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UAE TMO launches AI powered logo generator

In a bid to streamline Intellectual Property related services, UAE Trademark Office (TMO), at the helm of Ministry of Economy and Tourism (MOET) has introduced an AI-powered Logo Generator. This move developed in collaboration with the stakeholders, professionals and the trademark office demonstrates the ongoing shift to digital transformation and smart integration of artificial intelligence into trademark services provided by the UAE TMO.

The AI-powered logo generator enables users to create logo concepts from simple written instructions entered as prompts. Leveraging existing data and records available within TMO, the generator produces tailored visual logo representation for its users. The goal of creating such an application is to reinforce brand awareness among the businesses while also making innovation accessible.

Getting started with the tool is fairly simple; Users visit the main UAE MOET e-services portal, and look for the “generate trademark logo using AI” option in the list of trademark related services. They then feed a text prompt describing the desired logo with clear specifics including elements like brand name, text, colors, shapes and submit the prompt. The AI generates the concept with multiple options which can be amended as desired.

The feature is available to registered users of UAE portal and can be accessed using UAE government’s digital ID called the UAE Pass. Other possible login options like Emirates ID-linked login are available for non-resident business entity.

