

Criteria For Trademarks (Well-Known and Ordinary) Under Intellectual Property Conventions and Related Rights

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Abstract - In recent years, most countries have witnessed changes in their intellectual property rights challenges. Intellectual rights of both individuals and companies are now entitled to stringent laws that encompass civil and criminal protection of trademarks passing through the desert of people and groups in societies, trademarks that are to be safeguarded against creativity and ideas. This has reached the point where international agreements and treaties have been drawn between nations, compelling them to observe the rights of other nations in the sphere of trademarks of any type. This paper, titled: "Standards of trademarks (famous and ordinary) under IP agreements (TRIPS, WIPO) and related rights, " will help to illuminate the picture of intellectual property rights and the degree to which the latter enjoys protection, in provisions of related rights, including trademarks. In his research, the researcher discovered that respect for trademarks has been greatly attended to in the enactment of laws and regulations within countries as well as in the international treaties and agreements between countries, bearing in mind the fact that the protection of such rights is a component of the personality of the individual and entities. Some of these agreements include the Agreement on Trade-related Aspects of Intellectual Property Rights (TRIPS) and the Paris Convention on the Protection of Industrial Property (WIPO). The same has been given to ordinary and famous trademarks, which have been given the largest proportion of this legal protection as a distinction of one product over another. Their infringement, as well as imitations or utilization by others, is detrimental to the producer, consumer, and the state as a whole. This damages the maker of the products when people are no longer able to market their products and merchants in their trade. This also adversely affects consumers. Well-known trademarks are afforded through civil protection within a country, and criminal prosecution of someone who tries to use it in other ways. By the end of the research, the researchers came to a list of conclusions and recommendations.

Keywords: Right, Intellectual Property, Common Trademark, Famous Trademark

I. INTRODUCTION

The clauses of agreements and laws that safeguard intellectual property rights at the international level have progressed over the last of (120) years, with additional clauses being added to other agreements and treaties in other regions and being interconnected with additional international agreements (Abbas & Hasan, 2023). This has resulted in implicit objectives that are complicated, such that they have to be handled today with a lot of accuracy and care. Some of these agreements are the Agreement on Trade-related Aspects of Intellectual Property Rights (TRIPS), the Paris Convention for the Protection of Industrial Property (WIPO), and the Madrid Agreement concerning the international registration of marks (Delshad et al., 2016; Muhammad Suhail Al-Faqi, 2021; Osama Nael Al-Muhaisen, 2022; Manager Mazhoud, 2021). Due to rising cases of infringement of trademark rights, counterfeiting, and falsification of goods and products, there has been a great need to protect trademarks (well-known and common alike) (WIPO Publications, 2021). This incurs huge costs for business firms that have products with well-known trademarks. Legislation penalized the counterfeiters of trademarks by awarding fines or imprisonment to the mis handlers (Joseph & Hemalatha, 2025; Kashf al et al., 2022).

Research Problem

The organization of agreements, adoption of new laws and regulations, and objective and subjective standards to defend trademarks (both famous and common) are currently

necessary. Given the current complexities that challenge the world today, objective and formal standards that would ensure protection of trademarks (both famous and common). However, this might be difficult, considering the numerous and diverse laws across nations.

Thus, the primary issue of the study lies in the fact that it objectively and subjectively proves the significance of guidelines associated with safeguarding trademark rights to their owners. This provides answers to a number of sub-questions, i.e.:

1. What would be the implications of using objective and subjective criteria to the trademark owners?
2. Toward what extent do international agreements and treaties effectively protect the rights of individuals and legal entities regarding the protection of trademarks (both well-known and ordinary)?
3. Why the necessity to arrange the agreements and come up with new laws and regulations insuring the trademarks (famous and common)?

Study Questions

This research is aimed at describing the answers to the following questions:

1. Why is intellectual property significant in life of individuals, institutions and organizations?
2. What is the significance of the increase in the protection of the elements of the intellectual property, both inside and outside the national boundaries?
3. Is TRIPS Agreement effective in defense of the Intellectual Right of Individuals and communities?
4. Which are the regulations and theories that apply in the protection of trademarks (famous and normal)?
5. Are there civil and criminal protection to trademarks (both famous and common), used by third parties?
6. How do the international agreements and treaties safeguard both famous and normal trademarks of individual and groups of people?
7. Why would anyone display interest in proposing objective and subjective measures of trademarks (both famous and non-famous) in international agreements and treaties?

