



## **National African Federated Chamber of Commerce and Industry**

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### **RE:THE USE OF NAFCOC NAME AND LOGO**

The National African Federated Chamber of Commerce and Industry (NAFCOC) name and logo are protected trademarks to be used under the auspices of the NAFCOC leadership. Such use is to be sanctioned by the executive as well as the NAFCOC Constitution.

In 2011, NAFCOC instructed the attorneys to register its name and logo to protect its commercial value.

The motivation was that there was widespread misuse, abuse and high jacking of the NAFCOC name and logo, which sought only to diminish the NAFCOC name and logo. A lot of investment, monetary and otherwise, has gone into the creation, building, strengthening, advertising and marketing, preservation, branding and overall protection of the NAFCOC name and logo.

In securing the trademark of NAFCOC sought to prevent confusion relating to the brand. The current NAFCOC leadership, notes with concern, the unrestrained, unauthorised and escalating misuse and abuse of the NAFCOC name and logo. Individuals so misusing and abusing the NAFCOC name and logo are in one way or another associated with NAFCOC, some are used to be associated with NAFCOC organisation, while some are not associated with NAFCOC and act without any capacity.

NAFCOC leadership has taken the matter under advisement and are advised that any conduct by any individual which is calculated to or has undesirable consequences of infringing, damaging, tarnishing the good name and reputation of NAFCOC may be justiciable.

Therefore any infringements, going forward, may be referred to the disciplinary committee of NAFCOC or court proceedings instituted, depending on the severity and gravity of the infringement. Members are therefore notified that they are henceforth to liaise with the Secretariat, as the custodian of NAFCOC assets, to secure the authorised use of NAFCOC name and logo, failing which action may be taken against where it be established that their use has prejudicial effects on the NAFCOC as a brand.

Regards

**Issued By Secretary General of NAFCOC**

**SG Sikhosana**

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#### **NATIONAL EXECUTIVE:**

**National Acting - President:** SG Mosenana **Deputy President:** SG Mosenana; **Senior Vice President:** TL Khumalo; **2<sup>nd</sup> Vice-President:** Vacant

**Secretary General:** SS Sikhosana; **Assistant Secretary General:** GA Zondi; **Treasurer General:** TE Letsoela.

**Chairperson of Provinces:** IN Masekwameng; **Additional:** SM Ramodike; x 2 Vacant