



# **Code of Use**

## **for**

# **International Dzogchen Community**

## **Trademarks, Logos and Brands**

### **I. Introduction**

The symbol of the Longsal and the name International Dzogchen Community is a registered trademark, and as such is subject to the laws of copyright and is protected by them. The International Dzogchen Community trademark cannot be used or reproduced without permission.



The Code of Use for International Dzogchen Community Logos defines the rules governing the use of International Dzogchen Community trademarks.

These rules must be applied, except where explicitly specified otherwise by the Code, for the International Dzogchen Community logo and name and also all of its derivative trademarks, i.e. all trademarks, registered or based on the International Dzogchen Community trademark, which identify specific projects and events organized by the Dzogchen Community Association.

The International Dzogchen Community Board of Directors (International Gakyil) has the authority to grant the use of the International Dzogchen Community trademark and its derivatives both to the various local bodies of the Association and to any third parties which have a relationship with the Association and therefore has the final responsibility for enforcing the Code throughout the world.

The following are authorized by the International Board of Directors to use the International Dzogchen Community trademark, subject to the rules and limitations contained in this Code:

- Functions under the direct jurisdiction of the International Board of Directors
- The Gars (main seats of the International Dzogchen Community in a specific geographic area);
- The Lings (the basic organizational structure of the International Dzogchen Community at local level);
- Other authorized organizations

This authorization must always be granted in writing when one of the organizations listed above is established.

An individual member of the IDC is never authorized to use the International Dzogchen Community trademark.

Under no circumstance is any individual, organization, business, sponsor, donor, project or initiative that is *not formally affiliated* with the International Dzogchen Community, allowed to make use of any trademark owned or managed by the International Dzogchen Community without a specific written authorization. The International Dzogchen Community reserves the right to act to protect its trademarks against any uses or circumstances not specifically authorized through this document.

## II. Use of the Logos Inside the Association

### A. Gars

The Gar Board of Directors (the “Gar’s Gakyil”) is authorized to use the International Dzogchen Community trademark for major events and for all communications with its own members, as long as they specify the name of the Gar. For example, “Tsegyal Gar” -- the gar of the International Dzogchen Community in North America -- would identify itself according to the format, “International Dzogchen Community – Tsegyal Gar – North America”.

Authorization is granted by the International Board of Directors only after having signed a specific protocol document that defines the legal relationship between the Gar and the International Dzogchen Community. This protocol allows the Gar to use the International Dzogchen Community logo.

In the absence of specific permission from the International Board of Directors, a Gar that has signed the IDC protocols shall always regard itself as authorized by the International Board of Directors to use the trademark with in association with the Gar’s name.

The Gar may not use the trademark **not** followed by the name of the Gar.

Whenever a Gar Board of Directors plan to use the international trademark (the Longsal with only the name International Dzogchen Community), it must request authorization in advance from the International Board of Directors.

The Gar Board of Directors and other authorized organizational bodies have the responsibility to monitor the correct use of the International Dzogchen Community logo in their relevant geographic area and to notify any

improper use to the International Board of Directors.

The Gar Board of Directors have the right to register the trademark with the name of the Gar subject to the conditions agreed by the International Board of Directors.

If a Gar has had its status reduced to that of a Ling, the rules for Lings shall apply.

## **B. Lings**

Lings are authorized to use the Dzogchen Community trademark as long as they specify the name of the Ling.

Authorization is granted by the International Board of Directors only after having signed a specific protocol document that defines the legal relationship between the Ling and the International Dzogchen Community. This protocol allows the Ling to use the International Dzogchen Community logo.

A decommissioned Ling loses the right to use the International Dzogchen Community logo.

A Ling can use the International Dzogchen Community trademark only for initiatives closely related to their association activities, and the Ling name must always be specified. For example, “Kundrol Ling” -- the Ling of the International Dzogchen Community in New York -- would identify itself according to the format, “International Dzogchen Community – Kundrol Ling – New York”.

In the absence of specific permission from the International Board of Directors, a Ling that has signed the IDC protocols shall always regard itself as authorized by the International Board of Directors to use the trademark with in association with the Ling’s name.

The Ling may not use the trademark **not** followed by the

name of the Ling.