The Study Significance

The study is important because: Inclusion of ethnic issues
Inclusion of Nepalese ethnic issues
The study includes ethnic issues of Nepalese ethnic issues.

This scientific study is important because intellectual property rights currently enjoy similar significance in the world today (Mansoura University, 2022). It will also assist

in foregrounding the safeguarding of trademark rights (both famous and common) in line with the demands and necessities of associations, companies, and institutions within societies. It also determines the validity of standards involved with the trademark of all kinds and their protection, regulates the provisions involved, and innovates activities in this area, as well as the rights involved in this area. The defense and protection of both legitimate and well-known trademarks in different nations have turned out to be a burning necessity for owners.

Study Objectives

A number of objectives were addressed during this study, and the highest of these objectives included:

1. Learning the notion of the trademarks (both famous and ordinary), as well as rights associated with them.
2. Knowledge about where the intellectual property gets its source in law.
3. The concept of trademark rights (famous and ordinary) protection rules of protection of individuals, groups, and legal entities.
4. The comprehension of the questions connected to the protection of the common and famous trademarks in civil and criminal cases.
5. The knowledge of objective and subjective norms pertaining to the protection of trademarks (both common and famous) in the international agreement and treaties.

Study Terminology

1. Haqq (right): The first half of the words Ha and Qaf are identical in origin, indicating the perfection and validity of a thing. Therefore, the term truth is an antonym for the term falsehood. Thereafter, after the quality supply mostly depends on extraction and fine fabrication, each branch returns to it. They say that the right to something is obligatory (Ibn Manzur, 2021)
2. Intellectual Property: This refers to the direct power that one has been provided with by law to have over anything that has been an offspring of his mind and thoughts, and that person is entitled to make a monopoly out of it and gain profits out of the financial rewards that are produced out of these ideas, within a time frame and frame that is stipulated by law and can be extended without any friction or objections raised by anybody. According to (Al-Morabiti et al., 2023), the results of the placement test can then be used to identify the optimal setting for learning will take place.
3. Industrial Property: The rights that are applicable to new innovations, the invention, a drawing, and an industrial model, or to a distinctive mark with the intention of using it to differentiate between products (trademark) or to distinguish between commercial

premises or business establishments (the trade name). (Morsi, 2020; Majid al-Morabiti et al., 2023)

4. Trademark: The mark that is being used or 2; to be used on any goods (or in relation to them), to indicate that the goods are the property of the owner of the mark because they are manufactured, produced, certified, traded, or offered for sale by that party. (Al-Faqi, 2021)
5. Famous Brand: A prominent brand, that is, a brand that is equally well-known to the community of people, and has a prestigious position and enjoys a good reputation in society." The fascinating specific form of hate that fascinated (Al-Marabti et al., 2023).

Study Methodology

However, it is not easy to rely on a single method. Thus, the researcher's work is grounded in several scientific techniques (Muhammad bin Fahd Al-Muqhim, 2022). In a bid to attain this, some famous scientific research methods used by the researcher included:

- 1- The Analytical Method: Analyzing, classifying and collecting information through the investigation of problems and decisions applicable in the topic of the research (Khalaf & Marzouq Sayed Hamda, 2022).
- 2- Comparative Method: It draws a comparison of events, opinions, laws, and outcomes with one another, and the comparison is drawn not only between the terms involved in the research relationship being studied (Al-Halfi & Mahdi Naeem Hassan, 2020).
- 3- The Descriptive Method: through explaining the terms, and the provisions and judgments associated with trademarks in relation to the various conditions of ownership.

Section One

Introduction to Intellectual Property

1.1 Part A: The History of the Intellectual Property One: The Intellectual Property: Evolution

The requirement is currently high to enhance security of intellectual property not only within the boundaries of the states but also internationally; therefore, there is a need to present mechanisms that would give international legal position to secure an intellectual right.

