

Policy for use of the IFOAM name, logo, membership emblem and seal

Purpose

The purpose of this policy is to define the correct use of the IFOAM name, the IFOAM logo, the IFOAM Membership Emblem and the IFOAM seal and the procedure to be followed in case of abuse of the IFOAM name, logo, Membership Emblem or seal.

Definitions

1. The IFOAM name is "International Federation of Organic Agriculture Movements." The acronym "IFOAM" is also considered to be the IFOAM name. The acronym "IFOAM" is a registered trademark.
2. The IFOAM logo is defined as follows:



3. The IFOAM seal is defined as follows:



The IFOAM Seal is a market-oriented mark of compliance with the IFOAM Accreditation program. This mark ensures wholesalers, retailers, and consumers that a product and its producer are organically certified within the IFOAM Organic Guarantee System.

4. Labeling
Labeling means any word, trademark, brand name, pictorial matter, or symbol on any packaging, document, notice, label,

board, collateral, or advertising material in any medium accompanying or referring to a product.

5. Accreditation Agent

An organization with which IFOAM has a signed agreement to administer the IFOAM Accreditation Program.

6. IFOAM Membership Emblem

The IFOAM Membership Emblem is defined as follows:



Policy

1. General protection policy

- a. The IFOAM name and logo is a registered and protected trademark.

In the European Union the name and logo are registered at the Register of Community trade marks as No 000390500 by the EU Office for Harmonization of the Internal Market, Alicante, Spain.

In the USA the name and logo are registered by the U.S. Patent and Trademark Office under the Registration Number 2,520,871.

- b. The IFOAM seal may be used in the labeling of products only as permitted under the IFOAM Accreditation Program.

- c. The IFOAM Membership Emblem may be used by members, associates and supporters only. Organizations are authorized to be members or associates after approval by the World Board. Individuals are authorized to be supporters after approval by the head office. Reference is made to the Policy on Affiliation.
 - d. The use of the IFOAM name, logo or Membership Emblem is prohibited in the labeling of products in any form other than in the IFOAM seal.
2. Use of the IFOAM name, logo, Membership Emblem or Seal by persons or organizations that are affiliated with IFOAM:
 - a. IFOAM members, associates and supporters are allowed to use the Membership Emblem after their name on letterhead, business cards, on their website and/or general public relations material, which do not refer to specific products or conference and event materials. The indication to IFOAM shall be smaller or less obvious than the affiliate's own name. Different formats are available on the intranet.
 - b. The full name of the 'International Federation of Organic Agriculture Movements' may additionally be translated from English into the language of the affiliate. The acronym "IFOAM" may not be translated.
 - c. The logo of IFOAM may not be used on letterhead, business cards, and/or general public relations material, except as specifically provided by IFOAM.

Use of the IFOAM name, logo, membership emblem, or Seal by persons or organizations that are not affiliated with IFOAM:

- a. The IFOAM name, logo, membership emblem or seal may not be used by non-affiliates in any form except as allowed by paragraphs 2 and 3.

- b. The IFOAM seal may be used in the labeling of products only as permitted under the IFOAM Accreditation Program.
 - c. The use of the IFOAM name, logo or membership emblem is prohibited in the labeling of products in any form other than in the IFOAM seal.
 - d. Use of Membership Emblem
Members, associates and supporters exhibiting on fairs are allowed to use the membership emblem to demonstrate their relationship with IFOAM.
Members, associates and supporters are not allowed to use the membership emblem on affiliates' organized conferences or events. Also they are not allowed to place the membership emblem on affiliates organized conference and event materials (e.g. on posters, banners, flyers, leaflets, booklets, or any other event related material). This is to avoid the impression that IFOAM might be co-organizer of the affiliates' organized conference or event.
- 3. The IFOAM name and logo may be used at conferences, events, publications, web pages and other activities only under a contract according to the requirements of relevant IFOAM policies.
 - 4. The ED shall carefully monitor the use of the name, logo, membership emblem and seal according to the procedure below.

Procedures to Protect the IFOAM Name, Logo and Membership Emblem

- 1. IFOAM's policy for the use of its name, logo, membership emblem and seal is defined in the application form for IFOAM affiliation. Applicants for IFOAM affiliation are required to sign a statement that they have read and understood this policy and undertake to abide by it and all future revisions of it.

2. IFOAM's policy for the use of its name, logo, membership emblem and seal shall be published on IFOAM's website and annually in the IFOAM newsletter.
3. Information regarding any possible false or unauthorized use of IFOAM's name, logo and membership emblem shall be sent to IFOAM.
4. The IFOAM Executive Director will assess the information received to determine whether there has been a false or unauthorized use of IFOAM's name, logo or membership emblem. Additional information may be requested.
5. The Executive Director determines that an IFOAM affiliate has used the IFOAM name, logo or membership emblem in a false or unauthorized manner, the following steps will be taken as deemed necessary to protect the IFOAM name, logo and membership emblem and to stop the false or unauthorized use:
 - a. Send a letter explaining the correct use of the IFOAM name, logo or membership emblem and request that the party cease and desist the unauthorized use of the IFOAM name or logo. The letter will give the affiliate three weeks to inform IFOAM what steps it has taken to comply.
 - b. If no response is received within three weeks, IFOAM will send a second letter repeating the request to cease and desist and warning that failure to do so could result in expulsion from IFOAM.
 - c. If no response is received to the second letter within three weeks, the Executive Director will call the IFOAM affiliate by telephone, attempt to find out why it is not cooperating, and request its cooperation.
 - d. If the call produces no satisfactory result within three weeks, the Executive Director will prepare a

recommendation to the World Board to expel the affiliate.

6. If the Executive Director determines that a party that is not affiliated with IFOAM has made an unauthorized use of IFOAM's name, the Executive Director will follow steps 5 a to d above, omitting the references to loss of membership and stressing its intent to enforce protection of the IFOAM name, logo or membership emblem.
7. If the party misusing IFOAM's name is a member of an IFOAM affiliate, copies of the correspondence shall be sent to that IFOAM affiliate. If no adequate response is received from the party complained against, the Executive Director shall request the IFOAM affiliate to assist in resolving the matter.
8. If the above actions do not stop the unauthorized use, the Executive Director may take any of the following steps:
 - a. Contact IFOAM affiliates in the respective country for assistance;
 - b. Notify public authorities as appropriate in the respective countries;
 - c. Take appropriate legal action.
9. When the actions taken are a result of a complaint by a third party, the complainant shall be informed of the actions taken.
10. A register of all actions taken shall be kept and a summary presented to the EB annually.

Procedures to Protect the IFOAM SEAL

1. Information regarding the abuse of the IFOAM seal should be sent to the Executive Director of the IFOAM's Accreditation agent, who in consultation with the IFOAM Executive Director, will determine if the potentially abusing party is an IFOAM Accredited Certifier or Applicant, an IFOAM member other than

- such Certifier or Applicant, or a party with no IFOAM affiliation.
2. In cases of abuse of the IFOAM Seal by IFOAM members who are not Accredited Certifiers or Applicants, the procedures numbered 4 through 10 of the previous section; “Procedures to Protect the IFOAM Name and Logo” shall apply.
 3. In cases of abuse of the IFOAM Seal by Accredited Certifiers or Applicants, or by a party with no IFOAM affiliation, measures to protect the Seal shall be undertaken by IFOAM’s Accreditation Agent, according to procedures established by the Accreditation Agent and provided to IFOAM.

Approved by the World Board, October 1997

Latest amended by the World Board, November 2002, Delhi, India

Proposed to the EB 0609 for approval