



# Guidelines for the Protection of Intellectual Property



**SCOUTS**  
Creating a Better World

Finance



# **Guidelines for the Protection of Intellectual Property**

**Revised Edition - August 2014**

© World Scout Bureau  
Asia-Pacific Region  
September 2007  
ISBN 978-971-91927-8-7

World Scout Bureau  
Asia-Pacific Region  
4/F ODC International Plaza Building  
219 Salcedo Street, Legaspi Village  
Makati City, 1229  
PHILIPPINES  
Tel: (63 2) 817 1675/818 0984  
Fax: (63 2) 819 0093  
Email: [asia-pacific@scout.org](mailto:asia-pacific@scout.org)  
Website: [www.scout.org/asia-pacific](http://www.scout.org/asia-pacific)

Reproduction is authorised to national Scout associations  
which are members of the World Organization of the Scout Movement.  
Others must request permission from the publisher.

This revised edition prepared by Information Services and incorporating changes to WOSM's  
non-commercial and commercial licensing requirements (August 2014)

## Table of Contents

<b>Introduction</b>	<b>9</b>
<b>What is Intellectual Property?</b>	<b>10</b>
• Definition	
• Examples of Intellectual Property	
• Intellectual Property in Scouting	
<b>Protection of Intellectual Property</b>	<b>14</b>
• The Advantages and Disadvantages of Protection	
• Steps to Protect Intellectual Property	
• International Law relating to Intellectual Property	
• Steps to Safeguard your Intellectual Property in the event that an Outside Party has violated your Intellectual Property	
<b>An Overall conclusion</b>	<b>19</b>
<b>Appendixes</b>	<b>20</b>
<b>Appendix I</b>	<b>21</b>
• Sample provision's in NSOs	
Korean Law	
Malaysian Law	
Philippines Law	
<b>Appendix II</b>	<b>25</b>
• A suggested Check List of steps to take for the protection of Intellectual Property in your own Country	
<b>Appendix III</b>	<b>26</b>
• World Scouting Brand and trademarks	
• Circular 27/2012: Licensing Arrangements in relation to WOSM's Brands and Trademarks	



## Foreword

It has been since long that many Scout Organizations, at all levels, have been facing difficulties from unauthorized suppliers of Scout Uniform materials, badges, publications etc.

In other words the intellectual properties that belongs to the Scouts is being used by those who are not entitled for its use. This is too great extent is due to our weakness as many of our Scout organizations have not protected it legally.

The APR Financial Resources Sub-Committee identified this issue and decided to create awareness on this matter by publishing a guide book.

We hope this guidebook will be helpful in creating awareness on the importance of Intellectual Property Protection and that National Scout Organizations will take appropriate steps in this direction.

On behalf of the World Organization of the Scout Movement I would like to Congratulate the APR Financial Resources Sub-Committee for initiating this document and its member Mr. Kazumaza Maehara who prepared the basic text of this guidebook.

Abdullah Rasheed  
Regional Director



## Introduction

Every day there are reports in the world media of violations of Rights relating to Intellectual Property. Such reports refer to police action associated with criminal activity as well as civil action taken to protect Intellectual Property. In addition, there are regular reports of Trade and Governmental negotiations dealing with the sale of counterfeit and/or pirated goods.

The illegal downloading of music and the copying of motion pictures is an everyday occurrence around the world.

These are international problems which occur in most, if not all countries. They are also examples of the violation of Intellectual Property Rights which legally belong to others.

Common examples of Intellectual Property within Scouting are emblems, (trade) marks and names. However paintings, drawings, publications, photographs and certain ideas can also be protected and should be totally respected by others.

The major problem is that most people do not have the knowledge, information or awareness as to why we need to respect, and protect Intellectual Property and the steps to take to protect Intellectual Property.

These Guidelines have been prepared so as to assist you in understanding What is Intellectual Property; Why we need to respect and protect Intellectual Property; and How we can protect our Intellectual Property.

## What is Intellectual property?

### Definition

When you hear the word "Property" you may think of a parcel of land or an amount of money.

However, there are many other forms of property that are valuable because of what they can produce. An example is a specially designed piece of machinery which produces goods for sale.

In addition, there is another form of property that adds value because of a new idea or it is something which has been newly created. A good example is a book. While the book is made from paper and ink the value of the book does not come from the paper and ink but instead the value comes from what is written in, and conveyed by the book.

In every case it is people that create value through their intellectual thinking, creative ideas and activities.

A number of works created from a person's intellectual activities may be subject to, and protected by what are known as "Intellectual Property Rights". These Rights are not to be found in any one particular body of legislation. Instead, they are protected under a variety of laws depending on the particular item or character of the "Property" in question.

## Examples of Intellectual Property

Only people can create Intellectual Property. Such Property then becomes valuable because it either creates assets or provides benefits which help everyone in their daily routines.

The following are traditional categories of Intellectual Property

- **Patents**

This is a form of legal protection traditionally employed to protect major inventions in the areas of science, engineering and manufacturing.

- **Design Patents**

Registration of this form of patent is traditionally used when newly designed products make their first appearance in the public domain.

- **Utility Models**

The use of Utility Models as a means of legal protection is normally associated with the registration of "small" inventions in the fields of engineering and manufacturing.

- **(Trade) Marks**

A trademark is a protected sign which is used to distinguish the products or services of one business from another. When goods or services have their own (Trade) Mark this is recognized as a proof of the quality of the product or services and is a proven means of attracting customers to use that product.

Trademarks are often recognized by the ® sign (registered trademark) or ™ sign (Trademark) next to the logo, but there is sometimes no Mark.

