

Middle East Intellectual Property Newsletter Vol. 82

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News

1. Important topics

UAE: New e-commerce law to safeguarding consumer interests, intellectual property, and technological protection measures ¹

The Ministry of Economy has introduced Federal Decree-Law No. 14 of 2023² on Commerce through Modern Means of Technology (e-commerce), aligning with the UAE's digital transformation strategy. This law aims to enhance global business standing by leveraging advanced technologies and smart infrastructure, emphasizing its role in creating a dynamic investment environment, safeguarding consumer interests, and facilitating business operations.

The said law's comprehensive approach covers diverse aspects, including licensing, regulatory roles, and dispute resolution options, positioning the UAE as a global hub for modern commerce while supporting economic resilience and competitiveness. It includes provisions to protect consumer interests, ensuring intellectual property rights for goods or services purchased through modern technology, and implementing technological protection measures for secure transactions, along with regulations for refunds and exchanges.

The Ministry of Economy's responsibilities encompass formulating e-commerce policies, ensuring tax compliance, and coordinating consumer protection efforts with relevant authorities.

¹ [Ministry of Economy reviews law on Commerce through Modern means of Technology & its role in enhancing business environment's competitiveness | Ministry of Economy - UAE \(moec.gov.ae\)](#) (2023.12.6)

² [Federal+Decree-Law+No.+14+of+2023+on+Trading+by+Modern+Technological+Means.pdf \(moec.gov.ae\)](#)

The said law establishes criteria for engaging in e-commerce, emphasizing legal compliance, secure technology infrastructure, and adherence to cyber security standards. Its adaptability to future technological developments contributes to sustained economic growth, job creation, and global competitiveness for the UAE.

UAE: Dubai Customs foils smuggling tactics: a vigilant stand against counterfeit and restricted goods in Air Cargo Centers³

Dubai Customs has always proven to be a highly proactive body of the Dubai Emirate, which plays a pivotal role in the country's efforts to curb the menace of illegal trade, including the uncovering of smugglers' attempts involving prohibited substances in various forms, including counterfeit and restricted goods. This is the result of Dubai's relevance to imparting advanced education and training and high-end technology, which aids in the efficient detection of complicated smuggling tactics.

Intensifying its commitment to combat counterfeiting and safeguard businesses' intellectual property interests, Dubai Customs addressed 194 cases of IP disputes in the initial half of 2023⁴. These cases encompassed 10.7 million counterfeit items, valued at AED 53.277 million. Additionally, the government department persistently conducted recycling operations for counterfeit and IP-infringing goods, resulting in the recycling of 176,000 items associated with 65 global trademarks.

Dubai Customs is dedicated to safeguarding the community. They rely on highly skilled, experienced, and efficient personnel, as well as state-of-the-art inspection and scanning equipment at airports and customs ports throughout Dubai, along with various support systems. The customs officials are equipped with the necessary expertise and cutting-edge devices, including advanced X-ray machines for detecting concealed items such as drugs within the human body. This technology enhances the efficiency of customs inspectors, enabling them to identify and combat attempts to smuggle drugs through ingestion. Customs inspectors also undergo intensive training courses and are equipped with top-notch scientific and practical skills to effectively detect and combat drug smuggling attempts.

Saudi Arabia: Saudi Arabia joins the Madrid Protocol to empower SMEs, boosting local industries, and streamlining trademark protection costs⁵

As Saudi Arabia prepares to join the Madrid Protocol^{6,7}, this effort is in harmony with the International Trademark Registration Regulations outlined in the Protocol.

These regulations play a vital role in the global administration of trademarks, enabling nationals and residents of Member States to protect their trademarks on an international scale.

³ [Dubai: From hidden drugs in oxygen cylinders to coffee making-machines, Customs thwarts smuggling tactics - News | Khaleej Times](#) (2023.12.21)

⁴ [newsdetails \(dubaicustoms.gov.ae\)](#) (2023.7.23)

⁵ موافقة #مجلس الوزراء على انضمام المملكة العربية السعودية إلى بروتوكول اتفاق مدريد بشأن التسجيل الدولي " الملكية الفكرية للعلامات <https://t.co/9NcvkOvMgL>" / X (twitter.com) (2023.11.29)

⁶ [بروتوكول اتفاق مدريد بشأن التسجيل الدولي للعلامات \(ncc.gov.sa\)](#)

⁷ [trt_madridp_gp_004en.pdf \(wipo.int\)](#)

This entails submitting applications to the International WIPO Office through the National Office in a single language (English, French, or Spanish) and paying fees in one currency.

The Protocol offers benefits like preserving and renewing registrations, restricting third-party ownership transfers, and standardizing processes for updates such as name or address changes uniformly across designated Contracting Parties.

Assured access to the Protocol's implementing regulations and legal documents enhances transparency and accessibility.

