Protecting Intellectual Identity and Institutional Name in the Era of Globalization

Ahmad Maadarani · 2026-09-12 · Professional Opinion & Analysis



In an era defined by globalization and cultural openness, intellectual identity, institutional names, and registered trademarks have become essential tools for establishing credibility and building public trust. Within this context, the International Union of Arab Master Chefs places the highest priority on protecting its intellectual identity, which represents a recognized international reference in the fields of culinary arts and gastronomy.

Intellectual identity is not limited to a name or a logo; it reflects an integrated framework of values, objectives, professional reference, and ethical commitment that defines the institution’s mandate and the boundaries of its authority.

Infringements on Intellectual Identity

In recent years, an increasing number of infringements have been observed involving internationally registered names and trademarks. These include unauthorized use of names closely resembling or identical to International Union of Arab Master Chefs, without any legal approval or institutional authorization.

A recent infringement was identified in the Kingdom of Morocco, where an unauthorized entity used the designation “International Union of Arab Chefs”, creating confusion and public misrepresentation regarding the officially recognized institution.

Such practices constitute not only a violation of intellectual property rights, but also pose a direct risk to institutional reputation, undermine professional clarity, and compromise transparency within the culinary sector.

Institutional Actions Taken

In order to safeguard its credibility and protect its legal and professional rights, the Board of Directors of the Union has undertaken a series of formal actions, including:

- Official correspondence with relevant Moroccan authorities, formally notifying them of the infringement and requesting appropriate legal measures in accordance with applicable laws.
- Enhancing legal awareness among individuals and institutions regarding the importance of respecting intellectual property and institutional naming rights.
- Ongoing legal follow-up, in coordination with specialized legal advisors, to ensure that all procedures are executed accurately and effectively.

The Importance of Protecting Intellectual Identity

Intellectual identity is not a symbolic element; it constitutes the legal and ethical foundation upon which institutional legitimacy is built. In the case of the International Union of Arab Master Chefs, this identity reflects a firm commitment to:

- Professional quality and standards
- Institutional integrity and transparency
- Responsible innovation
- Preservation and promotion of Arab culinary heritage

Accordingly, protecting this identity remains a strategic priority to ensure continuity of professional work within a regulated and credible environment.

Call for Cooperation and Compliance

The International Union of Arab Master Chefs calls upon all individuals and institutions to comply with national and international intellectual property laws, and to respect registered institutional names and trademarks. The Union also emphasizes the importance of cooperation with governmental authorities to protect such rights, thereby strengthening institutional credibility at both national and international levels.

Conclusion

Protecting intellectual identity is not merely a legal right; it is a collective responsibility that safeguards excellence, trust, and professional order. In this spirit, the International Union of Arab Master Chefs will continue to take all necessary measures to protect its name and identity, and to reinforce its standing as a recognized global reference for chefs and culinary arts.

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