- **Copyright**

Copyright protects works of literature and art, intellectual creations with an individual character. Copyright also protects computer software.

Copyright is a common form of legal protection which is granted to a range of parties including authors, writers, painters, composers, film directors and e-game developers.

Each of the above categories is the by-product, the essence of one or more individuals using a range of skills such as

Creativity

Intelligence

Inspiration

Logic

Consideration

Imagination and

Hardwork

### **Intellectual Property in Scouting**

We, in Scouting can readily identify several kinds of valuable Intellectual Property.

We have developed, designed, written or created various emblems, (trade) marks, names, songs, artwork, programs and publications. Each of these can be protected as items of Intellectual Property. Protection would normally be available as either Trademarks or by way of copyright.

To illustrate, both the World Scout Emblem and World Scout Brand Logo are registered as Trademarks which are protected against infringement by what is known as the "Madrid Agreement." This Agreement, and its Protocol has been given the force of law in more than 70 Countries and States. Refer to <http://www.wipo.int/madrid>

In relation to the World Scout Emblem, for example, all National Scout Organizations (NSOs) are required to register every existing, or proposed, use of the Emblem with WOSM. This is to ensure that WOSM can unify and identify its members, as well as providing a source of funding to the Scouting movement while still retaining control of its Emblem.

For commercial use, every NSO is bound by the obligations of World Scout Conference Resolution 5/1969 to obtain a license and WOSM regularly enters into commercial license agreements which are subject to royalties of 5% calculated on sales value of all goods bearing WOSM's brands or designs being offered for sale.

Non-commercial use, on the other hand, only requires NSOs to ask for permission while specifying the non-commercial use (more information on this is available in a document named "World Scouting's Brand & Its Trademarks, Conditions of use and commercialisation" available on [www.scout.org](http://www.scout.org)).

Each NSO is therefore requested to ensure that any commercial use of the WOSM Emblem is duly registered with WOSM and that the commercial use of that Emblem is authorized by a valid license agreement. In the event that individual NSOs have not already entered into a valid license agreement they should contact WOSM without delay so as to regularize that situation. (Refer to Appendix III)

Each of us as individuals may have an opportunity to become the holder of our own Intellectual Property Rights. Accordingly, as we protect our own Property Rights we must also protect and respect the Rights of others.

## Protection of Intellectual Property

### Advantages

Having spent considerable amounts of time, energy and financial resources in developing our particular intellectual property (e.g. our (trade) marks, emblems, programs, songs publications etc.) it is essential that we protect our legal rights to establish our ownership and use them accordingly.

Our Intellectual Property, in the form of our Scout Method, programs, publications etc., is a very important resource which attracts young people and leaders to Scouting and that helps ensure that they enjoy Scouting.

Our Intellectual Property is also a potential source of financial income in the same way as many corporations and individuals make profits from selling, licensing etc. their Property, for a fee, to others.

The use of our Intellectual Property in enhancing and promoting the image of Scouting is another positive advantage. In addition, such property can be used very effectively in establishing and maintaining regular communication with the external "mass media" in each country.

There have been several instances where our Intellectual Property has been exploited by outside parties.

Common examples of the violation of our Property include outside parties reprinting scouting publications, using our emblems etc. for commercial gain without having obtained the prior approval of the particular NSO. While such violations may occur more frequently in countries where Scouting is attractive and popular they can occur in any country.

Therefore, it is very important that we register and protect our Intellectual Property as soon as possible. This ensures that we have both the legal right to prohibit others from using our Property without our authorization or permission as well as preventing the dissemination of unauthorized publications containing incorrect and potentially damaging information about Scouting .

No one should have a “free ride” to use our Intellectual Property without first obtaining our permission.

### **Disadvantages**

A possible disadvantage to owning and using our Intellectual Property could be that we are seen as having become too commercially-minded, and devoting too much time seeking financial income instead of devoting time to Scouting. This is an unlikely outcome, however it is one that should be recognized.

While we need to be vigilant to avoid creating such a perception that our goal is to make money, the community should also recognize that to grow and continue Scouting’s mission and objectives in our respective countries, we also need to raise funding.

### **Steps to Protect Intellectual Property**

In order to fully protect our Intellectual Property there are certain steps that we must take.

#### **Register our Intellectual Property**

It is important that registration takes place as soon as possible. Registration is done at the appropriate Government Office in each country. This is often either the Patent Office or the Intellectual Office.

While WOSM has registered its own emblems, (trade) marks, names etc each NSO needs to register its own Property in its respective country so as to ensure that they have full protection.

There is a common agreement (the Nice Classification) between Countries that everything that we create; manufacture or produce is classified into one or more of 34 categories (from category 1 to category 34). In addition, every service that people provide is also classified into a further 11 categories (from category 35 to category 45).

As a guide, it is recommended that emblems, marks, names etc are registered under the following product categories:

- 16 – paper, paper goods and stationery
- 18 – leather goods and traveling goods
- 22 – rope and canvas goods
- 25 – clothing and footwear
- 28 – toys, playing goods and sporting goods,
- 35 – Advertising; business management; business administration; office functions.
- 41 – education, training, amusement, sport and cultural activities.

### **Copyright**

In many countries it is not necessary to register publications to ensure that they are fully protected. This is because in such countries copyright protection is automatically given to the writer or publisher at the time of publication. However, in some countries Copyright protection exists the moment a work is created. In addition copyright protection can also be given to training etc programs if they are in printed form, and if they are “unique” in content to the country in question.

In order to ensure that the NSO is recognized as the owner of the copyright protection for all its publications, it is recommended that

the writer and/or the publisher assign any rights they may have to the NSO; ideally before the writing of the publication has commenced. Also, the addition of a copyright mention (© symbol in the book, with the name of the owner (NSO name for example) and the date of publication is strongly recommended.

