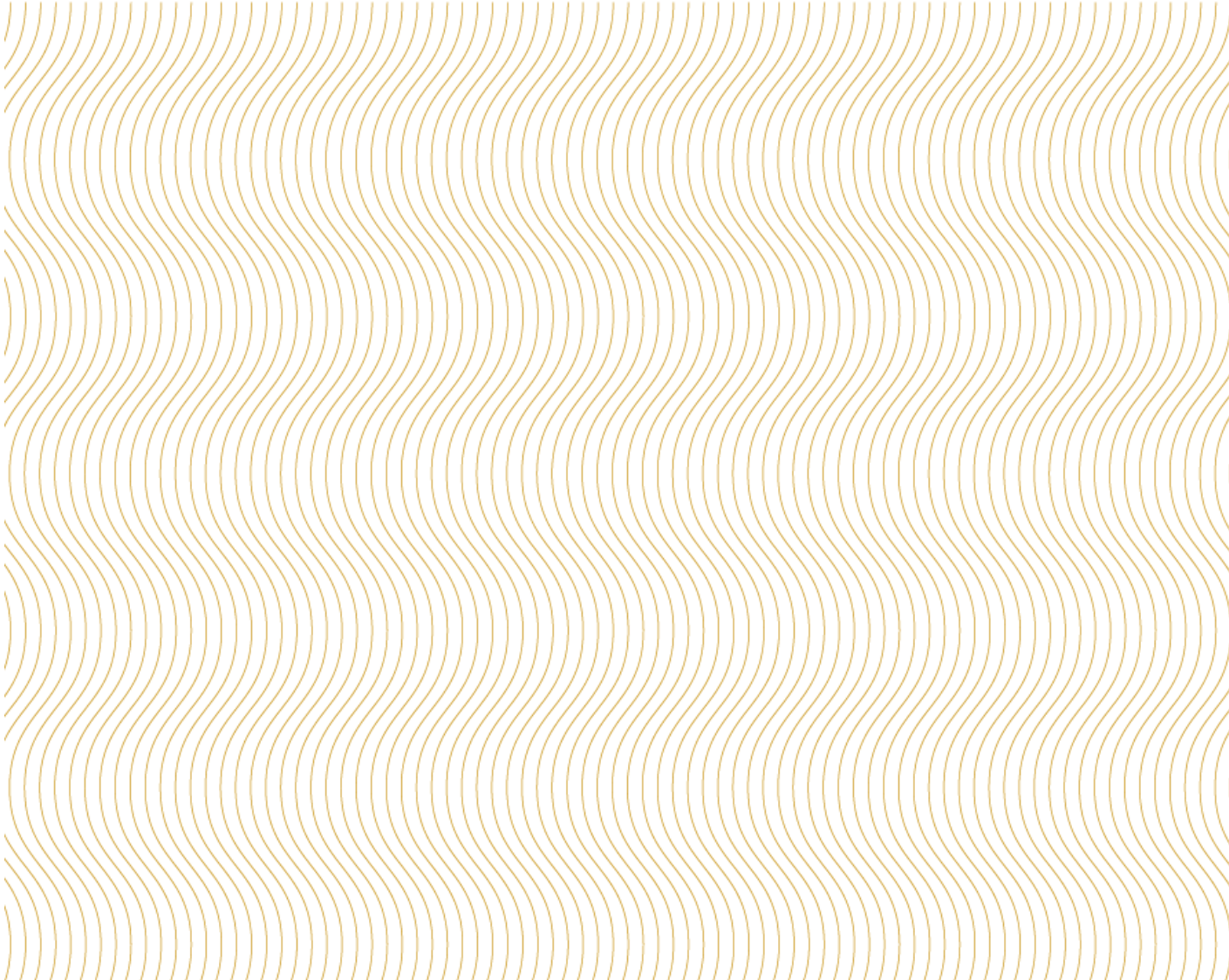


Registration Authority
Choosing a company name



ABU DHABI GLOBAL MARKET
سوق أبوظبي العالمي





Choosing a company name

There are certain restrictions, controls and requirements for approval of certain words and expressions when used in a company name. It includes guidance on name endings and entity type; same as names; names that imply a connection with any part of government; punctuation and permitted characters; and sensitive words and expressions.

Company Regulations require that, when a company chooses a name, either on incorporation or on change of name, the name must not be the same as – or too similar to – one already registered by another company; nor, without justification or special permission, the name include certain words or expressions that are considered sensitive, like “Government” or “UAE”. If any of these words will be used, a copy of approval to use such words issued by the relevant authority must be submitted to the Registrar at the time of reservation of name or registration of the company.