Saudi Arabia's initiative to facilitate trademark registration in member countries and simplify management aims to relieve financial burdens for those seeking global trademark protection. With a focus on supporting SMEs and strengthening local industries, this endeavor seeks to minimize the expenses linked to safeguarding trademarks abroad. Furthermore, it provides assistance to practitioners engaged in export activities, aiding them in protecting trademarks across the targeted member countries' markets.

Saudi Arabia: Saudi Arabia and Qatar strengthen ties: multiple agreements signed, including IP collaboration⁸

The 44th Gulf Cooperation Council Summit was held in Doha wherein Saudi Arabia and Qatar signed multiple agreements and Memorandums of Understanding, in their pursuit of strengthening their trade and economic relationship, for their mutual benefit.⁹

From among the most noteworthy agreements, we highlight herein that an agreement was signed between the Saudi Authority for Intellectual Property (SAIP) and Qatar's Ministry of Commerce and Industry to further bolster and enhance the system of the field of intellectual property in both Countries.

Lebanon: Global surge in counterfeit weight loss drugs sparks public health concerns¹⁰

People around the world have been considering Ozempic as an effective drug for achieving weight loss. After successful popularity over the period, this drug has gained great demand along with other weight loss drugs such as Wegovy and Mounjaro.

With success comes the challenge of facing counterfeit supply under the successful brand.

Eleven people have been reported to suffer from dangerously low levels of blood sugar (hypoglycemia) due to the use of suspected fake versions of Novo Nordisk's (NOVOB.CO) diabetes drug Ozempic in Lebanon this year. Upon investigations, it was revealed that three of the people who took the suspected fake Ozempic did so to control their diabetes, while four took it for weight management. The other four injected the drug for an 'unspecified indication.'

⁸ [Doha Declaration of the 44th Session of the Supreme Council of the Gulf Cooperation Council \(Doha Summit\) \(gcc-sg.org\)](https://www.gcc-sg.org/) (2023.12.5)

⁹ [Riyadh, Doha sign multiple deals across various sectors \(arabnews.com\)](https://arabnews.com/) (2023.12.5)

¹⁰ [Suspected fake Ozempic causes hypoglycemia in 11 in Lebanon \(arabnews.com\)](https://arabnews.com/) (2023.11.28)

Hypoglycemia is a possible side effect of the drug if it is taken alongside others that lower blood sugar, such as insulin. Public health officials in Lebanon said the doses taken by the patients were different from the doses contained in legitimate Ozempic pens.

The spokesperson of the manufacturer Novo Nordisk said the company was aware of counterfeit drugs in the supply chain in Lebanon and the Middle East, and that they were underway in investigations to monitor the illegal sale of counterfeit products so as to identify the original source of the counterfeit products, for the necessary action.

Counterfeit Ozempic has already been found in at least 17 countries, including the UK, Germany, Egypt, and Russia.

Pakistan: Pakistan signs Marrakesh Treaty for visually impaired access to published works¹¹

The Marrakesh Treaty was established and adopted in Morocco in 2013 to address the widespread problem known as a “book famine,” where few books are published in formats accessible to those who are blind or visually impaired.

Pakistan is the latest country to formally join the Marrakesh Treaty, administered by the WIPO. President Dr. Arif Alvi signed the accession on December 12, 2023 in a special ceremony in Islamabad, Pakistan.

The treaty's signing will provide access to published work for people with visual disability. This is achieved by actively promoting the production and distribution of accessible formats, including large print, braille, as well as audiobooks. The facility otherwise has been restricted due to the Copyright Ordinance of 1962 which does not provide necessary provisions for compulsory printing and reproduction of braille and audio versions.

The treaty empowers authorized entities, such as organizations related to visually challenged persons and libraries, to organize their accessible collection and flourish their collection, so as to provide better benefit to the challenged persons, giving them better and wider access to knowledge.

With this very move, Pakistan is proud to announce that it will be granting easier access to knowledge to around 10 million people in the country.

¹¹ [Pakistan Joins Marrakesh Treaty to Facilitate Access of Visually Impaired Persons to Published Work | IPO Pakistan \(2023.12.12\)](#)

2. Additional topics:

UAE:

Dubai Police and WIPO collaborate for PCT workshop, enhancing IP capacities and fostering respect (2023.11.24)

<https://www.dubaipolice.gov.ae/wps/portal/home/mediacenter/news/newsdetails/m19>

The contributions of scientists, researchers, and innovators: a tribute to DEWA's R&D centre since establishment (2023.11.27)

<https://www.gulftoday.ae/news/2023/11/27/mohammed-receives-emirati-experts-researchers-and-professionals-from-dewas-rd-centre>

Addressing counterfeits in the crystals industry, stricter rules, more awareness needed (2023.11.28)

