



## **Abu Dhabi Registration Authority (ADRA) Steps Up the Fight Against Counterfeiting**

The Abu Dhabi Registration Authority (ADRA) has intensified its efforts to combat counterfeiting, underscoring its commitment to protecting intellectual property rights and fostering a secure business environment in the Emirate.

As part of its enhanced enforcement strategy, ADRA has strengthened measures aimed at detecting and addressing intellectual property infringements, including the circulation of counterfeit goods and unauthorized use of protected trademarks. These efforts are designed to safeguard the interests of rights holders, protect consumers from deceptive products, and support fair competition in the marketplace.

Counterfeiting continues to present significant challenges for businesses and economies worldwide, eroding brand value, undermining innovation, and exposing consumers to substandard or potentially unsafe products. Through increased oversight, enforcement actions, and stakeholder engagement, ADRA seeks to deter infringing activities and reinforce respect for intellectual property rights.

The initiative reflects the UAE's broader commitment to strengthening its intellectual property ecosystem and aligning with international best practices in IP protection and enforcement. By taking a proactive approach against counterfeiting, ADRA is helping to enhance investor confidence, encourage innovation, and contribute to the sustainable growth of the Emirate's economy.

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