

# Tasting Is Not Opinion

The Scientific and Institutional Founding Manifesto of the Ahmad Maadarani Global School of Cognitive Gastronomic Tasting and Codified Culinary Adjudication

## Official article information

Article author  
**Ahmad Maadarani**

Article number  
**8286**

Article code  
—

Protection number  
—



Scan to verify the article

### Reference

Ahmad Maadarani Global School — Foundational Reference Document, 2026

## FOUNDATIONAL REFERENCE DOCUMENT

## TASTING IS NOT OPINION

**The Scientific and Institutional Founding Manifesto of the Ahmad Maadarani Global School of Cognitive Gastronomic Tasting and Codified Culinary Adjudication**

### AUTHOR AND INTELLECTUAL FOUNDER

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**Founder and Principal Theorist of the Ahmad Maadarani Global School of Cognitive Gastronomic Tasting and Codified Culinary Adjudication**

Based on an institutional knowledge project comprising 125 volumes, with no fewer than fifteen books in each volume—a minimum corpus of 1,875 books according to the author's institutional record.

## **Abstract**

This article presents the integrated scientific and institutional framework of the Ahmad Maadarani Global School of Cognitive Gastronomic Tasting and Codified Culinary Adjudication. It begins from a central proposition: professional tasting is neither an instantaneous response of the tongue nor a declaration of liking or rejection. It is a temporal, multisensory process in which taste, orthonasal and retronasal olfaction, texture, temperature, chemesthesis, sound, memory, expectation and context interact. The article introduces the Maadarani Circular Tasting Theory, the Circular Sensory Evaluation Model, and the sensory-evidence chain, then combines them within a professional codification project designed to move culinary judging from impression-based authority toward written scope, announced criteria, observable evidence, reasoned decisions and independent review. It also defines the relationship between the Ahmad Maadarani School and its associated legal entities, and sets out a layered intellectual-property strategy while drawing a firm boundary between private professional codification and public legislation, judicial authority or regulatory recognition.

**Keywords:** cognitive tasting; sensory evaluation; culinary adjudication; sensory evidence; professional codification; Maadarani Circular Tasting Theory; intellectual property; governance.

### **CENTRAL THESIS**

**It is not enough for a judge to feel. A judge must know what was perceived, when it emerged, why it mattered, by which criterion it became a judgment, and how that judgment can be reviewed.**

## **Preface: From a Knowledge Corpus to a School Bearing Its Founder's Name**

Global reference status is not created by titles or superlatives. It is built through concepts

that can be defined, terms that can be used consistently, methods that can be taught, procedures that can be applied, and theories that remain open to testing, criticism and improvement. The Ahmad Maadarani School is therefore presented not as a promotional label, but as an intellectual, scientific and professional framework that consolidates a substantial body of work in culinary science, tasting, judging and professional governance.

According to the author's institutional record, the school draws upon a knowledge project of 125 volumes, each containing at least fifteen books. The numerical scale of the corpus, however, is not its final claim to authority. A corpus becomes a school only when it yields a coherent theory, a shared professional language, rules of inference, teachable methods and accountable systems of application and review. This article is intended to serve as that integrating document: a parent reference connecting knowledge to order, theory to evidence, judging to responsibility, and innovation to intellectual protection.

The appropriate name for the framework is the "Ahmad Maadarani School" because a school of thought is attributed to its founder, concepts and methods. The associated companies and institutions are the legal and operational vehicles through which publication, training, services, professional standards and rights management may be carried out, each within a documented scope. This distinction protects attribution to the founder while preventing an intellectual name from being misrepresented as a public regulator, statutory tribunal or governmental authority.

## **1. The Problem: When Opinion Becomes Judgment**

In ordinary life, a person may say that a dish was enjoyable or unpleasant without giving reasons. Professional judging is different. A score may affect a competitor's ranking, a chef's reputation, the result of a competition, the perceived value of a certificate or title, and an entire professional path. A decision of that consequence cannot rest solely on personal preference, the prestige of the judge, or years of experience that have never been measured.

The central difficulty is that judges may believe they are evaluating the dish while actually responding to plate colour, the reputation of the competitor, the name of the recipe, a cultural expectation, a personal memory, sample order, sensory fatigue or an early impression that never matured. Research in food perception shows that visual presentation, context and tactile qualities can alter expectation, sensory evaluation and liking [6][7]. This does not make the senses unfit for judgment. It means that sensory

judgment requires control, training and a disciplined separation of description, interpretation, preference and decision.

