



**General Conference**  
34th session, Paris 2007

**Генеральная конференция**  
34-я сессия, Париж 2007 г.

34 C

**Conférence générale**  
34<sup>e</sup> session, Paris 2007

**المؤتمر العام**  
الدورة الرابعة والثلاثون، باريس ٢٠٠٧

**Conferencia General**  
34<sup>a</sup> reunión, París 2007

**大会**  
第三十四届会议，巴黎，2007

34 C/26  
6 September 2007  
Original: English

**Item 5.7 of the provisional agenda**

United Nations  
Educational, Scientific and  
Cultural Organization

Organisation  
des Nations Unies  
pour l'éducation,  
la science et la culture

Organización  
de las Naciones Unidas  
para la Educación,  
la Ciencia y la Cultura

Организация  
Объединенных Наций по  
вопросам образования,  
науки и культуры

منظمة الأمم المتحدة  
للتربية والعلم والثقافة

联合国教育、  
科学及文化组织

## DIRECTIVES CONCERNING THE USE OF THE NAME, ACRONYM, LOGO AND INTERNET DOMAIN NAMES OF UNESCO

### OUTLINE

**Source:** 33 C/Resolution 89; 174 EX/Decision 32.

**Background:** By 33 C/Resolution 89, the General Conference approved the general principles concerning the use of the name, acronym, logo and Internet domain names of UNESCO, including a number of provisions concerning the role of the governing bodies and the Director-General. It also delegated to the Executive Board the authority to approve a complete version of directives on this subject, which it did by 174 EX/Decision 32. The text of the Directives is contained in an annex to the present document.

The Executive Board further decided that these Directives should be applied by the governing bodies, the Secretariat and the Member States for a trial period lasting until the 34th session of the General Conference, at which time they should be re-examined in the light of the experience gained, amended if necessary, and adopted definitively by the General Conference at its 34th session. Furthermore, the Executive Board invited the Director-General to draw up practical guidelines for the application of the Directives by all competent organs.

**Purpose:** Through this report, the Director-General recapitulates the experience gathered by the Secretariat, the Member States and their National Commissions during the implementation of the Directives.

**Decision required:** paragraph 15.

## I. Background to the Directives

1. Since the creation of the Organization, the rules concerning the use of the name and logo of UNESCO have been the subject of numerous decisions and resolutions by the governing bodies. However this regulatory framework has proved inadequate in fulfilling the twofold objective of achieving good visibility for UNESCO, while providing effective protection of its name. A coherent and complete set of Directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO was submitted to the Executive Board at its 171st session. The draft Directives were amended and clarified in the light of the Board's discussions, as well as on the basis of consultations with the Member States and a study on the Internet domain names of the Organization, and they were submitted to the General Conference at its 33rd session. In line with the Board's recommendations, the General Conference approved the general principles concerning the use of UNESCO's name, acronym, logo and Internet domain names, as well as provisions concerning the role of the governing bodies and the Director-General, and it delegated to the Executive Board the authority to approve a final and complete version of the Directives.

2. In accordance with the recommendations of the General Conference, and following close consultations with the Member States and their National Commissions concerning their specific role, as stipulated in part IV of the Directives, the Executive Board approved, at its 174th session, the complete text of the Directives. It decided that the Directives should be applied for a trial period lasting until the 34th session of the General Conference, which would, if necessary, amend the text of the Directives in the light of experience gained during the trial period, and definitely adopt them.

## II. Experience of the Secretariat

3. Since the approval of the Directives in April 2006, the Secretariat has undertaken a variety of measures with the objective of ensuring:

- (i) the proper use, by all concerned stakeholders, of the name, acronym and logo of UNESCO in accordance with the Organization's graphic charter;
- (ii) the coherent and effective processing of requests from outside entities for authorization to use the name, acronym or logo of UNESCO;
- (iii) an assessment of the impact of such use;
- (iv) enhanced protection from unauthorized use.

