

## ASD-STAN Trademark Policy

---

Document Reference: 2.3024 (Version April 2020)

### 1. General information:

This policy is intended to provide guidelines on the use of registered trade names and Trademarks (logos, names, etc.). This Patent Policy is intended to complement, clarify and facilitate the implementation of the CEN/CENELEC Guide 24 on “Use and protection of the trademarks and domain names of CEN and CENELEC” as well the of ISO/IEC [Directives Part 2, Edition 7.0 of 2016, Ch. 31 Use of trade names and trademarks], a copy of which can be found below in the References [1] and [2].

ASD-STAN drafted a trademark policy as a checklist, covering the protection of ASD-STAN name, logo, documents/prENs and TRs, domain names, services, etc.

The ASD-STAN trademark is an intangible asset which embodies the values and the reputation of this standardization organization. This trademark represents ASD-STAN business and conveys to customers and other stakeholders a distinctive perception of the quality of the standards that ASD-STAN produces.

Consequently, ASD-STAN and its members have an interest in maintaining the integrity of this trademark and a responsibility to protect it from any misuse that might damage the reputation of this organization.

ASD-STAN trademark and domain name is reserved for use by ASD-STAN and its Members in the promotion of its standardization activities and the standards ASD-STAN produce. It shall never be used in ways that compromise the integrity and reputation of ASD-STAN. In particular, third parties shall not use the ASD-STAN trademark and domain name in ways that imply that they are acting on its behalf.

In general, the request for permission to use ASD-STAN trademark should be sent to the attention of ASD-STAN Director, using the form in Annex 1.

In case of misuse or unconformity of using ASD-STAN trademark or in case if any issue not properly covered by this Trademark Policy, the guidelines of CEN/CENELEC Guide 24 will govern this Policy and can be referred for more details.

## 2. Use of trade names and trademarks

A correct designation or description of a product shall be given rather than a trade name or a trademark.

Proprietary trade names or trademarks for a particular product should as far as possible be avoided, even if they are in common use.

If, exceptionally, trade names or trademarks cannot be avoided, their nature shall be indicated, for example by the symbol ® for a registered trademark and by the symbol ™ for a trademark. For more details see Ch. 3 [2].

## 3. Marking, labelling and documentation.

### 3.1. Marking and description

#### 3.1.1. Various kinds of marking

Standards may prescribe

- marking identifying the manufacturer and his address or responsible vendor (trade-name, trademark or identification mark);
- marking identifying the product (model or type reference or designation).

*NOTE 1: This clause does not deal with marks of conformity.*

#### 3.1.2. Marking

Marking can be applied, inter alia, by means of plates (sometimes called “name-plates”), labels, stamps, colors, threads (in cables), as appropriate.

#### 3.1.3. Prescription

If it is necessary to give prescriptions relating to rules for the handling of a product, warnings, date of manufacture (or code indicating this) and date of expiry, etc., the corresponding requirements shall be included in the clause of the standard dealing with marking and labelling.

### 3.2. Requirements concerning marking and labelling of products.

#### 3.2.1. Marking, labelling and packaging

Marking, labelling and packaging of products are complementary aspects to be included wherever relevant, particularly for consumer goods.

#### 3.2.2. Reference to marking

Standards containing a reference to the marking of the product shall specify, where applicable,

- the content of any marking that is used to identify the product (3.1.1);

- the means of presentation of such marking (3.1.2);
- the location on the product, or in some cases on the package, where such marking is to appear;
- other information as may be required (3.1.3).

### 3.2.3. Labeling

If the application of a label is required by the Standard, the standard shall also specify the nature of the labelling and how it is to be attached, affixed or applied to the product or its package.

### 3.2.4. Characteristics

Standards listing characteristics for which suppliers are required to state values that are not specified shall specify how the values are to be stated.

## 3.3. Requirements concerning documents accompanying the product.

Standards may require that the product be accompanied by some kind of document (for example test report, handling instructions, other information appearing in the product package). When relevant, the content of such documents shall be specified.

## REFERENCES

[1] [CEN-CENELEC Guide 24:2014](#), see [CEN-CENELEC Trademark protection Page](#)

[2] [ISO/IEC Directives, Part 2, Edition 7](#), see [ISO Standards and Patents Page](#)

ASD-STAN Copyright © 2020. All rights reserved