



## A SUMMARY OF RESOLUTIONS, DECISIONS AND CIRCULARS RELATED TO THE WORLD SCOUTING BRAND AND ITS TRADEMARKS

Detailed Historical and Legal Background Information

FEBRUARY 2011 VERSION: Updated version of the Annex No. 2 to the World Scout Bureau Circular No. 5/07 – April 2007

### RESOLUTIONS

#### Resolution 12/1961

##### 12/61 World Scout Flag Badge

*The Conference resolves that the official flag of the World Scout Movement shall consist of a field of purple bearing a white fleur-de-lis surrounded by a design representing a white rope, knotted centrally at the bottom with a reef knot, and authorises the use of such flag by its member Associations, or any unit thereof.*

#### Resolution 5/1969

##### 5/69 World Scout Emblem, Flag & Badge

1. *The World Scout Emblem*  
*The Conference resolves that the World Scout Emblem shall consist of a field of royal purple bearing the white international arrow-head surrounded by a white rope in a circle and a central reef knot at the bottom, authorizes its use and reproduction by Member Associations and their members in forms not intended for sale, and directs that it be incorporated in the emblem designs of official international event.*
2. *World Emblem, Promotion and Protection*  
*The Conference recognizes the values of the Movement of using the World Scout Emblem, and directs the World Bureau to act on behalf of the Movement to control protection of the Emblem and to license whenever appropriate its reproduction in any form intended for sale.*
3. *World Brotherhood Items*  
*The Conference encourages Member Associations to build familiarity for the World Scout Emblem and its significance both within Scouting and with the public, directs the World Bureau to continue to study and make available appropriate "world brotherhood items" carrying the emblem, and urges associations to make such items readily available to their members through Scout shops, special events and camps.*
4. *The World Scout Badge & Flag*
  - a. *The World Scout Badge shall consist solely of the World Scout Emblem contained within a circle, as defined in paragraph 1.*
  - b. *The World Scout Flag shall consist solely of the World Scout Emblem with the field rectangular, three units wide by two units high, the Emblem central and 1.25 units wide.*
  - c. *The use of the World Scout Badge and World Scout Flag by Member Associations, their units and members, is authorized and encouraged whenever appropriate. (Revokes 12/61, 13/61 & 11/63).*

#### Resolution 10/1988

##### 10/88 World Scout Emblem

*The Conference*

- *recognizing the importance of the world Scout emblem as a symbol of the unity of the world brotherhood of Scouting*
- *conscious of the need to raise funds for the development of Scouting worldwide*
- *requests the cooperation of all National Scout Organizations in ensuring adequate legal protection of the world Scout emblem*
- *encourages all members in all National Scout Organizations to wear, in addition to any national membership badge, the world Scout badge on their uniforms*
- *encourages National Scout Organizations to allocate a part of the income from the sales of the world Scout badge to the development of Scouting worldwide through the World Scout Foundation.*

#### Resolution 29/1990

##### 29/90 World Scout Badge

*The Conference*

- *considering that, since the adoption of Resolution 10/88 encouraging National Scout Organizations to allocate a part of the income from sale of the World Scout Badge to the development of Scouting worldwide, through the World Scout Foundation, the following has occurred:*
  - *over 8 million Scouts and leaders now have the opportunity to the World Scout Badge, signifying their membership in a worldwide organization*
  - *over SF 100,000 has been contributed by 9 associations to the Scout Foundation as a result of this effort, assisting the Foundation maintaining its level of support for the World Organization*
  - *this plan has provided members of the World Movement, including Scouts, with an opportunity to financially support the World Organization*
  - *today, approximately one half of all Scouts and leaders in the world, representing 24 Scout Associations, are given the opportunity to wear the World Scout Badge and therefore make a contribution to the World Scout Foundation*
- *encourages all remaining National Scout Associations to implement Resolution 10/88 and allocate a part of the income from the sale of the World Scout Badge to the development of Scouting worldwide, through the World Scout Foundation.*

**Resolution 12/2011**

12/11 Scouting's Profile

*The Conference*

- recognizing the importance of the work done on communications, partnerships, branding and resource mobilization
- building on the success of the Regional Communications Forums
- recognizing the advance of technology and its impact on channels of communication
- recognizing the effort of maintaining and managing external partnerships that create additional channels for World Scouting
- recommends the World Scout Committee to continue the work done by the Scouting's Profile Committee.