International sensory-analysis standards distinguish objective analysis from hedonic preference testing and emphasise assessor selection, training and performance monitoring [1][2][4]. The Ahmad Maadarani School begins from that same discipline: a judge is not merely a person with “good taste,” but a human measuring instrument that requires calibration, common vocabulary, defined competence, limits of authority and a record that permits review.

## 2. Foundational Concepts: Taste Is Not Flavor, and Flavor Is Not Judgment

Codification begins with language. If taste, aroma, flavor, tasting, evaluation and judgment are treated as synonyms, results become difficult to compare and disagreements may arise from vocabulary before they arise from perception. The school therefore adopts the following functional distinctions:

| Concept                      | Functional definition within the school                                                                                                  |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Taste</b>                 | Basic gustatory responses received by oral receptors, including sweet, salty, sour, bitter and umami.                                    |
| <b>Odour / Aroma</b>         | Perception produced by volatile compounds entering through orthonasal smelling or retronasal olfaction during eating and swallowing.     |
| <b>Flavor</b>                | An integrated perceptual construction combining taste, aroma, oral somatosensation, temperature, chemesthesis and contextual influences. |
| <b>Tasting</b>               | A structured process for observing flavor and its transformations over time, not merely the contact of food with the tongue.             |
| <b>Sensory description</b>   | A record of what was perceived, expressed in defined language before it becomes liking, disliking, reward or penalty.                    |
| <b>Evaluation</b>            | Comparison of an observation against an announced criterion and a defined scale.                                                         |
| <b>Professional judgment</b> | A reasoned decision produced by applying a criterion to sensory evidence within a known scope, authority and procedure.                  |

Under this distinction, the statement “the dish is delicious” is not, by itself, adequate adjudicative evidence because it may express personal preference. A professional statement identifies observation, timing, criterion and effect—for example: “A pronounced

bitterness emerged during the decline phase and persisted after swallowing, obscuring aromatic rebound and conflicting with the announced balance criterion.”

### **3. The Twelve Foundational Principles of the Ahmad Maadarani School**

#### **Principle One: Tasting does not occur on the tongue alone**

The tongue contributes to basic taste perception, but flavor emerges through the integration of retronasal olfaction, texture, temperature, chemesthesis, sound, memory and expectation.

#### **Principle Two: Flavor is a multisensory perceptual construction**

Sensory signals are not added mechanically. The brain integrates them into a unified experience that may change with context and experience.

#### **Principle Three: Tasting is temporal**

The first bite does not represent the entire experience. The order, intensity and persistence of sensations change during chewing, swallowing and the post-swallow period.

#### **Principle Four: The first impression is data, not a final verdict**

The opening impression is recorded as one phase; it is not allowed to erase later phases or dominate the decision without evidence.

#### **Principle Five: Liking is not the same as quality**

A dish may satisfy a professional criterion without matching the judge’s personal taste, and a personally enjoyable dish may fail the announced standard.

## **Principle Six: No fair judgment exists without an announced criterion**

A criterion must precede the result. Changing the rule after seeing the outcome is a failure of procedure.

## **Principle Seven: No score should exist without sensory evidence**

Every material award or deduction should be linked to a specific observation whose relevance to the criterion can be explained.

## **Principle Eight: Sensory memory is both expertise and a source of bias**

Experience supports recognition and comparison, but may also cause a judge to impose a familiar model upon a dish from another culinary culture or school.

## **Principle Nine: Context must be controlled or explicitly included**

Colour, lighting, naming, presentation and sample order may influence perception; they must therefore be standardised or defined as part of the criterion.

## **Principle Ten: A title does not exempt a judge from measurement**

Competence is demonstrated through discrimination, consistency, repeatability, reasoning and bias management—not through the title alone.

## **Principle Eleven: A professional decision must be**

## **reviewable**

Review does not diminish the judge. It demonstrates that the system is stronger than the individual decision-maker.

## **Principle Twelve: Culinary judging is an ethical responsibility**

Anyone assessing another person's work owes duties of integrity, independence, confidentiality, cultural fairness and conflict management.

