



WORLD HEALTH ORGANIZATION
ORGANISATION MONDIALE DE LA SANTÉ
WELTGESUNDHEITSORGANISATION
ВСЕМИРНАЯ ОРГАНИЗАЦИЯ ЗДРАВООХРАНЕНИЯ

REGIONAL OFFICE FOR EUROPE
BUREAU RÉGIONAL DE L'EUROPE
REGIONALBÜRO FÜR EUROPA
ЕВРОПЕЙСКОЕ РЕГИОНАЛЬНОЕ БЮРО

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|------------------|--------|------------------|
| Our reference: | LEG/MI | Your reference: |
| Notre référence: | | Votre référence: |
| Unser Zeichen: | | Ihr Zeichen: |
| См. наш номер: | | На Ваш номер: |

Date: 04 August 2017

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Veipum Lifum
Háskólabíó
Hagatorgi 1
101 Reykjavik
Iceland
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Dear Sir/Madam,

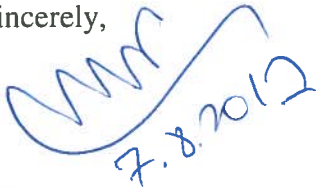
It has come to our attention that for the purposes of advertising the Veipum Lifum Conference held on 14th May 2017 in Reykjavik, the World Health Organization's (WHO) name and logo were used without the prior authorization of the WHO Director-General. Despite the fact that conference has already taken place, WHO logo and name are still displayed on the website of the Veipum Lifum Conference and on other publicly available articles related to the same Conference. We attach some links as examples of the materials in question of which we are aware. Particularly in this case, the use of WHO name and logo in the context of a conference on e-cigarettes could be misunderstood and lead to the impression that WHO is supporting the meeting in some way.

The use of the WHO name and emblem, and any abbreviation thereof, is reserved for the official purposes of the Organization in accordance with a resolution adopted at the first World Health Assembly (resolution WHA 1.133). Furthermore, the aforementioned resolution expressly prohibits the use of the WHO name and emblem in any manner without the prior authorization of the WHO Director-General. According to our records, WHO has never granted permission to the interest group Veipum Lifum to use the WHO name or emblem for any purpose. Such permission is always refused in connection with commercial purposes and more particularly with tobacco industry.

In light of the above, we must insist that Veipum Lifum immediately: (i) cease all use of the WHO name and emblem, including, without limitation, in marketing materials developed by Veipum Lifum as well as any other models, materials and services (including the WHO Programme on Infection Prevention); (ii) take immediate action to recall, remove, and destroy any Veipum Lifum materials, products and services which use the WHO name and/or emblem, and/or may be viewed as implying a WHO endorsement of Veipum Lifum or any Veipum Lifum product.

We look forward to receiving your prompt written confirmation that you have taken the necessary action. In the absence of such confirmation within 14 days from the date of this letter, WHO will consider taking other legal appropriate measures, including claiming damages before relevant tribunals.

Yours sincerely,



Sussan Bassiri,
Director, Division of Administration and Finance

Enclosures:

1) Copies of web pages of Veipum Lifum conference:

<https://www.althingi.is/altxt/erindi/146/146-1473.pdf> :

<http://kvennabladid.is/2017/05/12/veipum-lifum-umraeda-um-rafrettur-a-islandi-byggist-ekki-a-visindum-eda-stadreyndum/>

<https://www.veipumlifum.is/>

2) Copy of examples of misuse.