**Resolution 13/2011**

13/11 Strengthening the World Scouting Brand

*The Conference*

- considering Conference Resolution 5/69,
- recognising the change in the Constitution adopted at its meeting in July 2008, which included the World Scout Emblem in the Constitution of the World Organization of the Scout Movement,
- recognising the importance of the work accomplished in the area of branding since the adoption of Resolution 9/05 in September 2005,
- recognising that World Scouting's brands are an integral part of the Movement's intangible capital and recognising the urgent need to protect them
- recognising the impact of the marketing dimension of this strategy on the Movement's growth policy and on the mobilisation of new resources,
- recognising that the "World Scout Bureau" Association (World Scout Bureau Inc.) is the legal representative of the World Organization of the Scout Movement and thus owns its brands,
- recognising the beneficial effects that the protection and promotion of World Scouting's brands have on the sense of belonging amongst its members at national and international level
- recognising the differentiating capacity that these brands have vis-à-vis dissident organizations or vis-à-vis organizations that abuse the emblems and badges that show membership of the World Organization of the Scout Movement
- recognising that Scout & Guide National Organizations (SAGNOs) as well as National Scout Organizations may have other important stakeholders, leading to a more complex situation regarding brand identity and multiple brands
- requests the World Scout Committee to pursue the implementation of the strategy adopted in Conference Resolution 9/05, and to pursue the 12-year plan adopted by the Committee in 2006
- requests the World Scout Committee and the World Scout Bureau to continue investing in the legal protection of the brands
- encourages National Scout Organizations: to use the World Scout Emblem on their uniforms and on all promotional materials; to use the means that enable the World Scouting's brand logo to be adopted at national level (Pack 2, World Scout Bureau Circular 5/07)
- recommends that National Scout Organizations and their members respect the legal and graphic norms governing the protection of the brands at national and international level, and to support the World Scout Committee in taking legal action against counterfeiters
- recommends that National Scout Organizations respect the decisions taken by the World Scout Committee concerning the terms of use and commercialisation of World Scouting's brands
- adopts the vision in terms of image contained in Conference Document 8 presented by the World Scout Committee.

**DECISIONS**

**World Scout Committee Decision, Meeting 07/1973**

Messrs. Jarrett and Kentopp submitted a paper (Appendix VI) giving the World Bureau proposals for the implementation of World Conference Resolution No. 5/69.

This Report was adopted with the additional interpretation that the use of the emblem be classified in two categories.

- Category A. Use of the emblem for identification, for which no royalty is payable.
- Category B. Use of the emblem for which a 10% royalty will be payable.

The decision as to category is to rest with World Bureau.

Appendix VI to Minutes of World Committee

Minutes No. 12/1973

Whereas Conference Resolution No. 5/1969 directs the World Bureau "to control protection of the Emblem and to license whenever appropriate its reproduction in any form intended for sale".

The Boy Scouts World Committee, RESOLVES that:

- a) In order to achieve the objects of Resolution No. 5/1969, which were twofold (i) to unify and identify members, and (ii) to provide a source of funds for the World Movement, while maintaining control, Associations shall be required to register all proposed uses of the emblem with the World Bureau.
- b) Where article, publication, etc., bears the emblem solely as identification or decoration, its registration shall be free

of any royalty payment to the World Organization (Category A).

- c) Where the primary purpose of the article, publications, etc., shall be to display or promote the World Emblem, its manufacture and/or sale shall be conditional on the granting of a licence by the Bureau and the payment of a 10% royalty on manufacture costs, in accordance with procedures established by the Bureau (Category B).
- d) The decision as to which category a proposed article, etc. falls shall be made by the Bureau and advised to the Associations concerned before manufacture commences.

NAIROBI, 14<sup>th</sup> July, 1973

#### **World Scout Committee Decision, Meeting 04/2006**

Following questions and a discussion, the WSC:

On the Brand Platform (section 1.2 of the Progress report)

- Requests all WOSM organs and bodies to use the main elements of the Brand platform in order to help focus the message of the Movement.
- Requests the Communication team of the World Scout Bureau to provide training and promotional tools to all volunteers and staff.
- Requests the organisers of international Scout events to use the Brand Platform for all communication activities, especially those that impact public opinion through the use of mass media.

