



FÉDÉRATION INTERNATIONALE DES CONSEILS
EN PROPRIÉTÉ INTELLECTUELLE

INTERNATIONAL FEDERATION OF
INTELLECTUAL PROPERTY ATTORNEYS

INTERNATIONALE FÖDERATION
VON PATENTANWÄLTEN

FICPI STANDARDS

**FOR THE USE OF THE FICPI LOGO, ACRONYM AND NAME
BY MEMBERS OF FICPI**



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USE OF THE FICPI LOGO, ACRONYM AND NAME BY MEMBERS OF FICPI

1. DEFINITIONS

For the purpose of these Standards:

- 1.1 “**Advertising**” means any business card, professional card, professional announcement, publication, curriculum vitae, or other printed or electronic document intended to promote the business of a Member, or the Member’s firm, and not intended to be used in communications with specific clients or foreign correspondents.
- 1.2 “**FICPI Logo**”, or “**Logo**”, means the FICPI Globe design, used with or without the FICPI Acronym or the FICPI Name, and includes the following:



and



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- 1.3 “**FICPI Acronym**”, or “**Acronym**”, means “FICPI”.
- 1.4 “**FICPI Name**”, or “**Name**”, means the official name of the Federation in any official language of the Federation, or in any other language, and any other name or prior name by which the Federation refers or has referred to itself.
- 1.5 “**Internet Site**” means any website, social or business networking listing, site or page,
- 1.6 “**Lugano Code**” means the Code of Conduct of the Federation adopted unanimously by the Executive Committee during its meeting at Bissonne from 27 April to 1 May 1981 and amended on 8 September 1997 in Copenhagen, on 19 October 1998 in Florence and on 15 April 2008 in Sydney.
- 1.7 “**Member**” means any member or Member of Honour of the Federation, and any member or, where permitted, any associate or affiliate member, of any National Group, but does not include an Emeritus Member of the Federation.
- 1.8 “**National Group**” means any national or regional association, section or group within the Federation.
- 1.9 “**Officer**” means any person who is:
- (a) a member of the Bureau;
 - (b) a member of Council;
 - (c) an Exco delegate or sub-delegate;



- (d) a President, Vice-President, Reporter-General, Special Reporter, Group Chair, or Group Reporter of any Board, Commission or Group within a Commission, of the Federation;
- (e) an officer of any National Group; or
- (f) a member of the Secretariat;

and the term “**Office**” as used herein shall be construed accordingly.

- 1.10 “**Standards**” means these standards as amended from time to time in accordance with Article 8.1.
- 1.11 “**Stationery**” means any letterhead, invoice, statement of account, facsimile coversheet, or other document, including electronic mail forms or templates, used by a Member or a Member’s firm to communicate with its clients, prospective clients or foreign correspondents.
- 1.12 “**Style Guide**” means the current collection of rules and visual standards approved and published from time to time by the Federation for the use and display of the FICPI Logo, the FICPI Name and the FICPI Acronym.

2. STYLE GUIDE

- 2.1 The Bureau of the Federation may from time to time adopt and publish a Style Guide setting out the rules and visual standards for the use and display of the FICPI Logo, the FICPI Name and the FICPI Acronym.
- 2.2 The Style Guide may be amended, updated or supplemented from time to time by the Bureau. Any such amendments, updates or supplements shall become effective as soon as they are communicated by or on behalf of the Bureau to the Members of the Federation, in such manner as the Bureau shall decide.
- 2.3 Any use, display or publication of the FICPI Logo, the FICPI Name or the FICPI Acronym shall be in full accordance with these Standards and the Style Guide, unless:
 - (a) the use of the Name or the Acronym is within the text of a letter, report or other publication referring to the Federation, in which case the Name or Acronym shall be in the same font and size as the text within which it appears; and
 - (b) the use is otherwise not prohibited by these Standards.

3. USE OF FICPI LOGO, NAME AND ACRONYM

- 3.1 The use of the FICPI Logo, the FICPI Name and the FICPI Acronym is generally reserved for official documents and internal and external communications of the



Federation or any National Group, and for such other uses as may be permitted by these Standards or approved by the Bureau from to time.

- 3.2 Any such use of the FICPI Logo, the FICPI Name and the FICPI Acronym shall be in accordance with the Style Guide.
- 3.3 Except as expressly permitted by these Standards, no Member or any person who is an affiliate or associate of a National Group shall use the FICPI Logo, the FICPI Name and the FICPI Acronym on any Stationery, Advertising or Internet Site, or other printed or electronic communication relating to his or her firm or practice, or in any other way not expressly authorized by these Standards or by the Bureau.

4. USE BY NATIONAL GROUPS

- 4.1 A National Group may use the FICPI Acronym as part of the name of the National Group, as in, for example, FICPI Canada.
- 4.2 A National Group may not use the FICPI Logo as part of the name of the National Group, but may use the FICPI Logo in association with the name of the National Group, as in the examples below:

- (a) Permitted



- (b) Not Permitted



Stationery and Advertising

- 4.3 A National Group may use the FICPI Logo, FICPI Name or FICPI Acronym on any of its electronic or print stationery or advertising, provided that:
 - (a) the only persons whose names appear on that stationery or in that advertising are Members;



- (b) the names of Members' firms do not appear on that stationery or in that advertising, except as part of a directory of all Members in that National Group or as permitted by Article 7.3 below;
- (c) the use is otherwise in full compliance with the Style Guide and the Lugano Code;

Internet Sites

- 4.4 A National Group may use the FICPI Logo, FICPI Name or FICPI Acronym in any Internet Site relating to that National Group or its activities, provided that:
- (a) the only persons whose names appear on that Internet Site (apart from references to the persons or firm responsible for the development and maintenance of the Internet Site) are Members;
 - (b) the names of Members' firms do not appear on that Internet Site, except as part of a directory of all Members in that National Group or as permitted by Article 7.3 below;
 - (c) the Internet Site does not suggest that any persons who are not Members are Members; and
 - (d) the use is otherwise in full compliance with the Lugano Code;
 - (e) the use is otherwise in full compliance with the Style Guide, to the extent possible within the web site or social or business networking site.