1.1.1 Division One: Intellectual Property Rights: The Evolution Thereof

The origins of the international regulation of protection of intellectual property rights can be traced back to the Paris Convention of 1883 related to industrial property rights and the Berne Convention of 1886 concerning copyright (UAE, 2021). Nevertheless, the structure of these two conventions and the entity that promotes them and keeps the rest of the agreements under its control (WIPO) did not allow the

protection of those rights in motion to the level at which the developed countries would control their creative and intellectual resources. Due to the pressure of the United States and the European Union, and against the wishes of the majority of developing nations, the terms of the two Conventions along with some modifications followed into the Uruguay Round, giving rise to the Multilateral Agreement on the Trade-Related Aspects of Intellectual Property Rights." (Awad, 2025)

1.1.2 Division Two: History of Acquisition of Intellectual Property Rights in International Instruments

Threat to intellectual property rights emerged as an urgent issue because in the year 1873 CE, the inventors did not exhibit their inventions at the International Exhibition in Vienna, fearing that their inventions would be stolen and capitalized by other interested individuals. A number of conferences were organized in Paris, which resulted in the signing of the first international convention dealing with the protection of intellectual property rights in 1883 CE, called the Paris Convention for the Protection of Industrial Property. In three years later, the 'Berne Convention' was signed on how to protect the literary and artistic work and the creator of the creative work had the right to defend his creative work and to have some payment when denied to use his/her creative works. Just like the Paris Convention, the Berne Convention also established an international bureau to administer administrative duties. In 1893 CE, the union was made between these two osome bureaus, and out of this emergence was the formation of an international organization bearing the name, United International Bureaux for the Protection of Intellectual Property (BIRPI)." (Taher, 2024)

The protection of intellectual property underwent tremendous changes in the late nineteenth and late twentieth centuries, the pinnacle of which was the creation of the World Intellectual Property Organization (WIPO) (WIPO, 2022).

Ten years later (in 1970 CE), to perpetuate what had already been done to protect intellectual property and its application globally, WIPO took the place of BIRPI to advance it. In 1978, the Secretariat of the WIPO was transferred to the UN headquarters in Geneva. After signing a cooperation agreement with the World Trade Organization in 1996, WIPO increased the scope of the mandate and proved the value of intellectual property rights in the management of trade in the environment of globalization (Amman, 2022). Due to the addition of the World Trade Organization on April 15, 1994, and the successful negotiations later on the Uruguay Round of Multilateral Trade Negotiations under GATT, one of the achieved agreements under the multilateral negotiations represented the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS) that came into force in 1995 and consequently brought about the new generation of international protection and enforcement of intellectual property rights." (Issa, 2020)

1.2 Subsection Two: Intellectual Property Definition

1.2.1 Branch One: Intellectual Property Concept

First: The Achievement of Right

1. Introduction to Linguistic Terminology Right

Right (h2q): 4 D/R and 4 D/R share a common root, which indicates perfection and validity of something. The right, therefore, is an anti-thesis to falsehood. They are then classified back in each of them depending on how good their removal is and the smoothness of their formulation. The right to something is reported to be obligatory. According to linguists, the word right has various meanings, of which the most specific are the opposites of falsehood and the established and established. I have made a thing righteous, say they, when thou hast made it obligatory, established, or definite. (Arabic Language Academy, 2021; Al-Mu jama l al Waseet, 2021)

2. Islamic Around-Definition of Right

In defining the right, Al-Dasouqi stated that the right is a genus and comprises money and others. Abdul Aziz al-Bukhari defined it as What is in all aspects whose existence cannot be doubted? Magic is right and the evil eye is right, that is, exists by its result." He then said that the right of a servant is that which applies general restrictions to a matter of interest: (Bukhari, 2022)

Some of the Definitions of the Truth are:

Establishment and obligation: In this meaning, it expresses the establishment and mandatory nature of a ruling, as applied by the Almighty: {The word has come about against most of them, so they do not believe.} [Surah Ya-Sin: 7]

Established matter: What is meant here is an existing matter, when the Almighty uses the words: {And the companions of Paradise will say to the companions of the fire: Indeed, we have found what our Lord promised us to be true. Did you find what your Lord said to be true?" "Yes." they will say. Then amid them, a herald will raise a shout," ... The perpetuators are the victims of a curse of God. [Al-A? raf: verse 44] (Al-Maliki, 2021)

To get a right in exchange for a duty or judgment is the ability of the Almighty to say: {And there is a right of the beggar and the deprived in their riches.} [Surat Adh-Dhariyat: verse 19]

Professor Mustafa Al-Zarqa's definition of right in Islamic jurisprudence is a popular definition that includes the following meaning of the right: the right is a privilege acknowledged by Sharia law as a kind of authority or duty (Arfaizar et al., 2024). Sheikh Ali Al-Khafif described it as that which is established on any person through Sharia law and in his favor (Musa, 2023; Abdul-Wahed & Jouhar).