On the Brand Design (section 2.2 of the Progress report)

- Agrees on the revitalisation of the Brand Design presented on Friday 28 April within the Interbrand presentation.
- Agrees on its strict application for all WOSM organs and bodies.
- Requests the Communication and Media team of the World Scout Bureau to provide the tools to implement this new Brand Design to all WOSM organs and bodies.
- Requests the organisers of international Scout events to use the new Brand Design for all communication activities, especially the ones which impact on public opinion through the use of mass media.
- Authorises the World Scout Bureau to register the new Brand Design as a trademark.
- Suggests that SCORE launches a new line of products to help disseminate the new Brand Design before the centennial year.

On the Brand Management (section 3.3 of the Progress report)

- Agrees on the launch of a feasibility study to look at solution in terms of Brand protection, management of trademarks, rights and licences in conjunction with the various shareholders of the World Scout Brand (SCORE, World Scout Foundation, NSOs, organisers of International Scout events).
- Requests a report be provided before the next World Scout Committee meeting.

#### **World Scout Committee Decision, Meeting 09/2006**

Following questions and a discussion, the WSC approved the following decisions:

On protection of the brand (section 1.2 of the Progress report).

- Given the Conference resolutions 12/61 and 5/69, the World Scout Committee affirms that the World Scout Emblem belongs to the World Organization of the Scout Movement and that this property is managed by its legal representative, the World Scout Bureau, Inc.
- Given its previous decision regarding the creation of a new World Scouting Brand Logo, the World Scout Committee confirms that this logo belongs to the World Organization of the Scout Movement and that this property is managed by its legal representative, the World Scout Bureau Inc.
- The World Scout Committee asks the World Scout Bureau to publicise the rules, terms and conditions for any use of the World Scout Emblem and of the World Scouting Brand Logo.

On the brand management (section 2.4 of the Progress report).

- The World Scout Committee welcomes the results of the Feasibility Study on the Brand Management and asks the World Scout Bureau to continue to work in that direction by producing an investment plan for its next meeting in March 2007.
- The World Scout Committee asks the World Scout Bureau to produce the Global Marketing Programme in order to present it too in March 2007.

#### **World Scout Committee Decision, Meeting 03/2007**

The World Scout Committee decides in favour of:

- The creation of Branding Package n° 1 enabling the free use of the World Scout emblem for non-commercial purposes by WOSM NSOs with full rights.
- The creation of Branding Package n° 2 enabling the non-commercial use of the World Scout emblem and World Scouting's brand logo. Such use will be subject to a contribution to brand development indexed according to the registration fee categories, namely, for category A: USD 125, for category B: USD 250, for category C: USD 375, for category D: USD 500. The World Scout Bureau will provide a supplementary service.
- The creation of Branding Package n° 3 enabling the commercial use of the World Scout emblem, the World Scout brand logo and all derivative products according to the conditions reaffirmed in World Scout Bureau circular n° 4 of 1974.
- The exclusive right to sell the World Scout badge, the World Scout flag and the World Scout lapel pin is granted to Scout Resources International (SCORE), and the licensed production of these three products according to the terms of circular n° 4 of 1974 and with particular conditions concerning samples and quality control.

The World Scout Committee reaffirms that:

- The production and licensed sale of the World Scout badge is subject to a licensing contract as per the terms of World Scout Bureau circular n° 4 of 1974.
- In accordance with the terms of World Scout Conference Resolution 10/1988, a supplementary voluntary contribution for the production and sales of badges may be made to the World Scout Foundation.
- That this voluntary contribution does not exonerate the payment of royalties on the production and sale of badges to the World Scout Bureau.

The World Scout Committee requests the World Scout Bureau to publish the terms and conditions of use and commercialisation of the World Scout emblem and the World Scouting brand logo as a circular, in accordance with the terms of its Decisions and previous Decisions of the World Conference, World Scout Committee and World Bureau circulars.

Decision regarding the negotiation procedure:

Conscious of the terms contained in Conference resolution n° 10, 1988, and of the interpretation that it was to encourage the registration of the World Scout emblem at national level, the World Committee requests that negotiations be undertaken with the national Scout organisations that registered it, with a view to:

- The above-mentioned NSOs recognising that the World Scout emblem is WOSM's property,
- Seeking a possibility of finding a contractual arrangement concerning the commercialisation of products bearing the emblem, and this on a case-by-case basis.