An example of such a mention, could be:

© "Name of National Scout Association", "Month Year"

### **Search Registrations and Applications of others**

To ensure that our application for registration will be approved it is necessary to check to see whether any similar (trade)marks, emblems etc have already been registered or are in the process of registration.

This step is recommended not only to ensure that your proposed application will be successful but also to ascertain whether parties other than Scout Organizations have registered traditional Scouting property.

### **Seek Out Actual Violations and Obtain Evidence.**

All Scouts and Leaders should be aware of any violations of Intellectual Property belonging to Scouting. In the event that violations do occur, and before any prosecutions can be made, full details of the violation (e.g. quality of the violation, time, location, by whom etc) need to have been reported to the relevant NSO and then duly recorded.

In the event that it is intended to lay a formal complaint with the appropriate authority it will be very useful if it is possible to provide full details including being able to Purchase/obtain a copy of the product in question (Physical proof) Provide photographs of the product. Make video and/or sound recordings in appropriate cases.

**Filing and Prosecuting a Complaint**

Once the appropriate evidence has been obtained a complaint can then be lodged with the appropriate authority. This will either be a criminal or civil matter depending on the relevant jurisdiction,

There will be a formal process to follow which will include drafting formal affidavits to enable the authorities to commence prosecution, and hopefully obtain a conviction.

In proceedings of this nature it is important to co-operate fully with the authorities including, when appropriate, with the police.

**Obtaining Legal Advice.**

As the processes for both registering and protecting Intellectual Property may vary between countries, regions etc it is important that legal advice is obtained from people who are specialized in Intellectual Property laws.

It is also important to realize that there are no international laws relating to Intellectual Property. There are certain Agreements which have been ratified by many countries, such as the Madrid Agreement and the TRIPS Agreement. Accordingly it is necessary to seek appropriate advice in your own country.

## Overall Conclusion

In summary, it is important to recognize that

Our Intellectual Property needs to be fully protected as it comprises some of our most important financial and operational resources. Also, they have to be protected in order to keep/maintain scout image and status.

We must use every endeavor to ensure that non scouting parties are not able to use our Intellectual Property in any way without receiving appropriate authority to do so from the relevant NSO.

We must appreciate that it may not be easy to fully protect our Intellectual Property. Accordingly, we must seek appropriate legal advice to ensure maximum protection.

In order to assist NSOs in protecting their Intellectual Property it is recommended that "peer visits" be conducted between NSOs as a means of exchanging ideas and experiences.

# Appendixes

## **Appendix I**

- Sample provision's in NSOs
  - Korean Law
  - Malaysian Law
  - Philippines Law

## **Appendix II**

- A suggested Check List of steps to take for the protection of Intellectual Property in your own Country

## **Appendix III**

- World Scout's Brand and its Trademarks.
- Circular 27/2012: Revision of Licensing Arrangements in relation to WOSM's Brands and Trademarks

## Appendix I

### Sample provision's in NSOs

**Extract from  
Korea Scout Association's Scout Movement  
Fostering Act  
(Law No. 2118, July 28, 1969)  
(Second Amendment Law No. 4541, March 6, 1993)**

**Article 7 (Business of Supporting Body)**

Any person or body supporting the Scout Organization (hereinafter referred to as "Scout Support Body") may carry out any necessary business for profit making with the approval of the Minister of Culture and Sports.

**Article 8 (stop order for Profit- Making Business)**

In the event that the Scout Support body carrying on profit- making business as prescribed in Article 7 misappropriates profits earned from a relevant business for a purpose other than the body's management, the Minister of Culture and Sports may a order a suspension of business and take a complementary measures, if necessary, in respect to the relevant Scout support body.

**Article 9 (Report of Business)**

The Scout management body must report to the Minister of Culture and Sports on the matters related to a business plan, state of business progress and past records as ordered by the Minister of Culture and Sports.

**Article 10 (Prohibition of Use of Similar Title)**

1) No person other than the organization shall use its title in a way that is likely to induce others to believe that it represents the Scout management body.

2) Any symbol decided by the body shall not be used unless one is a member of the Scout management body.

### **Article 11 (Penalty)**

1) Any person who violated the provisions of Article 10, Paragraph 1, shall be punished by a penalty not exceeding Korean Won 100,000.

2) Any person who violates Article 10 Paragraph 1 shall be fined.

### **Supplementary Provisions**

1) (Enforcement date) This act shall enter into force as of the date of its promulgation.

2) (Interim Measures) The Boy Scouts of Korea and Girl Scouts of Korea which are both corporate juridical persons, at the time this Act enters into force, shall be deemed as Scout management bodies respectively pursuant to Article 4.

**Extract from**  
**Laws of Malaysia Act 409**  
Scout Association of Malaysia  
(Incorporation) Act 1968  
(Revised-1989)

### **Section 12**

No person, other than the Corporation or a person authorized in writing so to do by the Corporation shall sell or expose for sale any badge, token or emblem specifically adopted for use by a Scout under the Rule of the Corporation.

### Section 13

(1) No person, not being a Scout, shall publicly wear, carry or bear in such manner as to convey the impression that such person is a Scout any badge, token or emblem specifically adopted for use by a Scout under the Rules of the Corporation.

(2) No person shall without lawful authority and excuse have in his possession –

(a) any device which so closely resembles any badge, token or emblem specifically adopted for use by a scout under the Rules of the Corporation as to lead to the belief that the device in question is such badge, token or emblem; or

(b) any badge, token or emblem containing any words or characters so closely resembling any words or characters ordinarily used to describe any Scout as to be calculated to deceive, mislead; or

(c) any badge, token or emblem bearing the word “Boy Scout” or “Boy Scouts”.

