

REGULATIONS ADRION TRADEMARK



This document was co-financed by Marche Region
within the AdrionTouR project
(Adriatic Ionian Touristic Routes)

REGULATIONS OF USE OF THE ADRION TRADEMARK

CHAPTER 1 – ADRION TRADEMARK FEATURES AND GOALS

Art. 1. AdrIon trademark general objectives and features

1. These regulations of use define the terms and modalities for the issue of the “AdrIon” area trademark. The trademark is the exclusive property of the Forum of the Chambers of Commerce of the Adriatic and Ionian Area, which supervises over the correct use of the trademark either directly or through explicitly appointed external control bodies.
2. *Prerequisites.* “AdrIon” is an “umbrella” trademark and symbolizes the union of the Adriatic-Ionian macro-area (Adr+Ion). AdrIon is, first and foremost, a metaphor for the union of the two seas and an expression of the “union within multiplicity” of the area.

The union is represented by the centrality of the sea and by the common historical roots, which go back to ancient Greek-Roman classicism; multiplicity is expressed by the distinctive tourist features of the single territories, the uniqueness of the natural landscape, the variety of local traditions, and the richness in food and wine products.

These abstract concepts are graphically rendered by the “AdrIon – Adriatic and Ionian Lands” logo, which draws its inspiration from a Ionian column, whose shaft recalls a Roman amphitheatre and whose capital reminds of a wave in the sea. The trademark has been assigned the quality certification of “Indicazione Geografica Tipica”, i.e. typical geographical indication, which testifies to a common and strongly shared identity and expresses the willingness of the member organizations of the Forum of the Adriatic and Ionian Chambers of Commerce to be together, as they are all geographically based in all the countries facing the Adriatic and Ionian Sea: Albania, Bosnia-Herzegovina, Croatia, Italy, Montenegro, Greece and Slovenia. The use of the “AdrIon” trademark will be therefore promoted and incentivated, so as to be specifically associated with tourist offers and packages with more destinations in different countries of the above area, thereby focussing on the fact that the destination countries all belong to the area concerned.

3. The AdrIon trademark will have to be used as a tool to counteract the weaknesses in the tourist sector in the Adriatic-Ionian basin, e.g.:
 - Marked imbalance between highly attractive areas and marginal lands in the international tourist circuits;
 - Imbalance also among countries with a large number of quality accommodation facilities and countries where these are scarcely present;
 - General lack of a recognized single image for the Adriatic and Ionian area. Adriatic Sea normally recalling images of its Eastern shore, with a marginal role attached to the Western Adriatic shore;
 - Scarce presence of Italian Adriatic regions in the Italian itineraries of international tour operators, except for Venice, and equally scarce presence of Italian Adriatic regions in the tours integrating the tourist offers for the Eastern Adriatic area.
4. The Workgroup for Tourism was established within the Forum of the Chambers of Commerce of the Adriatic and Ionian Area with the task of planning, organizing and coordinating all the operations and activities for the promotion of the Adriatic-Ionian tourist area as whole under the AdrIon “umbrella” trademark.
5. *AdrIon trademark mission and objectives.* The mission of the initiatives and projects sponsored under the “AdrIon” logo is to reinforce the image of the Adriatic and Ionian territories as tourist destinations as a whole, especially on international markets, by stressing the variety and multiplicity of their tourist products. From this point of view, the trademark promoters and users, be they public institutions or private players, intend to promote the development of all the initiatives, which can contribute to the creation of the single and integrated image of the area.

In particular, the following aims are pursued:

- Help private tourist operators to have more strength and support from the institutions when they propose the destination on international circuits;
- Help tourist operators to rethink the tourist products, which are increasingly less successful on international circuits;
- Stimulate deseasonal tourist flows, thereby enabling tourist operators to draw up new offers besides traditionally sold products;

- Support the growth of weaker tourist areas by linking them with other areas that have a stronger tourism tradition;
 - Give consumers/tourists the possibility to immediately identify the services and products in the area with the area itself.
6. The initiatives supporting the AdrIon trademark will be increasingly targeted to focus on the following approaches for tourist development:
- **Environmental and socio-cultural sustainability**, to be considered as a way to safeguard the environmental and socio-cultural assets of the territory;
 - **Quality of accommodation facilities and service**, with the aim of standardizing the quality of the tourist offer.

