Name: _____

Say the name out loud, then look for meanings you did not choose.

Dialect	How a native speaker says it	Sounds that shift	Problem?
Gulf UAE, Saudi Arabia, Kuwait, Qatar, Bahrain, Oman			
Egyptian Cairo and most of urban Egypt			
Levantine Lebanon, Syria, Jordan, Palestine			
Maghrebi Morocco, Algeria, Tunisia, Libya			

Check	What you found	Risk: none, low, high
Standard Arabic Look the root up in a dictionary		
Dialect slang Ask speakers under 30 in each region		
Sound-alikes Words one letter or one sound away		
Hidden words Smaller words inside the name		
Other languages French, Urdu, Farsi, Turkish, Hindi		

Write every spelling, then choose what to do.

Your official Latin spelling

Other ways people will type it

Ask five people to write it after hearing it once

Arabic script spelling

Agree one spelling and use it everywhere

Arabizi spellings

How it looks in chat, with number letters

Search test

Do all spellings find you on Google and Instagram?

Arabizi number letters. 2 = ء 3 = ع 3' = غ 5 = خ 6 = ط 7 = ح 8 = ق (some places) 9 = ص

Question	Yes	No
Does the name sound the same in all four dialects?		
Is it free of awkward meanings in Arabic?		
Will people spell it one way in Latin letters?		
Does the meaning matter more than the sound?		
Does a pun or idea get lost in one language?		

Our decision: ☐ **Transliterate** ☐ **Translate** ☐ **Keep two names**

Check the handles, domains and trademarks.

Platform	Handle you want, and is it free?
Instagram	
TikTok	
Snapchat	
X	
LinkedIn	
YouTube	
WhatsApp Business display name	

Domain ending	Name and status
.com	
.ae	
.sa	
.eg	
.ma	
.امارات	
.السعودية	
.مصر	

Search the trademark registers.

- [ ] **WIPO Global Brand Database**
  `https://branddb.wipo.int/`
- [ ] **UAE Ministry of Economy and Tourism**
  `https://www.moet.gov.ae/en/w/trademark-inquiry`
- [ ] **Saudi Authority for Intellectual Property**
  `https://www.saip.gov.sa/en/services/trademarks/search`
- [ ] **Egypt trademark office**
  `https://www.tmdn.org/tmview/`
- [ ] **USPTO**
  `https://tmsearch.uspto.gov/`

A free search is a first filter. Ask a trademark lawyer before you file. Full guide: The Bilingual Brand Kit by iklipse.