Saudi Arabia
REMEMBER TO TRANSLATE PACKAGE INSERTS INTO ARABIC

Bahrain
LIST YOUR FULL ADDRESS WHEN FILING TRADEMARK APPLICATIONS

Lebanon
INCREASE IN THE VALUE ADDED TAX

Iran
DEMYSTIFYING YOUR ENFORCEMENT OPTIONS

Algeria
ACCESSION TO THE BEIJING TREATY
Pursuant to Circular no. 36838 of 2017, the Saudi Food and Drug Authority announced that pharmaceutical companies are now required to provide the Arabic translation of the Summary of Product Characteristics and the Patient Information Leaflet for all drugs they produce. Seeing that the use of Arabic is not a matter of choice but is a statutory requirement governed by local regulations, it becomes advisable to register the transliteration of the trademark in Arabic.

While the transliteration of the mark is protected, likelihood of confusion is easier to prove when comparing marks in the same language. Having said that, registering trademark in the transliterated Arabic script, in addition to their original Latin format, is advisable considering that Saudi Arabia is governed by civil law - that is, the concept of first-to-file carries considerable weight.

This news follows the SFDA’s ongoing project of maintaining an extensive database that is used to approve and license medicines and allow them to be prescribed. This is indicative of Saudi Arabia’s motivation and commitment to achieving its goal of creating a knowledge-based economy, which will ultimately promote the creation of a research and development community.
BAHRAIN | LIST YOUR FULL ADDRESS WHEN FILING TRADEMARK APPLICATIONS

The Trademark Office in Bahrain announced that all new trademark applications must include the applicant’s complete address, including the building number and street name. Prior to this change, the TMO accepted applications listing only the applicant’s P.O. Box number.

This comes in light of the recent introduction of online trademark registration in Bahrain. The new procedure, which paves the way for a smoother registration process, involves completing an electronic application through the online system, and uploading scanned copies of the supporting documents.

The paperless trend in Bahrain follows the introduction of the electronic Official Gazette (eOG). The eOG, which is available in English and Arabic, is published weekly on Thursdays. The publication contains the particulars of each accepted trademark application and a representative drawing, along with a list of cancelled registrations. It also lists the particulars of approved Recordals of License Agreements and Transfers of Ownership.
LEBANON | INCREASE IN THE VALUE ADDED TAX

Starting October 1, 2017, the value added tax (also known as the goods and services tax) will increase in Lebanon from 10 percent to 11 percent.

The increase in the VAT rate comes in the wake of the Lebanese government's approval to raise public sector wages as a way to directly finance this raise.
IRAN | DEMYSTIFYING TRADEMARK ENFORCEMENT OPTIONS

Iran, the second-largest nation in the Middle East, shares borders with Afghanistan, Armenia, Azerbaijan, Iraq, Pakistan, Turkey, and Turkmenistan. The country has a coastline that stretches 2,440 km along the Caspian Sea, Persian Gulf, and Gulf of Oman. Iran's GDP is estimated to be $1.459 trillion, whereas the GDP per capita is $18,100. Industry accounts for 39.9 percent of the GDP composition, followed by 51 percent for services, and 9.1 percent for agriculture. Industries in Iran include petroleum, petrochemicals, construction materials, and food processing.

Iran’s main exports are petroleum and chemical and petrochemical products. Main export partners include Japan, China, India, and Turkey. On the other hand, imports into Iran include industrial supplies, capital goods, foodstuffs and other consumer goods, and technical services. Main import partners include South Korea, China, Turkey, and the United Arab Emirates.

With a continuously developing economy in Iran comes the apparent increase both in the volume and types of counterfeit and infringing products trafficked into and from or through the country. Brand owners have the option to enforce their rights in Iran by taking the following measures based on the applicable laws and regulations:

**TRADEMARK LAW:** The Trademark Law contains a handful of procedural provisions that can be used to address trademark infringement and counterfeiting of goods. The extent to which a trademark owner may prevent unauthorized use of identical or confusingly similar trademarks depends on various factors including whether the mark is registered or well-known, the similarity of the trademarks involved, and the similarity of the products or services involved. For the trademark owners to demonstrate their rights and to enforce these rights through an infringement action in Iran, it is always recommended that they have their trademarks registered.

