



CIDESCO

COMITE INTERNATIONAL D'ESTHETIQUE ET DE COSMETOLOGIE

TRADEMARK RULES

(version 2014)

Pursuant to Art. 4.6 of the Statutes of CIDESCO, Comité International d'Esthétique et de Cosmétologie (hereinafter "CIDESCO") the aims of CIDESCO shall also be accomplished through the worldwide use of the CIDESCO logo and of any trademark derived from the name of the association. The CIDESCO logo as well as any trademark or any tradename containing or derived from the name CIDESCO are hereinafter collectively called "Trademarks". The following rules specify the rights and obligations of CIDESCO, the Member Sections of CIDESCO, the CIDESCO Schools, the CIDESCO Diploma Holders and the CIDESCO Beauty Centres in connection with the use and protection of the Trademarks.

1. Trademarks

1.1. The official Trademarks are the CIDESCO logo and the CIDESCO wordmark.

1.2. The CIDESCO logo has the following design:



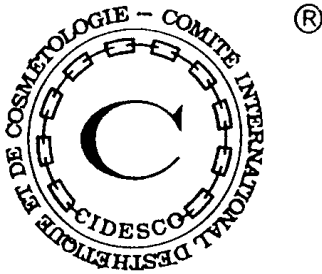
When the CIDESCO logo is used in color, it has to appear in gold with a royal blue background (pantone blue 072 C).

Copies of the official design of the CIDESCO logo in the black and white version as well as in the colored version, which may be used for printing purposes, are available from the CIDESCO Secretariat in Zurich.

1.3. The CIDESCO wordmark consists of the word CIDESCO used in capital letters as follows:

CIDESCO

1.4. It is advisable but not legally required to add to the Trademarks the symbol ® as follows:



CIDESCO®

This addition helps inform the public that the Trademarks are registered.

2. Formal Protection of the Trademarks

2.1. Legal Basis for the Protection

The protection of the Trademarks is based on the formal registration according to the national and international trademark laws and conventions. In addition the Trademarks are protected through the national laws against unfair competition.

2.2. Registration and Maintenance

CIDESCO shall register the Trademarks and maintain the registrations of the Trademarks in all countries where CIDESCO has Member Sections and in the countries where the formation of a new Member Section is expected or where other good reasons for such registration exist.

2.3. Authority and Ownership

In order to maintain a uniform level of protection worldwide, CIDESCO, represented by the Board of CIDESCO, has the exclusive competence and obligation to file and maintain the Trademark registrations mentioned in para. 2.2.

Consequently, only "CIDESCO, Comité International d'Esthétique et de Cosmétologie" having its registered seat in Zurich, Switzerland, shall be the registered owner of all Trademarks.

Furthermore, Member Sections of CIDESCO, CIDESCO Schools, CIDESCO Diploma Holders and CIDESCO Beauty Centres shall strictly refrain from filing or maintaining any registration of the Trademarks or of any trademark which is phonetically or otherwise similar to any of the Trademarks in their own name as well as from allowing any third party to perform any such registration.

Member Sections of CIDESCO, CIDESCO Schools, CIDESCO Diploma Holders and CIDESCO Beauty Centres shall immediately inform the Board of CIDESCO if they are confronted with an actual or potential legal requirement of any kind requesting any direct or indirect form of registration or official publication of the Trademarks or of any trademark which is phonetically or otherwise similar to any of the Trademarks and shall under no circumstances allow such registration or publication to take place before receiving the prior written approval of the Board of CIDESCO to do so.

None of the above shall make any commitment on behalf of CIDESCO in connection with such registration or use without the prior written approval of the Board of CIDESCO.

Any person or institution other than CIDESCO, registered as the owner of any trademarks using the name or a logo of CIDESCO shall assign such ownership to CIDESCO at first request of CIDESCO, and shall take all necessary steps and issue all necessary documents or declarations in order to execute such assignment.