The Committee is conscious that these arrangements should be in place prior to the next World Conference, at which a global agreement will be presented that would enable the establishment of a global system concerning the management of the trademarks of World Scouting that would be as beneficial to the World Organization of the Scout Movement (through the intermediary of the World Bureau) as it would be to recognised member national Scout organisations.

Special agreement for event organisers

The WSC decides:

- that the logos of all official international Scout events shall hereafter be subject to be subject to the WSC's approval concerning respect for the conditions of use and commercialisation of the trademarks of World Scouting, as decided previously
- that the organisers of official international Scout events shall have the benefit, free of charge, of all the advantages and services mentioned in Package n° 2 concerning the conditions of use and commercialisation of the trademarks of World Scouting
- to integrate Scout Resources International (SCORE) in the commercialisation of derivative products resulting from the use of the World Scout emblem in the logos of official international Scout events
- to integrate the conditions defined above in the guidelines for NSOs hosting official international Scout events.

The WSC requests the WSB to publish these decisions.

The WSC approves the new logo of the "Scouts of the World" programme and decides to place its use within the framework of the conditions of use and commercialisation of the trademarks of World Scouting.

Exclusive use of new brand logo

The World Scout Committee confirms its decision of April 2006 to create a new brand logo and requests that it be used exclusively (i.e. without any other logo or emblem) in one of the five customary working languages of the Organization on all communication and promotional materials emanating from WOSM, in the totality of places in which it is situated and in the totality of its activities.

## CIRCULARS

### World Scout Bureau Circular 32/1968

"The World Scout Badge" - Progress Report

As requested by several Regions and directed by the 21<sup>st</sup> World Scout Conference, your Bureau Staff has been intensively investigating the many aspects of the design, production, distribution, use and protection of a "World Badge" for optional use by Associations since our relocation to Geneva.

The complex research and resultant decisions have now reached the point where plans are ready to share with you. We are especially grateful to the Reorganization Committee, World Committee, Public Relations Sub-Committee and others whose personal interest and guidance has helped us reach the production point.

Here are the developments:

- To further promote the international understanding and friendship the 21<sup>st</sup> World Conference asked "that the World Committee study the possibility of having a common universal badge to be adopted by all Member Scout Organisations both for use in or out of uniform".
- For clarity, this actual physical badge is being called the "World Badge", while the general design is being called the "World Emblem".
- The World Badge will carry the World Emblem (as per resolution 12 of the 1961 World Conference re: "Flag Badge") of the "white fleur-de-lys" surrounded by the "white rope" on a field of royal purple, all within a circle.
- By World Committee decision, the Bureau will act for the Movement in arranging specifications, manufacturing, promotion, distribution, protection and, where necessary, licensing of the World Badge.
- Research has pointed up the fact that because of widely differing uniform regulations and customs and economic conditions around the world, no single form of "World Badge" could accomplish the "universal" objective intended.
- As a result, the World Badge will be made available in both cloth (22mm diameter) and metal (11mm diameter), with both a standard and economical version of each - four different forms in all.
- After discussions with many possible sources of supply in a number of countries, manufacturers of the first badges have been selected and production has been authorised. We hope to have a sample set of the four prototype badges in the hands of each Member Organisation around the end of the year, for your study and optional

selection.

- h) *It appears that most countries will have ready use for the metal badge, especially for adult use, and where a cloth badge for uniform wear is desired, some time may be required for uniform regulation changes.*
- i) *You will understand that production of these prototypes is involving heavy initial costs which the Bureau is bearing itself and not passing along to Associations. As a result, attempting to keep the costs as low as possible yet maintain certain standards of quality, we are able to guarantee the following low prices, even at this early stage (plus minor handling, postage and insurance charges).*

World Badge	Quantity Ordered (in \$ U.S.)		
	100	1,000	10,000
No. 501 Cloth embroidered	\$3.29/100	\$3.12/100	\$3.07/100
No. 502 Cloth, woven	\$0.88/100	\$0.84/100	\$0.826/100
No. 503 Metal, enamelled	\$9.10/100	\$8.82/100	\$8.40/100
No. 506 Metal	Still negotiating, but definitely less than No. 505		

*Creating savings can be effected on orders for more than 10,000 and our staff will be glad to respond to queries about specific quantities.*