13 A. Any person contravening any of the provisions of this act shall, on conviction be liable to a fine not exceeding five hundred ringgit or to imprisonment for term not exceeding one month.

**Extract from  
Boy Scouts of the Philippines  
Constitution and By-Laws (1975)**

**Article XIV**

Uniforms, Badges and Insignia

**Section 89.**

The uniforms, badges and insignia of the Boy Scouts of the Philippines shall be copyrighted and/ or patented and shall be made available to and used only by duly registered Scouts, officials and other members and individuals who have satisfactorily complied with the requirements prescribed by the organization. No alterations of or additions to the official uniforms, badges and insignia as prescribed, or of the rules and regulations covering their use, may be authorized by any Scout official or administrative body of the Boy Scouts of the Philippines, except by the National Executive Board.

**Section 90.**

The uniforms, badges and insignia of the Boy Scouts of the Philippines shall be used only on such occasions under conditions and for purposes not inconsistent with the principles of Scouting.

**Section 91.**

Local Councils shall be authorized to adopt special emblems for particular purposes in harmony with national policies and to permit their use upon the official uniforms in accordance with rules and regulations prescribed by the National Executive Board, but such emblems must be approved in advance by the Board as to purpose and design.

## Appendix II

### Check List

#### **A suggested Check List of steps to take for the protection of Intellectual Property in your own Country**

##### **What item of Intellectual Property was violated? Was it**

- An Emblem
- A (Trade) Mark
- A Name
- A Publication
- Artwork/Design

##### **Was that item of Intellectual Property legally registered? If so what is its:**

- Registration Number
- Registration Date
- Product Category/Class

What form of Intellectual Property ( eg the name of a specific product, publication etc ) was violated?

In what location was the violated item of Property found?

What was the date when the violation was found?

How many of these items were found?

What was the average price at which the particular item was being sold?

When was the violation reported to your NSO?

Has legal advice been sought in relation to the violation? If so when and from whom?

*Please do not forget that if you have any concerns, worries or problems in relation to any issues concerning intellectual property do not hesitate to contact:*

#### **World Organization of the Scout Movement**

Rue du PrÉ-JÉRÙme 5  
 PO Box 91  
 CH-1211 Geneva 4 Plainpalais  
 Switzerland  
 Tel.: (+41) 22 705 10 10  
 Fax.: (+41) 22 705 10 20  
 worldbureau@scout.org

## **Appendix III**

# **World Scout's Brand and its Trademarks**

Conditions of use and commercialisation



**World Scouting Brand Logo**



**The World Scout Brand**

The present World Scout Brand was launched in 2007. After five years, it was felt appropriate to review the guidelines and procedures relating to its use and licensing. This World Scout Brand identity guide defines the correct use of the graphical elements and explains the commercial and non-commercial licensing arrangements.

**WORLD SCOUT EMBLEM IN SUMMARY**

**Non-commercial use**

By virtue of their membership of WOSM, National Scout Organizations, and by extension National Scout Associations, are entitled to use the World Scout Emblem for non-commercial purposes as outlined in the general terms for non-commercial use described on page 4.

Partner organizations are simply invited to apply for a non-commercial license whenever that need may arise.

**Commercial use**

The reproduction of the World Scout Emblem on any item being offered for sale is subject to obtaining a product specific commercial license for each item.

**WORLD SCOUTING BRAND LOGO IN SUMMARY**

**Non-commercial use**

By virtue of their membership of WOSM, National Scout Organizations, and by extension National Scout Associations, are entitled to use the World Scouting Brand Logo for non-commercial purposes as outlined in the general terms for non-commercial use described on page 4.

The intention here is to encourage the wider non-commercial use and adoption of our brand and promoting our common claim to be "Creating a Better World".

Partner organizations are simply invited to apply for a non-commercial license whenever that need may arise.

**Commercial use**

The reproduction of the World Scouting Brand Logo on any item being offered for sale is subject to obtaining a product specific commercial license for each item.

**World Scout Emblem**

The World Scout Emblem is the distinctive symbol of our movement and is worn by Scouts worldwide. It is one of the best known symbols on the planet.

The World Scout Emblem is a protected symbol and is therefore subject to licensing restrictions. The correct version of the World Scout Emblem is available from the World Scout Bureau.



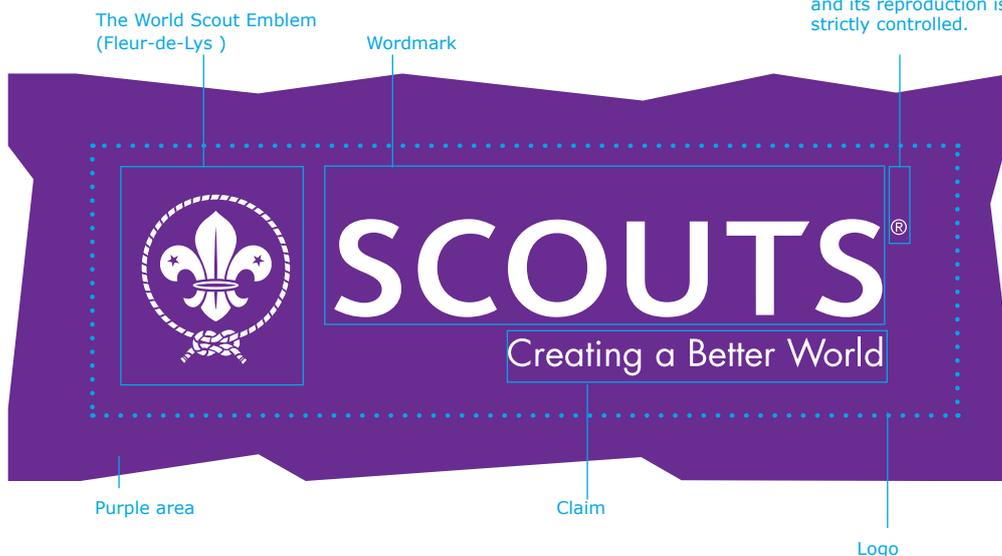
**Protection and promotion of WOSM's designs**