**BORDER MEASURES:** There is no customs recordation system in place in Iran. Nevertheless, should there be specific information about a certain shipment of counterfeit products entering Iran, it is possible to proceed with a complaint to seize the consignment followed by a criminal action.
IRAN | DEMYSTIFYING TRADEMARK ENFORCEMENT OPTIONS

LITIGATION: It is possible to initiate civil or criminal proceedings to enforce trademark rights. The criminal proceedings have proven very effective and less time consuming, and as such, brand owners are advised to proceed with criminal actions. More importantly, should the public prosecutor accept a complaint in a criminal action, the police would raid the location and seize the infringing products under the custody of the infringer. This is not possible in a civil action unless a preliminary injunction is requested. A criminal action usually takes between 6 and 12 months before a verdict of the court of first instance is issued. In many instances, it takes much less time if a settlement is reached and the adverse party signs an undertaking before the public prosecutor.

RAIDS: Upon filing a criminal complaint by the trademark owners, the public prosecutor would then assess the case. Given sufficient evidence of infringement, the public prosecutor would then order the local police to conduct a raid. It typically takes between one and three months for the raid to be conducted depending on the location of the infringing target.

Trademark owners must be ready to adopt an enforcement model that incorporates a well-rounded approach by examining their legal options, as well as performing trademark portfolio audits, to arrive at a well-established protection strategy. Needless to say, owners should seek legal advice before they decide on the best route to pursue in Iran.
ALGERIA | ACCESSION TO THE BEIJING TREATY

Algeria recently filed its instrument of accession to the Beijing Treaty on Audiovisual Performances, which regulates copyright for audiovisual performances and expands the performers' rights by affording them more proprietary rights. The Treaty grants performers four kinds of economic rights for their performances fixed in audiovisual fixations, such as motion pictures: (i) the right of reproduction; (ii) the right of distribution; (iii) the right of rental; and (iv) the right of making available.

By way of background, the Beijing Treaty on Audiovisual Performances was adopted by the Diplomatic Conference on the Protection of Audiovisual Performances, which took place in Beijing, China from June 20 to 26, 2012. Other signatories in the Middle East and North Africa region include Cyprus, Djibouti, Jordan, Morocco, Qatar, Syria, Tunisia, and the United Arab Emirates. The treaty is expected to enter into force in Algeria once it has been ratified by 30 eligible parties.
TMAP Meeting

SEPTEMBER 2017, 19-17 New Orleans, Louisiana

MARWAN HADDAD
SABA IP

Session: Changes and developments in key jurisdictions
TUESDAY, SEPT 19
10:45 AM - 12:00 PM

More than 300 trademark and brand protection professionals will gather in New Orleans for three days of education, networking, inspiration, and empowerment!

TMAP is a great conference that Saba IP has started attending a few years ago and this year Marwan Haddad from Bahrain office will be speaking about regulations around the world that are moving to the rhythm of new times such as Egypt, UAE, Saudi Arabia, Qatar, Jordan, Iran, Iraq, Bahrain.
THE SABA NETWORK

Head Office
Saba House
Said Frehiya Street, Hazmieh
Beirut, Lebanon
T. +961 5 454 888
F. +961 5 454 444
P.O. Box 11-9421
headoffice@sabaip.com

Algeria
Cabinet Boukari (in cooperation with Saba & Co. IP)
Centre Commercial et d’Affaires El Qods
10th floor, BU 10-04, Bl, Cherga 16002
Algiers, Algeria
T. +213 21 34 11 61
F. +213 21 34 11 62
P.O. Box 35 Centre Commercial et d’Affaires
El Qods, Cherga 16002
algeria@sabaip.com

Bahrain
Bahrain Tower, Al-Khalifa Road
Manama, Bahrain
T. +973 17 210 301
F. +973 17 224 699
P.O. Box 21013
bahrain@sabaip.com

Cyprus
Mitsis Building #2
14, Makarios Avenue
1065 Nicosia, Cyprus
T. +357 22 755 434
F. +357 22 754 037
P.O. Box 21143
1062 Nicosia
cyprus@sabaip.com

