



CEN-CENELEC GUIDE 24

Use and protection of the trademarks and domain names of CEN and CENELEC

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(Supersedes CEN-CENELEC Guide 24:2013)



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Introduction

The trademarks and domain names of the European Committee for Standardization (CEN) and the European Committee for Electrotechnical Standardization (CENELEC) are intangible assets of the European standardization system which embody the values and the reputation of both organisations by representing the CEN and CENELEC business and conveying to customers and other stakeholders a distinctive perception of the high quality of the deliverables that CEN and CENELEC produce.

Consequently, CEN and CENELEC and their respective members have an interest in maintaining the integrity of these trademarks and domain names and a responsibility to protect them from any misuse that might damage the reputation of the two organisations.

This document supersedes CEN-CENELEC Guide 24:2013.

The main change with respect to the previous edition is listed below:

- Annex A contains the list of domain names registered by CEN-CENELEC as of November 2014.

1 Scope

This Guide is intended to provide guidelines on the use of the registered trademarks (logos, names, etc.) and domain names that are property of CEN and CENELEC and on their protection in case of misuse by third parties.

Details of the trademarks and domain names currently registered by CEN and CENELEC can be found in Annex A.

The template for authorising the reproduction of CEN and CENELEC trademarks is set out in Annex B.

The use of the CEN and CENELEC trademarks in connection with the national adoption of CEN and CENELEC Standards is outside the scope of this Guide and is to be found in the procedures for national adoption set out in the CEN-CENELEC Internal Regulations Part 2 and Part 3.

2 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

2.1

CEN and CENELEC

CEN and CENELEC together or separately, according to context

2.2

CEN and CENELEC trademarks

names, terms, signs, symbols or designs, or a combination of these, also referred to as “brand”, identifying a CEN or CENELEC deliverable, product or service, officially registered and legally restricted to the use of the owner

Note 1 to entry The trademarks currently registered by CEN and CENELEC are set out in Annex A.

2.3

CEN and CENELEC domain names

common network names under which a collection of network devices are organised, which have been registered by CEN and CENELEC

Note 1 to entry Domain names serve as humanly-memorable names for internet addresses and are of two types: generic domain names have a generic suffix (.com, .net, .org,) and country code domain names have a country code suffix (.it, .fr, .uk,). The domain names currently registered by CEN and CENELEC are set out in Annex A.

2.4

CEN and CENELEC brands

the goodwill or reputation embodied in the trademarks and domain names of CEN and CENELEC and perceived by third parties, such as customers, stakeholders and partners, as attaching to the activities, deliverables and services of CEN and CENELEC

2.5

CCMC

CEN-CENELEC Management Centre and its staff

2.6

CEN and CENELEC Governing Bodies

CEN General Assembly (CEN/AG), CENELEC General Assembly (CENELEC/AG), CEN Administrative Board (CEN/CA), CENELEC Administrative Board (CENELEC/CA), Presidential Committee (PC)

2.7

Technical bodies

European technical committees, sub-committees, working groups, task groups and task forces

2.8

Members

the National Members of CEN and the National Committees of CENELEC, or both, according to context

2.9

Third parties

individuals, organisations or companies, irrespective of their legal status, which are not CEN or CENELEC or their Members

2.10

Third party distributor

a third party appointed by a CEN or CENELEC Member to assist in the distribution of CEN and CENELEC publications

3 Guiding principles

The CEN and CENELEC trademarks and domain names are reserved for use by CEN and CENELEC and their respective Members in the promotion of their standardization activities and their deliverables and other services. They shall never be used in ways that compromise the integrity and reputation of CEN and CENELEC. In particular, third parties shall not use the CEN and CENELEC trademarks and domain names in ways that imply that they are affiliated to CEN and CENELEC or are acting on their behalf, or that their own activities, products or services have been approved or endorsed by CEN and CENELEC.

When third parties are authorised by CCMC or Members to use CEN and CENELEC trademarks for the legitimate purposes set out in this Guide, this use shall be monitored to ensure that the third party is not seeking to use the trademarks in any other ways or for any other purposes.

4 Licence to use the CEN and CENELEC trademarks and domain names

CEN and CENELEC are the owners of their respective trademarks and domain names and grant to their Members the exclusive right to use them in accordance with the provisions of this Guide. Members therefore act as the authorised national licensees of the relevant trademarks and domain names when using them in accordance with this Guide and when acting on behalf of CEN and CENELEC in their national territories.