3. What is Right in Law?

The definition of a right denotes that it is a material/moral advantage that the law safeguards by enabling the holder of the right the authority to undertake the actions that are required to enjoy the advantage. The meaning of a right is that it is a valuable interest guarded by the rule of law. The right is authority. Alternatively, an individual forfeits the voluntary capacity that gives him or her the capacity to do certain things to obtain an identified and accepted legal interest. (Awad, 2025)

4. What are Intellectual Property Rights?

Intellectual rights, which include copyright, editing of manuscripts, inventions, or any other form thereof (rights), enable their owner to have the right to own the profits accruing out of their work. (Khalaf, 2022)

Second: Intellectual Property--What it is and What it is not

1. What is Intellectual Property?

It is the creation of a human mind of new ideas, knowledge, and some other manifestations of knowledge that are of a commercial nature and can be covered by the law against imitation, infringement, or distortion. (Al-Halfi, 2020)

2. Intellectual Property Qualities

Intellectual property is twined in nature as it comprises personal rights on the one hand and moral rights on the other, so as to come-up with what is called moral property, which is commonly referred to as intellectual property. (Taher, 2024; Al-Qurashi & Ziad Ahm, n.d.)

3. Significance of Intellectual Property

A. Political Dimension of the Significance of Intellectual Property

Intellectual property rights have political significance because political history is full of crises caused by assaults on intellectual property.

B. Instances on the Significance of Intellectual Property to the Social Context

There has been much controversy as far as intellectual property is concerned, arguing that such a work, a melody or poetry, is that of another person.

C. The economic significance of intellectual property as an economic topic is crucial.

The development of a given state in terms of guarding intellectual property will attract international investments as well as the actual assurances of guarding their inventions, production against theft, infringement, and counterfeiting (Mukherjee & Sen, 2022; Khaled Al, 2023).

D. The Value of an Intellectual Property in a Global Standpoint

The existence of intellectual property rights is a key ingredient in the overall development of every life process, and plays a vital role in moving the wheel of progress and development of any given country. This reaction is classified as an antisocial behavior (Mazhud and Muqaddam, 2021).

1.2.2 Branch Two: Classifications of Property

The first is: Industrial Property

The rights exercised in the case of new things that are innovated like inventions, industrial designs, models, or distinctive signs that are either used to differentiate products (trademarks) or commercial establishments (trade names) (Sengupta & Deshmukh, 2024). The following types of industrial properties exist.

First: Invention

An invention is defined as software or objects that combine ideas in a new fashion to bring about something that was non-existent." (Al-Faqi, 2021)

Second: Industrial Designs and Industrial Models

Industrial design: This is an image of the forms, figures, models, or decorations that have been applied to any material through a mechanical or artificial process or technique, either by hand or machine, or with the aid of the naked eye, where the material is a finished product. Justice of the Peace (JP) 220 (2023) was reported to have announced this in a tweet in November, saying that the tweet was in reference to the emerging trend of JP in a certain profession.

Industrial model: This is the form of the commodity or product. (Al-Rahimi, 2022)

Second: Trademark

The sign, or sign intended to be used, on an item or goods related to it to identify those items as those of the owner. The person who suffers the trademark through the process of its manufacture, production, certification, trade, or offer of sale. (Al-Muhaisin, 2022)

Three: Trade Name

An individual gives to his business a name to differentiate himself from the rest of the business. This is made up of an innovative designation, the first name of the person, his surname, or a combination of the two and any additions of the category of trade or activity he is involved in." (Al-Muhaisin, 2022)

Fourth: Origin Indices

Geographical Indications: Indications that show the origin of a product within the territory of a member country, region, or place within the territory. (Al-Muqahim, 2022)

Section Two

II. TRADEMARKS

A trademark is simply something that helps one particular product, whether a good or a service, to differ from other products in the market, such as names in an exclusive shape, and signatures and words, and not to mention numbers, drawings, symbols, embossed engravings, and a combination of colors in a single form, etc. (Cooperation Council for the Arab States of the Gulf, 2023).

2.1 The First Requirement was Well-known Trademark.

2.1.1 Branch One: Famous Trademark Concept

This is a common trademark available regarding the definition and conditions of the overall provisions of trademarks, which are well-known in the markets as they are assigned to high-quality and unique goods. Against this background, it is important to note that (Yas et al., 2024).

