

EMVO Trademarks Guidelines

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Introduction

EMVO's mission is to set up and operate the European Medicines Verification System (EMVS), which is a new system of end-to-end pharmaceutical product verification, designed to improve the safety of patients across Europe, by preventing falsified medicines from entering the legal supply chain and therefore preventing falsified medicines from reaching patients. It is a multi-stakeholder project, devised, funded and run by the stakeholders of the pharmaceutical sector.

In performing this role, EMVO trademarks are an important vehicle and, as such, are protected as a valuable asset by EMVO. Any improper or unauthorised use of EMVO trademarks is likely to affect EMVO's reputation and even challenge the credibility of the entire System.

These guidelines explain in which cases third parties may obtain permission to use EMVO trademarks. Third parties are invited to consult these guidelines.

No use of EMVO trademarks is permitted without EMVO's explicit permission.

1 EMVO Trademarks

For the purposes of these guidelines, the term '*EMVO trademarks*' means all registered trademarks, non-registered trademarks and trade names owned by EMVO.

All EMVO trademarks are owned by EMVO asbl, Rue de la Loi 28, 1040 Brussels, Belgium.

1.1 EMVO

The European Medicines Verification Organisation asbl is protected as a legal and trade name in all countries of the European Union. The Articles of Association define the company name as "*EUROPEAN MEDICINES VERIFICATION ORGANISATION A.S.B.L.*" and its abbreviation as "*EMVO A.S.B.L.*", which is also published in the Official Belgian Gazette. EMVO is protected as trade name and registered trademark.

EMVO is used when referring to EMVO A.S.B.L.

1.2 Registered sign

EMVO has registered the following sign as trademark:

- The *EMVO* logo:



EMVO does not authorise any use of its logo by third parties without EMVO's prior written consent.

2 Prohibited Uses

Except as indicated in these guidelines or as permitted under a specific licence, third parties may not use names or signs identical or similar to EMVO trademarks in a manner which creates confusion as to the origin of solutions offered under those names or signs, nor in a manner which affects the distinctive nature or reputation of EMVO and its trademarks.

In particular, EMVO does **not** authorise any use of its trademarks that might induce any person to erroneously believe that:

- *such third party is EMVO,*
- *there is a partnership, joint venture, certification or any other business connection between such third party and EMVO,*
- *the third-party solutions or offerings are developed or supplied by EMVO, under its control, or jointly with that third party,*
- *the third party was authorised, by licence or otherwise, to use the EMVO trademarks,*
- *EMVO is responsible for the quality of the third-party solutions and offerings.*

As a result, EMVO trademarks **cannot**, without EMVO's permission, either in whole, in part or in combination with other names or signs:

- *be used to designate a third-party product or service or other solution,*
- *be registered as trademarks by a third party,*
- *be used as a third-party company name,*
- *be registered or used as domain names by a third party.*

EMVO reserves the right to take all necessary actions against any use of its trademarks that does not comply with these guidelines and with applicable law and regulation.

3 Authorised references

EMVO trademarks may be **referred** to by a third party solely where it is necessary to indicate the intended purpose of this third-party product or service.

In the light of the above, third parties **may refer** to EMVO trademarks when such reference is, in practice, the only means to provide the public with comprehensible and complete information on the intended purposes of their products and services.

To be permitted, such reference needs to:

- *be made in a neutral and objective manner and in accordance with honest business practices,*
- *not create any risk or confusion regarding the origin of the third party or regarding the independence between the third-party and EMVO and*
- *be made in a descriptive manner, thereby referring to EMVO's unique role within the European Medicines Verification System and implementation of the Falsified Medicines Directive.*

When the reference is made in documentation, advertising materials or on a website, it should be accompanied with the below acknowledgment:

"[referenced EMVO trademark] is a trademark of EMVO".

Such authorised reference does not entail any warranty, representation or certification on behalf of EMVO regarding the quality of the third-party product or service, and EMVO waives any liability in that respect, nor does it entitle the third party to any other rights, title, or licence to the EMVO trademarks.