



Brand Protection

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The logos and emblems of World Scouting are registered trademarks and protected by law at national and international levels. Failure to respect these laws is an act of piracy. It is up to the Scouts to protect the logos and emblems from any abuse, duplication or commercial use without authorisation. This includes using them for purposes contrary to the values of the Movement.

BRAND USE GUIDELINES

This text is meant to provide some understanding about what a brand is, conditions of use and clear instructions on proper use. This in turn serves the interests of the entire World Scout Movement in making the Scout Brand a stronger global brand. However, this can only be achieved through a clear and consistent use of the brand throughout the world.

This is why we thank you for attentively reading the following information and, as International ambassadors of Scouting, to try to apply these rules and remind them to those around you.

What is a trademark?

A trademark is a word, name, symbol or device (or a combination of these elements) that identifies the goods or services of a person or company and distinguishes them from the goods and services of others. A trademark assures consumers of consistent quality with respect to those goods or services and aids in their promotion.

Trademark protection is enforced by the courts, which in most systems have the authority to block trademark infringement. Trademark protection also hinders the efforts of unfair competitors, such as counterfeiters, to use similar distinctive signs to market inferior or different products or services.

What is the difference between a "brand" and a "trademark"?

A brand is a word, name, symbol, colour, scent or sound used in trade to distinguish goods or services. A trademark is a legal construct designed to protect consumers from confusion as to the source of the goods or services.

What are the registered trademarks that belong to the World Organisation of the Scout Movement?

The following brands are registered as trademarks by the World Scout Bureau (Legal owner and entity in charge of managing the brands)

World Scout Emblem (WSE)

	World Scouting's Brand Logo (WSBL)
	2007 Centenary Logo

These registered trademarks are protected by law through International Treaties on Intellectual Property.

For any additional information, comments or questions, please address them to: brand@scout.org

Frequently Asked Questions
about the brand