5 The responsibilities of the CEN-CENELEC Management Centre

5.1 General

CCMC is responsible for the overall coordination of the activities related to the use and protection of the trademarks and domain names of CEN and CENELEC, including registration, analysis of cases of possible infringements and, if necessary, assistance to Members in legal and other actions to prevent their misuse by third parties.

5.2 Trademarks

5.2.1 Trademark registration: CCMC is responsible for the registration and maintenance of the trademarks of CEN and CENELEC and bear the related costs. Registration may be at European level (CTM), international level (WIPO) or both levels, as appropriate.

5.2.2 Trademark licence: CCMC is responsible for ensuring that all registered trademarks include a proper licence which will allow Members to represent CEN and CENELEC in their national territories.

5.2.3 Protection of trademarks: CCMC is responsible for protecting the CEN and CENELEC trademarks against misuse by third parties in territories other than those of Members and bear the related costs.

5.2.4 When the same misuse of a CEN or CENELEC trademark occurs in the national territories of more than three Members simultaneously, the relevant Administrative Board may request CCMC to participate directly in any legal proceedings and to agree with the relevant Members an appropriate sharing of activities and costs, on a case-by-case basis.

5.3 Domain Names

5.3.1 *Generic domain names:* CCMC takes all appropriate measures, including legal action if necessary, to prevent the misuse of its generic domain names and may register domain names relevant to CEN and CENELEC to prevent third parties from doing so and using them in ways that might be confusing or otherwise detrimental to CEN and CENELEC, and bear the related costs. CCMC may use, or refrain from using, these domain names at its own discretion.

5.3.2 *Country code domain names:* CCMC takes all appropriate measures, including legal action if necessary, to prevent the misuse of the CEN and CENELEC country code domain names in territories other than those of Members, and bears the related costs.

6 The responsibilities of Members

6.1 General

Members are responsible for protecting the domain names and trademarks of CEN and CENELEC in their national territories.

6.2 Trademarks

6.2.1 Members monitor the use of the CEN and CENELEC trademarks in their national territories, both by their own organisations, by third parties and by third party distributors, to ensure that the rights and interests of all other Members are safeguarded.

6.2.2 Members are encouraged to make periodic checks of possible misuse on web sites or in internet forums and social networks such as Facebook, Twitter and LinkedIn. Any possible misuse shall be referred to CCMC to determine if the use has been authorised or not, and if it will adversely affect the reputation or distinctive character of the CEN and CENELEC brands.

6.2.3 Members shall take all appropriate measures that are in accordance with national legislation to prevent the unauthorised use of the CEN and CENELEC trademarks in their national territories and bear the related costs. As trademark licensees, Members have the right to represent CEN and CENELEC in any legal action that might be necessary to this end.

6.2.4 In cases of misuse at national level where exceptional costs are involved, a Member may request CCMC to participate directly in legal proceedings and to share the costs. The relevant Administrative Board decides on such requests on a case-by-case basis. If the Administrative Board has requested CCMC to participate, the Member shall agree beforehand with CCMC on an appropriate sharing of activities and costs.

6.2.5 Members shall inform CCMC of any dispute that arises in their national territories in connection with the use of the CEN and CENELEC trademarks.

6.3 Domain names

Members shall take all appropriate measures that are in accordance with national legislation to prevent the misuse of the CEN and CENELEC country code domain names related to their respective countries.

6.4 Preventive action

Members are encouraged to publicise that they are the only legitimate representatives of CEN and CENELEC in their national territories and the only bodies that can authorise third parties to use the CEN and CENELEC

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trademarks and domain names in their respective countries. Members are also encouraged to add the registered trademark symbol ® to the trademarks when authorising their use by third parties.

7 Use of CEN and CENELEC trademarks by Members and their Officials

7.1 Members have the right to use the CEN and CENELEC trademarks in the conduct of their standardization activities and as the national representatives of CEN and CENELEC in their respective countries. These rights shall be exercised in accordance with the provisions of this Guide and the policies determined by the CEN and CENELEC Governing Bodies. Any other use is forbidden.

7.2 Members of CEN and CENELEC are not allowed to authorise, whether by contract or otherwise, the use of the trademarks by third parties within their own national territory, except in the following cases:

- a) by third party distributors appointed by the Member (see Clause 12 below);
- b) by third parties hosting meetings of the Member or meetings of a European technical body;
- c) in the framework of agreed conformity assessment activities (such as the use of the Keymark).

