

Company Name Reservation Rules and Guidelines

- The name should not contradict the activity.
- The business activity should be reflected in the business name; for example, you cannot have (A B C) as a trade name for consultancy licence, it should be (A B C Consultancy or similar).
- The name should not be reserved if it is protected/has copyright against it.
- UAE, Emirates, City's names, Districts, and Airports Codes of UAE are Restricted.
- The trade name cannot start with "International" "Middle East" "Global" ... Nor can it be translated.
- The name should not have obscene or indecent words and should not be offending to the general public even if it is a person's name.
- The name should not include Allah's name nor «God» or His divine attributes neither in Arabic nor in English; i.e. AL QADER, AL ALEEM, AL RAZZAQ...etc.
- Family names, tribes' names and other persons' names should not be used as a trade name unless first name is included and must be a name of one of the proposed shareholders. Individual first names of Arabic origin can be used if the name belongs to one of the proposed shareholders. Family names would be used only if the first name added. Does not apply on names that has other meanings and/or use.
- Company's names are phonetically not literally translated to Arabic, Branches with Arabic parents documents are exempted.

- The name availability is checked in priority order. However, DMCC has the right to choose the most suitable name despite the proposed names order.
- Branches' names must be the exact similar of the parent company's name.
- The Name should exceed three letter or digits to fulfil the DED system requirement, Operating name exempted.
- The name should not contain any of the Punctuation Marks or special characters such as (. /,) except "&". Operating name exempted.
- The names must not be similar as government organizations' names or it's abbreviations.
- The names must not contain any indication of global political organizations, religious sectarian; i.e. FBI, Vatican...etc.
- The name should not fully or partially contain any of the local of global active brands or government projects, or those names used by any of the international brands.
- The name would not be granted if it is similar to DED/Local active company that performs similar activities,
- The name should not include the name of a country nor government unless an approval is obtained from the country's respective embassy.
- NOC/Commercial License Copy/Share Certificate/Valid Franchise Agreement...etc. to be provided if the proposed name is protected or locally registered.
- The Operating Name must not contradict its company's name or its activity and must comply with all above rules.

- A trade name certificate is valid for 6 months.
- DMCCA has the right to cancel or change a trade name, if a similar name is found to be existing.
- DMCCA reserves the right to update/Change the list of restricted names/Rules without prior notice.

DMCC Restricted Names List	
Name	Remarks
Media	Allowed for specific activities (Group activity code 741, 743 & 722)
Investment/Invest / Investor/ Capital / Venture or similar	Allowed for Investment activities (Group activity code 659)
Finance/ Financial/ Exchange/ Revenue/ Profit / Credit / Fund / Cash / Bonds/ Stock Market or similar	Allowed for specific activities (Group activity code 651)- Restricted to companies with regulated financial activities
Assets / Asset Management or similar	Allowed for specific activities (6599-93, 7010-03 & 7010-14)
TAX/VAT	Allowed for specific activities (7412-04, 7499-23)
Advertising	Allowed for specific activities (Group activity code 743 & 513)
General Trading	Allowed for specific activity (code 5219-04)
Holding / Group or similar	Allowed for holding or group companies
Partners	Allowed for subsidiary, Joint Venture and partnership Co type
Payment / Pay	Allowed for specific activities (7499-60, 5159-22)
UAE, Dubai, Abu Dhabi, Emirate/s	
The Palm/Almas /JLT	
Onshore / Offshore	
Corporation / Corp or similar	
Forex /FX	
Engineering / Construction or similar	
Publishing	
FZ / FZE / FZC / FZCO	
Limited / LTD	
Expo	
GCC	
DXB / DWC / SHJ /AUH	
PLC / JSC / PJSC / GMBH / PTY	
LLC / LLE	
Charity	
Government / Gov.	
Islamic	
Incorporation / INC	
HHS (His Highness Sheikh)	
Establishment/Est.	