- j) *Where it is more practical to manufacture a desired form of the World Badge locally rather than order from the Movement, the Bureau will work with the Association to develop a licensing arrangement with a local manufacturer and insure that standards of design and quality are maintained.*
- k) *Where current regulations or practice make it impractical to use the official world colours of royal purple and white, yet the Associations wishes to enable its members to wear a symbolic badge with the "World Emblem" although in different colours, the Bureau will again represent the Movement in developing a licensing arrangement with the Association and a local manufacturer.*
- l) *These will be "restricted sale" items in order to keep with Associations' decisions and wishes. Cloth and metal World Badges will only be sold directly to Associations adopting such a badge for their handling. Where Associations approve and endorse the wearing of a metal World Badge with civilian attire, all promotion will encourage individuals to purchase such badges directly from their Associations and its Scout Shops.*
- m) *There are, of course, tremendous public relations opportunities in the presentation of "first" World Badges at all levels, from troops to heads of state.*
- n) *The Public Relations Sub-Committee also strongly urges that each Association adopting a form of the "World Badge" to be presented upon induction into the Movement, include in the ceremony an opportunity for the new Scout or Scouter, upon receiving his World Badge to respond with at least a token contribution to (what is now called) the World Scout Friendship Fund, symbolic of not only his membership but his new obligations to Brother Scouts around the globe.*

*So this is the latest, accurate information as we have it here. We will keep you informed of further progress and any changes. The acts of four prototype World Badges will be rushed to you as soon as they are available, and we should be able to ship any quantity very shortly thereafter.*

*The availability and use of a World Badge for wear both in uniform and out can certainly help build recognition and unity for the World Brotherhood, and we trust that these decision and arrangements made on your behalf will enable the maximum number of Brother Scouts to identify themselves as such.*

*Signed Laszlo Nagy  
Secretary General*

**World Scout Bureau Circular 4/1974**

*Use of the World Scout Emblem and Badge*

*World Conference Resolution No. 5 of 1969, directed the World Bureau "to control protection of the Emblem and to license whenever appropriate its reproduction in any form intended for sale".*

*At its 1973 meeting, the World Committee ruled on the policy to be followed by the World Bureau in implementing Resolution No. 5/69- In the attached Appendix you will find the text of the World Committee's own Resolution and a restatement of the basic policies relating to use of the World Scout Emblem and Badge as they stand following the Committee ruling.*

*You are asked to study this document carefully and to note that Associations are required to register all proposed uses of the emblem with the World Bureau. If your Association, or any of its branches, are at present producing any article carrying the emblem, we should be grateful if you would advise the World Bureau as soon as possible, and forward a sample of each item. It may well be that, as stated in the Appendix, there could be a demand for such items from other countries.*

*Signed Laszlo Nagy, Secretary General*

**BASIC POLICIES – WORLD SCOUT EMBLEM AND BADGE**

*Reference: World Scout Conference Resolution No. 5 of 1969*

1. *Emblem: The Conference defines the Emblem and "authorizes its use and reproduction by Member Associations and their members in forms not intended for sale, and directs that it be incorporated in the emblem designs of official international event".*
2. *Emblem, Promotion & Protection: The Conference directs the World Bureau "to control protection of the Emblem and to license whenever appropriate its reproduction in any form intended for sale".*
3. *World Brotherhood Items: "The Conference encourages Member Associations to build familiarity for the World Scout Emblem...", directs the World Bureau "to make available appropriate "world brotherhood items" carrying the emblem, and urges associations to make such items readily available to their members..."*
4. *Badge and Flag: Both are defined, and "the use of the (Badge and Flag) by Member Associations, their units and members, is authorized and encouraged whenever appropriate".*

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Appendix VI To Minutes of World Committee (No. 12/1973).

The Boy Scouts World Committee, RESOLVES that:

- a) In order to achieve the objects of Resolution No. 5/1969, which were twofold (i) to unify and identify members, and (ii) to provide a source of funds for the World Movement, while maintaining control, Associations shall be required to register all proposed uses of the emblem with the World Bureau.
- b) Where article, publication, etc., bears the emblem solely as identification or decoration, its registration shall be free of any royalty payment to the World Organization (Category A).
- c) Where the primary purpose of the article, publications, etc., shall be to display or promote the World Emblem, its manufacture and/or sale shall be conditional on the granting of a licence by the Bureau and the payment of a 10% royalty on manufacture costs, in accordance with procedures established by the Bureau (Category B).
- d) The decision as to which category a proposed article, etc. falls shall be made by the Bureau and advised to the Associations concerned before manufacture commences.