Specifically, the attempt will be made to replicate some positive experiences of quality trademark in the entire basin, with the Italian system of chambers of commerce already contributing to the success of said quality trademark through the Isnart company.

Art. 2 – Definitions

For the purposes of these regulations of use, the following definitions will apply:

1. *Adriatic-Ionian basin territories/regions/area*:
 - Italian regions facing the Adriatic Sea, i.e. Friuli Venezia Giulia, Veneto, Emilia Romagna, Marche, Abruzzi, Molise, Apulia;
 - The entire territory of Slovenia, Croatia, Montenegro, Albania and Bosnia-Herzegovina;
 - Greek regions facing the Ionian Sea: The regions of Epirus, the Ionian Islands and Western Greece.
2. *The A-I acronym* stands for Adriatic-Ionian;
3. *Multi-country package*: tourist package, which includes more destinations at the same time in at least two of the countries in the Adriatic-Ionian area, with reference to the territories indicated under paragraph 1.

Art. 3 – Basic principles

1. The use of the AdrIon trademark is subject to compliance with the graphical and layout rules contained in its technical use manual. The manual PDF file

will be delivered to all those, who are granted the use licence of the logo. The manual contains the graphical standards, i.e. colour matches, negative graphics, pantone colours, fonts, etc., for the use of the logo by those bodies, which have been granted its concession, so as to achieve a uniform and coordinated image.

2. In view of the aims it pursues, the AdrIon trademark is not to be intended as a brand testifying the origin of the products, but rather as an additional trademark, whose aim is to promote and enhance tourist products, which meet the criteria set by these regulations of use. In this respect, the trademark is by no means to be intended as the main trademark, but it must always be associated to the name of the producer of goods or the provider of services it refers to.
3. The association of the AdrIon trademark to goods or services, which are not provided by the applicant organization, is explicitly forbidden.

CHAPTER 2 – MANAGEMENT OF THE ADRION TRADEMARK

Art. 4 – Functions and tasks of the FORUM of the Chambers of Commerce of the Adriatic and Ionian Area

1. According to these regulations, the functions and tasks related to the use of the AdrIon trademark are entrusted to the Forum of the Chambers of Commerce of the Adriatic and Ionian Area, represented by its Secretary-General, and the Management Committee.
2. The Board of Governors of the Forum of the Chambers of Commerce of the Adriatic and Ionian Area has the task to
 - Protect and safeguard the AdrIon trademark under chapter 1 according to the law;
 - Appoint the trademark Management Committee and define its specifications;
 - Approve these regulations of use and any modifications thereof.
3. *AdrIon Trademark Management Committee.* A Management Committee has been established with tasks of coordination and monitoring of the use of the

AdrIon trademark. The Management Committee is composed of the following:

- The Secretary of the Forum of the Chambers of Commerce of the Adriatic and Ionian Area;
- An executive of the chamber of commerce hosting the Forum Secretariat;
- A number of members for each Country (or groups of regions in a Country), which is part of the AIC Forum, plus two members appointed by the founding Chambers of Commerce of AIC Forum as is the case for the Forum's Board of Governors;
- One or more technical-scientific experts on the subjects dealt with by these regulations of use.

The lean and effective management of the committee will be guaranteed by resorting to widely-used communication tools, e.g. e-mail, audioconferences, videoconferences. The use of said tools will be referred to in the Management Committee Regulation.

4. The Management Committee has the task to

1. Draft and update these Regulations of Use upon request by the Forum;
2. Grant public and private players the right to use the AdrIon trademark;
3. Draft, manage and update the list of the AdrIon trademark licensees according to the rules foreseen by the AIC Forum;
4. Decide over the revocation of the use licence of the AdrIon trademark (art. 12);
5. Supervise over the correct application of the AdrIon trademark on behalf of the AIC Forum;
6. Provide authorizations to public bodies, which apply for the use of the AdrIon trademark for promotional purposes;
7. Draft and send the AIC Forum, convened in its plenary session, a written report on the preceding year with information on the following:
 - 1) List of trademark licensees;
 - 2) List of contact people in the chambers of commerce (according to art. 9) using the trademark;

- 3) Type of products (multi-country packages, events, etc.);
- 4) Type of control activity performed;
- 5) Overall management of the AdrIon trademark.