4. At the policy/structural level, the above measures included, *inter alia*:

- two specific surveys addressed to Member States in October 2006 and in June 2007, the former inviting them to indicate the competent body to deal with questions relating to the use at the national level of the name, acronym, logo and Internet domain names of UNESCO and the latter inviting them to provide statistical data and to comment on the management, relevant tools, as well as the text of the Directives (see III below);
- dedicated information sessions within training seminars for National Commissions and seminars for field offices, as well as meetings of the Secretariat's top management;
- the appointment of specialized staff within the Secretariat to coordinate issues relating to requests to use UNESCO's name and logo and the designation of focal points within all programme sectors and relevant central services;
- the clarification of applicable standards and internal responsibilities through relevant internal policy and administrative instructions;

- informal consultations with other intergovernmental organizations (notably UNICEF, UNDP and OECD) concerning their relevant norms and practices;
- the integration into UNESCO's communication plan of highly visible events undertaken by outside entities for which co-branding was authorized (either in the form of patronage or under a specific contractual arrangement);
- the elaboration of specific instructions as regards the Internet-based use of the name, acronym and/or logo of UNESCO.

5. At the administrative/operational level, the above measures included, *inter alia*:

- the standardization of relevant procedures and terms of authorization (notably as regards correspondence concerning UNESCO's patronage, as well as specific contractual provisions);
- the systematic application of UNESCO's graphic charter to all relevant supports (including, for example, the governing bodies' documents and the website of the Medical Benefits Fund);
- the further specification of UNESCO's graphic charter notably as regards the elaboration of a list of those "secondary logos" (pertaining to programme networks, institutes, intergovernmental programmes, and thematic years and decades) that can be used together with the logo block of UNESCO;
- the elaboration of tailor-made "co-branding" logo blocks (including standardized phrases used together with UNESCO's logo block in order to reflect accurately the nature of association between UNESCO and an outside entity);
- the elaboration of different tools facilitating the processing of requests by external and internal audiences (including a tracking and follow-up database, checklists for evaluating requests, general conditions of patronage, and a dedicated Internet site).

6. Summary of cases of authorization by the Secretariat

- Two main types of requests for authorization to use the name, acronym and/or logo of UNESCO can be distinguished: requests made on the basis of formal correspondence and requests by email. A preliminary, approximate inventory indicates some main trends related to such requests. More than 400 requests through formal correspondence were registered between April 2006 and July 2007. The large majority of these requests concerned UNESCO's patronage. More than 80% of patronage request were granted (the remaining were either refused or deferred, i.e. additional information was requested). This indicates that requests for patronage, once they are submitted through formal correspondence, generally comply with applicable conditions and criteria for patronage, notably as regards formal support by the concerned National Commission. More than half of the successful patronage requests were processed by the Culture Sector. More than two thirds of all requests concerned activities carried out in the Europe/North America region. The average time period between the date of a formal request for patronage and the date of a formal reply by the Secretariat is between six and seven weeks. This delay is diminishing; most of the requests received during 2007 were processed within less than six weeks. Specific provisions have been included in correspondence granting UNESCO's patronage requesting an assessment of the relevant activities' impact on UNESCO's visibility with specific target audiences. However, no report about such an impact was received from the beneficiaries of patronage.

- The majority of requests for authorization to use the name, acronym and/or logo of UNESCO have been processed without formal correspondence, i.e. through email. Such requests concern typically ongoing contractual arrangements (e.g. partnerships with private sector or civil society bodies or publications). Remaining requests mainly concerned national entities belonging to programme networks or intergovernmental programmes (e.g. UNESCO Chairs and World Heritage sites). The time frames for handling such requests tend to be significantly shorter than those incurred for formal requests. Both contractual partners and national entities belonging to UNESCO networks are in a better position to ensure timely processing of requests by the Secretariat as they have normally established direct relationships with both staff members and the concerned National Commission. Less standardized than for patronage, the elaboration of tailor-made co-branding elements in connection with contractual arrangements requires proportionally more time for processing relevant requests. The Secretariat has started to include provisions concerning a communication plan and the impact assessment of promotional activities based on co-branding with UNESCO in relevant contracts. A few first cases of such assessments carried out by contractual partners and including, for example, press clippings and media statistics, have demonstrated the great potential of standardizing such provisions. As regards requests from national entities affiliated with UNESCO, it can be anticipated that they can be increasingly processed directly by National Commissions once appropriate guidance, standards and tools are further developed (see also III below).
- It should also be noted that various requests emanate from Permanent Delegations to UNESCO (e.g. for exhibitions at UNESCO Headquarters and publications). In such cases, the Delegations were encouraged to use the UNESCO logo block together with their own name, in accordance with the provisions of the Directives that apply to the Member States and the National Commissions. Finally, only a few cases of unauthorized use of the name, acronym or logo of UNESCO were brought to the attention of the Secretariat. Most of these cases were settled amicably.