## **4. The Maadarani Circular Tasting Theory**

The Maadarani Circular Tasting Theory (MCTT) proposes that flavor experience cannot be reduced to a single point and does not necessarily proceed along a simple straight line. It unfolds through a perceptual cycle in which the identity, dominance, intensity and relationship of sensations change over time. The proposed cycle contains five interrelated stages:

### **4.1 Initial Reception**

The stage in which visual, orthonasal and first-contact oral expectations are formed. It is highly vulnerable to context and must not be treated as the final verdict.

### **4.2 Sensory Expansion**

Flavor expands through chewing, warming, the release of volatile compounds, mixing with saliva, texture change and chemesthetic interaction.

### **4.3 Perceptual Peak**

One or more components reach their greatest clarity or dominance. The peak may be balanced, single-dimensional or internally conflicting.

## 4.4 Gradual Decline

Some signals recede while others persist. The quality of the finish and delayed defects—such as bitterness, coating fat, dryness or astringency—become visible.

## 4.5 Aromatic Rebound

Aromatic elements emerge or return after swallowing through retronasal olfaction. They may confirm, revise or contradict the earlier impression.

### SCIENTIFIC BOUNDARY OF THE ORIGINAL CONTRIBUTION

**Temporal sensory change was studied before this theory, including through Temporal Dominance of Sensations. The proposed contribution of MCTT lies in the five-stage circular structure, explicit aromatic rebound, and the connection between temporal tasting, sensory evidence and reasoned culinary judgment. It remains a proposed model requiring independent empirical validation before it can be described as an established standard.**

The importance of time in MCTT is consistent with dynamic methods such as Temporal Dominance of Sensations, which track the dominant perception during consumption [5]. Research on retronasal olfaction also demonstrates its central role in flavor and the interaction between taste and retronasal odour [8]. MCTT, however, moves beyond recording dominance: it asks how a judge should translate a sensory sequence into evidence and a reviewable professional decision.

## 5. The Circular Sensory Evaluation Model (CSEM)

The Circular Sensory Evaluation Model is the proposed operational instrument for the theory. Its purpose is to prevent a judge from collapsing a complex dish into one number before recording what actually occurred. For each stage, the assessor records the sensory signal, its intensity, time of emergence, duration, relation to other components, relevance to the criterion and confidence in the observation.

The model separates two levels. The descriptive level asks: What emerged? When? At what intensity? The evaluative level asks: Did the observation satisfy or contradict the criterion, and with what consequence? A judge should not move to the second level before completing the first. When description and penalty are produced simultaneously, the

record may become a post hoc justification of an impression rather than evidence of a disciplined process.

CSEM may be used in teaching, panel calibration, comparative research, judge-consistency testing and analysis of score divergence. It is not presented as a substitute for international standards or statistical methods. It is a structured professional model that should be tested against them.

## **6. From Sensation to Proof: The Sensory-Evidence Chain**

The sensory-evidence chain is the bridge between tasting and adjudication. Sensation occurs within the assessor; the resulting decision enters the external world and may affect the rights, reputation and professional interests of others. Before an internal sensation can support a professional decision, it should pass through five connected links:

### **Observation**

Identify the sensory event without vague language or a predetermined verdict.

### **Timing**

Locate the stage in which the event appeared, its duration and its transformation.

### **Description**

Use a defined term, intensity scale or agreed reference.

### **Connection to criterion**

Explain why the observation is relevant to the purpose and score sheet.

### **Reason and decision**

State the consequence for the score or outcome in a form that can be reviewed.

The difference is visible in language. “The dish is heavy” is an impression. “A persistent

fatty coating remained after swallowing and reduced the clarity of aromatic rebound in three observations, conflicting with the announced criterion for a clean, light finish” is sensory evidence. The second statement does not remove the human judge; it makes the reasoning visible and contestable.

## 7. Codifying the Field: From Dispersed Practice to a Written System

The purpose of the Ahmad Maadarani School is not limited to publishing books or training judges. It extends to codifying the professional field itself. Codification means collecting fragmented terms, principles and procedures and arranging them within a coherent written system that defines concepts, competence, evidence, ethics, decision rules and methods of review.

