



World Scouting Request Form for Commercial Use of the Brand

This form is to be used to request the authorisation for the the commercial use of the World Scouting Brand & Its Trademarks.

Access to this form in electronic format is available from the following address:
<http://www.scout.org/brand/>

About your organisation

Name of organisation:

Full Address (Street,
Postal Code & City):



Country: Tel.:

Main contact: Fax:

Job title: Email:

PACK 3 : CONDITIONS OF COMMERCIAL USE

See below for contents and conditions of pack 3.

Pack 3		COMMERCIAL USE AND LICENSING SYSTEM	
<p>Pack 3 is aimed at using the World Scout Brand and its Trademarks in a commercial way to generate additional income for a National Scout Association, a Scout shop, or a Scout event. A commercial license may be obtained under the conditions listed below. Misusing the World Scout Brand and its Trademarks is considered an act of theft. Every member of the Movement needs to take responsibility and help preserve its integrity.</p>			
Items	Contents of the pack	Applications	Conditions
 The World Scout Emblem  The World Scouting Brand Logo	<ul style="list-style-type: none"> CD with the original graphic files of the World Scouting Brand Logo in the five working languages, graphic files of the World Scout Emblem Brand Identity Guidelines and manual Access to free downloading of artwork in the graphic design section of the Media Centre of scout.org Brand Protection secured by the World Scout Bureau Legal follow-up ensured by the Brand Legal Management Unit of the World Scout Bureau Integration of your activities in the Global Marketing Plan 	<p>Any application on products intended to be commercialised with the objective to generate profit margins comparable to the usual market rates.</p> <p>Application on products to be commercialised as service to members of the NSOs (or each NSA of a NSO) with a small profit margin will not be subject to royalty.</p>	<p>The commercial use of the World Scout Emblem or of the World Scouting Brand Logo is subject to the granting of a license by the World Scout Bureau, which includes a 10% royalty fee on the manufacturing costs of the products intended for commercialisation.</p> <p>Any commercial use needs to be duly registered by the World Scout Bureau and shall be authorised through the granting of a license.</p> <p>You will need to:</p> <ul style="list-style-type: none"> Obtain a license on a given product Estimate production quantity Declare any additional production Estimate duration of life of the product

Intended use

Description of use:

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If intended use is for the production of items:

Description of item:		
Planned Production / Quantity produced:	Production cost:
Suggested retail price (RSP):		
If you are not the manufacturer, please give us the contact details of your manufacturer (Name, address, contact details):		

Declaration

I declare that to the best of my knowledge the above information is correct and agree to abide by the terms of the licence.

Signed:

Date:

Return address

Please return this form to:

World Scout Bureau
Brand Legal Management
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 brand@scout.org
Web scout.org

World Scout Bureau use only	
Total royalty or fee:	License issued:
.....	(ref. no.):
Signature:	Update of
.....	Database:
Date:	
.....	