CHAPTER 3 – USE OF THE ADRION TRADEMARK: REQUIREMENTS AND OBLIGATIONS OF THE LICENSEE AND AUTHORIZATION CRITERIA.

Art. 5. – Requirements, obligations and use of the AdrIon trademark on the part of public licensees

1. The use of the AdrIon trademark can be granted, first and foremost, to all Chambers of Commerce member to the AIC Forum. These must share the objectives related to the integrated promotion of the area and pursue them as their own goals, as they are constantly updated on the promotional activities and tools put in place by the AIC Forum Workgroup for Tourism. The chambers of commerce members to the AIC Forum must furthermore participate in the activities and meetings of the Workgroup for Tourism, as well as in other training initiatives agreed upon by the Management Committee.
2. The material, the event and the project activity, for which the AdrIon trademark is used, are intended to favour the integrated promotion of the Adriatic-Ionian tourist area, especially on international markets, as a tourist destination as a whole, thereby highlighting the variety and multiplicity of its tourist products.
3. The logo can be used in posters, bills, leaflets, brochures, leaflets, catalogues, magazines, clothing items, fabrics of various kind, websites, CDs, DVDs, giveaways, as well other material used for advertising or promotion. The logo can be used on the occasion of
 - Institutional promotional events organized for the tourist sector or involving experts from the tourist trade, which focus on the promotion of integrated tourist offers (with destinations in two or more countries in the Adriatic-Ionian area). These events can be held both inside the country and abroad;
 - Training events (seminars, conferences, etc.) related to tourism and organized to the institutions using the AdrIon trademark (or in

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collaboration with other institutions), which see the participation of tourist private players or institutions active in the field of tourism;

- Institutional or trade meetings/missions organized by the trademark users (or in collaboration with other institutions), which focus on the promotion of integrated tourist offers (with destinations in two or more countries in the Adriatic-Ionian area). These events can be held both inside the country and abroad;
- Other activities related to projects, which pursue the objective of an integrated tourist promotion of the area;
- Activities in collaboration with other institutions/associations, whose manifest aim is the integrated tourist promotion of the Adriatic-Ionian area.

Art. 6. – Requirements, obligations and use of the AdrIon trademark on the part of private licensees

1. The application for the use of the AdrIon trademark can be submitted by individual businesses (either one-man firms or companies), which declare that:
 - They are regularly registered in the Business Register, if present, or in similar registers used in other countries, and that they carry out a business activities in compliance with the legal norms in force;
 - They are tourist agencies or tour operators;
 - They intend to use/associate the trademark for the promotion of multi-country tourist packages (i.e. lines of products or individual packages) of the Adriatic-Ionian area, or packages offering destinations in more Adriatic-Ionian countries at the same time (art. 2). The package can foresee other destinations as well, however provided that these destinations are limited only to Formal Yugoslav Republic of Macedonia (FYROM) and Serbia or to other Italian or Greek regions and that these destinations make up for maximum one fourth of the entire duration of the package holiday (with reference to the place of overnight accommodation).
 - They have a web-site with a section in English, which contains information and detailed insights on multi-country tourist packages, or alternatively, promotional material, in either paper or multimedia format, on the individual multi-country tourist package in English

(besides having the same material in other languages, to the discretion of the private tourist player);

- They participate in training seminars organized and scheduled by the Management Committee.
2. All private tourist players using the AdrIon trademark must share the objectives linked to the integrated promotion of the area and pursue them as their own goals, as they are constantly updated on the promotional activities and tools put in place by the AIC Forum Workgroup for Tourism. They are furthermore expected to participate in the activities and in the seminars or training sessions, if this is held necessary by the Management Committee.
 3. The logo can be used in posters, bills, leaflets, brochures, catalogues, magazines, clothing items, fabrics of various kind, websites, CDs, DVDs, giveaways, as well other material used for advertising or promotion, provided that it is clearly targeted to the integrated tourist promotion of the Adriatic-Ionian area.

