Conclusion

This paper has sought to better understand the ways in which conservative cultures approach immoral signs. It did so by offering a new way of thinking about the impact of signs on society and the potential for tangible or latent harm. It began in Chapter I by presenting the challenges and tensions with limiting trademark protection and then set out the legal bases of such protection. It then dug into the landscape of GCC trademark law and proposed an appropriate approach based on the concept of harm. Some GCC trademark decisions were presented and considered in light of moral thresholds and regional harmonisation efforts. It is hoped that by adding more clarity to the position in the Gulf countries, more can be written about trademark practice in that Region and this will enrich the entire field. The insights presented in this paper were limited by a paucity of data. It would benefit from further research into the GCC in particular and multicultural settings in general.