



# **NAMING YOUR E-COMMERCE BUSINESS IN A DUBAI FREE ZONE**

UAE RULES AND REGULATIONS

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## Selecting the right name for your e-commerce business in the UAE is a critical step.

Your business name should grab customers' attention instantly and be easy to remember, as it forms the first impression for potential clients. However, it's important to note that the UAE has specific regulations governing business names. Before submitting your chosen business name for registration, it's crucial to familiarize yourself with the established regulations.

**In this guide, we'll outline the rules you need to consider when selecting a business name for your e-commerce venture in the UAE.**

## UAE Rules and Regulations

<b>01</b>	The trade name shall not already be reserved for the same activity or any similar activity.
<b>02</b>	The company may use the trade name of another company, only if it is a franchise and/or branch of an existing company. The franchise contract shall be submitted to IFZA along with the other relevant documents for such an application.
<b>03</b>	The name should not indicate Allah's name nor "God" or his divine attributes. For example, "al Qader", "al Aleem", "al Razzaq", etc. It shall not include any form of religious wording such as the word "Lord" or any of God's names like "Rahman", "Rahim", etc. Company names not allowed: Muhammad Allah Trading FZCO, Uniting Church FZCO or Anglican FZCO.
<b>04</b>	The name should not have obscene or indecent words and should not be offensive to the general public. Company names not allowed: Trading Drugs FZCO or Opium Logistics FZCO.
<b>05</b>	The trade name shall not contain any profanity or discriminatory words. Company names not allowed: Chinese Virus FZCO.
<b>06</b>	If the company name is of a person, that person must be a partner/owner in the license. Trade license cannot bear the name of the person who is not an owner/shareholder. Company name allowed: Mohammed Al Ghamdi FZCO. Company name not allowed: Mohamed Al Zaheri FZCO (if he is not the shareholder/owner)
<b>07</b>	Only the full name (First-, Middle- & Last Name) of a person is permitted as a trade name. Family names alone cannot be used as trade names. Company name allowed: Ahmed Al-Ghamdi Properties. Company name not allowed: Al-Ghamdi Properties.
<b>08</b>	It is not permitted to translate the trade names; the name shall be written as it is or transliterated in English or Arabic. For Example: "ارات الصقر" shall be written in English as "Al Saqer Properties".

09	The name should not be a country or government name. Example: "Emirates Contracting Services", also should not be the name of a city, town/suburb, or famous neighborhood. Company names not allowed: Mirdif Trading FZCO, Japan Consulting FZCO, Sharjah Shipping FZCO, Tokyo Shipment FZCO.
10	The trade name shall not carry the name of countries and/or governments, and shall not indicate the global political organizations, sectarian or religious affiliation. Examples: FBI, Mafia. Company names not allowed: Russia Expat FZCO, Mafia Sic FZCO.
11	The business activity/type of business should be reflected in the business name. This could be "Trading/Consulting/Services" or should be a name with the full activity. Also, the trade name shall be compatible and associated only with the activity and legal form of the company. Company names allowed: Renewable OC Trading FZCO, Renewable Solar Trading FZCO, XYZZ Trading FZCO. Company names not allowed: Renewable OC FZCO, XYZZ FZCO.
12	It is not permitted to use an activity as a trade name, it should have another word in the beginning as per the allowed names/words and the terms and conditions of this document. Company names allowed: Phoenix Ships and Boat Trading FZCO, Phoenix General Trading FZCO.
13	The name should not include any punctuation marks or special characters, such as (., /). Neither points nor spaces are allowed. Company names not allowed: A&B Trading FZCO, AL\$A Shipping FZCO.
14	The name should not be the same as one of the brands active locally or globally, government projects, brand names, or trademarks registered in the Ministry of Economy. Example: Emaar, Kentucky, etc. Company names not allowed: Rolex FZCO, Apple Food FZCO & Ford Trade Car FZCO.
15	The trade name cannot start with "international" "Middle East" "global", "universal" etc. nor have it in the Arabic translation. Company names not allowed: Middle East JSmith FZCO, International Transport FZCO, Global Marketing FZCO Universal Shop FZCO.
16	The name "Gulf" cannot be used as the first word but can be used as the second word and onwards in the trade name. Company name allowed: Kitchen Gulf Trading FZCO. Company name not allowed: Gulf Kitchen Trading FZCO.
17	The name "Crypto" alone is not allowed but can be linked with another word. Company name allowed: Cryptotrading FZCO. Company names not allowed: Crypto Trading FZCO.
18	The name with website domains is not allowed (.com, .ae, .eu, .uk, etc.) Company name allowed: FLYTOUREU Trading & Consultancy FZCO. Company names not allowed: Flytour.com or Flywithus.ae.
19	The usage of the words "Corporate" and "Group" in the company name is not allowed in the beginning but can be used in the middle or end of a trade name. Company name allowed: First Corporate FZCO or Corporatefirst FZCO. Company names not allowed: Corporate First Group FZCO or Corporate Business Group FZCO.
20	The following words (but not limited to these examples) are not allowed to be used in the company names. University, Holding, Hospital, School, Hotel, Mall, Palm, Corporation, Clinic, Group, Studio, Institute, Center/Centre, Invest, Expo, United, Invests, Shop, College.

# General Terms & Conditions

01

IFZA has the right to cancel or change a business name if an existing trade name is similar to another name.

02

IFZA has the right to cancel or change a business name if it does not meet any of the above guidelines.

03

The guidelines do not apply to companies with already reserved trade names.

04

If the customer fails to issue the commercial license, the trade name is automatically canceled at the end of the reservation period. The reservation period is up to three months.

05

These guidelines are valid, and they are in place starting from 1 November 2023. These are subject to change as per the rules and regulations of the UAE.

## Conclusion



Considering these steps as you brainstorm is an excellent way to begin your journey in naming your company in Dubai, UAE. If you still feel unsure about selecting the perfect name for your company, connect with our extensive network of **IFZA PROFESSIONAL PARTNERS**.

They are well-informed about the country's rules and regulations, providing valuable assistance throughout the naming process.



**FOR MORE INFORMATION,  
PLEASE CONTACT US ON**

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