2.1.2 Branch Two: The Definite Description of the Well-known Trade mark

2.1.2.1 First: Linguistic Meaning of the Renowned Trademark

Trademark: This term refers to the plural of the name or sign, which indicates a characteristic or indication. A sign and a flag are erected in the wilderness that people who have lost their way should be guided accordingly. "A sign is a track, a beacon, a hill, an amirate or a banner." (Al-Rahimi, 2022) God Almighty said: "And among his signs are the ships on the sea like mountains. He can tame the wind and make them stand still on it, if he desires that. amens in that they are pointers to all patients and thankful. (33) Or he can ruin them because of what they have gotten or can forgive many. (34) [Surat Ash-Shura: verses 32-34]

It is a group of people who are known, and known is a famous group known by people. (Adeeb, 2020)

2.1.2.2 Second: Technical Definition of a Well-known Trademark:

A registered trademark, that is, some famous, notably known amongst a large section of the population and which has a high reputation and standing." It is a panted trademark that has a wide flavor among consumers, a merit and printing within the globe, and has a high monetary indulgence in the market. (Adeeb & Muhammad Mustafa Abdul Sadiq Morsi, 2020)

2.1.2.3 Third: Defining an International Law and Agreement Based on a Famous Trademark

The Paris Convention for the Protection of Industrial Property of 1883, as amended in 1967, did not present a definition of a famous trademark. Instead, it simply provided in Article 6 is that possible registration of a trademark or an

industrial mark, which is a copy, imitation, or translation that is likely to cause confusion with a mark that the competent authority in country of registration or use deems to be famous." Mazhoud and Moqaddam (2021) state that it is possible to restrict the growth of investment indifference (Dabous & Mustafa El-Sayed, 2021).

2.1.3 Branch Three: Criteria of the Fame of Famous Trademark

2.1.3.1 The First: Objective Criteria

1. The Popularity of the Brand within Consumer Industry

Examples include surveys of consumer patterns, consumer opinion polls, and consumer demand polling (asking consumers about whether they have heard of a certain brand). (Al-Saeed, 2020)

2. The Length of the Brand

The sale of products or services, contribution of products through brands, existence of brand products in the market, and availability of such products in commercial markets gauge the fame of the brand. (Musa, 2023; Samiha Al-Qalyoubi, 2024)

3. Advertising and Promoting Duration of the Brand

This is to be achieved through effective advertising and promotion campaigns, their geographical area, and the display of the marks of specialty goods and services in national and international exhibitions and promotion markets. (Fadel, 2023)

4. Number of Countries within which the Brand is Registered

The brand does not have to be registered in every country under the name of the brand owner, but in the name of different companies working in different countries and somehow belonging to the same group or having close connections or relations. According to one article, more than 210 governmental universities strive to provide jobs or career placements to out-of-school students (Mazhud and Muqaddam, 2021).

2.1.3.2 Second: Individual Requirements

Such criteria are personally related, that is, they rely on what people know about a well-known brand (Tawasul Digital Forum, 2023). In other words, a brand to be classified as famous must be favored by the consumer segment. (Al-Muqhim, 2022)

2.1.4 Legal Protection of the Famous Trademark- Branch Four

2.1.4.1 First: Civil Protection of a Famous Trademark

The legal protection of a famous trademark is an exception that serves as a characteristic feature because of two fundamental principles: territoriality and specialization. Territoriality implies that trademark protection is restricted to

the region of the nation where it is stationed or registered. The issue of specialization implies that a trademark is only given a patent when applied to services or goods comparable to those on which the well-known trademark has been registered. An alternative is CLL (Yas et al., 2024).

A renowned trademark has civil protection when a person who has not developed a trademark on goods or services is similar to those on which a famous trademark is used, and the trademark is not registered or used in the country to which the protection is required. The holder of an infamous mark can go to this lawsuit in the competent courts under the presence of the described conditions." An alternative is CLL (Yas et al., 2024).