2.4. Registration Costs

CIDESCO shall bear all costs in connection with the registration and the maintenance of the Trademarks.

3. License to use the Trademarks

3.1. Use by Member Sections of CIDESCO

As long as Member Sections remain Member Sections of CIDESCO, they may use the Trademarks under the following terms and conditions:

- a) Whenever Member Sections use the Trademarks they shall strictly follow the instructions contained in paras 1.1 – 1.4 of the present Trademark Rules, including without limitation the instructions concerning the design of the CIDESCO logo contained in para 1.2.
- b) Member Sections shall not use the Trademarks in any way which might be misleading to the public.
- c) Member Sections may use the Trademarks on their stationery or on any other papers used to correspond with their individual members, potential members or any other third party.
- d) Member Sections may use the Trademarks in printed or electronic media as well as on their website.

- e) Member Sections may use the word "CIDESCO" in their e-mail address or in their website address, but only by adding in the address a clear reference to their country, for example by using the top-level domain code of their country. On their website Member Sections shall clearly mention that they are acting as a Member Section of CIDESCO and add a hyperlink to the official CIDESCO website (www.cidESCO.com).

Member Sections shall furthermore strictly follow any instructions concerning the content of their website that the Board of CIDESCO might issue from time to time. Member Sections shall make sure that no unauthorized third party uses a domain containing the word CIDESCO or uses the word CIDESCO, the CIDESCO Logo or any other reference to CIDESCO on a website address containing the top level domain code of their country.

- f) Member Sections shall not use the Trademarks in a country where there is already another Member Section or in a way which is designed to have substantial effect in such other country without specific written prior consent of such other Member Section as well as of the Board of CIDESCO.
- g) Member Sections may use the word "CIDESCO" in their registered name. However, in countries with A and B Member Sections, such use shall only be made with specific written prior consent of both Member Sections as well as of the Board of CIDESCO.
- h) Member Sections shall not use the word "CIDESCO" or the CIDESCO logo either on or in connection with commercial products.
- i) Member Sections may, however, use the word "CIDESCO" or the CIDESCO logo on any Section diploma or certificate as long as the diploma or certificate is not suggesting that the diploma is a CIDESCO diploma or is misleading in any other way.

Furthermore any certificate or diploma issued by a Member Section to a school may not intimate in any way that the school is a CIDESCO Accredited School.

Member Sections must submit to the Board of CIDESCO for written approval prior to its use any diploma or certificate containing the word "CIDESCO" or the CIDESCO logo other than the official CIDESCO diploma issued by CIDESCO.

- j) Member Sections shall not allow any third party to directly or indirectly use the Trademarks or any trademark which is phonetically or otherwise similar to any of the Trademarks or tolerate any such third party use without prior written approval of the Board of CIDESCO.

3.2. Use by CIDESCO Schools

CIDESCO Beauty Therapy Schools and CIDESCO Media Make-up Schools (hereinafter both referred to as "CIDESCO Schools") may use the Trademarks as

long as their recognition as CIDESCO School is valid and under the following terms and conditions:

- a) Whenever CIDESCO Schools use the Trademarks they shall strictly follow the instructions contained in paras 1.1 – 1.4 of the present Trademark Rules, including without limitation the instructions concerning the design of the CIDESCO logo contained in para 1.2.
- b) CIDESCO Schools shall not use the Trademarks in any way which might be misleading to the public.
- c) Whenever making use of the Trademarks CIDESCO Schools shall stress by appropriate specifications that they act exclusively as CIDESCO Schools and may not, for example, suggest or imply that they have the status of a CIDESCO Member Section or a CIDESCO Beauty Centre.

When using the CIDESCO logo it is recommended that CIDESCO Schools insert the word "SCHOOL" (in English) into the logo as follows:



- d) CIDESCO Schools may use the Trademarks on their stationery or on any other papers used to correspond with their students, potential students or any other third party.
- e) CIDESCO Schools may use the Trademarks in their school premises, but not at any other business location.
- f) CIDESCO Schools may use the Trademarks in printed or electronic media as well as on their website.
- g) CIDESCO Schools shall not use the word "CIDESCO" in their e-mail address or in their website address.