WOSM encourages and supports the adoption and use of its graphic designs by its member organizations. We have introduced the unified concept of what is considered commercial or non-commercial use of any WOSM brand or logo on any item, based on the intent "to offer it for sale" or not, in order to simplify authorised use of our designs by our member organizations. These conditions are described in more detail on page 4.

Our member organizations have access to professional graphic support, whether to produce a localised language version or to assist with a specific implementation. The underlying goal in providing these types of services at no charge to our member organizations is to ensure that the integrity of our original designs, whether in terms of proportions or colours, are respected without introducing complications around compliance as a barrier to their proper adoption and use.

The underlying objective of our licensing scheme is to define obligations and to promote and protect our members' collective rights in relation to the use of WOSM's designs. In particular, it is improper that some individuals may profit dishonestly by trading in WOSM's designs without obtaining a commercial license and contributing royalties, a practise which directly disadvantages all our members. We believe that our licensing arrangements present a fair and reasonable approach, while avoiding obligations that are either too onerous to fulfil or too complicated to be respected by all parties, including our member organizations, partners and any commercial interests.

## Logo Full Colour



## About the ® registered trademark symbol

The World Scout Emblem is a registered trademark and its reproduction is strictly controlled.

## About the Logo

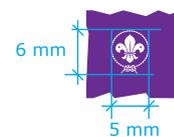
The SCOUTS logo is made up of the Emblem, the wordmark "SCOUTS", the registration sign and the claim.

**Please note** that neither the wordmark nor the claim can be used separately.

### Claim

The "B" of "Better" and the "W" of "World" are capitalised because the SCOUTS claim is written as a title not as a sentence.

## Minimum Size:



World Scout Emblem has minimum width 5 mm

## Colour Specifications

CMYK	PANTONE®	RGB	WEB
C79 M94 Y0 K0	PMS 527 C/M/U	R98 G37 B153	#622599
-----	PMS 7482 C	R0 G157 B78	#FFFFFF

**Fabrics**  
PANTONE® PMS Violet U

## Note regarding PANTONE 527:

The PANTONE Colour Formula Guide is printed with the same colour references (or formula) on coated, uncoated and matte paper. The suffix indicates the type of paper the colour is printed on. "C" for coated paper, "U" for uncoated paper and "M" for Matte coated paper. For a given color, e.g. PANTONE 527 C vs. PANTONE 527 U vs. PANTONE 527 M, the ink formula is identical. The visual difference is caused by the ink reaction to the substrate.

Specifications for all reproduction methods must be matched as closely as possible to the PANTONE colour. Close attention should be paid at the time of printing to ensure the best reproduction of the colour purple on all paper types and other substrates, e.g. textiles and foils.

## Single colour reproduction

A single colour version may be used in reproductions in which the full colour version of the logo is difficult to reproduce.

### Positive version



Purple and Black logo on white background.



### Negative version



White logo on black background.

As an exception, a purple on white background can be used. A white on black background version of the logo can be used for non-colour applications, e.g. for newspaper ads.

## Don'ts



The World Scout Emblem may not be printed other than as white on a solid purple background or the inverse.

The World Scout Emblem may not be used without the rope.



Do not distort the World Scout Emblem in any way.



English version



Russian version



Logo French version



Arabic version



Spanish version



Without claim



Maltese version



Slovenian version

## Language Versions

### Additional language versions of the World Scout Brand Logo

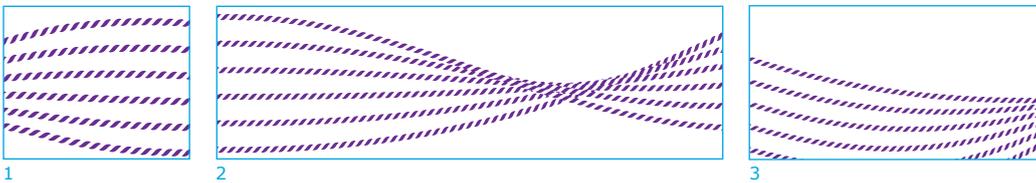
National Scout Organizations only may request the adoption of a recognized translation of the claim "Creating a Better World" in an additional language for their country by contacting the World Scout Bureau Central Office.

The World Scout Bureau may consult additional member countries that share the same language in order to achieve a consensus for the final translation.

In order to retain consistency and quality, only the World Scout Bureau produces and issues the final artwork of all approved language versions of the World Scout Brand Logo. There is no charge made to the NSOs for providing this service. All language versions are subject to the same general license terms for non-commercial or commercial use, as described on page 4.

## Secondary design element

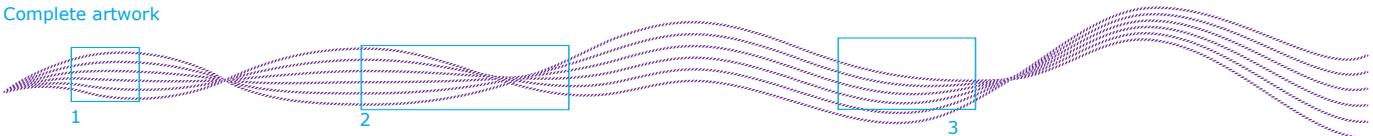
### In detail



The ropes may be used as a consistent secondary design element throughout all applications of the World Scout Brand. The use of this flexible yet distinct element is open to the creativity of all designers, but there are some rules to follow.