Djibouti
Saba House
Said Frehiya Street, Hazmieh
Beirut, Lebanon
T. +961 5 454 888
F. +961 5 454 444
P.O. Box 11-9421
djibouti@sabaip.com

Egypt
10 Al awa El Taymouria Street
Garden City, CP 11651
Cairo, Egypt
T. +20 2 279 59686
F. +20 2 279 53354
P.O. Box 129, Mohamed Farid
info@sabaip-eg.com

Ethiopia
Saba House
Said Frehiya Street, Hazmieh
Beirut, Lebanon
T. +961 5 454 888
F. +961 5 454 444
P.O. Box 11-9421
ethiopia@sabaip.com

Gaza
Saba House
Said Frehiya Street, Hazmieh
Beirut, Lebanon
T. +961 5 454 888
F. +961 5 454 444
P.O. Box 11-9421
gaza@sabaip.com

Iraq
Saba House
Said Frehiya Street, Hazmieh
Beirut, Lebanon
T. +961 5 454 888
F. +961 5 454 444
P.O. Box 11-9421
iraq@sabaip.com

Jordan
56 Prince Shaker Bin Zaid Street
Al Shemissani
Amman, Jordan
T. +962 6 464 2145
F. +962 6 464 2150
P.O. Box 840553, Amman 11184
jordan@sabaip.com

Kuwait
Al Najad Building
Al-Shuwaikh Street
Kuwait, Kuwait
T. +965 2 242 3428
F. +965 2 240 2243
P.O. Box 1245, 13013 Safat
kuwait@sabaip.com

Lebanon
Saba House, Said Frehiya Street, Hazmieh
Beirut, Lebanon
T. +961 5 454 888
F. +961 5 454 444
P.O. Box 11-9420
lebanon@sabaip.com

Libya
Saba House, Said Frehiya Street, Hazmieh
Beirut, Lebanon
T. +961 5 454 888
F. +961 5 454 444
P.O. Box 11-9421
libya@sabaip.com

Morocco
185 Boulevard Zerkouani
Residence Zerkouani
Casablanca 20350
Casablanca, Morocco
T. +212 22 251 530
F. +212 22 251 603
P.O. Box 13 921
Casablanca 20032
morocco@sabaip.com

Oman
Muscat International Centre
Beit Al Faij Street
Muscat, Oman
T. +968 248 111 26
F. +968 248 111 28
P.O. Box 2077 Ruwi
Postal Code 112, Sultanate of Oman
oman@sabaip.com

Qatar
Grindco Building
C Ring Road
Doha, Qatar
T. +974 4 42 3992
F. +974 4 42 4106
P.O. Box 14035
qatar@sabaip.com

Saudi Arabia
Al-Nadaf Marks Services LLC
In Cooperation with Saba & Co. IP
Office # 1, 2nd Floor, Tower 8 GOSI Olaya
Towers Olaya Street, Riyadh 11565
Saudi Arabia
T. +966 11 207 9598
F. +966 11 207 9598
P.O. Box 61145
saudi@sabaip.com

Sudan
Saba House
Said Frehiya Street, Hazmieh
Beirut, Lebanon
T. +961 5 454 888
F. +961 5 454 444
P.O. Box 11-9421
sudan@sabaip.com

Syria
Adib Khasir Building
Faridah Street
Damascus, Syria
T. +963 11 223 6628
F. +963 11 222 6280
P.O. Box 140
syria@sabaip.com

Tunisia
Saba House
Said Frehiya Street, Hazmieh
Beirut, Lebanon
T. +961 5 454 888
F. +961 5 454 444
P.O. Box 11-9421
tunisia@sabaip.com

United Arab Emirates
Al Rostamani Building
Al Itihad Street, Deira
Dubai, UAE
T. +971 4 2959 650
F. +971 4 2959 651
P.O. Box 62159
uae@sabaip.com

West Bank
Saba House
Said Frehiya Street, Hazmieh
Beirut, Lebanon
T. +961 5 454 888
F. +961 5 454 444
P.O. Box 11-9421
westbank@sabaip.com

Yemen
Hadda Towers, Building #7
Hadda Street
San’a, Yemen
T. +967 1 420 595
F. +967 1 420 596
P.O. Box 1403
yemen@sabaip.com