Before choosing a name you should use Registrar’s Company name search to ensure your chosen name is not the ‘same as’ an existing name of any of the company established in ADGM. You should also check existing trademarks by contacting the Ministry of Economy and/or similar office in other jurisdictions to ensure that the proposed name does not infringe an existing trade.

The name must not contradict the provisions set out in the Business and Company Name Rules 2015.

Things to remember in choosing a proposed company name

- (1) The name must be written using the English alphabet, numerals or such other characters acceptable to the Registrar.
- (2) It cannot be identical or almost identical to:
 - a) a company currently incorporated or registered in the ADGM or any other relevant jurisdiction;
 - b) a partnership currently registered in the ADGM or any other relevant jurisdiction;
- (3) It must not be misleading;
- (4) It must not contain words that may suggest a relationship with the ADGM, ADGM Financial Services Regulations Bureau or any other governmental authority in the ADGM, Abu Dhabi or the United Arab Emirates, unless the relevant body has consented in writing to the use of the name;



(5) It must not contain:

- a) the word 'bank', 'insurance' or 'trust';
- b) words which suggest that it is a bank, an insurance company or trust company; or
- c) words which suggest in some other way that it is authorized to carry on a financial services within the ADGM, unless the FSRB consents in writing to the use of such words; and

It must not contain words that may suggest a connection with, or the patronage of, any prominent person or organization, unless that prominent person or organization consents in writing. Please refer to Business and Company Names Rules 2015 for further details.

Name Ending

Public limited company must end with 'public limited company', "PUBLIC LIMITED COMPANY", "plc", "PLC", "p.l.c", or "P.L.C".

Private limited companies must end with any of the following: "limited". "LIMITED", "ltd", "LTD". "l.t.d." or "L.T.D.".

RSC must end with any of the following: "limited". "LIMITED", "ltd", "LTD". "l.t.d." or "L.T.D." with the addition of the word "(restricted)"

List of prohibited words not to be used in the proposed business name

The following list contains examples only - it is **not** intended as a complete list of protected/restricted names or phrases. As existing legislation changes or new legislation is introduced words and phrases may be added to, or removed from, this list.

Specified Public Authorities

- The Financial Regulator.	- Abu Dhabi Global Market
- The Board of Directors.	- Abu Dhabi Global Market Registration Bureau
- The Registrar.	- Abu Dhabi Global Market Financial Services Regulations Bureau
- Central Bank of the United Arab Emirates.	- ADGM
- Insurance Authority of the United Arab Emirates.	- ADGM Registration Bureau
- Emirates Securities and Commodities Authority.	- ADGM Financial Services Bureau
- Executive Council of the Emirate of Abu Dhabi.	- ADGM RB
- Abu Dhabi Municipality.	- ADGM FSB
	- Any other authority specified by the Registrar from time to time

Words and Expressions

- Abu Dhabi	- Insurer
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<ul style="list-style-type: none">- Abu Dhabi Investment Authority- Abu Dhabi Investment Council- Abu Dhabi National Oil Company- Accredited- Adjudicator- ADNOC- Ajman- Al Ain- Al Dar- Al Khaleej- Association- Assurance- Audit office- Bank- Chamber of commerce- Charity- Chartered- Commission- Co-operative- Danat- Dibba- Diyar- Dubai- Emirates- Etehad- Etihad- Federation- Foundation- Fujeirah- Fund- Government- Gulf- Inspectorate- Institution- Insurance	<ul style="list-style-type: none">- Judicial appointment- Khalifa- Kohrfakkan- Licensing- Masdar- Mubadala- Mutual- National- Patent- Patentee- Police- Post office- Ras Al Khaimah- Reassurance- Reassurer- Registrar- Regulator- Reinsurance- Reinsurer- Saadiyat- Sharjah- Sheikh- Social service- Standards- Stock exchange- Tribunal- Trust- UAE- Umm Al Quwain- Underwrite- United- United Arab Emirates- University- Zayed
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Please refer to the ADGM Business and Company Names Rules 2015 for further details. These rules can be downloaded from ADGM's website.



Proposed name in Arabic

On application to reserve a name, the company will be requested to provide the proposed name of the company in Arabic. If left blank, the Registrar will use his own discretion in respect of spelling of the name in Arabic script.