<https://www.khaleejtimes.com/business/crystals-industry-wants-steps-to-fight-fake-items>

UAE's impact on Global Water Sustainability: insights from National Center of Meteorology's innovations in rain enhancement and technology (2023.11.29)

<https://www.go-green.ae/national-center-of-meteorology-highlights-the-uaes-contributions-to-improving-water-sustainability-worldwide/>

World's first super green hydrogen plant in Sharjah with revolutionary RODECS pyrolysis technology (2023.12.4)

<https://www.gulftoday.ae/business/2023/12/04/world-first-super-green-hydrogen-plant-to-be-established-in-sharjah>

Dubai Customs and Indonesia forge alliance through CEPA, showcasing advanced systems, customs initiatives, and IP protection (2023.12.12)

<https://www.dubaicustoms.gov.ae/en/NewsCenter/Pages/NewsDetail.aspx?NewsId=2001>

UAE introduces a law on regulating media to foster IP protection across individuals, establishments, and media institutions (2023.12.18)

<https://www.khaleejtimes.com/uae/uae-issues-law-on-regulating-media-in-the-country>

Saudi Arabia:

SAIP inaugurates a Patent Prosecution Highway (PPH) in partnership with the National Institute of Industrial Property (INPI) (2023.11.28)

<https://twitter.com/SAIPKSA/status/1729474495214223389>

Saudi Music Commission targets education sector at XP Music Future, focusing on copyrights, intellectual property, and sector development (2023.12.10)

<https://www.arabnews.com/node/2423246/lifestyle>

Arab League meeting explores free trade zone facilitation, addressing technical restrictions, trade facilitation, and intellectual property rights (2023.12.11)

<https://www.arabnews.com/node/2423901/business-economy>

IPR protection in the first half of the year 2023 in trademark, patent, industrial design, copyright (2023.12.14)

<https://twitter.com/SAIPKSA/status/1735253308648910918>

SAIP introduces the new platform, enhancing the user experience through the latest artificial intelligence technologies (2023.12.19)

<https://twitter.com/SAIPKSA/status/1737101117857952165>

<https://eservices.saip.gov.sa/>

Turkey:

Registration of geographical indications enhances Turkey's expanding influence in gastronomy and culture (2023.11.30, 2023.12.7)

<https://twitter.com/TURKPATENT/status/1730196192791814628>

<https://twitter.com/EmineErdogan/status/1730219397464367430>

<https://twitter.com/mfatihkacir/status/1729877716105883857>

<https://twitter.com/TCSanayi/status/1730157611121524832>

<https://www.turkpatent.gov.tr/en/news/eu-registration-for-ayas-domatesi>

<https://twitter.com/mfatihkacir/status/1732715057996271633>

<https://twitter.com/mfatihkacir/status/1731677969679081827>

<https://ci.turkpatent.gov.tr/>

Hezarfen Project launched to boost innovation capacities of SMEs in Kırklareli and Edirne provinces, focusing on IP for sustainable growth and global competitiveness (2023.12.12)

<https://www.turkpatent.gov.tr/en/news/hezarfen-kirklareli-edirne-project>

Turkey's National Technology Move and notable global rankings in patents, trademarks, and designs (2023.12.16)

<https://www.turkpatent.gov.tr/en/news/european-patent-organisation-177th-administrative-council-meeting>

<https://twitter.com/TURKPATENT/status/1736095008724283631>

<https://www.sanayi.gov.tr/medya/haber/2024-yili-butcesi-tbmm-genel-kurulunda-kabul-edildi>

<https://twitter.com/TCSanayi/status/1735752908933562746>

<https://twitter.com/mfatihkacir/status/1735744316461519348>

Pakistan:

US intellectual property delegation reinforces commitment with IPO-Pakistan to advance IPR agenda (2023.11.28)

<https://ipo.gov.pk/node/2692>

Article on government measures to combat counterfeits in Pakistan featured in JPO alumni magazine (2023.11.29)

<https://ipo.gov.pk/node/2693>

WIPO and IPO Pakistan collaborate to empower women enterprises and SMEs through IP (2023.12.7)

<https://ipo.gov.pk/node/2706>

IPO-Pakistan advocates intellectual property education at University of Veterinary and Animal Sciences (UVAS) in Lahore (2023.12.19)

<https://ipo.gov.pk/node/2724>

Oman:

Omani innovator wins bronze at Seoul International Invention Fair (2023.12.2)

<https://timesofoman.com/article/139270-omans-amna-al-rasbi-wins-bronze-at-seoul-international-invention-fair>

Qatar:

Qatar University becomes first academic member of the Gulf Petrochemicals and Chemicals Association (GPCA), highlighting intellectual property's role in advancing petrochemical innovation (2023.12.15)

<https://thepeninsulaqatar.com/article/15/12/2023/qatar-university-joins-gpca-as-first-academic-member>

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