7. The Directives have proved to be very useful. They have functioned as an institutional framework for achieving the objective of enhancing visibility for UNESCO while providing protection for its name; they have also been the basis for UNESCO to develop a range of management procedures and tools in order to facilitate the authorization process for the use of UNESCO's name and logo.

### **III. Experience of Member States and their National Commissions**

8. In October 2006, a formal survey was addressed to the Member States' Ministers responsible for relations with UNESCO, inviting them to indicate the competent body to deal with questions relating to use at the national level of the name, acronym, logo or Internet domain names of UNESCO, as well as a transition period that may be required for implementing the Directives. Among the 35 Member States that replied to the survey, the great majority confirmed the National Commission as the competent body. However, a few Member States consider that UNESCO has the final approval authority and that their National Commission or, in one case, another national body, can only play the role of a liaison/advisory body. While several Member States required a transition period for implementing the Directives, the period requested did not exceed end June 2007 (two Member States did not specify a date).

9. In a formal survey addressed to all National Commissions for UNESCO in June 2007, the Secretariat proposed questionnaires distinguishing four different issues pertaining to the implementation of the Directives: (i) management; (ii) empirical/statistical data; (iii) relevant tools; and (iv) the text of the Directives. As at 19 July 2007, 34 Member States had provided contributions to this survey. With respect to management issues, replies indicate that the approval of the Directives has generally facilitated the management of the use of UNESCO's name and logo

at the national level. Several National Commissions have translated the Directives into their national language, established specific administrative procedures, issued explicit guidelines for the use of UNESCO's and/or their own name and logo, and/or disseminated relevant information to various national audiences. While a number of respondents deem the cooperation with the Secretariat efficient and satisfactory, an equal proportion of replies are concerned with inefficiencies, notably as regards the long delays required by the Secretariat for processing their requests or even the absence of replies. In this context, management by the Secretariat is more generally perceived as being too centralized, complex ("too many visas") and rigid, notably as regards requests pertaining to national entities belonging to intergovernmental programmes (e.g. World Heritage sites) or programme networks (e.g. UNESCO Chairs). To overcome this problem, a number of National Commissions propose that a larger measure of authority for evaluating requests and for granting authorizations should be delegated to them.

10. The statistical data provided by National Commissions are varied. While the number of patronage requests received yearly ranges between 2 and 15, several Member States have not recorded a single patronage request, and several others more than 30. Across the different replies, the ratio of successful patronage requests reported by National Commissions is comparable to the one observed by the Secretariat, i.e. more than 80% of patronage requests were successful. Many replies mention frequent solicitations by members of the UNESCO Clubs movement and by Associated Schools. Approximately half of the replies mention cases of unauthorized use. With a few exceptions, these cases were of a "well-meaning" or "innocent" nature and could be resolved through explanations and requests from the National Commissions themselves. While some replies underline the importance for UNESCO's visibility of granting patronage and other authorizations for the use of UNESCO's name and logo, there is no specific assessment of their impact.

11. The questionnaire invited comments concerning four particular tools that are currently being developed, notably an application form to be completed by entities requesting UNESCO's patronage, an evaluation form for assessing such requests, general conditions of patronage and a dedicated Internet site. The large majority of respondents welcome the proposed set of tools and especially a standardized application form. It was also suggested that applications for UNESCO's patronage should be submitted systematically through the concerned National Commission and not directly to the Secretariat. The need to apply the tools in a flexible manner so as to avoid too rigid, cumbersome and lengthy procedures was highlighted. It was also noted that the reproduction of the UNESCO logo block from UNESCO's Internet portal should be prevented. Besides many suggestions for the finalization of the proposed tools, additional tools were proposed such as illustrations of different types of use, lists of focal points, flow charts illustrating the sequence of actions and procedures, fixed delays for the processing of requests, indicators for impact assessment and specifications concerning the interaction between Headquarters, field offices and National Commissions, as well as practical advice on legal measures to be taken by the National Commissions and the Secretariat in the case of unauthorized use at the national level.

12. The text of the Directives does not seem to pose problems to the National Commissions, a number of which suggested that they should not be amended at all. The few suggested amendments to the text concern specifications related to UNESCO's Internet domain names in Articles II.3 and IV.3 (third paragraph). Several comments pertaining to difficulties in the application of the Directives concern the issue of UNESCO's graphic charter covered by Article II.1. The use of UNESCO's full name as part of the Organization's logo block, as well as of linked logos, is considered to lead, in several instances, to an overcharged logo block that is not suitable for different supports (e.g. stamps, signage) and not always compatible with the proper graphic charters of intergovernmental programmes (e.g. World Heritage), Member States' administrations and partners of the Organization. Most of the National Commissions referring to this issue indicate that it should be resolved through separate standards and guidelines rather than within the text of the Directives.

