

National Federation of Women's Institutes **Trade Mark Guidelines**

If your WI or County/Island Federation has entered into the 2010 trade mark licences with the NFWI, it will have the right to use some of the NFWI trade marks, in accordance with these Trade Mark Guidelines.

These guidelines may be updated or replaced at any time in which case the NFWI would inform Federation Secretaries and send them hard copies. In addition these guidelines, and any updates, will be available on the WI Moodle*.

This agreement will be in force until a new agreement would supersede it, or either party would wish to give notice.

* The WI Moodle is a secure site which is only accessible to WI members. If you are not already a registered WI Moodle user please click on the link at the foot of every page of the NFWI website. This will take you to the home page of the WI Moodle where you will find instructions on how to register as a WI Moodle user (on the right hand side of the page).

The trade marks county/island federations/WIs can use

The trade marks WIs can use

Trade Mark	Instructions on how you can use the trade marks	Examples
<p>“WI” or “W.I.”</p>	<p>You can use these trade marks in the following two ways:</p> <p>(a) in conjunction with the name of your WI as follows:</p> <p style="text-align: center;">“Henley WI” or “Hutton and Howick W.I.”</p> <p style="text-align: center;">OR</p> <p>(b) as incorporated into your WI badge</p> <p><u>Your WI is not permitted to use: “the WI” “WI” or “W.I.” except as set out in (a) and (b) above</u></p>	<p>The slogan publicising your WI on a poster can read “Come to the Rufforth WI!!”</p> <p>However, it cannot state “Come to the WI!!”, as this does not comply with (a) – see left.</p>
<p>“Women’s Institute”</p>	<p>You can use this trade mark in the following two ways:</p> <p>(c) in conjunction with the name of your WI as follows:</p> <p style="text-align: center;">“Henley Women’s Institute”</p> <p style="text-align: center;">OR</p>	<p>Your website’s home page can show the statement: “This is the Hutton and Howick Women’s Institute”</p> <p>It cannot show the statement: “This is the Women’s Institute”</p>

	<p>(d) as incorporated into your WI badge</p> <p><u>Your WI is not permitted to use: “Women’s Institute” or “the Women’s Institute” except as set out in (a) and (b) above.</u></p>	
 	<p>All County/Island Federations’ and WIs’ rights to use these trade marks expire on <u>August 31 2010</u></p> <p>Boxed Logo:</p> <p>(a) If reproduced in colour, the shade is 40% green of PMS 354 and the tree is 354</p> <p>(b) If reproduced in black and white; the tree is 50% black and the shaded black is 20%.</p> <p>Unboxed Logo: Reproduced in black and white only.</p>	
	<p>You can use this trade mark only in accordance with the <u>BRAND IDENTITY GUIDELINES</u> (as updated by the NFWI from <u>time to time</u>)</p>	

The trade marks county/island federations can use

Trade Mark	Instructions	Examples
<p>“WI” or “W.I.”</p>	<p>You can use these trade marks in the following two ways:</p> <p>(a) in conjunction with the name of your Federation as follows:</p> <p style="padding-left: 40px;">“Glamorgan Federation of WIs”</p> <p style="padding-left: 40px;">“West Sussex W.I.”</p> <p>(b) as incorporated into your County/Island Federation badge</p> <p><u>Your County/Island Federation is not permitted to use: “the WI” “WI” or “W.I.” except as set out in (a) and (b) above</u></p>	<p>The slogan publicising your Federation on a banner at a fair could read “Glamorgan Federation of WIs”</p> <p>However, it cannot read “The WI”, as this does not comply with (a) – see left.</p>
<p>“Women’s Institute” or “Women’s Institutes”</p>	<p>You can use these trade marks in the following two ways:</p> <p>(a) in conjunction with the name of the Federation as follows:</p> <p style="padding-left: 40px;">“Norfolk Federation of Women’s Institutes”</p> <p style="padding-left: 40px;">“Gwent Women’s Institute”</p> <p>OR</p>	<p>Your Federation website’s home page can show the statement: “This is the Norfolk Federation of Women’s Institutes”</p> <p>It cannot show the statement: “This is the Women’s Institute”</p>

	<p>(b) as incorporated into your County/Island Federation's badge</p> <p><u>Your Count/Island Federation is not permitted to use: "Women's Institute" or "Women's Institutes" except as set out in (a) and (b) above.</u></p>	
	<p>All County/Island Federations' and WIs' rights to use these trade marks expire on <u>August 31 2010</u></p> <p>Boxed Logo:</p> <p>(a) If reproduced in colour, the shade is 40% green of PMS 354 and the tree is 354</p> <p>(b) If reproduced in black and white; the tree is 50% black and the shaded black is 20%.</p> <p>Unboxed Logo: Reproduced in black and white only.</p>	
	<p>You can use this trade mark only in accordance with the <u>BRAND IDENTITY GUIDELINES</u> (as updated by the NFWI from time to time).</p>	