When other people use a well-known trademark in the same or dissimilar goods or services of inferior quality, they will most likely tarnish their image and consequently reduce their capability to differentiate themselves. This has resulted in the necessity to guard against a well-known trademark when applying it to products or services that have dissimilar characteristics. (Taher & Nawara Hussein, 2024)

2.1.4.2 Second: Criminal Protection of Famous Trademark

The practice of illegal counterfeiting compromises the quality of the original product and poses a product that is of poor quality. This exposes them to the crime of deceit and representation, and is destructive to the state since it will deteriorate national and foreign investment in the state. (Ghawanmeh et al., 2024)

2.2 Second Criteria: The Ordinary Trademark

2.2.1 First Part: what is a Trademark?

2.2.1.1 The first one is: the Definition of a Trademark

1. Trademark in Law

A trademark is a sign that can be presented in writing with specific preference to words such as the names of individuals, letters, numbers, pictures, or images, as well as exclusive features of goods or their wrappings and colors. (Duwaih, 2022)

2. Trademark in the Terminology of Jurisprudence

The trademark is what a manufacturer or merchant would apply as a logo to his products that differentiates the product from other products of the same nature (Davidians & Gelard 2017). Scientists obtained the viral load test results early because they completed the experiment in the laboratory within 24 h (Mazhud and Muqaddam, 2021).

2.2.1.2 Second: Differentiating a trademark and any other like factors

1. Trademark and Trade Name

The purpose of the trade name is to seclude the business by applying such names to other businesses of the same nature,

whereas the trademark is aimed at separating products or services created by the business in question.

2. Geographical Influence

Trademark and Appellation of Origin. The trademark may consist of the geographical indication as a part of the trademark, whereas such a geographical indication can be included in the appellation that states the location of the manufacturing of the product.

3. Trademark and Innovation

The two are unrelated. There is a basic distinction between an invention and a trademark, but there is an overlap between the two: a product that has an invention may have an industrial trademark.

Condition Two: Trademarks and Expiry of Trademarks

One: Official Requirements to Trademark Registration

1. Internal Distinctive Characteristic

A trademark should possess unique characteristics and be distinct, thereby making it unique compared to other trademarks that are used in establishing similar goods or services.

2. Outside of Speciality Nature

The absence of resemblance (with other trademarks registered earlier or applied to similar products and services).

3. Legitimacy

The element or form of the trademark should not go with any element that is against or offensive to the morals of the public or that is against the order of the people.

The second is the possibility of obtaining the Right to a Trademark because of registration (objectivity).

1. Processing It with the Competent Authority

This is done by registration in the appropriate authority of the right to a trademark, without prejudice to the right of priority that may be acquired with regard to a pending application within the context of the application of the corresponding international agreements. It states that a trademark registration is issued for a period of ten years which is stated in the specified provisions.

2. Cases of Violation of Right to Use the Trademark

A trademark is retained by the first individual who fulfills the requirement stipulated in its entry, even in the case of infringement (Al-Saeed & Muhammad Muhammad, 2021).

Third Requirement: International Agreements and Treaties in Relation to Trademarks Protection

1. Paris Convention on the protection of industrial property (WIPO)

Member states in this Convention unite in a mechanism that aims to protect industrial properties such as patents, utility models, industrial designs, trademarks, and trade names. The pledge has been extended to children of other nations; therefore, it is not available to other nations (Mazhoud and Moghaddam, 2021).

2. TRIPS Agreements on Trade aspects of Intellectual Property Rights (TRIPS)

A more detailed approach toward intellectual property problems is the TRIPS Agreement (Farid Awad, 2025). It governs the copyright of the protection of computer programs and databases in their scope, and therefore contains these items in literary works (Ministry of Economy, 2025). It is also through this agreement that another great center of control of world intellectual property was formed, the World Trade Organization (WTO), whose agreement established a special council amongst its agencies as a part of the TRIPS Agreement (Al-Dasouqi et al., 2021).

3. Madrid Agreement Relating to the International Registration of Marks

In this agreement, a special union of international mark registration was created. The treaty is expected to safeguard the citizens of a member state against others in regard to marking trademarks on goods and services in a country of origin through registration with the International Bureau (Ali Hussein Doueih, 2022). By means of a country-of-origin trademark office. (Al-Hasban, 2021)

4. The Hague Geneva act Currently known as the Hague Agreement Concerning the International Deposit of Industrial Designs

In this agreement, a union is created to facilitate the deposition of industrial designs internationally, where an applicant is in position to facilitate a single international deposit of the industrial design to the national office in a country responding to the treaty in either the WIPO or the national office in the responding country of the Treaty.

5. The Lisbon Agreement on Protection of Geographical Indications and their International Registration

Under the current agreement, a Special Union will be formed within the context of the Paris Convention to protect and care about the geographical indications of products, that is, the geographical name of the country, region, or locality where such products were created and have gained its special reputation.

