



TRUSTLIC GROUP

TRUSTLICGROUP.COM

CORPORATE SERVICES · TRADEMARK & IP PROTECTION

Protect the name before you build around it.

Clarify ownership, plan priority markets, coordinate searches and applications, and maintain portfolio oversight across the GCC through appropriately authorised specialists.

BRAND OWNERSHIP FIRST

GCC FILING COORDINATION

SPECIALIST LEGAL REVIEW

CONTINUING PORTFOLIO OVERSIGHT

PROTECT THE COMMERCIAL ASSET

A registered company does not automatically mean a protected brand.

A company name, commercial registration, domain name and trademark serve different purposes. The assets, intended owner, goods, services and priority markets should be clear before formal work begins.

Trustlic organises the commercial facts and coordinates the authorised specialist while legal and formal responsibility remains with that provider.

01

A new brand is preparing to launch

02

An international company is entering the GCC

03

The founder owns the mark personally

04

A similar name or logo has been found

01

MAP

Clarify the assets and intended owner

Organise the names, logos, present records, commercial use and ownership position.

02

SEARCH

Coordinate appropriate clearance review

Define the search scope and appoint the specialist responsible for legal assessment.

03

PLAN

Prioritise markets and filing scope

Connect current and intended GCC markets with the goods, services, classes and budget.

04

COORDINATE

Keep the formal process visible

Link approved documents, providers, fees, application references and continuing actions.

EIGHT CONNECTED PROTECTION AREAS

Protection starts with ownership. It continues with organised records.

Trademark work should follow the commercial plan. Searches reduce uncertainty; they do not guarantee registration or remove every possible conflict.

01

Ownership & brand readiness

Asset inventory, applicant details, existing records and transfers where required.

03

Market-priority planning

Current and intended GCC markets arranged by commercial importance.

05

Application coordination

Documents, powers, provider fees, official charges, references and communication.

07

Licensing & commercial use

Parties, permissions and specialist documents for licensed or franchised use.

02

Search & clearance coordination

Appropriate databases, relevant marks and qualified legal assessment.

04

Classification & filing scope

Goods, services, classes and word, logo or combined application routes.

06

Renewals & portfolio records

Dates, certificates, owner details, transfers and status across jurisdictions.

08

Dispute & enforcement referral

Records and evidence organised before appointment of the qualified legal specialist.



Map. Search. File. Maintain.

01

MAP

Understand the assets, owner and commercial plan.

Identify the names and logos, confirm the intended owner, review records and map current and planned markets.

- Asset and owner information
- Existing company, domain and mark records
- Current and intended markets

RESULT

A clearer ownership position and organised brief for the next stage.

02

SEARCH

Coordinate appropriate database and professional review.

Trustlic organises the search scope and appointment. Any legal clearance opinion remains with the qualified specialist.

- Relevant name and logo searches
- Goods and services to be reviewed
- Potential conflicts requiring assessment

RESULT

Better visibility over conflicts and decisions required before filing.

03

FILE

Connect documents, providers and application communication.

The authorised specialist performs the formal work while Trustlic coordinates territories, classes, records, costs and status.

- Approved territories and classes
- Documents and provider instructions
- References and next actions

RESULT

A visible filing process with clearer responsibilities and references.

04

MAINTAIN

Keep the portfolio connected after registration.

Coordinate renewals, ownership updates, assignments, licences and portfolio records as the business develops.

- Renewal and status calendar
- Owner and address updates
- Assignments, licences and records

RESULT

A more organised portfolio with continuing dates and duties in view.

CLEAR RESPONSIBILITIES

One relationship. Three distinct roles.

01

Trustlic

Clarifies the scope, organises ownership and market information, coordinates providers and keeps status connected with the commercial plan.

02

The appointed specialist

Provides legal advice or clearance, confirms filing strategy, performs formal filing and prosecution, and handles objections or enforcement within its appointment.

03

The client

Confirms the owner and intended use, supplies complete records, approves territories, classes, providers and costs, and reports later changes.

WHAT THE CLIENT RECEIVES

A clearer protection brief, confirmed ownership position, priority-market plan, visible filing references, renewal dates, organised portfolio records and agreed next actions.

PROFESSIONAL BOUNDARY

Trustlic is not a law firm or trademark agent. Formal searches, legal advice, filing, prosecution, oppositions and enforcement are performed by appropriately authorised specialists in the relevant jurisdiction.



START A CONVERSATION

Tell us what you want to protect.

Share the intended owner, name or logo, current position, relevant GCC markets and expected timing. Trustlic will review the information and arrange an initial conversation about the most useful next step.

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