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To all the Members of the AIPPI - UAE National Group

Subject: 5th Circular/ 2023

Happy IP Day

Dear all,

- **Update on AIPPI UAE Group Event:**

In celebration of World IP Day, AIPPI organized a special IP gathering to discuss “**IP & Innovation in the 5th industrial revolution**” on April 27, 2023 at **DIFC FinTech Hive**. The event was a great success as a result of the fruitful collaboration with the DIFC IP Commissioner and with the support of the Ministry of Economy (MOE), the Emirates Intellectual Property Association (EIPA), the Gulf Brand Protection Group (BPG), and the European Women Association (EWA).

More than 70 participants representing the IP community as well as many IP rights holders attended the Event. This demonstrated a remarkable achievement for the IP community to work closely hand in hand from the private and public sectors.

We also had the honour to have His Excellency, the Undersecretary to the Ministry of Economy, Mr. Abdullah Alsaleh, The Director of the Trademark and Copyright Office Ms. Fatema Al Hosani, the Ministry consultant for IP matter Mr. Fawzi Al Jaberi and Colonel Dr. Abdel Rahman Al Muaini from the Emirates Intellectual Property Association. Their presence reiterated the UAE’s ambition and efforts to enable the public and private partnership to drive growth in the IP space as the backbone of the innovation-based economy.

During the Event, AIPPI UAE National Group signed an MOU with EWA, the European Women's Association, and we look forward to meaningful cooperation with them.

The highest appreciation goes to the speakers and panelists for their impactful contribution to everyone's knowledge on the most emerging IP matters in the 5th Industrial Revolution.

This event couldn't have succeeded without our valuable sponsors UTPS, Al Tamimi, and Osha BWB IP.

- **Update from the UAE Trademark Office:**

It has been officially conveyed to the IP community and practitioners in the UAE that the UAE Trademark Department ("TMO") at the Ministry of Economy is accepting renewal of trademarks without submission of legalized or notarized Power of Attorneys. Whilst some of practitioners found that the UAE TMO did actually accept renewal of registered trademarks without a requirement of submitting a legalized POA since the implementing regulations of the UAE Trademark Law of 2021 was published, there was no official statement or communication to confirm this practice from the UAE TMO until recently.

This new practice simplifies the trademark renewal process in the UAE for owners. It is a very welcomed step and we hope to see more similar policies to relax the documentations and formalities of POAs similar to the International Trademark Application process via Madrid System.

- **Meeting between AIPPI UAE Group and European Women Association (EWA) hosted at Clyde & Co office:**

On the 22nd May 2023, the AIPPI GROUP UAE met with a delegation from the EWA and discussed ways of further activating the #MOU recently signed between the two entities during the celebration of IP Day. This meeting was a first step in the planned cooperation which aims to encourage female empowerment by ensuring that the EWA members are correctly informed on IP issues in the UAE. AIPPI UAE has no doubt that the members of the EWA will see great value in expanding their businesses to the UAE.

Hoda Barakat, President of AIPPI UAE, welcomed the EWA delegation and emphasized that the AIPPI UAE members welcome and support EWA's work and stand ready to support EWA members in their expansion plans in the UAE. Also in attendance at this meeting were AIPPI UAE Board members Nicole Giblin and Munir Suboh.

Kind regards,

On behalf of the Communication Committee

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