- h) CIDESCO Schools shall not use the word "CIDESCO" in or in connection with any registered business name.
- i) CIDESCO Schools shall not use the word "CIDESCO" or the CIDESCO logo either on or in connection with commercial products or on any diploma or certificate other than the official CIDESCO diploma issued by CIDESCO. CIDESCO Schools shall also not use the word "CIDESCO" or the CIDESCO logo in connection with any course or any other education not leading to a CIDESCO diploma.
- j) CIDESCO Schools shall not allow any third party to directly or indirectly use Trademarks or any trademark which is phonetically or otherwise similar to any of the Trademarks nor tolerate any such third party use.

3.3. Use by CIDESCO Diploma Holders

CIDESCO Diploma Holders may use the Trademarks under the following terms and conditions:

- a) Whenever CIDESCO Diploma Holders use the Trademarks they shall strictly follow the instructions contained in paras 1.1 – 1.4 of the present Trademark Rules, including but not limited to the instructions concerning the design of the CIDESCO logo contained in para 1.2.
- b) CIDESCO Diploma Holders shall not use the Trademarks in any way which might be misleading to the public.
- c) Whenever making use of the Trademarks, CIDESCO Diploma Holders shall stress by appropriate specifications that they act exclusively as a CIDESCO Diploma Holder and shall not, for example, suggest or imply that they or the institution or establishment in which they are active have the status of a CIDESCO Beauty Centre or of a CIDESCO School unless such status is formally granted by CIDESCO.

When using the CIDESCO logo CIDESCO Diploma Holders shall insert the words "DIPLOMA HOLDER" (in English) into the logo as follows:



When using the word "CIDESCO" in connection with their name they shall add the words "Diploma holder" (in English) as follows:

Name:..... CIDESCO Diploma Holder

- d) CIDESCO Diploma Holders may use the Trademarks on their stationery or on any other papers used in to correspond with third parties as well as on their business cards.
- e) CIDESCO Diploma Holders may use the Trademarks in printed or electronic media as well as on their website.
- f) CIDESCO Diploma Holders shall not use the word "CIDESCO" in their e-mail address or in their website address.
- g) CIDESCO Diploma Holders shall not use the word "CIDESCO" in or in connection with any registered business name.
- h) CIDESCO Diploma Holders may use the CIDESCO logo in an advertisement pertaining to schools or beauty centres (salons / institutes) as long as they clearly state that the CIDESCO Diploma holder is a staff member and as long as it is not suggested that the schools or beauty centres are accredited by CIDESCO if this is not the case.
- i) CIDESCO Diploma Holders shall not use the word "CIDESCO" or the CIDESCO logo either on or in connection with commercial products or on any diploma or certificate other than the official CIDESCO diploma issued by CIDESCO.
- j) CIDESCO Diploma Holders shall not allow any third party to directly or indirectly use Trademarks or any trademark which is phonetically or otherwise similar to any of the Trademarks or tolerate any such third party use.

3.4. Use by CIDESCO Beauty Centres

CIDESCO Beauty Centres may use the Trademarks as long as their recognition as CIDESCO Beauty Centre is valid and under the following terms and conditions:

- a) Whenever CIDESCO Beauty Centres use the Trademarks they shall strictly follow the instructions contained in paras 1.1 – 1.4 of the present Trademark Rules, including but not limited to the instructions concerning the design of the CIDESCO logo contained in para 1.2.
- b) CIDESCO Beauty Centres shall not use the Trademarks in any way which might be misleading to the public.
- c) Whenever making use of the Trademarks, CIDESCO Beauty Centres shall stress by appropriate specifications that they act exclusively as CIDESCO Beauty Centres and shall not, for example, suggest or imply that they have the status of a CIDESCO School unless such status is formally granted by CIDESCO.
- d) CIDESCO Beauty Centres may use the Trademarks on their stationery or on any other papers used to correspond with third parties.
- e) CIDESCO Beauty Centres may use the Trademarks in their business premises, but not at any other business location.
- f) CIDESCO Beauty Centres may use the Trademarks in printed or electronic media as well as on their website.
- g) CIDESCO Beauty Centres may not use the word "CIDESCO" in their e-mail address or in their website address.
- h) CIDESCO Beauty Centres shall not use the word "CIDESCO" in or in connection with any registered business name.
- i) CIDESCO Beauty Centres may use the CIDESCO logo in any advertisement relating to education or training conducted by the CIDESCO Beauty Centres but must clearly state that the training does not lead to a CIDESCO Diploma.
- j) CIDESCO Beauty Centres shall not use the word "CIDESCO" or the CIDESCO logo either on or in connection with commercial products or on any diploma or certificate other than the official CIDESCO diploma issued by CIDESCO. They have, however, the right to display in their business premises the word "CIDESCO" or the CIDESCO logo k) CIDESCO Beauty Centres shall not allow any third party to directly or indirectly use the Trademarks or of any trademark which is phonetically or otherwise similar to any of the Trademarks or tolerate any such third party use.

3.5. Conditions for any further use

Any use of the Trademarks beyond the limits set forth in the present Trademark Rules shall only be made after written approval of the Board of CIDESCO. The Board of CIDESCO may subject such approval to specific conditions.

4. Control of the use of the Trademarks

4.1. Violation of the present Trademark Rules

The Board of CIDESCO shall decide on appropriate sanctions against any violation of the present Trademark Rules by Member Sections of CIDESCO, CIDESCO Schools, CIDESCO Diploma Holders and CIDESCO Beauty Centres.

Such sanctions may include penalties payable to CIDESCO. Such sanctions may be specified in Rules ratified by the General Assembly (e.g. the CIDESCO School Rules).

Member Sections shall do everything in their power to impose the rules contained in paras. 3.2. - 3.5. on the CIDESCO Schools, on the CIDESCO Diploma Holders and on the CIDESCO Beauty Centres, having their domicile or their registered office in the same country as that of the Member Section. They shall instruct their individual members how to make proper reference to their membership and make sure that such reference is not misleading. Member Sections shall decide upon appropriate sanctions against any violation of their instructions in this matter.

4.2. Unauthorized use by third Parties / Infringements / Passing off

CIDESCO, together with the Member Sections, shall prevent any unauthorized use of the Trademarks by third parties and any infringements of the Trademarks or passing off on the part of third parties. Such third parties are all legal entities or individuals without any of the following accredited CIDESCO statuses: Member Section of CIDESCO, CIDESCO School, CIDESCO Diploma Holder or CIDESCO Beauty Centre.

Member Sections are required to initiate and carry out at their own cost appropriate steps against such unauthorized use, infringements or passing off having effect within their country.

Furthermore, Member Sections are required to inform the Board of CIDESCO about such unauthorized use, infringements or passing off as well as about the appropriate steps initiated and/or planned against it.

In cooperation with the Member Sections involved, the Board of CIDESCO shall initiate and carry out further appropriate steps against such unauthorized use, infringements or passing off.

CIDESCO expects from such Member Sections a fair contribution to the costs arising out of or in connection with any legal action initiated by CIDESCO against such unauthorized use, infringements or passing off.

5. Further rules issued by the Board of CIDESCO

The Board of CIDESCO may from time to time issue additional rules concerning the protection and use of the Trademarks in order to specify or complete the above rules.

The latest version of these Trademark Rules was adopted by the General Assembly of

CIDESCO on October 24, 2014 in Athens, Greece. It entered into force on that day and replaced the previous version of the Trademark Rules.