

HEAD OF THE LEGAL AND REGULATORY AFFAIRS UNIT

16 SEP 2011

Parma,  
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Corporate Europe Observatory (CEO)  
Rue d'Édimbourg 26  
1050 Brussels  
Belgium

**To whom it may concern**

**Subject: Your alteration of EFSA's logo as posted on your website**

Dear Madam/Sir,

My attention has been drawn to the fact that your organisation's website displays EFSA's logo in a way that is injurious to the institution and infringing its rights. The way you have displayed the logo of EFSA you consciously and maliciously deface it. That is confirmed by the text sported in the same webpage, where EFSA is described as being a by-product of European Food Industry.

You can find a printout of that material enclosed to this letter.

As you are aware, EFSA is an agency of the European Union, governed by European public law. EFSA provides scientific advice to the Institutions of the European Union that take risk management decisions, such as those related to the authorization of products.

As regards the use of EFSA's logo and name, it should be noted that the name and the logo of the Authority are registered and protected under the Paris Convention for the Protection of Industrial Property. The name and the logo of the Authority belong exclusively to EFSA and their use, or misuse, have to be agreed by it explicitly and in writing. This is also clarified in the legal notice on EFSA's website ("*The EFSA logo is the exclusive property of EFSA. Its use is prohibited without the prior written permission of EFSA*").

Hence, any unauthorised use or misuse of EFSA's name and logo is in breach of international (Article 6ter of the aforementioned Convention) and national regulations.

Your unauthorised use of EFSA's logo and name entitles EFSA to bring an action against Corporate Europe Observatory to seek an injunction from the competent Court ordering your organisation to ensure that the use ceases and to make good any damages suffered by EFSA as a consequence of that use.

In order to avoid the recourse to Courts against the practice enacted and/or supported by CEO, I am hereby asking your organisation to:

1. terminate immediately and without delay any practice leading to any unauthorised use or misuse of EFSA's name and logo, the posting on the internet of any material or publication referring to EFSA's name and logo, or an alteration thereof, and any marketing practice that might exploit directly or indirectly EFSA's name and logo and its activities without the explicit and written consent of the European Food Safety Authority;

2. take back from the market any marketing material or products with references to EFSA's logo and name, or any alteration thereof, which were distributed to retailers, professionals, authorities and consumers alike; and
3. publish on your website a statement clarifying that the use of EFSA's logo and name by CEO was decided without EFSA's consent and that any statement or image carrying EFSA's logo and name should be ignored and dismissed.

In case of lack of compliance by you with the requests listed above by and not later than ten (10) days from the receipt of the present letter, EFSA will be obliged to pursue the appropriate actions and suits before the competent Courts and authorities.

Yours sincerely,



Dirk Detken

Enclosure: 1

Cc: Paola Testori Coggi (DG SANCO),  
Catherine Geslain-Lanéelle (EFSA), Olivier Ramsayer (EFSA).

major user of additives and aspartame. EFSA rules on conflicts of interest require these experts to report such activities. After a similar scandal in June, Corporate Europe Observatory (CEO) and Réseau Environnement Santé (RES – French Network on Health and Environment) are calling on EFSA to dismiss the two scientists and for the Commission to adopt much stricter rules to curb the epidemic of conflicts of interest that exists within EFSA.



## European Food Industry Authority

A joint report from Corporate Europe Observatory and Réseau Environnement Santé

### TEMPORARY WEBSITE

On 16 August, Corporate Europe Observatory's website was hacked. This is a temporary website, only offering our most recent publications. [More info \(temporary website\).](#)