

# DMCC

Company Name Reservation Rules and Guidelines

- The name should not contradict the activity, however It`s preferred to reflect it.
- The name should not be reserved if it is protected/has copyright against it.
- NOC/Commercial License Copy/Share Certificate/Valid Franchise Agreement, etc... is to be provided if the proposed name is protected or locally registered.
- The word “Commodities” can be granted only if the company trades in more than one commodity or practices General Trading activity. Moreover if the proposed name is specifying the activity; i.e. “ABCD Agri/Agro Commodities”, then the name can be reserved.
- UAE, Emirates, City`s names, Districts, and Airports Codes of UAE are restricted.
- Names of continents, countries, and cities are not acceptable; however, nationalities can be used in the company name; i.e. “European, African, Italian...etc.”
- The terms “ME” or “CO” are not allowed for individually owned companies unless they come as part of a word; i.e. “LCME Trading DMCC”, “ATCO Services DMCC”... etc.
- Some words will require a specific approval to proceed with the company name reservation process; i.e. The word “Capital” requires approval from the Central Bank, “FX” requires approval from DGCX...etc.
- The trade name cannot start with "International" "Middle East" "Global" etc... 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 indicate God`s names or his divine attributes neither in Arabic nor in English; i.e. Al Qader, Al Aleem, Al Razzaq...etc.
- 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 is included and must be a name of one of the proposed shareholders.
- Company`s names are phonetically translated not literally.
- The names must not be similar as government`s organizations names or it`s abbreviations.
- The names must not contain any indication of global political organizations, religious sectarian; i.e. FBI, Vatican...etc.
- Clients are advised to use Google to search their proposed name to ensure that it does not belong to others.
- Adding an Operating Name is an available option for the companies to enable them to use their brand or short name and to make it legal.
- Operating Names should not carry any restricted terminologies.
- The Operating Name must not contradict it`s company`s name and must comply with all above rules.

- The name should not fully or partially contain any of the local or global active brands or government projects such as: Toyota, Emaar, KFC...etc.
- The name would not be granted if it is similar to DED/Local active company that performs similar activities.
- Subsidiary's Name must not be as similar to its parent company's name, Legal Type and Suffix are not considered as part of the name, and must comply with all above rules.
- Joint Venture's Name can be reserved as similar to its parent company's name upon NOC and/ or Justification Letter whichever is needed based on the particular case.
- Branch's name must be the exact similar of its parent company's unless it contains restricted words (Legal type not included).
- DMCC reserves the right to update/change the list of restricted names/rules without prior notice.

DMCC Restricted Names List			
New Company	Subsidiary & Joint Venture	Branch	Remarks
Corporation / Corp.	Corporate / Corporation / Corp.	Must be the exact name of Parent company's name	By exception only with approval from the Executive Council
Dubai	Dubai		
UAE	UAE		
Emirate/s	Emirate/s		
Finance/ Financial or similar	Finance/ Financial or similar		Restricted to companies with regulated financial activities
FZE	FZE		
Investment	Investment		
Offshore	Offshore		
Capital/Cap	Capital/Cap		
Holding	Holding		Restricted to holding activity
Establishment / Est	Establishment / Est		
Ventures	Ventures		
FZC	FZC		
FX	FX		
Forex	Forex		
Partners	Partners		
Revenue	Revenue		
Onshore	Onshore		
INC (Legal Type)	INC (Legal Type)		

Engineering	Engineering		
Publishing	Publishing		
LTD (Legal Type)	LTD (Legal Type)		
Limited	Limited		
Trust	Trust		
Expo	Expo		
Marina	Marina		
GCC	GCC		
DXB	DXB		
Asset Management	Asset Management		
GMBH (Legal Type)	GMBH (Legal Type)		
PLC (Legal Type)	PLC (Legal Type)		
Islamic	Islamic		
Incorporation	Incorporation		
2020	2020		
FZCO	FZCO		
Fund	Fund		
Charity	Charity		
Credit	Credit		
Pay	Pay		
Profit	Profit		
Exchange	Exchange		
Government/Gov.	Government/Gov.		
TAX / VAT	TAX / VAT		
Bonds	Bonds		