NAIROBI, 14<sup>th</sup> July, 1973

Appendix: Further policy refinements

World Emblem Use

- a) In general, any reproduction or use nationally must be registered or cleared with the Bureau.
- b) The use of the Emblem is to identify or "officialize" items, especially by associations using the World Badge or Emblem, is encouraged and royalty-free, i.e. on handbook covers, labels in Scout uniforms, on an official axe handle, etc.
- c) Use of the World Emblem to give a "souvenir" or decorative value (usually on non-program items) probably will require a royalty arrangement, i.e. on a silver teaspoon, coffee mug, jewellery (normally 10%).

World Badge

- a) Five official versions of the "World Scout Badge" exist, and the Bureau's service is to have it available for associations if they wish to use it.
- b) World Badges are sold directly to associations and in accordance with certificate of their decisions on use of the Badge on file with the Bureau.
- c) When appropriate, the Bureau will license national production of approved versions of the Badge under royalty arrangement.

Supply Service - "Brotherhood items"

- a) Four main objectives:
  1. To give boys a chance to own a physical symbol and reminder of their World Brotherhood.
  2. To multiply the Emblem, building familiarity and identity for national associations.
  3. To provide opportunities for additional sales income for national associations.
  4. To provide only enough income at world level to cover basic costs of product development promotion and service.
- b) Expand wholesale sales to associations to get items nearer the boy, expand volume, decrease unit costs:
  - sale through normal shop outlets
  - sales at special events (Jamboree, etc.)
- c) Cooperation with associations on three types of sales:
  1. Purchase of Bureau-produced items (customs help, etc.)
  2. Local Production of Bureau-type items (under royalty).
  3. Local Production of new items to carry the Emblem (under royalty).
- d) New items are constantly sought, generally of a type that does not compete with normal existing items in Scout supply lines:
  - a locally produced item may have world sales potential, with Bureau handling promotion and sales outside producing country (volume increase, unit cost lowered)
  - suggestions for items are welcome, for one association may not have enough volume for an item to produce it economically, but by joint production through the Bureau, volume can be high enough to have it available at reasonable cost, for interested countries.

World Scout Bureau

November, 1973

**World Scout Bureau Circular 40/1988**

Dear Colleague,

The strength and coherence of the international dimension of our Movement stems from its mission, as reflected in the Constitution and recently reaffirmed in the context of the strategy for the future launched in Melbourne.

The most universal symbol of this mission is the Emblem worn by Scouts throughout the world: who amongst us, wherever we come from, does not recall how proud we felt to wear the fleur de lys on our shirt or belt for the first time? The World Scout Emblem is a symbol of the brotherhood and unity of Scouting throughout the world, and I am sure that its universality represents a powerful unifying factor within our Movement. We should therefore do whatever we can to promote the respect of the Emblem and reinforce its use, be it at national or international level.

But, apart from its symbolic value, the appropriate use of our Emblem also constitutes a reliable lever for obtaining resources vital for the smooth functioning of the World Organization. It is to this latter aspect that I should like to draw your attention

through the attached circular and I thank you in advance for giving this matter the attention it deserves.  
I would like to take this opportunity to reaffirm my full commitment to Scouting.

Yours sincerely,  
Signed Jacques Moreillon

MAD / E (Addressed to countries who were part of the Madrid Agreement)

Circular No. 40/88

Dear Colleague,

RE : WORLD SCOUT EMBLEM

During its meeting 17<sup>th</sup> and 18<sup>th</sup> September 1988, the World Scout Committee examined the measures to be taken as a follow-up to the adoption of Resolution No. 10/88 (text attached) by the 31<sup>st</sup> World Conference recommending all national Scout organizations to promote the wearing of the official World Badge as a symbol of the universal brotherhood of Scouting.

This resolution also seeks to ensure the optimum legal protection of the emblem of the World Organization and to encourage national organizations to allocate part of the income from their sale of the World Badges to the World Scout Foundation. The implementation of this resolution requires action at world level in two main directions:

1. Resolution No. 10 and National Scout Organizations

Initial discussions with some of our member organizations have shown that the use of the World Emblem varies greatly, both in respect of the actual wearing of the World Badge and in the reproduction of the World Emblem for commercial purposes. We therefore consider it necessary for us to up-date as consistently and as precisely as possible the information that we currently possess on this subject.