5. USE BY MEMBERS

- 5.1 A Member may not use the FICPI Logo, FICPI Name or FICPI Acronym in any way not permitted by this Article 5.

Stationery

- 5.2 A Member may use the FICPI Logo, FICPI Name or FICPI Acronym on Stationery of his or her firm, provided that:
- (a) the use is solely for the purpose of identifying the Member as a Member of FICPI;
 - (b) if the names of any persons other than the Member appear on that Stationery, the Stationery clearly distinguishes those persons who are Members from those persons who are not Members;
 - (c) if no names of persons other than the Member appear on that Stationery, the stationery clearly refers only to the Member, and not to any other firm or person, as a Member of FICPI;



- (d) in the case of an electronic mail form or template, the electronic mail address used by the Member is unique to that Member or a group of Members at the same firm, and is associated with his or her professional practice;
 - (e) the use does not suggest that the Member's firm is a member of FICPI;
 - (f) the use does not suggest that any persons who are not Members are Members;
 - (g) the font size is not greater than the smaller of the font size used for the Member's name or the name of the Member's firm on that Stationery; and
 - (h) the use is otherwise in full compliance with the Style Guide;
- 5.3 A Member of Honour who is in compliance with Article 4.2 may indicate on any such Stationery that he or she is a Member of Honour.
- 5.4 The FICPI Logo, FICPI Name or FICPI Acronym shall not be used on any Stationery to identify any Emeritus Member of the Federation as a member of the Federation or any National Group.

Advertising

- 5.5 A Member may use the FICPI Logo, FICPI Name or FICPI Acronym in any electronic or printed Advertising, provided that:
- (a) the Advertising is in full compliance with the Lugano Code;
 - (b) the name of at least one Member appears in that advertising;
 - (c) the use is solely for the purpose of identifying the Member or other members of the Member's firm as Members of FICPI;
 - (d) if the names of any persons other than the Member appear in that Advertising, the Advertising clearly distinguishes those persons who are Members from those persons who are not Members;
 - (e) if no names of persons other than the Member appear in that Advertising, the Advertising clearly refers only to the Member, and not to any other firm or person, as a Member of FICPI;
 - (f) the use does not suggest that the Member's firm is a member of FICPI;
 - (g) the use does not suggest that any persons who are not Members are Members; and



- (h) in the case of a printed publication, the font size used for the FICPI Name or FICPI Acronym is not greater than the smaller of the font size used for the Member's name or the name of the Member's firm on that Stationery,
- (i) in the case of an electronic publication, the font size is not greater than the size of font used for normal text within that publication; and
- (j) the use is otherwise in full compliance with the Style Guide.

Internet Sites

5.6 A Member may use the FICPI Logo, FICPI Name or FICPI Acronym in any Internet Site relating to the professional practice of that Member or the Member's firm, provided that:

- (a) the use is solely for the purpose of identifying the Member as a Member of FICPI;
- (b) if the names of any persons other than the Member appear on the same web page, the web page clearly distinguishes those persons who are Members from those persons who are not Members;
- (c) the use does not suggest that the Member's firm is a member of FICPI;
- (d) the use does not suggest that any persons who are not Members are Members; and
- (e) the font size used for the FICPI Name or FICPI Acronym is not greater than the size of font used for normal text within web page; and
- (f) the use is otherwise in full compliance with the Style Guide, to the extent possible within the web site or social or business networking site.

5.7 A Member shall not use the FICPI Logo, FICPI Name or FICPI Acronym on any Internet Site that does not relate primarily to the professional practice of that Member or the Member's firm.

Reference to FICPI Office

5.8 A Member who is permitted by this Standard to use the FICPI Logo, FICPI Name or Acronym in any printed or electronic communication or other document may refer to his or her Office within FICPI or within any National Group of FICPI, in that communication or document, under the same conditions as the FICPI Name or FICPI Acronym is used.



6. NO LAUDATORY USE

- 6.1 No Member shall use the FICPI Logo, the FICPI Name or the FICPI Acronym, or the fact of his or her Membership in FICPI, to assert, claim or suggest that he or she, or his or her firm, has been recognised or approved by the Federation.

7. COMMUNICATIONS ON BEHALF OF FICPI

- 7.1 Any Member communicating, in his or her capacity as an Officer of FICPI, with another Member or with any external organisation, official or non-member shall use such Stationery as the Bureau may from time to time prescribe.
- 7.2 Any Member who has been allocated a ficpi.org or other email address by the Federation shall wherever possible use that email address for communications relating to functions of the Federation.
- 7.3 In any use of any FICPI letterhead, or FICPI or other email address by a Member in his or her capacity as an Officer of FICPI, the Member may use, as part of his or her return address, the name of his or her own firm, provided that the firm name is not given more prominence than the name of the Member and his or her Office within FICPI.

8. AMENDMENTS TO THESE STANDARDS

- 8.1 These Standards may be amended, updated or supplemented from time to time by the Bureau. Any such amendments, updates or supplements, including any transitional provisions that the Bureau may deem appropriate, shall become effective as soon as they are communicated by or on behalf of the Bureau to the Members of the Federation, in such manner as the Bureau shall decide.