In extraordinary circumstances, for example in promotional materials for a national event organized by one or more Lings, it is allowable to use the International Dzogchen Community trademark. In this case the Ling or group of Lings must receive prior written authorization from the International Board of Directors.

In the same exceptional case, the name of the nation in which the Lings are implementing a joint initiative at national level, can be appended to the name “International Dzogchen Community”, following a written request to the International Board of Directors from the Ling’s Board of Directors (the “Ling’s Gakyil”).

The conditions of use, including any eventual economic relationships, will be decided in each case by the International Board of Directors.

### **C. Other Authorized Organizations**

In special circumstances, such as events jointly organized in collaboration with the IDC and/or any of its Gars and/or Lings, the International Board of Directors may grant to the affiliated organization the temporary use of the name and the logo of the International Dzogchen Community.

In this case, the affiliated organization must receive prior written authorization from the International Board of Directors, specifying the conditions of use, including any possible economic relationship.

## **III. Regulations for Cultural and Humanitarian Initiatives:**

The use of the International Dzogchen Community trademark may occasionally be granted to specific cultural and humanitarian initiatives promoted and supported by the IDC, also in collaboration with other entities, and/or to specific cultural and humanitarian initiatives, promoted by other entities, which are relevant to the mission and values of the IDC.

The use of the trademark can be granted, as well, for specific scholarship programs and prizes supported by IDC, also in collaboration with other organizations and institutions.

#### **IV. Regulations for Commercial Use:**

The Dzogchen Community trademark (or any of its derivatives) may never be used on a commercial product or the packaging of a commercial product. It is possible to give visibility to a company's involvement in the support of the International Dzogchen Community projects only in informational material, websites or brochures, but never on the product or product packaging itself.

The International Dzogchen Community may grant the right to use its name and logo to:

##### **A. Cooperatives and/or Companies Affiliated with the International Dzogchen Community**

Cooperatives, companies and/or other commercial entities founded by International Dzogchen members and affiliated with the IDC, and that are supporting the International Dzogchen Community with part of their profits, may occasionally be authorized by the International Board of Directors to use the name and logo of IDC on their information material and websites. They may be authorized to provide their customers with informational material that states that they are affiliated with the International Dzogchen Community and that their products/services are among those recommended by the IDC.

Such companies and cooperatives can present a proposal to the

International Board of Directors for the promotion of products linked to International Dzogchen Community projects for which they anticipate the use of trademarks or derived trademarks.

In granting the authorization, the International Board of Directors must specify precisely the details regarding the rules for using the trademark on the part of the applicant and economic implications if any.

The agreement by which the authorization is granted must include a trial period (no longer than two years) during which the International Board of Directors shall monitor the effectiveness of the project and at the end of which period decide whether to revoke the permission or authorize it definitively.

## **B. External Businesses**

The International Board of Directors may award the temporary use of an IDC trademark to a “recommended” commercial business, in information materials, websites and brochures, subject to the following conditions:

- The year of recommendation is shown.
- The recommendation is made within the context of a particular initiative (for example the retreat in Meri Gar East, August 2013).
- The businesses cannot use the Dzogchen Community trademark as part of their own branding.
- Businesses that receive approval to use the International Dzogchen community trademark must ensure that the authorized trademark is used only on informational materials that directly support approved IDC initiatives. Businesses must not use IDC trademarks for any other purpose or in any other context.

It can also be granted for specific publications, produced by external publishing houses, relevant to the purpose of the International Dzogchen Community.

## **V. Regulations for Dzogchen Community Sponsors**

Use of the International Dzogchen Community trademark can never be granted to any sponsor.

Use of other trademarks belonging to the International Dzogchen Community can be granted to sponsors: in such a case, the International Dzogchen Community retains ownership of the trademark but allows its use on a temporary basis by certain third parties who have a relationship with the organization. This can take place subject to an agreement stipulated in a contract, which must specify the exact terms regarding the use of the trademark.

The possible granting of use of trademarks which belong to Dzogchen Community to sponsors (for a significant event or for general support of a Gar or Ling) must always be authorized in advance by the International Board of Directors, subject to precise prior notification by the Gar/Ling Board of Directors, regarding the use to which the business intends to put the trademark.

In any case, a sponsor may only use an IDC-owned trademark on their informational material for an event or initiative in which they are directly involved.

The trademark can only be used for the length of time and the authorized form specified in rules established by the International Board of Directors. In every case the year of the initiative must be specified.