In order to do so, I would request your cooperation in informing us of the situation of your own organization, and would ask you to duly complete and return to us one of the two questionnaires attached to this circular before 31 January 1989.

Questionnaire A should be completed by those organizations which already use the World Emblem and/or reproduce it for commercial purposes.

Questionnaire B should be completed by those organizations which do not yet use the World Emblem and/or reproduce it for commercial purposes.

2. Resolution No. 10 and the World Scout Bureau

The World Scout Bureau has filed a request with the competent bodies for the international registration of the World Emblem as a "trademark" under the Madrid Agreement, a legal framework governing the registration of trademarks with the World Intellectual Property Organization. This registration of the World Emblem as a "trademark" is aimed at protecting it from any commercial use not authorized within the framework of a licence granted by the World Scout Bureau, in accordance with Resolution 5/69, adopted by the 22<sup>nd</sup> World Scout Conference.

As your country has signed the Madrid Agreement, once the registration of the World Emblem has been completed (most probably during 1989), it will be protected as stipulated above with the territory of your country. In view of the importance of this matter, we felt it necessary to inform you already of the steps we have taken

Needles to say, I will be happy to provide you with any additional information you may require.

Yours sincerely,  
Signed Jacques Moreillon

PAR / E (Addressed to countries who were part of the Paris Convention)

First part same as above, until point 2.

2. The World Scout Bureau has filed a request with the competent bodies for the international registration of the World Emblem as a "trademark" under the Madrid Agreement, a legal framework governing the registration of trademarks with the World Intellectual Property Organization. This registration of the World Emblem as a "trademark" is aimed at protecting it from any commercial use not authorized within the framework of a licence granted by the World Scout Bureau, in accordance with Resolution 5/69, adopted by the 22<sup>nd</sup> World Scout Conference.

Your country is not a signatory of the Madrid Agreement, but is a signatory of the Paris Convention of March 20<sup>th</sup> 1883 modified in 1979, which offers a broader but less specific protection. Therefore, if our World Emblem is not already registered in your country, you have the priority to request national protection with your own competent trademark authorities if you so wish.

Such a request, which must be made in the name of and on behalf of WOSM (the legal proprietor of the World Scout Emblem), should be filed by your organization without delay. If this is not done, any individual or body could register the same emblem on its own behalf; if such a request for registration by an individual or non-Scout organization were to take place, you would have the right of appeal, but obviously this would only be possible if you had been informed of the application.

I am sure that on reading this circular you will realize the importance that should be accorded to this matter, and the need for your cooperation, for which I thank you in advance.

Needles to say, I will be happy to provide you with any additional information you may require, and, if need be, assist you with related procedures.

Yours sincerely,  
Signed Jacques Moreillon

OTH / E (Addressed to countries who weren't part of either the Madrid agreement or the Paris Convention)

First part same as above, until point 2.

2. The World Scout Bureau has filed a request with the competent bodies for the international registration of the World Emblem as a "trademark" under the Madrid Agreement, a legal framework governing the registration of trademarks with the World Intellectual Property Organization. This registration of the World Emblem as a "trademark" is aimed at protecting it from any commercial use not authorized within the framework of a licence granted by the World Scout Bureau, in accordance with Resolution 5/69, adopted by the 22<sup>nd</sup> World Scout

Conference.

*As your country is not a signatory of the Madrid Agreement, or of the Paris Convention of March 20<sup>th</sup> 1883 modified in 1979, which offers a broader but less specific protection, no priority of any kind for registration of the Emblem exists in your country. We encourage you, however, to take whatever action may be useful on this matter, and thus participate in our efforts. A useful first step may be to find out what rules and procedures apply to the protection of trademarks in your country, and whether the World Emblem can be protected in accordance with these.*

*Please note that such any request you make for trademark protection of the World Scout Emblem must be made in the name of and on behalf of WOSM, the legal proprietor of the Emblem.*

*I am sure that on reading this circular you will realize the importance that should be accorded to this matter, and the need for your cooperation, for which I thank you in advance.*

*Needless to say, I will be happy to provide you with any additional information you may require, and, if need be, assist you with related procedures.*

*Yours sincerely,  
Signed Jacques Moreillon*