In any given application the rope artwork should be recognizable yet abstract. Only a section selected from the complete ropes element is to be used in any given application, as illustrated.

### Complete artwork



## National Scout Identity Brand



Colombia



Sudan

National Scout Organizations only may apply for the creation of a national brand derived from the World Scouting Brand Logo. The purpose of the National Scout Identity Brand logo is to visually identify the member country with the wider family of World Scouting.

The national Scout identity brand is created by replacing the claim with the internationally agreed name of the country (ISO 3166) in the language(s) of the member organization's choosing. In order to retain consistency and quality, the World Scout Bureau Central Office produces and issues the final artwork of all national Scout identity brands.



Namibia



South Africa

# World Scouting's general licence terms

Use of logos and other graphic elements associated with projects or programmes promoted by WOSM are subject to general licence terms for non-commercial and commercial use as outlined below. The World Scout Emblem features in all official WOSM logos and the general licence terms for its use must therefore be respected, as defined in the *World Scouting Brand Manual*.

A clear, unequivocal distinction is made between the terms "non-commercial use" and "commercial use" in relation to all of WOSM's designs.

## Non-commercial use - general licence terms

Non-commercial use of WOSM's designs covers those cases where the items on which our designs appear are not offered for sale.

Provided that the items are not being offered for sale, examples of non-commercial use of our brands includes reproduction on educational material, training material, general NSO management materials, Scout publications or other promotional material. Such applications will not usually require a member organization of WOSM to acquire a non-commercial license.

However, a product specific non-commercial license must be obtained in advance before any WOSM design can be displayed on any of the following categories of items<sup>1</sup>:

- clothing, badges, leather goods, metal pin badges
- flags, tents, rucksacks, camping, outdoor and adventure equipment
- computer hardware and software even when the items are not going to be offered for sale.

Applications for non-commercial licences must be submitted to the World Scout Bureau Central Office:

## World Scout Bureau

Rue du Pré-Jérôme 5  
P.O. Box 91  
1211 Genève 4 Plainpalais  
SWITZERLAND

**email** worldbureau@scout.org  
**phone** (+41 22) 705 10 10  
**fax** (+41 22) 705 10 20  
**web** scout.org

<sup>1</sup> defined as Nice Classifications of goods and services: 14, 18, 24, 25, 26, 42

## Commercial use - general licence terms

Commercial use of WOSM's graphic designs covers those cases where the items on which our designs appear are offered for sale. Irrespective of whether the selling price is established with the intention to generate a profit or only to cover production and distribution costs, it is the act of "offering for sale" that defines this as a commercial use for the purposes of the licensing scheme.

The reproduction of our brands or logos on any item being offered for sale is subject to obtaining a unique product specific commercial license for each item. We do not issue single commercial licenses covering multiple products. Quality of products and ethical standards of production must be assured in every case before a commercial license can be issued.

Royalties of 5% calculated on sales value will be collected on all items bearing WOSM's brands or logos.

In implementing the relevant World Scout Conference resolutions and decisions of the World Scout Committee, the production and sale of any item featuring the World Scout Emblem (collectively termed the official World Scout items), including World Scout Emblem Badges, World Scout Flags and World Scout pin badges, is exclusively reserved to the Official World Scout Shop, except in specific cases where a commercial license has been issued.

The Official World Scout Shop manages commercial licensing arrangements, on behalf of the World Scout Bureau.

Applications for commercial licences must be submitted directly to the Official World Scout Shop, at least three months prior to production:

## World Scout Shop Ltd.

75 Marlborough Road  
Lancing Business Park  
Lancing  
West Sussex BN15 8UG  
UNITED KINGDOM

**email** enquiries@worldscoutshops.com  
**phone** (+44 1903) 766921  
**fax** (+44 1903) 750359  
**web** worldscoutshops.com

Official World Scout Shop

worldscoutshops.com



**The World Scout Shop** offers a wide range of high-quality branded merchandise including badges, woggles, clothing, equipment, books and souvenir items. There is also a wide selection of Gilwell Park and Baden Powell branded products. You can find out more by visiting **worldscoutshops.com**

Attractive discounts exclusively to NSOs are available across the entire range. Enquiries regarding bulk orders should be directed to **enquiries@worldscoutshops.com**

The World Scout Shop also offers a bespoke design service, to create unique personalised products for your NSO.

**To discuss your requirements, please contact us today !**



**World Scout Bureau, Central Office  
Bureau Mondial du Scoutisme, Siège**

Rue du Pré-Jérôme 5  
P.O. Box 91  
1211 Geneva 4 Plainpalais  
SWITZERLAND

**Phone** (+41 22) 705 10 10  
**Fax** (+41 22) 705 10 20  
**Email** worldbureau@scout.org  
**Web** scout.org

**Circular N° 27/2012**

To: International Commissioners

31 August 2012

**Revision of Licensing Arrangements in relation to WOSM's Brands and Trademarks**

Dear Colleagues,

In 2007, the present World Scouting Brand was launched. After five years, it was felt appropriate to review the guidelines and procedures relating to its use and licensing. We looked at what might be done to promote increased legitimate use of our brands by member organizations, whilst continuing to uphold the relevant resolutions of the World Scout Conference and decisions of the World Scout Committee. We also considered how to simplify licensing arrangements as they are applied to all designs used to promote WOSM's activities and programmes with the goal of removing any perceived barriers to their non-commercial use by our member organizations. This circular presents the results of the review and explains the new licensing arrangements.