A sponsoring business which supports any initiative of the International Dzogchen Community can communicate their support only for their business communications aimed at promoting and raising awareness of their activities to the public and the media (websites, press releases).

An IDC trademark may never be used on the company's products or in advertising or marketing of the Sponsor's products.



## **VI. Private Donors**

Private donors may publicly state their support of a particular International Dzogchen Community initiative, subject to the terms fixed in advance each time by the International Board of Directors as long as the general conditions provided in this Code for sponsoring businesses are respected. The International Board of Directors must always authorize the use of trademarks belonging to the International Dzogchen Community by private donors, subject to an agreement made through a contract.

In the cases listed above, only the trademark sent by the International Board of Directors can be used. It can be used exclusively following the rules that will be sent together with the trademark or indicated in the stipulated contract.

## **VII. Loss of Right to Use the Trademark**

The International Board of Directors has the exclusive authority at its own discretion and without limitation or prior notice to revoke the right to use the International Dzogchen Community trademark (and its derivatives) from any party previously granted the right under the provisions of this Code.

The International Board of Directors may revoke authorization to use the trademarks in the following specific cases:

- If the Gar/Ling Statute does not specifically comply with the requirements of the International Statute.
- If any local body of the International Dzogchen Community organization promotes activities and initiatives which have no connection with the International Dzogchen Community mission, and/or which involve entities, companies or associations which are in conflict with the International Dzogchen Community mission and values.

- If any local body of the Dzogchen Community organization uses the International Dzogchen Community trademark without having requested authorization in advance from the International Board of Directors, or if authorization has been refused.
- If any local body of the Dzogchen Community organization uses any International Dzogchen Community trademark in the context of publications, broadcasts, media statements, actions or activities that, in the judgment of the International Board of Directors, at its own discretion and without limitation, are not aligned with and supportive of the values, teachings, or reputation of the International Dzogchen Community or that may cause real or potential reputational harm to current sitting members of the International Sangha Assembly, the current or past IDC President, the current or past IDC Vice President, the International Gakyil or its current members, the current IDC Executive Director. or any employee or staff member of the IDC.
- If any local body of the Dzogchen Community has become disaffiliated with the International Dzogchen Community for any reason.
- If any third party does not comply with the obligations of the contract through which the use of the trademark has been granted.

Revocation of authorization of use of the trademark by the International Board of Directors must be made in writing to the Board of Directors of the local affiliate (via recorded-delivery letter, fax or e-mail) and takes effect immediately upon the signing of the written statement by a duly authorized member or representative of the International Board of Directors. .

## **VIII. Domain Names**

Domain names, i.e. Internet aliases or Uniform Resource Locator strings (URL) which include the name Dzogchen Community, can be registered by Gar/Ling without prior approval of the International Board of Directors if they wish to register the domain name of the Gar/Ling, for example *www.dzogchencommunitynewyork.com* or *www.dzogchencommunitymerigar.com* or *www.merigar.com*, *www.merigar.org* etc.).

The Gar Board of Directors can register the national domain name, for example *www.dzogchencommunityitaly.com* or *www.dzogchencommunity.it*.

These names can be used only for the International Dzogchen Community activities of the Gar/Ling and to republish contents originally published on an International Dzogchen Community website, other Gar or other Ling websites. The website is not to be considered as the property of the Gar/Ling representative or a member, but rather as the property of the Gar/Ling itself, in other words, the property of the International Dzogchen Community.

In the case of a Ling closing, the domain name must be cancelled, or transferred to the International Dzogchen Community.

If one or more Lings are not affiliated with any specific Gar, they can request authorization from the International Board of Directors for the registration of the national domain name (for example *www.dzogchencommunity.it*) through a written request from the Ling Board of Directors. The site will automatically become the property of the relevant Gar, if a Gar is later created and recognized by the International Board of Directors in the geographic area where the Lings that have registered the domain are operating.

## **IX. Standards and guidelines for the use of the logo and image**

The shape of the Longsal symbol and the proportions between the script and the Longsal symbol cannot be changed. The identity

elements (the logo, its layout, and font style) and their organization are the foundation of the brand image of the International Dzogchen Community. They are explained in a *Logo and Image Coordination Manual* approved and distributed by the International Board of Directors.