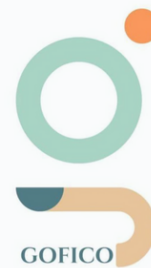


GOFICO NEWSLETTER

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Top News

Saudi Arabia's Modernized New trade Name Law

Effective September 17, 2024

New Trade Name Law Approved

The Saudi Council of Ministers has approved a revamped Trade Name Law, effective September 17, 2024. This update simplifies trade name registration, boosts brand protection, and aligns with global business standards. As stated by Dr. Majed Al-Qasabi, Minister of Commerce: "These laws will ease business operations and reduce burdens on commercial establishments."

Key Changes:

1. Language Flexibility

Trade names can now use non-Arabic languages, letters, and numbers, enabling global branding and creative naming strategies.

2. Independent Ownership

Trade names can be transferred separately from the business entity, simplifying acquisitions and reducing legal complexities.

3. Clearer Prohibition Criteria

Specific guidelines now define prohibited names, minimizing registration rejections and delays.

4. Sector-Agnostic Name Protection

Identical or similar names are banned across all sectors, preventing conflicts and protecting brand uniqueness (previously allowed if sectors differed).

New Partnerships Formed

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Benefits for Businesses:

- 1 **Flexibility:** Use multilingual or alphanumeric names.
- 2 **Protection:** Safeguard trade names independently.
- 3 **Efficiency:** Faster registration with reduced risks of disputes.
- 4 **Clarity:** Transparent rules for compliant naming.

This reform strengthens Saudi Arabia's business environment, empowering companies to build distinct brands and scale confidently.

Stay informed with Gofico for more regulatory updates!



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