bad need to gain a deeper knowledge.

Intellectual Property laws have therefore become an important element in determining the rules of commercial transactions, the rights of inventors, and all other forms of intellectual creativity. This dictionary succeeded in filling a part of the wider gap which the Arab world suffers from concerning the references, researches and dictionaries specialized in intellectual property rights.

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