### THE DECISIVE LEGAL LIMIT

**Codification in this article means private professional and institutional codification within memberships, contracts, programmes, competitions and licensed uses. It does not mean enacting national legislation, creating a court, acquiring public jurisdiction or claiming regulatory recognition that has not been granted.**

### A normative vocabulary

Standardise definitions of taste, aroma, flavor, tasting, description, evaluation and judgment so they are not used interchangeably.

### Competence standards

Define the knowledge, training, experience and assessment required for each professional level.

### Rules of sensory evidence

Define what counts as an observation, how it is described, how it connects to a criterion and what level of confidence is required.

## **Evaluation procedures**

Standardise sample preparation, order, timing, environment, scales and records where consistency is necessary.

## **Governance and ethics**

Regulate independence, confidentiality, conflict disclosure, recusal, conduct and participant protection.

## **Complaints and appeals**

Create a route for challenge, separate review from the original decision, and document reasons and outcomes.

## **Standards and version control**

Give every controlled document a version number, effective date and change log, and prevent superseded versions from remaining in use.

These rules gain practical force when they are expressly incorporated into membership agreements, competition rules, training contracts, licence terms and panel policies. They then become binding within the accepted private relationship—not because they are the law of a state, but because they form part of a lawful contractual or institutional framework subject to the applicable public law.

## **8. Institutional Architecture Supporting the Ahmad Maadarani School**

The Ahmad Maadarani School is the unifying intellectual framework; it is not itself a separate company. Institutional implementation occurs through associated legal entities, each possessing its own legal personality and documented scope. The word “subsidiary” should be used only where an actual corporate ownership relationship is established. In this article, the more accurate term is “associated entities within the institutional system.”

| Entity                                                                    | Institutional role                                                                                          | Boundary of claim                                                                                                                       |
|---------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| <b>INTERNATIONAL UNION OF ARAB MASTER CHEFS LTD 16649793</b>              | Institutional and educational umbrella; publishing, membership and conferences.                             | Its role must not be represented as Ofqual recognition or public authority unless formal recognition is expressly granted.              |
| <b>INTERNATIONAL CULINARY &amp; GASTRONOMY ARBITRATION LTD 16846998</b>   | Research, subject-matter and service support for tasting, education and professional culinary adjudication. | “Arbitration” is professional or governance activity unless a legally valid arbitration agreement and applicable law provide otherwise. |
| <b>WORLD SUPREME AUTHORITY FOR CULINARY ARBITRATION LTD 16896300</b>      | Specialist advisory input and professional frameworks when commissioned under written scope.                | It is not a court, public regulator or automatic source of legal jurisdiction.                                                          |
| <b>WORLD SUPREME AUTHORITY FOR CULINARY TITLES LTD 16997564</b>           | Professional titles, membership and standards separate from regulated qualifications.                       | Titles must not be represented as academic degrees or government licences without an independent legal basis.                           |
| <b>WORLD CENTRE FOR INTELLECTUAL PROTECTION LTD SC882611</b>              | Documentation, provenance, rights records, methodology records and intellectual-property support.           | Documentation supports evidence but does not itself create a new governmental right and is not a competence-verification function.      |
| <b>INTERNATIONAL UNION OF ARAB MASTER CHEFS CANADA INC OCN 1001411175</b> | Canadian education and skills-assessment presence with separate records and operations.                     | Canadian law and the precise scope and claims of each programme must be observed independently.                                         |

The relationship between the school and these entities should be governed through a founding intellectual charter, board or director resolutions, intellectual-property licences, inter-entity service agreements, conflict-of-interest policies and controlled publication records. Every instrument should identify who owns the right, who holds the licence, the permitted uses, the entity responsible for implementation, and the routes for complaints, audit and review.

## 9. Intellectual Property: Protecting Expression, Method and Identity

The Ahmad Maadarani School comprises several layers of intellectual property and no single legal tool protects them all. In the United Kingdom, copyright protection arises

automatically for qualifying works and can cover written, artistic and digital works [13]. Section 9 of the Copyright, Designs and Patents Act 1988 identifies the author, in principle, as the person who creates the work [12]. Copyright, however, protects the original expression of an idea—not the abstract idea by itself [14].

The protectable subject matter therefore includes book and article texts, original definitions, chapter arrangement, diagrams, assessment forms, training manuals, presentations, qualifying databases and digital content. The general proposition that “tasting is temporal” cannot be privately owned. Stronger protection lies in the school’s particular five-stage formulation, its terminology, diagrams, documented tools and integrated application system.