From now on, a clear, unequivocal distinction is to be made between the terms "non-commercial use" and "commercial use" in relation to WOSM's designs.

**1. Non-commercial use - general license terms**

Non-commercial use of WOSM's designs covers those cases where the items on which our designs appear are not offered for sale.

Provided that the items are not being offered for sale, examples of non-commercial use of our brands would include reproduction on educational material, training material, general NSO management materials, Scout publications or other promotional material. Such applications will not usually require a member organization of WOSM to acquire a non-commercial license.

However, a product specific non-commercial license must be obtained in advance before any WOSM design can be displayed on any of the following categories of items<sup>1</sup>:

- clothing, badges, leather goods, metal pin badges
- flags, tents, rucksacks, camping, outdoor and adventure equipment
- computer hardware and software

even when the items are not going to be offered for sale.

As previously, all applications for non-commercial licences should be submitted to the World Scout Bureau Central Office.

**2. Commercial use - general license terms**

Commercial use of WOSM's graphic designs covers those cases where the items on which our designs appear are offered for sale. Irrespective of whether the selling price is established with the intention to generate a profit or only to cover production and distribution costs, it is the act of "offering for sale" that defines this as a commercial use for the purposes of the licensing scheme. The reproduction of our brands or logos on any item being offered for sale is subject to obtaining a unique product specific commercial license for each item. We do not issue single commercial

<sup>1</sup> As defined by Nice Classifications of goods and services: 14, 18, 24, 25, 26, 42

licenses covering multiple products. Quality of products and ethical standards of production must be assured in every case before a commercial license can be issued.

Royalties of 5% calculated on sales value will be collected on all items bearing WOSM's brands or logos.

Applications for commercial licences should be submitted directly to the Official World Scout Shop, at least three months prior to production:

World Scout Shop Ltd.  
75 Marlborough Road  
Lancing Business Park  
Lancing  
West Sussex  
BN15 8UG  
United Kingdom

or by email to <enquiries@worldscoutshops.com>

The Official World Scout Shop now manages all commercial licensing arrangements for our brands, on behalf of the World Scout Bureau.

In implementation of the relevant World Scout Conference resolutions and decisions of the World Scout Committee, the production and sale of any item featuring the World Scout Emblem (collectively termed the official World Scout items), including World Scout Emblem Badges, World Scout Flags and World Scout pin badges, is exclusively reserved to the Official World Scout Shop, except in those specific cases where a commercial license has been issued.

### **3. World Scout Emblem - in summary**



#### **a. Non-commercial use**

By virtue of their membership of WOSM, National Scout Organizations, and by extension National Scout Associations, are entitled to use the World Scout Emblem for non-commercial purposes as outlined in the general terms for non-commercial use.

This change in policy removes the need to retain the former "Pack 1" in relation to use of the World Scout Emblem by member organizations. Partner organizations are simply invited to apply for a non-commercial license whenever that need may arise.

#### **b. Commercial use**

The reproduction of the World Scout Emblem on any item being offered for sale is subject to obtaining a product specific commercial license for each item.

### **4. World Scouting Brand Logo - in summary**



#### **a. Non-commercial use**

By virtue of their membership of WOSM, National Scout Organizations, and by extension National Scout Associations, are entitled to use the World Scouting Brand Logo for non-commercial purposes as outlined in the general terms for non-commercial licences outline above.

The intention here is to encourage the wider non-commercial use and adoption of our brand and promoting our common claim to be "Creating a Better World". This change in policy removes the need to retain the former "Pack 2" in relation to use of either the World Scout Emblem or World Scouting Brand Logo by member organizations. Partner organizations are simply invited to apply for a non-commercial license whenever that need may arise.

## b. Commercial use

The reproduction of the World Scouting Brand Logo on any item being offered for sale is subject to obtaining a product specific commercial license for each item.

## 5. Additional language versions of the World Scouting Brand Logo

National Scout Organizations only may request the adoption of a recognized translation of the claim "Creating a Better World" in an additional language for their country by contacting the World Scout Bureau Central Office. The World Scout Bureau may consult additional member countries that share the same language in order to achieve a consensus for the final translation. In order to retain consistency and quality, the World Scout Bureau produces and issues the final artwork of all approved language versions of the World Scouting Brand Logo. There is no charge made to the NSOs for providing this service. All language versions of the World Scouting Brand Logo are subject to the same general license terms, as outlined above, for non-commercial or commercial use.

## 6. National Scout Identity Brands



National Scout Organizations only may apply for the creation of a national brand derived from the World Scouting Brand Logo. The purpose of the National Scout Identity Brand logo is to visually identify the member country with the wider family of World Scouting. The national Scout identity brand is created by replacing the claim with the internationally agreed name of the country<sup>2</sup> in the language(s) of the member organization's choosing. In order to retain consistency and quality, the World Scout Bureau Central Office produces and issues the final artwork of all national Scout identity brands. There is no charge made to the NSOs for providing this service. All National Scout Identity Brands are subject to the same general license terms, as outlined above, for non-commercial or commercial use.

## 7. WOSM's educational programmes, projects, events and other initiatives



Use of logos and other graphic elements associated with projects or programmes promoted by WOSM are subject to similar conditions for non-commercial and commercial use as outlined in the general licence terms described earlier. It should be noted that the World Scout Emblem features in all official WOSM logos and that the general license terms for its use outlined above must therefore be respected.

Whenever necessary, specific guidelines covering the appropriate use of each individual graphic design is issued with the general information provided to National Scout Organizations and National Scout Associations about the related programme.

