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Recognizing franchise
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Improving Franchise Brand Value through ISO Quality Standards and Trademark Registration

AURION is one of the pioneers and Award-Winning Consultants for TRADE-MARK REGISTRATION, ISO 9001:2015 QUALITY STANDARD CONSULTING & COMPANY INCORPORATION service in UAE. It is the top brand consulting company having a successful track record of 15 years in the UAE.

It is also the Registered Agent of 16 major Free zones in UAE. Guided by Mr. Syam P Prabhu, a post-graduate in law, AURION has supported more than 5250 companies from 80 countries for their various business support requirements in UAE.

AURION follows the motto TED, which means 'Trust of clients, Excellence in work and Delivery of promises'. Success is assured if the above principles are observed without any compromise, says Mr. Syam P. Prabhu. It embraces the latest technology in consulting business so that the clients can avail the benefits.

ISO Quality Standards Implementation & Trademark Registration

AURION has specialist professionals for ISO (International Organization for Standardization) Consulting and Trademark Registration. The team offers tailor-made solutions considering each investor's precise business requirements and budget.

Implementing ISO Quality Standards in the right way will enhance the overall business productivity of the organization. ISO Standards will provide guidelines to help in developing products and services with prioritizing Quality.

Similarly, registering for the trademark for a brand's logo, tagline, etc., will help add value to the brand and strengthen its brand identity. It will also safeguard the brand from getting duplicated.



Mr. Syam P. Prabhu, BA(Law), LL.B, LL.M
Founder and Managing Director, Aurion Business Consultants

Team AURION has qualified legal & professional experts who will guide the investors with the right solution. Each client is assigned a dedicated Business Consultant to provide the required business support in ISO Quality

Standards Certification Consulting, Trademark Registration, company incorporation, and more.

ISO Quality Standard Consulting and Trademark Registration help in

“*The Experts at AURION provide end-to-end assistance in ISO Quality Standard Consulting as well as support in getting the brand logo trademark registered in UAE without any hassle. Trademark Registration is an essential component of the Franchise System to safeguard the brand assets and maintain the brand identity of the franchisor. There are numerous advantages to getting the brand assets Trademark Registered for an organization in the context of a Franchise system.*”

HIGHLIGHT

enhancing the overall brand quality and recognition. It will help investors in redefining their brand image and gain customer trust.

The Experts at AURION provide end-to-end assistance in ISO Quality Standard Consulting as well as support in getting the brand logo trademark registered in UAE without any hassle.

Trademark Registration is an essential component of the Franchise System to safeguard the brand assets and maintain the brand identity of the franchisor. There are numerous advantages to getting the brand assets Trademark Registered for an organization in the context of a Franchise system.

Safeguarding the brand assets from duplication is highly advisable especially if the organization is looking for an expansion of business through the Franchise System. Trademark Registration will safeguard the Franchisor's rights and brand assets from getting duplicated or counterfeited without permission.

It will help in Legally Protecting the Brand Assets at the same time provide the rights to the Franchisee to use the trademarks and logo for marketing the products and services. Trademark

Registration helps to easily gain customer confidence as well as stakeholder confidence in a brand.

Organizations can utilize the Franchise System and gain access to new markets and promote the brand through trademark-registered logos and brand assets.

Franchising in UAE and the Growth Opportunities

Franchising in UAE is a prospective business opportunity for many organizations across various business sectors such as food & beverages, fast foods, electronics, real estate, services, retail, and more.

It is an easy way to enter the UAE and the rest of the GCC market for a foreign retail chain or a fast food network, or any services company. They can operate on a Franchisee model by identifying prospective local businesses that are interested to be part of the Franchise System.

Franchise System helps in building synergy in a new market. The Franchisor can easily distribute franchises to local business partners and grow the business network seamlessly.

It is a great opportunity for large foreign

multi-national companies to deliver Franchisee in UAE and enter into the UAE and the GCC region with the help of regional business operators.

UAE is always at the center stage of the world when it comes to commerce and trade. It is the best time to conduct business in UAE for investors from all over the world.

Awards & Recognition:

- India's Greatest Brand in the Middle East (Consultant Category) -2018 Instituted by Asia One Ltd.
- Best Performance Consultant Award from Dubai Airport Free Zone, Dubai for the years 2020 & 2021 consecutively.
- Outstanding Performance Award from International Free Zone Authority (IFZA Freezone), Dubai, 2019, 2020, 2021 & 2022
- Best Performer Award in Business Consulting from Sharjah Media City, Sharjah, 2020 & 2021
- Golden Achievement Award, by Global Media Events, Dubai
- Strategic Partner Award, Sharjah Airport Free Zone, 2021



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