How you can use the trade marks

In furtherance of your charitable objects

The County/Island Federations and WIs can use the NFWI trade marks in furtherance of their charitable objects. The charitable objects of the federations and WIs are:

- (a) to advance the education of women and girls for the public benefit in all areas including (without limitation):
 - (i) local, national and international issues of political and social importance;
 - (ii) music, drama and other cultural subjects; and
 - (iii) all branches of agriculture, crafts, home economics, science, health and social welfare;
- (b) to promote sustainable development for the public benefit by:
 - (i) educating people in the preservation, conservation and protection of the environment and the prudent
 - (ii) use of natural resources; and
 - (iii) promoting sustainable means of achieving economic growth and regeneration;
- (c) to advance health for the public benefit; and
- (d) to advance citizenship for the public benefit by the promotion of civic responsibility and volunteering.

In Rule 0 “sustainable development” means development which meets the needs of the present generation without compromising the ability of future generations to meet their needs.

The Women’s Institute organisation seeks to give women the opportunity of working together through the Women’s Institute organisation in their communities, of developing their capacity and skills, and of putting into practice those ideals for which the Women’s Institute organisation stands.

The following are a list of examples of the ways in which federations or WIs may use the trade marks in furtherance of their charitable objects:

- For branding on a local recipe book that your WI or federation is publishing and which may be sold to members of the public
- On a WI or federation calendar
- On flyers, signs, notices, or stickers for your WIs' or federations' stores or stands at craft, agricultural, farm or other local fairs, or at jumble sales
- On your website
- As branding on a leaflet or programme for a musical or dramatic performance that your WI or federation is performing to members of the public
- To publicise meetings (for example, on posters or other publicity materials)
- On your banners, stands, signs
- On stationery or crockery used by or created for your WI or federation (but NOT which are offered for sale to the public)
- On badges or items of clothing used by or created for your WI or federation (but NOT which are offered for sale to the public)

If you intend to use the trade marks for purposes which you are not sure fall within your charitable objects, please contact Lou Collis at the NFWI on l.collis@nfwl.org.uk.

Licensing your trade marks to third parties

You can only licence the NFWI trade marks (including any local badges that include these trade marks as part of the design) to third parties *if* you have first obtained the permission of the NFWI. For example, if a local craft shop wishes to use one of the NFWI's trade marks on the packaging for a local product, you first need to obtain the NFWI's permission.

The NFWI will not permit the licensing of its trade marks by WIs or County/Island Federations to national businesses/organisations or to businesses/organisations outside its geographical boundaries.

To apply for the NFWI's permission you will need to use our TM Licence Permission Form.

Why the NFWI needs to control the licensing of its trade marks

The NFWI needs to control the licensing of its trade marks to third parties to protect the value of these trade marks and the reputation of WIs, federations and the NFWI for all its members. The following list explains in more detail why the NFWI needs to control the licensing of its trade marks.

- Charities are limited in the amount of non primary purpose trading they can carry out without incurring tax penalties. Licensing trade marks to third parties for a fee by a WI or federation is likely to be non primary purpose trading. The amount of non primary purpose trading you can carry out depends on the size of your WI or federation. We can provide you with advice on this, and ensure you do not exceed the limits.
- The NFWI needs to ensure that the trade marks are not licensed for unethical purposes or in a way that would damage the reputation of or goodwill in your WI, the federation or any of its members.
- The NFWI needs to check that the value WIs and federations are receiving for the licence of the trade marks is fair and the correct market rate. It is important for the NFWI and all its members that the brand is not undervalued and that there is consistency between different WIs and federations. This is particularly true as the NFWI is a charity, and charities need to ensure that their trade marks are protected and not undervalued.
- The NFWI may be able to help you negotiate or suggest to you more positive terms for the trade mark licence. For example, it may be possible to negotiate benefits as part of the licence to your members.
- The organisation or business requesting the licence may be part of a national chain, in which case it would be more appropriate for the NFWI to licence the trade marks at a national level – which could provide greater benefits to all WI members.
- We can advise you on the length of the licence and other key terms.
- The NFWI needs to keep up to date data and information on how the NFWI trade marks are used throughout its territories.