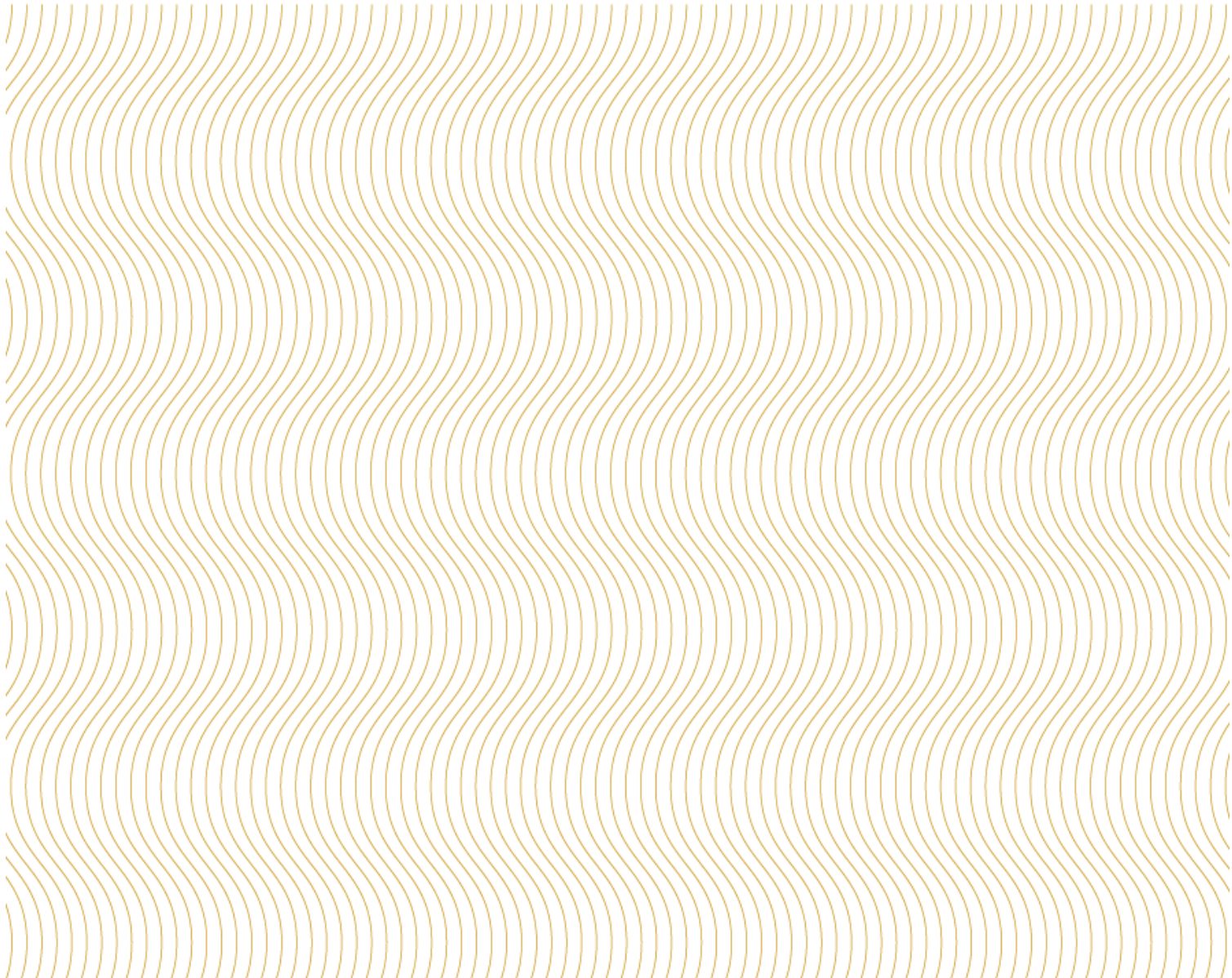


Registration Authority
Trade Name Guidance



ABU DHABI GLOBAL MARKET
سوق أبوظبي العالمي



Contents

Introduction.....	3
Registration Authority.....	3
The Registrar’s functions under ADGM’s Commercial Legislation.....	3
Contact Details	3
What is a Trade Name?	4
ADGM Trade Name Requirements.....	4
Trade Name Application.....	4
Permitted Trade Names	4
ADGM Trade Name Application Process	4
Fees.....	6
Trade Name Application Supporting Documents Checklist	6
Disclaimer	7

Introduction

Abu Dhabi Global Market (“ADGM”) is a broad based international financial centre, established pursuant to Abu Dhabi Law No. 4 of 2013 in the Emirate of Abu Dhabi. With its own civil and commercial laws based on English common law, ADGM offers the local, regional and international business community a world-class legal system and regulatory regime.

