



Slow Food®

CODE OF USE FOR SLOW FOOD TRADEMARKS

1. DEFINITION

The symbol of the stylized snail and the name Slow Food is a registered trademark, and as such is subject to the laws of copyright and is protected by them. The Slow Food trademark cannot be used or reproduced without permission.

The Code of Use for Slow Food Trademarks defines the rules governing the use of Slow Food trademarks.

These rules must be applied, except where explicitly specified otherwise by the Code, for the Slow Food trademark and name and also all of its derivative trademarks, i.e. all trademarks, registered or based on the Slow Food trademark, which identify specific projects and events organized by the Slow Food Association. These include, by the way of an example:

- Terra Madre
- Ark of Taste
- Slow Food Presidia
- Salone del Gusto
- Cheese
- Slow Fish
- Slow Food on Film

Slow Food has the authority to grant the use of the Slow Food trademark and its derivatives both to local bodies of the association and to any third parties which have a relationship with the association.

The Executive Committee is the body of Slow Food which exercises this authority, and therefore has the final responsibility for enforcing the Code throughout the world.

The following are authorized by the Executive Committee to use the Slow Food trademark, subject to the rules and limitations contained in this Code:

- the Convivia
- National Directions
- other recognized organizational bodies

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

An individual member is never authorized to use the Slow Food trademark.



2. USE OF THE TRADEMARKS INSIDE THE ASSOCIATION

2A. CONVIVIA

Convivia are authorized to use the Slow Food trademark as long as they specify the name of the Convivium.

Authorization is granted by the Executive Committee or the National Direction, where existing, or other recognized structures, where existing, only after having signed a foundation protocol. This protocol allows the Convivia to use the Slow Food trademark.

An inactive Convivium loses the right to use the Slow Food trademark.

Convivia can use the Slow Food trademark only for initiatives closely related to their association activities, and the Convivium name must always be specified. In the absence of references on the part of higher Association bodies, a Convivium (for example the Slow Food Seattle Convivium) shall always regard itself as authorized by the Executive Committee to use the trademark with the wording "Slow Food Seattle".

The Convivium may not use the trademark with the name of the national or regional association itself, or without a name.

In extraordinary circumstances, for example a national event organized by one or more Convivia, it is possible to use the national (Slow Food USA) or international (Slow Food) trademark. In this case the Convivium must receive written authorization from its National Direction (if, for example, it wants to use the national trademark "Slow Food USA") or the Executive Committee (if it wants to use the international trademark "Slow Food"). The conditions of use, including any eventual economic relationships, will be decided in each case by the National Direction (for the national trademark) or the Executive Committee (for the international trademark).

One or more Convivia may use the trademark with the national name ("Slow Food Sweden") where there is no existing National Direction, with the aim of communicating the activities of the Convivium or other activities of national interest, following a written request to the Executive Committee from the Convivium leaders who represent the majority of the members. The trademark can only be used upon receiving written authorization from the Executive Committee, which will determine the conditions of use.

Convivia have the right to register the trademark with the name of the city or region in which they are active subject to the conditions agreed by the Executive Committee.

2B. NATIONAL DIRECTIONS

National Directions, where existing, are authorized to use the Slow Food trademark for major events and for all communications with its own members, as long as they specify the name of the nation, state or region in which they are active.

Whenever a National Direction plans to use the international trademark (the snail with only the name Slow Food), it must request authorization from the Executive Committee. If forms of national coordination other than a National Direction are planning to use the national, state or regional trademark they must request authorization from their own National Direction or, where there is none, the Executive Committee.



The National Direction and other authorized organizational forms have the responsibility to monitor the correct use of the Slow Food trademark in their relevant geographic area and to notify any improper use to the Executive Committee.

The National Directions have the right to register the trademark with the name of the country in which they are active subject to the conditions agreed by the Executive Committee.

2C. DOMAIN NAMES

Domain names, i.e. internet addresses which include the name Slow Food, can be registered by Convivia if they wish to register the domain name of the Convivium, for example www.slowfoodtoronto.com); and by the National Directions (where existing) if they wish to register the national domain name, for example www.slowfoodusa.org. These names can be used only for the Slow Food activities of the Convivium or the National Direction, to republish contents published on the international site, other national sites or other Convivia. The site is not to be considered as the property of the Convivium leader or a member, but rather as the property of the Convivium itself, in other words the property of Slow Food. In the case of a Convivium closing, the domain name must annulled, or pass to Slow Food.

One or more Convivia can request authorization from the Executive Committee for the registration of the national domain name (for example www.slowfoodchile.com) through a written request from the Convivium leaders who represent the majority of the members. The site will automatically become the property of the national association, if a National Direction is created and recognized by the Executive Committee.

3. REGULATIONS FOR COMPANIES

3A. PRODUCERS LINKED TO SLOW FOOD PROJECTS

The Slow Food trademark (or any of its derivatives) may never be used on a food product or the packaging of a food product. In the case of the Ark of Taste and Presidia, or other Slow Food projects, the producer (or company which sells Ark of Taste, Presidia or Terra Madre community products) may provide the consumer with informational material which states that the product is among those chosen to be in the Ark of Taste, a Presidium product or part of another Slow Food project. It is therefore possible to give visibility to the company's involvement in the Ark of Taste, Presidia, Terra Madre or other Slow Food projects only in informational material or brochures, never on the product or product packaging itself.