## 8. Transition arrangements

Current commercial and non-commercial licensees will be contacted and arrangements made to align all existing licenses with the conditions of the revised scheme presented here.

## Conclusion

WOSM encourages and supports the adoption and use of its graphic designs by its member organizations. We have introduced the unified concept of what is considered commercial or non-commercial use of any WOSM brand or logo, based on the intent "to offer for sale" or not, in order to simplify their use by our member organizations for non-commercial purposes.

---

<sup>2</sup> In accordance with current ISO-3166 terminology

Our member organizations have access to our professional graphic support, whether to produce a localised language version or assistance with a specific implementation. The underlying goal in providing these types of services at no charge to our member organizations is to ensure that the integrity of our original designs, whether in terms of proportions or colours, are respected without introducing issues around compliance as a barrier to their proper adoption and use.

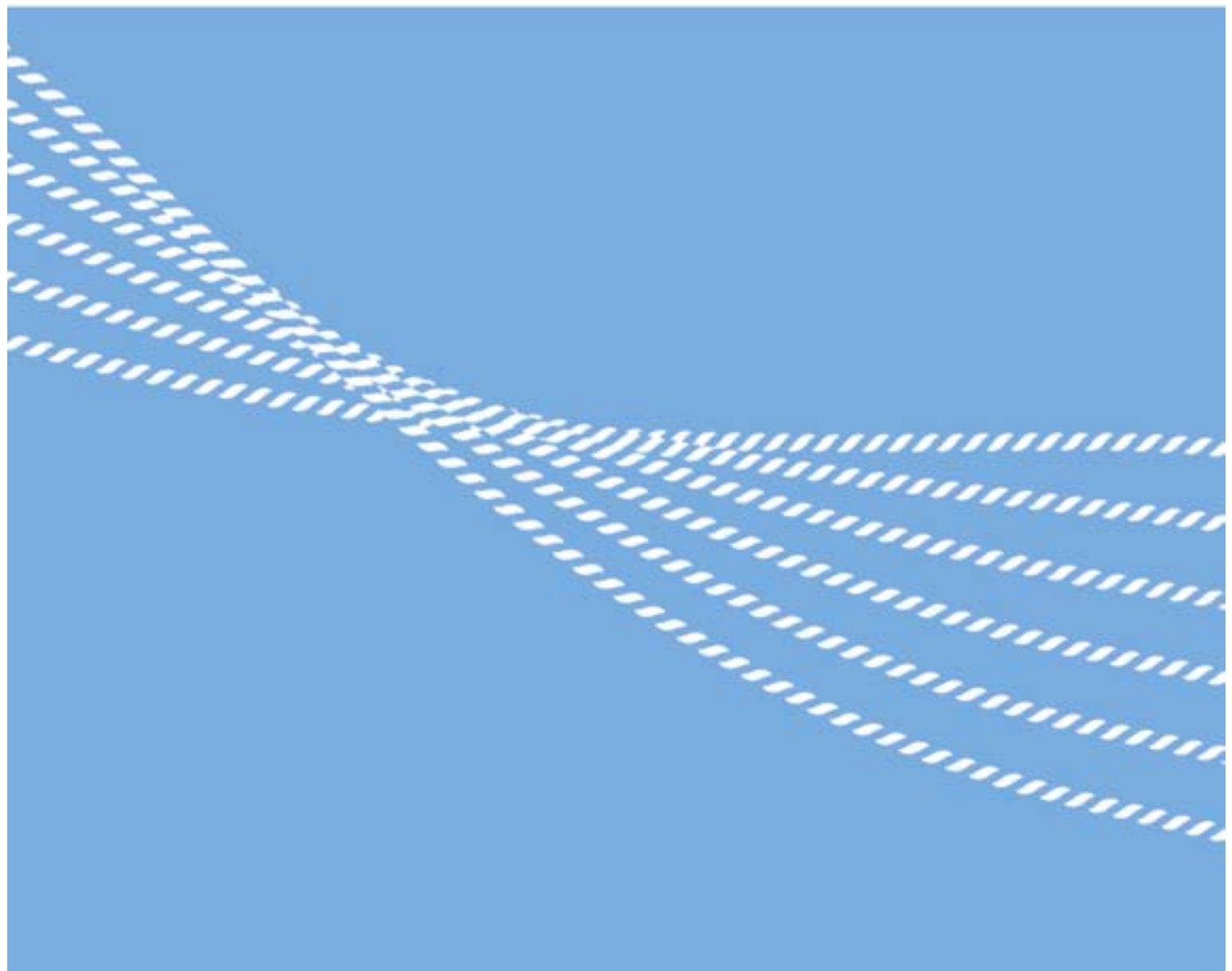
We are actively supporting wider adoption of the World Scouting Brand Logo and National Scout Identity Brands by offering localization services to our member organizations: again, at no charge.

The underlying objective of this licensing scheme is to define obligations and to promote and protect our members' collective rights in relation to the use of WOSM's designs. In particular, it is improper that some individuals continue to profit dishonestly by trading in WOSM's designs without obtaining a commercial license and contributing royalties, a practise which directly disadvantages our members. We believe that these new licensing arrangements present a fair and reasonable approach in this area, while avoiding introducing obligations that are either too onerous to fulfil or too complicated to be respected by all parties, which include our member organizations, their partners and any commercial interests.

Thank you for your attention.

Luc Panissod  
Secretary General, WOSM





**SCOUTS**<sup>®</sup>

Creating a Better World

© Copyright World Scout Bureau

Asia-Pacific Region

September 2007

[www.scout.org](http://www.scout.org)

ISBN 978-971-91927-8-7