This guidance (“Guide”) is issued under section 28 of the Commercial Licensing Regulations 2015. The Guide has been prepared by the Registration Authority to assist ADGM registered entities in relation to trade names, including trade name application process.

Registration Authority

The Registration Authority (the “Registrar”) is one of ADGM’s three independent authorities, together with the Financial Services Regulatory Authority and ADGM Courts. The Registrar is responsible for the registration and commercial licensing of businesses operating in or from Al Maryah Island, Abu Dhabi.

The Registrar’s functions under ADGM’s Commercial Legislation

The Registrar’s functions include the registration and licensing of ADGM establishments, including companies, partnerships and branches, as well as receiving notifications of a change in the particulars of an ADGM establishment, such as a change in business name, director or registered address, and also for striking off or restoration of ADGM establishments.

The Registrar is also responsible for monitoring compliance with and, where necessary, enforcing the requirements under ADGM’s commercial legislation, including issuing financial penalties, directions, suspension or withdrawal of licence, depending on the severity of the breach.

Contact Details

The Registrar’s office is open from Sunday to Thursday, 9:00am to 3:00pm and may be contacted during normal working hours as follows:

By telephone: +971 2 333 8888;

By email: ra@adgm.com; or

In person: 3rd floor, ADGM Building, Abu Dhabi Global Market Square, Al Maryah Island, Abu Dhabi, United Arab Emirates.

What is a Trade Name?

A Trade Name is defined in ADGM’s Business and Company Names Rules 2016 (“the Rules”) as any name under which a licensed entity conducts business that is different from that entity’s legal name.

For example, ADGM registered company, ‘ABC Limited’, may trade as, ‘Best Consulting Services’.

ADGM Trade Name Requirements

Trade Name Application

As per Part 2 of the Rules, any ADGM registered entity that intends to conduct business under a Trade Name, must make a Trade Name Application (specifying the Trade Name) to the Registrar.

The application must be in a form specified by the Registrar, with any required supporting documents. More than one proposed trade name may be applied for and there is currently no fee for a trade name application. If approved, the Registrar will include the Trade Name on its existing list of Approved Trade Names on its public register.

Permitted Trade Names

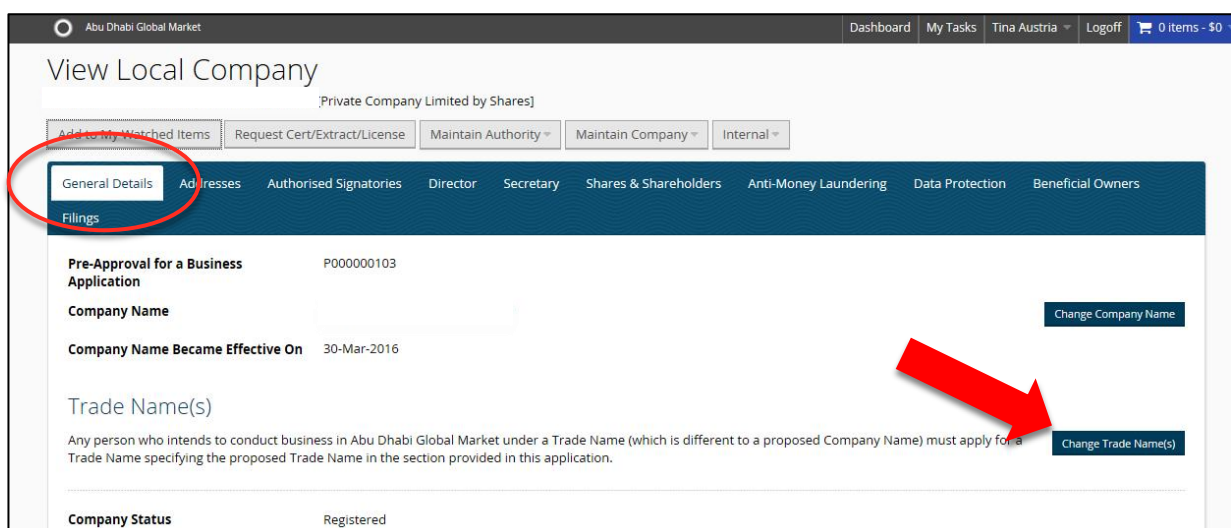
Part 4 of the Rules set out the permitted characters and restrictions for Trade Names. A Trade Name must not consist of more than 400 permitted characters.