A National Direction or other recognized structure can present a proposal to the Executive Committee for the promotion of products linked to Slow Food projects which anticipates the use of derived trademarks. Such a proposal must specify precisely the details regarding the rules for using the trademark on the part of the producer(s). The proposal can only be accepted following the authorization of the Executive Committee, and must include a trial period (no longer than two years) during which the Executive Committee can monitor the effectiveness of the project, to then decide whether to revoke the permission or authorize it definitively.

3B. BUSINESSES

A National Direction, regional association or Convivium can award the trademark to a "recommended"



commercial business, for example by using a sticker, subject to the following conditions:

- The year of recommendation is shown.
- The recommendation is made within the context of a particular initiative: a publication produced by Slow Food (by a Convivium, a National Direction or by the Executive Committee) or a prize awarded by Slow Food (by a Convivium, a National Direction or by the Executive Committee), for example the *Osterie d'Italia* guide or the *Guide to New York*. This rule is not valid for publications or prizes produced by third parties, even if Slow Food is a participator.
- The promoter of the initiative is indicated (e.g. for the Osteria guide, Slow Food Editore; for a local initiative, the Convivium which made the recommendation).

4. REGULATIONS FOR SLOW FOOD SPONSORS

Use of the Slow Food trademark can never be granted to any sponsors. Use of certain trademarks belonging to Slow Food (i.e. "Salone del Gusto") can be granted to sponsors: in such a case Slow Food retains ownership of the trademark but allows its use by certain third parties with 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.

Any sponsoring business must follow the guidelines on Slow Food fundraising policy.

4A. COMPANIES SPONSORING SLOW FOOD

The possible granting of use of trademarks which belong to Slow Food to sponsors (for a significant event or for general support of a national or regional association) must always be authorized by the Executive Committee, subject to precise prior notification by the National Direction, regional association or Convivium regarding the use to which the business intends to put the trademark, regardless of the name being used (national Association or committee or Convivium).

In any case a sponsor may only use on their product the trademark of the event or initiative in which they are directly involved (as happens with some of the major sponsors of Salone del Gusto).

In particular, on every occasion in which a National Direction agrees with a sponsor to launch a significant promotional campaign or significant initiative, and if the agreement involves substantial support from the sponsoring business, the public use of the trademark of the initiative or the project being sponsored must be agreed upon and submitted in writing for the approval of the Executive Committee.

4B. PRIVATE DONORS

Private donors may publicly state their support of a particular Slow Food initiative, subject to the terms fixed each time by the Executive Committee and/or the relevant local Slow Food organization itself, as long as the general conditions provided in this Code for sponsoring businesses are respected. The Executive Committee or the National Direction (in the case of the national trademark) must always authorize the use of trademarks belonging to Slow Food by private donors, subject to an agreement made through a contract.

In the cases listed above, only the trademark sent by the National Direction or the Executive Committee can be used. It can be used exclusively following the rules which will be sent together with the trademark or



indicated in the stipulated contract.

4C. “FRIENDS OF SLOW FOOD” SPONSORS

A sponsoring business which participates in the “Friends of Slow Food” (“Friends of Slow Food USA” or “Friends of Slow Food Toronto”) initiative, or similar supporting initiatives run by different permitted organizational bodies, can communicate their support through the “Friend of Slow Food” phrase only for their business communications aimed at promoting and raising awareness of their activities to the public and the media (websites, press releases). The use of the phrase on the company’s products or in advertising or marketing of the product is not allowed. The businesses taking part in the initiative cannot use the Slow Food trademark as part of their own image or communications. Otherwise Slow Food reserves the right to act to protect its trademark.

The regulations for “Friends of Slow Food” sponsors will be defined by the Executive Committee. Every National Board of Directors or other permitted organizational body must agree on the valid terms in their own area with the Executive Committee.

The phrase “Friend of Slow Food” can be used for the length of time and the authorized form only subject to the conditions permitted in the rules established by the International Board of Directors. In every case the year of the initiative must be specified.

Any sponsoring business must follow the guidelines on Slow Food fundraising policy.

5. LOSS OF RIGHT TO USE THE TRADEMARK

The Association’s Executive Committee has the exclusive authority to revoke the right to use the Slow Food trademark (and its derivatives) from any party previously granted the right under the provisions of this Code.

The Executive Committee revokes authorization to use the trademarks in the following cases:

- If the National Statute of a National Board of Directors does not specifically comply with Article 18 of the International Statute.
- If any local body of the Slow Food organization promotes activities and initiatives which have no connection with the Slow Food movement, and/or which involve entities, companies or associations which are in obvious conflict with the Slow Food philosophy.
- If any local body of the Slow Food organization uses the international Slow Food trademark without having requested authorization from the Executive Committee, or if authorization has been refused.
- If any third party has an economic relationship with the Slow Food organization.

Revoking of authorization of use of the trademark by the Executive Committee must be made in writing (recorded-delivery letter, fax or e-mail).



APPENDIX 1

THE SLOW FOOD TRADEMARKS

International Trademark

The shape of the snail and the proportions between the script and the snail cannot be changed. There are no restrictions on the color of the snail. The font of the "Slow Food" name is Roman Bauer Bodoni. The use of this logo must be always be authorized by the Executive Committee.

National Trademark

The name of the country, in Bauer Bodoni font, must follow Slow Food; the snail size does not change and the snail remains centered over the script.

Convivium Trademark

The name of the Convivium should be in Bauer Bodoni font, following the "Slow Food" name; the snail symbol should be centered above the text.

Terra Madre Trademark

Ark of Taste Trademark

Slow Food Presidium Tradeamrk

Salone del Gusto Trademark

Cheese Trademark

Slow Fish Trademark

Slow Food on Film Trademark