## **Copyright layer**

Every work should carry the author’s name, date, version number, rights notice and change record. Source files, drafts, correspondence and dated development records should be preserved to support provenance and authorship.

## **Trade mark layer**

The name “AHMAD MAADARANI SCHOOL,” its Arabic equivalent, logos and distinctive model names may be protected as trade marks after clearance and registration in appropriate classes. Registration can support enforcement, licensing and commercial control [15]. Registration of the ICGA mark does not automatically protect the separate school name.

## **Contract and licensing layer**

Licences should specify rights to publish, translate, teach, adapt or sublicense. Confidentiality agreements may protect unpublished research plans, assessment banks, judge manuals and experimental data.

## **Documentation and provenance layer**

WORLD CENTRE FOR INTELLECTUAL PROTECTION LTD may support institutional deposits, version records, verification codes, digital fingerprints and provenance. These tools strengthen evidence and rights management; they do not replace the UK Intellectual

Property Office, a competent court or another public registry.

## Technical protection layer

Verification codes, watermarks, access controls, audit logs and digital signatures may demonstrate source and integrity, subject to data-protection rules and lawful exceptions.

### INTELLECTUAL-PROPERTY RULE

**The idea is developed scientifically; its original expression is protected by copyright; names and identity are strengthened through trade marks; confidential knowledge is managed by contract; and provenance is supported through documentation.**

## 10. Protocol for Codified Culinary Adjudication

To turn theory into practice, the school proposes a protocol that begins before a dish enters the judging room and ends only when the decision record can be reviewed. Its stages are:

### Define the scope

State the competition type, the competencies being assessed and what falls outside evaluation.

### Announce the criteria

Approve the score sheet, weights and definitions before seeing the results.

### Check competence and conflicts

Confirm judge competence and disclose relationships, interests, health limitations and sensory restrictions.

### Control the evaluation environment

Standardise lighting, temperature, tools, sequence and time wherever consistency is part of fairness.

## **Record the circular tasting sequence**

Document the five stages and do not close the score before the defined sensory journey is complete.

## **Build the sensory-evidence chain**

Connect observation, timing, description, criterion and consequence.

## **Give written reasons**

Provide a concise reason for every material decision or substantial score difference.

## **Calibrate the panel**

Examine unusual divergence without turning calibration into a vote that erases valid individual observations.

## **Provide review and appeal**

Permit review of procedure or criterion application under announced rules and separate the reviewer from the original decision.

## **Preserve the record**

Retain score sheets, versions, disclosures and decisions under a defined records-retention and data-protection policy.

# **11. Judge Competence: From Sensitivity to Responsibility**

High sensory sensitivity is not enough. Sensitivity without consistency may produce unstable judgments, and experience without shared language may produce descriptions that others cannot understand. The school therefore treats competence as a combination of discrimination, identification, scale use, repeatability, acceptable agreement, temporal description, separation of preference from criterion, reason-writing, bias management and

ethical conduct.

This approach is consistent with ISO 8586:2023 on the selection and training of sensory assessors and ISO 11132:2021 on the performance of quantitative descriptive panels [2][4]. At the same time, certain dominance-based temporal methods fall outside ISO 11132's scope. CSEM therefore requires a validation protocol appropriate to its own temporal structure rather than borrowing a claim of conformity it has not earned.

A certificate must not replace performance. It can evidence completion of a defined programme at a defined time; it does not establish permanent competence. Judges require periodic monitoring, calibration exercises, performance records and retraining when drift or persistent bias appears.

## 12. Research Agenda for Testing the Theory

A theory becomes stronger when it specifies how it may be tested, corrected or rejected. The Ahmad Maadarani School therefore proposes a research programme that examines whether trained judges can reliably distinguish the five stages; whether they agree on the timing of peak, decline and rebound; how CSEM compares with static descriptive analysis and Temporal Dominance of Sensations; how food type, temperature and texture alter the cycle; how culture and experience influence phase recognition; and whether the sensory-evidence chain reduces unjustified score variance and improves reason quality.

