



**International Chamber of Commerce**

*The world business organization*

## **“Incoterms” trademark and logo usage rules**

June 2010

The trademark “Incoterms” has been used by the International Chamber of Commerce (ICC) since 1936 to identify the globally known and used standard trade rules and definitions developed by ICC. The trademark “Incoterms” is well known around the world and has been registered by ICC in different countries.

The Incoterms® rules are also a work protected by copyright owned by ICC. Any reproduction of the Incoterms® rules requires written permission from ICC’s Publications Department at [pub@iccwbo.org](mailto:pub@iccwbo.org).

Although ICC encourages and promotes the use of the Incoterms® rules by third parties in sales contracts in compliance with ICC’s copyright policy, “Incoterms” is not a generic term that may be used to designate any trade terms, but is a trademark used to designate only the terms devised by ICC and products and services from ICC.

Unauthorized use of the trademark “Incoterms” or the graphic symbol used by ICC in association with its Incoterms® products and services (the “Incoterms® 2010 logo”) (see logo below) may infringe ICC’s rights.



Any use of the trademark “Incoterms” in association with products and services not from ICC requires a licence.

Any use of the Incoterms® 2010 logo also requires an authorization from ICC, including when it is used to refer to products and services from ICC.

### **International Chamber of Commerce**

38 Cours Albert 1er, 75008 Paris, France

Tel +33 (0)1 49 53 28 28 Fax +33 (0)1 49 53 29 24

E-mail [comm@iccwbo.org](mailto:comm@iccwbo.org) Website [www.iccwbo.org](http://www.iccwbo.org)



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Use of the trademark “Incoterms” is permitted without a licence in the following case:

### **You may**

- Use the trademark “Incoterms” to refer **only** to ICC’s Incoterms® rules and other Incoterms® products and services from ICC.

### **This use is subject to the following rules**

**a. Always use the registered trademark symbol ® next to the trademark “Incoterms”, for instance:** “Incoterms® 2010 rules”. This symbol indicates that “Incoterms” is a registered trademark.

**b. Insert the following trademark proprietary notice** in connection with the first or most prominent reference to ICC’s trademark “Incoterms”:

**“Incoterms” is a trademark of the International Chamber of Commerce.**

*The trademark notice can be used, for example, as a footnote on the page(s) of a document (book, guide, presentation, seminar programme or promotional material) or at the bottom of a Web page.*

**c. References to the Incoterms® 2010 rules in contracts** should follow the recommendations in the official ICC Incoterms® publication, as follows:

*“[the chosen Incoterms rule followed by the named place] Incoterms® 2010”, for example*  
"FCA 38 Cours Albert 1er, Paris, France, Incoterms® 2010"



**d. Use Incoterms® as an adjective, not a noun**

In text, never use the trademark “Incoterms” as a noun, always as an adjective. Incoterms® should always be followed by a common generic term, such as “rules”, “trade terms”, “definition”, etc...

- Do not use an article, such as “a,” “the,” “this,” or “these,” in front of the trademark “Incoterms” unless it is followed by the appropriate generic or common descriptive term or expression:
  - o **do say:** “Many exporters use the Incoterms® rules in their trading contracts...”
  - o **do not say:** “When these Incoterms are used correctly, you can be sure that ...”
- Do not use “Incoterm” (without the final “s” ). An individual term from the Incoterms® rules should be referred to as an Incoterms® rule, and never as an “Incoterm”.
  - o **do say:** “When using the Incoterms® rule FOB, be sure to indicate the port of origin...”
  - o **do not say:** “The CIF “Incoterm” is one of the most popularly used “Incoterms ...”

**e. Do not use the trademark without the initial letter as a capital letter:**

- o **do use:** **INCOTERMS®** or **Incoterms®**
- o **do not use:** **incoterms**

**You may not**

- Use the trademark “Incoterms” in a manner that implies association with or sponsorship by ICC.
- Use the trademark “Incoterms” to designate or promote your own products or services or any other product or service that is not an ICC product or service, or in any other manner that is likely to cause confusion.



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- Register or use Incoterms® or any confusingly similar name as a trademark, trade name, domain name, Internet key word or as part thereof.
  
- Remove from or alter the trademark “Incoterms” in any material issued by ICC.
  
- Use the trademark “Incoterms” in any manner that is detrimental to its reputation or the reputation of ICC.

### **Contacts for more information, approvals or licences**

For permission to

- reproduce the Incoterms® rules, contact ICC’s Publications Department at [pub@iccwbo.org](mailto:pub@iccwbo.org)
  
- use the “Incoterms” trademark or logo, contact ICC’s IP Department at [ipmanagement@iccwbo.org](mailto:ipmanagement@iccwbo.org)

*These Usage Rules were last updated on 18 June, 2010.*

*ICC reserves the right to change these Usage Rules at any time without prior written notification.*