A proposed Trade Name that is the same as an existing Legal or Trade Name on the Registrar’s list, shall not be approved unless the application is submitted with the written consent of the relevant existing licensed entity or trade name holder.

ADGM Trade Name Application Process

To apply for trade name, please follow these steps below.

1. Log in to your account at: www.registration.adgm.com
2. Select the entity from your Dashboard
3. In the ‘General Details’ tab, Select ‘Change Trade Name(s):



4. Provide the required information and supporting documents (if necessary).

Abu Dhabi Global Market | Dashboard | Tina Austria | 0 items - \$0

Change Trade Name(s)

Trade Name(s)

Any person who intends to conduct business in Abu Dhabi Global Market under a Trade Name (which is different to a proposed Company Name) must apply for a Trade Name specifying the proposed Trade Name in the section provided in this application.

[Add Another Trade Name](#)

Proposed Trade Name *

Proposed Trade Name in Arabic Script

Does the proposed trade name contain sensitive words or expressions that require you to seek comments of a government department or specified body? * Yes No

Is the proposed trade name very similar to another name or trade name appearing in the register of names or trade names in ADGM or Abu Dhabi or any other relevant jurisdictions, and is this application made AS or ON BEHALF of and with the authority of, the registered owner(s) of the similarly registered business name(s)? * Yes No

Is the proposed trade name same or very similar to a well-known brand name? * Yes No

Approval Document

Approval Document *

5. Make the declaration and submit the form.

Abu Dhabi Global Market | Dashboard | Tina Austria | 0 items - \$0

Is the proposed trade name very similar to another name or trade name appearing in the register of names or trade names in ADGM or Abu Dhabi or any other relevant jurisdictions, and is this application made AS or ON BEHALF of and with the authority of, the registered owner(s) of the similarly registered business name(s)? No

Is the proposed trade name same or very similar to a well-known brand name? Yes

Approval Document

Approval Document

Supporting Documents

Supporting Documents

Declaration

* I declare that the information in this application and any attachments is true and complete as at the date of this form

6. Once the application and additional documentation (if necessary) are received, the Registrar will review your application.

Determination of a Trade Name application is at the sole discretion of the Registrar. If approved, a notification will be sent to you along with an updated Commercial License.

Fees

There are currently no fees to apply for a Trade Name with the Registration Authority.

Trade Name Application Supporting Documents Checklist

No.	Description	Check
1.	A copy of evidence showing the right to use the proposed trade name e.g. trademark registration, franchise agreement, etc. (if applicable).	<input type="checkbox"/>
2.	A copy of approval to use sensitive words or expressions (if applicable).	<input type="checkbox"/>
3.	A copy of approval to use the proposed trade name that is the same or similar to another company or trade name registered in ADGM or other jurisdiction (if applicable).	<input type="checkbox"/>

Disclaimer

This is only a guide and should be read together with the relevant ADGM legislation, which may change over time without notice. The Guide only provides information on ADGM legislation and/or procedures that need to be completed in relation to the Registrar. Further advice from a specialist professional may be required. The Registration Authority makes no representations as to accuracy, completeness, correctness or suitability of any information and will not be liable for any error or omission.

For more information, please contact the Registrar by:

Telephone: +971 2 333 8888

Email: ra@adgm.com

In person: 3rd floor, ADGM Building, Abu Dhabi Global Market Square, Al Maryah Island, Abu Dhabi, United Arab Emirates.

Published: June 2017.