



CSLF-P-2005-8
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Policy Group

Issue Paper on Use of CSLF Logo

Report by the Secretariat

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Report by the Secretariat

Note by the Secretariat

Background

During the past year, the Secretariat has received numerous requests to use the CSLF Logo. The CSLF currently does not have a policy regarding the use of its Logo. These requests raise a number of questions that the Policy Group must decide. The Policy Group may wish to consider these questions

This paper identifies the issues that must be addressed and makes specific recommendations.

Action Requested

The Policy Group is requested to consider the issues that must be addressed for use of the CSLF Logo and the Secretariat's recommendations regarding that use.

ISSUE PAPER ON USE OF THE CSLF LOGO

Report by the Secretariat

Issue

The Secretariat has received numerous requests to use the CSLF Logo. Currently, the CSLF does not have policies and procedures to address this matter. This raises several questions for the Policy Group:

1. Who should be permitted to use the CSLF Logo?
2. For what purpose/?
3. How can it be used?
4. For what period of time?
5. How should the CSLF protect its interest in the Logo?

Discussion and Recommendations

The Secretariat makes the following recommendations:

Who should be permitted to use the CSLF Logo?

Only entities working with the CSLF on specific events and activities should be considered for use the CSLF Logo. Of those, only an entity that has a written agreement with the Secretariat for use of the Logo, an “Authorized Party,” be authorized use the Logo.

For what purpose?

The CSLF Logo could be used to indicate the CSLF involvement in the specific event or activities in which the CSLF is participating, the “Authorized Use.”

How can it be used?

The CSLF Logo may be used in only in materials that publicize or implement the event or activity to indicate CSLF participation. It may not be used as an endorsement.

For what period of time?

The CSLF Logo may only be used for the period of time it is necessary to implement the activity or publicize and conduct an event.

How should the CSLF protect its interest in the Logo?

Some international organizations have established certain conditions for use of their logos and require the requesting organization to agree to those conditions before they use the logo. Such conditions protect the interests of the organization in the Logo. The Secretariat has examined these requirements and, based on these, has developed the following proposed conditions for the CSLF:

The CSLF may authorize a non-exclusive license to use the CSLF Logos subject to written acceptance by the Authorized Party of the following conditions:

- That the CSLF Logo be reproduced in its original design and colors;
- That the Authorized Party use the CSLF Logo in connection with and for the purpose of the Authorized Use. Any other use of the CSLF Logo can only be made with the prior written authorization of the CSLF;
- That the CSLF receive three (3) free copies of any proceedings, brochures or other materials produced or published in connection with the authorized agreed-upon use that contain the CSF Logo;
- That the CSLF receive notification of any material containing the CSLF Logo posted on the website of the Authorized Party; and
- The Authorized Party be not entitled to claim any consideration, recompense, refund or payment for use of the CSLF Logo.
- The CSLF makes no express or implied warranties concerning the authorization, particularly no warranty of accuracy or fitness for a particular purpose or use and now warranty against infringement of the proprietary or other rights of third parties.
- The CSLF shall not be liable for any damages or losses whatsoever in connection with or arising out of the use of publication of the CSLF Logo and the Authorized Party indemnifies and holds the CSLF and its Members harmless against all actions, claims, damages and costs occasioned to the CSLF and arising out of any claim.

Summary

It is recommended that the Secretariat be allowed to authorize entities that are working with the CSLF on its projects and activities to use the CSLF Logo provided that they agree in writing to conditions enumerated above.