6. Patent Cooperation Treaty or PCT

Under this treaty, a union is formed called the International Patent Cooperation Union, the objective of which is to

cooperate in search and examination of the protection of the invention, along with offering technical services on specialized matters (Mohammed Ahmed Suleiman Issa, 2020; Passioni et al., 2011).

7. The Budapest Treaty Concerning the International Recognition of the Deposit of Microorganisms on Patent Abolition

Treaties are treaties that tend to hang on the laws of a state in the event of an abolition treaty that already exists within the sphere of activity of a state; some already existing laws are affected by this vis-à-vis an abolition treaty (Muhammad Basil Al-Haf, 2024).

The agreement seeks to control the transfer or withholding of microorganisms with an international depository, or both.

8. Trademark Law Treaty (TLT)

The purpose of the treaty is to control trademark registration issues (The cooperation of the Arab Gulf States, 2023). It concerns marks for goods and services. It does not concern marks that may not be embodied, including sound marks, collective marks, quality, and warranty marks.

III. CONCLUSION

AllGlory to God and blessings and peace upon the one, after whom there is no prophet.

Finally, by delving into the bowels of intellectual property laws with the help of academia, the study is ready, titled Trademark Standards (Famous and Common) Under Intellectual Property Agreements (TRIPS, WIPO) and Respective Rights. In particular, it addresses trademarks. Any observer of the legal library condition will know that there will be a lack of legal research on the specialism of trademarks (Famous and Common) since the Arab experience in trademarks is new. This has led to the publication of this study. When it comes to the construction of this paper, we have, as best and well as we could, presented it in a new form, a modern form. This paper clarifies, explains, and summarizes intellectual property concerns in international law and agreements (Nihad al-Hasban, 2021). When putting together this piece of academic content, we have relied on numerous and outstanding legal sources in this area of law by diverse legal scholars. The number of references used in these books is cited in the bibliography and footnotes of the book, which provides a strong base and backup to this book. We have also made indispensable cuts, revisions, and insertions to adapt the method used in this book without interfering with the original academic matter. In addition, this study encompassed several legal citations and studies posted on legal websites and links, which fortified and boosted this research in many aspects (Lama et al., 2023).

3.1 This study has come up with the following conclusions:

1. Intellectual property rights are some of the encounters that have changed in the majority of the countries across the world.
2. The civil and criminal protection of individuals and companies is ensured with the help of strict laws that guarantee the trademark rights.
3. International investment is stimulated by the attitude of countries in terms of trademark security.
4. One of the established basic rules of printing, which is an exception to the rule of territoriality and specialization, is that a well-known trademark offers some legal protection.
5. The law upholds Intellectual property rights and trademark rights among others.
6. Trademark is regarded as a private right of its possessors.
7. The misuse of trademarks by the third party should be controlled with the help of developed laws.
8. Very important is the lack of researches on intellectual property and its diverse usages including research work on trademark principles (Mansoura University Faculty of Law, 2022).

3.2 Based on the results of this work, several recommendations have been formulated by us and they are as follows:

1. Undertake efforts to set up legislations concerning intellectual property rights and its safeguard.
2. Revise the laws governing trademarks in countries through making new laws and regulations to safeguard such rights.
3. The complexities and challenges that the world is facing, including the increasing influence of social media, necessitate the establishment of international and regional agreements and treaties to protect well-known and common trademarks.
4. The necessity to offer the opportunity of international civil and criminal legal protection in order to safeguard the rights of the owning trademarks.
5. Offer legal assurances to access a share of the income which is caused by employment of trademarks by the third parties.
6. Engage government regulation, that is, trademark rights, and sanction the same with legal powers.
7. Carry out special scientific research and work to deal with obstacles that surround topics related to the implementation of the issues of trademark protection.

8. God Almighty has made it easy to defend trademarks using social media such as Facebook, Twitter, Instagram, and LinkedIn. Glory to God, whose favor causes good deeds to occur.

O Allah, then, make us sincere to Thee. Peace and blessings of Allah on the Seal of the Prophets, the Leader of the Pious, and the best of the men who walked under the sky, our prophet Muhammad and his family and companions, and on his followers in righteousness to the Day of Judgment. What they will utter at the end is AL-HAMDULILLAH and Rabb-ul Alamin.

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