8 Use of trademarks by Officials of the CEN and CENELEC Governing Bodies

Individuals serving as Officials in the Governing Bodies of CEN and CENELEC may reproduce the appropriate trademarks on their business cards, but any other use shall be expressly authorised by the Director General.

9 Use of trademarks by technical bodies

In addition to the use of the CEN and CENELEC logos that are specified in the CEN/CENELEC Internal Regulations Part 1 and Part 2, European technical bodies are also encouraged to use the relevant CEN and CENELEC trademarks on their web sites and documents in order to promote the European standardization system and the key role that they play within it. CCMC may authorise other use on a case-by-case basis.

10 Use of trademarks by Chairs, Convenors and Secretaries of technical bodies

Individuals serving as Chairs, Convenors and Secretaries of European technical bodies may reproduce the relevant trademarks on their business cards and email signatures but shall always reference the technical body.

Chairs, Convenors and Secretaries always act on a personal basis and shall not represent themselves as acting on behalf of CEN or CENELEC, nor knowingly allow others to think they are doing so.

11 Use of trademarks in European research or innovation projects

Third parties participating with CEN and CENELEC, or one or more of their Members, in a research of an innovation project co-funded by the European Commission, may only use the trademarks of CEN and CENELEC on web sites, documents, meetings or in any other way with the express permission of CCMC and in accordance with the template in Annex B.

12 Use of trademarks by third-party distributors

Members may appoint third party distributors to assist in the distribution of CEN and CENELEC publications and deliverables. At the Member's discretion, third party distributors may be permitted to reproduce the trademarks of CEN and CENELEC in their promotional activities on behalf of the Member, but their use shall be clearly specified in the contract and shall be in accordance with the template in Annex B.

Third party distributors shall never be authorised to register any of the trademarks or domain names of CEN or CENELEC.

13 Use of trademarks and domain names by other third parties

As a general rule, CCMC does not authorise use of the CEN and CENELEC trademarks and domain names for marketing and commercial activities of third parties.

Following a request in accordance with the template in Annex B, and if justified by the circumstances, CCMC may authorise other third parties to use the CEN and CENELEC trademarks or domain names for purposes other than those set out in this Guide.

For the authorisation of third parties by the Members, please refer to Clause 7.2 above.

14 Graphical rules

The reproduction of CEN and CENELEC trademarks by Members or third parties shall always be in accordance with the graphical rules established by CCMC.

Information on graphical rules can be obtained from the Communication Unit at the CEN-CENELEC Management Centre: info@cencenelec.eu.

Annex A

List of registered trademarks of CEN and CENELEC

Verbal:

CEN

Trademarks:



(CEN logo)



(CENELEC verbal & logo)

Certification marks:



(Keymark)



(CENCER)



(CECC)

Domain names:

CEN	CENELEC	Common	Other
cen.eu cen.li cenorm.be cenorm.org	cenelec.be cenelec.cn cenelec.eu cenelec.org	cencenelec.eu cencenelec.org	standards.eu european-standards.eu meetingcentre.org keymark.eu cencer.eu sesec.eu

Annex B

REQUEST FOR PERMISSION TO USE A TRADEMARK OF [CEN] [CENELEC] *

The Licensee

Name	
Title	
Organisation	
Address	
Phone/Fax	
E-mail	

requests the CEN-CENELEC Management Centre, the Licensor on behalf of [CEN] [CENELEC]*, a non-exclusive, non-transferable licence to use the trademark indicated below:

Please indicate the relevant trademark:

for the following use and for no other purpose:

The Licensee agrees to comply with the CEN and CENELEC policy on the use of trademarks as set in CEN-CENELEC Guide 24.

The CEN-CENELEC Management Centre reserves the sole and exclusive right to decide anytime to withdraw this licence should it consider, at its own discretion, that the use of the above-mentioned trademark is not compliant with the permission granted.

This request is effective upon email acceptance by the CEN-CENELEC Management Centre. The relevant files containing the trademark file formats, as well as other image specifications, will be sent by email to the Licensee.

For the Licensee (Signature) _____ Date: _____

APPROVAL OF REQUEST

The foregoing request is hereby approved by CEN-CENELEC Management Centre, subject to the conditions stated above:

Signature & Date of Approval: _____

* Delete as appropriate