



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR TRANSLATION

Directorate S - Translation strategy and Multilingualism
S.3 - Multilingualism and translation studies



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EMT TRADEMARK GUIDELINES

In its efforts to support the European Master's in Translation project, the European Commission registered in 2012 the graphic logo of the EMT project as a European trademark. The legal basis of this registration is Council Regulation EC 207/2009, which establishes the rules on community trademarks at Union level.

Remarks

1. The European Commission has become the proprietor of the EMT community trademark and henceforth grants its use to the members of the EMT Network, in accordance with the project rules on membership, selection and the EMT strategy.
2. The mark shall be used solely in relation to the services it has been registered for; the legal users are the European Commission and the university programmes which, at the time of use and according to the rules in effect are full members of the EMT network.
3. The range of activities in which the trademark logo can be used ensues from the legal classification headings for which the trademark has been registered (detailed list below).
4. The trade mark must be genuinely used in the Community within a period of five years following registration.
5. Although use in a slightly different form is allowed as long as the differences "do not alter" the distinctive character of the mark, the general advice is to use the mark always in the exact way it is registered.
6. Use by third parties can also be considered use by the owner (the EU), as long as the use is made with consent of the proprietor and only for purposes related to EMT activities. Any other third party use without prior approval is strictly forbidden.

Community trademarks are registered in different classes, according to the Implementing Regulation EC 2868/95 and the Nice Classification.

The EMT trademark has been registered as a service trademark, under classification headings 35 and 41 for advertising and education respectively.

Below you will find a detailed description of the activities and services for which the EMT logo, as a community trademark, can be used:

Class 35 – Advertising

- *Advertising*
- *Business management*
- *Administration*
- *Collection and systematization of data in a central computer file management*
- *Agencies, public relations*
- *Ads advertising and recruitment*
- *Administrative management of studies*
- *Compilation of statistics*

Class 41 – Education

- *Education, training, entertainment, sports and cultural activities*
- *Academies [education]*
- *Organization of competitions [education or entertainment]*
- *Registration [film] on videotape*
- *Exploitation of electronic publications online*
- *Information in education*
- *Information on studies*
- *Information on entertainment, organizing and conducting seminars, conferences, congresses, seminars, symposia, organizing and conducting training workshops, publication of books*
- *Career [advice education or training]*
- *Publication of texts [other than advertising]*
- *Electronic publication of books and periodicals online*

All these services, in what concerns the EMT trademark, will be related to European higher education institutions operating in the field of teaching and training of translators and interpreters that are members of the EMT Network at the time of use.