Studies should use preregistered designs where practical, adequate samples, blinding and randomisation when relevant, suitable statistics, and publication of both positive and negative findings. If a stage does not appear clearly in a class of foods, that result should define the theory's boundary rather than be concealed. A scientific school protects its position not by excluding criticism, but by converting criticism into knowledge.

## 13. The Founder's Institutional Title

**OFFICIAL ENGLISH TITLE**  
**Founder and Principal Theorist of the Ahmad Maadarani Global School of**  
**Cognitive Gastronomic Tasting and Codified Culinary Adjudication**

This title derives its strength from its connection to a defined school bearing its founder's

name and to theories, terminology and methods attributed to him. It does not claim a governmental office, exclusive ownership of global tasting science, or regulatory recognition that has not been granted. It is therefore stronger than an unbounded superlative because it can be defined, evidenced and defended.

## 14. Final Founding Declaration

The Ahmad Maadarani School declares that professional tasting is not inflated opinion; culinary judging is not authority created by a title; codification is not a claim to enact public law; and intellectual-property protection is not a means of monopolising scientific facts. Tasting is a discipline to be controlled, a skill to be trained and an observation to be documented. Judging is a responsibility that must be reasoned and reviewable. Codification is a system that defines terms, rights, obligations and procedures. Intellectual property protects original expression, identity and method from copying, distortion and false attribution.

A judge does not own the dish or its creator, but bears responsibility for the effect of the decision upon them. The judge must therefore know what was perceived, when it emerged, why it appeared, which criterion governed it, and what evidence supports the result. If the judge cannot do this, the output remains personal opinion regardless of title. If the judge can describe, measure, reason and accept review, tasting has become professional adjudication.

This is the school's unifying vision: thought linked to institution, theory linked to application, creativity linked to protection, and authority linked to responsibility. The school does not ask a phrase to establish its standing. It seeks to build that standing through a knowledge corpus, defined terms, documented evidence, governance and a permanent willingness to test and improve.

### REFERENCE SUMMARY

**From sensation to observation; from observation to evidence; from evidence to judgment; from judgment to review; from knowledge to codification; and from innovation to protection.**

## Legal and Institutional Statement

The expressions “culinary adjudication,” “culinary arbitration” and “codification” are used in this document in a private professional and institutional sense. They do not, by themselves, denote statutory arbitration, judicial power, governmental delegation, Ofqual recognition or authority to award regulated qualifications. Every activity remains subject to the legal scope of the implementing entity, its adopted contracts and policies, and the applicable law. This document is an intellectual and professional framework; it is not legal advice for a specific case.

## Selected Scientific and Legal References

[1] ISO 6658:2017 — Sensory analysis — Methodology — General guidance. [Source](#)

[2] ISO 8586:2023 — Sensory analysis — Selection and training of sensory assessors. [Source](#)

[3] ISO 13299:2016 — Sensory analysis — General guidance for establishing a sensory profile. [Source](#)

[4] ISO 11132:2021 — Measurement of the performance of a quantitative descriptive sensory panel. [Source](#)

[5] Pineau, N. et al. (2009). Temporal Dominance of Sensations: Construction of the TDS curves and comparison with time-intensity. Food Quality and Preference, 20(6), 450–455. [Source](#)

[6] Zellner, D. A. et al. (2014). It tastes as good as it looks! The effect of food presentation on liking for the flavor of food. Appetite. [Source](#)

[7] Slocombe, B. G. et al. (2015). Cross-modal tactile-taste interactions in food evaluations. [Source](#)

[8] Green, B. G. et al. (2011). Enhancement of Retronasal Odors by Taste. [Source](#)

[9] Companies Act 2006. [Source](#)

[10] INTERNATIONAL UNION OF ARAB MASTER CHEFS LTD — Company No. 16649793. [Source](#)

[11] Related UK entities: ICGA Ltd 16846998; WSACA Ltd 16896300; WSACT Ltd 16997564; World Centre for Intellectual Protection Ltd SC882611. [Source](#)

[12] Copyright, Designs and Patents Act 1988, section 9 — Authorship of work. [Source](#)

[13] UK Government — How copyright protects your work. [Source](#)

[14] UK Intellectual Property Office — IP Basics: copyright protects expression, not the underlying idea. [Source](#)

[15] UK Government — Register a trade mark. [Source](#)

[16] Trade Marks Act 1994. [Source](#)

## Intellectual Property Notice

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