Art. 7 – Procedures for the authorization to use the collective AdrIon trademark

The applicant organization, be it a public body or a private business, must get in touch with the Secretariat of the Workgroup for Tourism and submit an application (see annexed facsimile) for the use of the AdrIon logo. The application must contain a detailed description of the foreseen activities and the multi-country packages associated to the “AdrIon” image.

The use of the AdrIon trademark will be formally granted after the analysis of the application and the internal assessment by the Management Committee of the applicant’s business activity to check that it is actually related to the aims pursued by the same AdrIon logo.

Art 8. Patronage

On the occasion of conferences, cultural initiatives, shows and activities carried out consistently with the aims of the AdrIon trademark, the Management Committee can grant the use of the AdrIon trademark as patronage to other institutions, bodies or associations, provided that the patronage is temporary and not linked to any commercial activity. The procedures for the authorization to the use of the AdrIon trademark are subject to the norms applying to public bodies (according to art. 5).

CHAPTER 4 – MONITORING AND CONTROL

Art 9 – Preventive control

1. When private players submit their application to be granted the use licence of the AdrIon trademark, a preventive control is to be carried out by the chamber of commerce of the reference territory. The control is intended to check the suitability of the business player and of the initiatives the business player intends to use the AdrIon trademark. The reference Chambers of Commerce are basically asked to collaborate with the Management Committee in the implementation of the supervision activity. To this end, each chamber of commerce will appoint a reference person.
2. If the business player, be it an travel agency or a tour operator, does not belong to the Adriatic-Ionian area, but rather to a territory within the Adriatic-Ionian area, where there are chambers of commerce that are not AIC Forum members, the preventive control activity is to be carried out by the Management Committee.

Art. 10 – Monitoring

1. The Management Committee has the right to periodically request each public body, which has been granted the use of the AdrIon logo, to submit a report listing and describing the implemented activities together with pictures showing the graphical representation of the material, on which the logo was used.
2. Similarly, the Management Committee has the right to periodically request each private business, which has been granted the use licence of the AdrIon logo, to submit a report listing and describing the tourist products associated with the AdrIon trademark together with pictures showing the graphical representation of the material, on which the logo was used.

Art 11. - Validity and renewal of the AdrIon trademark use licence

1. The AdrIon trademark use licence is valid for three years for the chambers of commerce, which are members to the AIC Forum, and can be renewed subject to the confirmation of their membership to the AIC Forum. At the end of the

use licence, the chamber of commerce applying for the use of the logo is expected to submit a report, as foreseen under art. 10.1

2. The AdrIon trademark use licence is valid for one year for private business players and can be renewed. At the end of the use licence, the private business applying for the use of the logo is expected to submit a report, as foreseen under art. 10.2

Art 12 - Revocation of the AdrIon trademark use licence

The AdrIon trademark use licence can be revoked at any time by the Management Committee, if the licensee does not respect the instructions on the use of the logo and the prescriptions contained in these regulations of use.

In particular, the licence will be revoked in case of incorrect use of the AdrIon trademark, and specifically

- When the use of the trademark can create confusion for the market on the nature of the same trademark;
- When the trademark is used for activities it has not been authorized for;
- When the trademark has not been used for the activity it had been applied for;
- In case of non-compliance with the graphical rules defined in the annexed regulation.

Art 13 – Controversies

Any controversy originating between the parties with reference to this contract, including disputes on the contract validity, effectiveness, interpretation, application and cancellation, will be submitted to the Adriatic and Ionian International Court for conciliation and settled according to the conciliation norms of the procedural Regulation adopted by the same Court, which the parties explicitly declare to accept and which is considered an integral part of this provision.

If the conciliation attempt fails, the controversy will be once and for all settled by arbitration according to the norms of the procedural Regulation of the Adriatic and Ionian International Court, valid at the time of the controversy, which the parties explicitly declare to accept and which is considered an integral part of this provision.

The Arbitration Court will be made up of a single arbiter, appointed according to the procedural Regulation of the same Court.

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