#### IV. Conclusions

13. The respective experience of the Secretariat and of the National Commissions for UNESCO in the implementation of the Directives shows considerable convergence, in particular as concerns:

- the suitability of the Directives as a basic normative framework for the use of the name, acronym and Internet domain names of UNESCO;
- an increasing level of solicitations from outside bodies concerning the use of the name, acronym and logo of UNESCO;
- the large proportion of formal patronage requests that were successful at both the international and the national level;
- the need to further develop and finalize appropriate tools for implementing the Directives, notably as regards the impact assessment of the use of UNESCO's name, acronym and logo by outside entities;
- the need to further simplify and accelerate the processing of relevant requests by the Secretariat;
- the need to apply the Organization's graphic charter in a disciplined but also flexible manner, in order to reflect the particular requirements for different supports and co-branding situations.

14. The strong visibility and recognition of UNESCO, as well as the protection of its institutional integrity as linked to the use of its name, acronym, logo and Internet domain names, depend on a pragmatic and systematic approach by the Member States, the governing bodies and the Secretariat. In this context, the adoption of relevant Directives is a crucial milestone, consolidating the Organization's institutional framework for this central component of its intellectual property, and providing a robust basis for resolving this complex and dynamic issue effectively.

#### V. Proposed resolution

15. In the light of the foregoing, the General Conference may wish to adopt the following draft resolution:

The General Conference,

Recalling 33 C/Resolution 89 and 174 EX/Decision 32,

Having examined document 34 C/26, Directives Concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO,

Approves the complete text of the Directives contained in the Annex of document 34 C/26;

Invites the Director-General:

- (i) to continue consultations with the Member States and their National Commissions in order to further develop and finalize appropriate guidelines and tools for the implementation of the Directives;
- (ii) to report to it regularly and as he sees fit on progress in the implementation of the Directives, notably as regards the assessment of the impact for UNESCO's visibility of authorizations granted for the use of the name, acronym, logo and Internet domain names of UNESCO.

## ANNEX

### DRAFT DIRECTIVES CONCERNING THE USE OF THE NAME, ACRONYM, LOGO AND INTERNET DOMAIN NAMES OF UNESCO

#### I. Name, acronym, logo and Internet domain name of the Organization

##### I.1 Definitions

The full official name is: United Nations Educational, Scientific and Cultural Organization. The name may be translated into any language.

The acronym is formed from the initials of the full name in English: UNESCO. It may be written in any characters.

The emblem or logo, which is used as the official seal, is shown below:



The Internet domain name of the Organization is "unesco.org".

##### I.2 Protection

To the extent that the name, acronym and logo of UNESCO have been notified and accepted by the Paris Union Member States under the Article 6 *ter* of the Paris Convention for the Protection of Industrial Property, adopted in 1883 and revised at Stockholm in 1967, UNESCO has recourse to Paris Convention Member States' domestic systems to prevent the use of the name, acronym or logo of UNESCO where such use falsely suggests a connection with UNESCO.

UNESCO may take measures against misuse of its name or acronym as Internet domain names under the Uniform Dispute Resolution Policy of the Internet Corporation for Assigned Names and Numbers (ICANN), or the procedures defined by national authorities and/or other competent bodies.

##### I.3 Rights of use

Only the General Conference and the Executive Board, i.e. the governing bodies, the Secretariat and the National Commissions for UNESCO have the right to use the name, acronym, logo and/or Internet domain names of UNESCO without prior authorization, subject to the rules set out by the Directives.

##### I.4 Authorization

Authorizing the use of the name, acronym and/or logo of UNESCO is the prerogative of the General Conference and the Executive Board. In specific cases as set out by the Directives, the governing bodies empower, by delegation, the Director-General and the National Commissions for UNESCO to authorize such use to other bodies. The power to authorize the use of the name, acronym, logo and/or Internet domain names of UNESCO may not be granted to other bodies.

Any decision authorizing the use of the name, acronym, logo and/or domain names of UNESCO shall be based on the following criteria: (i) relevance of the proposed association to the Organization's strategic objectives and programme; and (ii) compliance with the values, principles and constitutional aims of UNESCO.

The use of the name, acronym, logo and/or domain name must be expressly authorized in advance and in writing, and must comply with the specified conditions and procedures, in particular with respect to its visual presentation, duration and scope.

## **II. Forms of use**

### **II.1 Graphical standards of the name, acronym and logo**

The UNESCO logo should be reproduced according to the graphical standards elaborated by the Secretariat, and should not be altered. Wherever possible, the full name of the Organization (United Nations Educational, Scientific and Cultural Organization) should appear beneath the logo in the language(s) of the document, so as to affirm the Organization's membership in the United Nations system and its specific fields of competence.

UNESCO's logo may be associated with the logo or logos of subsidiary bodies, intergovernmental programmes, other organizations or specific events (linked logo).

To make the link with UNESCO precise and concrete, the linked logo should, wherever possible, include a phrase or an indication of how the entity or event in question is thus linked.

### **II.2 Registration and use of Internet domain names**

#### *At the international level*

All generic extensions (gTLDs) shall be linked to the sole name of UNESCO's active international domain: "unesco.org". The referenced Internet site at that address is managed by the Secretariat. Only a staff member duly authorized by the Director-General may register domain names under the existing or future generic extensions.

#### *At the national level*

National extensions (ccTLDs) afford an opportunity to highlight the presence of UNESCO in each country. Internet domain names should be, wherever possible, registered under national extensions or sub-extensions by the National Commissions and point towards the Internet site of the National Commission where it exists, or towards the "unesco.org" site, in order to avoid registration by third parties.

#### *Policy on combined domain names*

As the possibilities for registering Internet domain names associating the six letters of UNESCO's name with any letter(s) or symbol(s) are practically unlimited, the Organization shall not officially recognize any site operating with such domain names. To reference the Internet sites of bodies or of projects linked with the Secretariat or National Commissions, practices consisting of giving the names of official domains should be fostered. The Secretariat, National Commissions and/or other competent bodies shall take all appropriate measures to prevent third parties not expressly authorized from registering and using such combined domain names.

## **III. Role of the governing bodies and of the Director-General**

### **III.1 Role of the governing bodies**

#### **III.1.1 Authorization**

The General Conference and the Executive Board authorize the use of the name, acronym or logo of UNESCO by means of resolutions and decisions, notably in the case of intergovernmental programmes, programme networks, bodies under the auspices of UNESCO (for example, category 2 centres), official partners, global or regional prizes, and special events in the Member States.



The governing bodies should ensure that their resolutions and decisions stipulate the terms of the authorization granted, in accordance with the Directives.

The governing bodies may ask the Director-General to put specific cases of authorization before them and/or submit to them an occasional or regular report on specific cases of use and/or of authorization, notably concerning the granting of patronage, partnerships and commercial use.

### **III.1.2 Protection**

The governing bodies should ensure that the regulations governing the intergovernmental programmes, programme networks, and bodies under the auspices of UNESCO are in harmony with these Directives.

The governing bodies may mandate the Director-General to monitor the proper use of the name, acronym and logo of UNESCO, and to initiate proceedings against abusive use where appropriate.

## **III.2 Role of the Director-General**

### **III.2.1 Authorization**

In the context of programme execution, only the Director-General is empowered to approve for any activity or entity of the Secretariat, including inter-agency activities, the creation of a specific logo that should always be associated with the logo of UNESCO.

The Director-General is empowered to authorize the use of UNESCO's name, acronym or logo notably in connection with patronage, the appointment of goodwill ambassadors, and other personalities promoting the Organization and its programmes, such as Artists for Peace or Sports Champions, and also contractual arrangements and partnerships, as well as specific promotional activities, provided that in each case the grantee uses a phrase or indication of how the entity or activity in question is thus linked.

The Director-General may decide to put specific cases of authorization before the governing bodies.

#### *III.2.1.1 Criteria and conditions for the granting of UNESCO's patronage*

UNESCO's patronage may be granted to various kinds of activities, such as cinematographic works and other audiovisual productions, publications, the holding of congresses, meetings and conferences, the awarding of prizes, and, also, other national and international events.

Criteria applicable to all activities under patronage:

- (i) **Impact:** Patronage may be granted to exceptional activities likely to have a real impact on education, science, culture or communication, and significantly enhance UNESCO's visibility.
- (ii) **Reliability:** Adequate assurance should be obtained concerning those in charge (professional experience and reputation, references and recommendations, legal and financial guarantees) and the activities concerned (political, legal, financial and technical feasibility).

Conditions applicable to the granting of patronage:

- (i) UNESCO's patronage is granted in writing exclusively by the Director-General.
- (ii) In the case of national activities, the decision regarding the granting of UNESCO's patronage is made on the basis of obligatory consultations with the National Commission of the Member State in which the activity is held and the National Commission of the Member State in which the body responsible for the activity is domiciled.

- (iii) The Organization and the National Commission(s) concerned must be able to participate actively in the preparation and execution of the activities concerned.
- (iv) The Organization must be afforded an appropriate degree of visibility, notably through the use of its name, acronym and logo.
- (v) Patronage may be granted to individual activities or to activities which take place regularly. In the latter case, the duration must be fixed and the authorization renewed periodically.

#### *III.2.1.2 Contractual arrangements*

Any contractual arrangement between the Secretariat and outside organizations involving an explicit association with those organizations (for example, in the framework of partnerships with the private sector or civil society, co-publication or co-production agreements, or contracts with professionals and personalities supporting the Organization) must include a standard clause stipulating that any use of the name, acronym or logo must be approved previously in writing. Authorizations accorded under such contractual arrangements must be limited to the context of the designated activity.

#### *III.2.1.3 Commercial use*

The sale of goods or services bearing the name, acronym, logo and/or Internet domain name of UNESCO chiefly for profit shall be regarded as “commercial use” for the purpose of the Directives. Any commercial use of the name, acronym, logo and/or Internet domain names of UNESCO, alone or in the form of a linked logo, must be expressly authorized by the Director-General, under a specific contractual arrangement.

### **III.2.2 Protection**

The Director-General ensures that the terms and conditions of patronage, the nomination of goodwill ambassadors and other personalities promoting the Organization, such as Artists for Peace or Sports Champions, and also contractual arrangements and partnerships with outside organizations, are in line with the Directives.

The Director-General is responsible for instituting proceedings in the case of unauthorized use or registration at the international level of the name, acronym, logo and/or Internet domain names of UNESCO in generic extensions (gTLDs).

## **IV. Role of the Member States and their National Commissions**

### **IV.1 Competent bodies**

Except where another body has been designated by the Member States, the National Commissions for UNESCO are the competent body to deal with questions relating to the use at the national level of the name, acronym, logo or Internet domain names of UNESCO in national extensions or sub-extensions (ccTLDs), in accordance with national laws.

### **IV.2 Rights of use**

National Commissions have the right to use the name, acronym and logo of UNESCO in conformity with these directives. If they do so, UNESCO’s name, acronym and/or logo are always associated with their own name and, if they so desire, with their specific logo. The use by National Commissions of UNESCO’s logo is strongly encouraged.

### **IV.3 Authorization**

In the framework of the intergovernmental programmes, the programme networks or the Clubs, Centres and Associations for UNESCO movement, the National Commissions, in keeping with their role as liaison bodies recognized by the Constitution, or the other authorities designated in conformity with point IV.1 above, have the right to authorize the use of UNESCO's name, acronym or logo, but only in the form of a linked logo – which shall specify the identity of the programme or movement concerned and must therefore be in compliance with the specific regulations of the given entities, networks or programmes. This concerns, *inter alia*, the national committees of intergovernmental programmes, biosphere reserves, associated schools or UNESCO Chairs, as well as Clubs, Centres or Associations for UNESCO and their national coordinating bodies.

When granting their own patronage to national activities, National Commissions can authorize organizations working in UNESCO's fields of competence to use UNESCO's name, acronym and/or logo always in association with the National Commissions' own name and, if they so desire, their own logo, according to the provisions of point IV.2 above. The same applies to contractual arrangements and promotional activities which they enter into or conduct in their own name, at the national level.

National Commissions may establish time limits and/or conduct periodic reviews related to authorizations granted by them. National Commissions have the right to withdraw their authorizations.

### **IV.4 Protection**

National Commissions, or other authorities designated in conformity with point IV.1 above, are responsible for the consequences arising out of the authorizations granted by them.

To achieve the objectives of these Directives, the provisions of national legislations and/or of the Paris Convention for the Protection of Industrial Property are to be taken into consideration.

The Secretariat and the Member States, through their National Commissions or other designated authorities, should closely cooperate, in order to prevent any unauthorized use of UNESCO's name, acronym or logo at the national level, in liaison with competent national bodies and in line with these Directives.

## **V. Amendment of the Directives**

These Directives may only be amended by the General Conference.