



SYMBOLS OF THE
**VALUE &
QUALITY
AWARD**

TENDER



Trademarks as guarantees of market security

A trade mark acts as an intermediary; it protects the market: it guarantees the origin of the product, safeguards consumers from counterfeits and provides certainty for consumer decisions. A trademark is a graphic sign which is used to distinguish goods or services from those of others. The trademark may consist of different graphic elements or a combination of them. For example, the trademark may contain a word or a combination of words, letters, numbers, images, lights or holograms.

Advantages of trademarks

Consumers are favouring products with certified quality labels because they inspire confidence and offer guaranteed safety. It is therefore in the interests of manufacturers and distributors to clearly label their certified products and services. These marks are known as trademarks. The label must be easy to understand and unambiguous in order to encourage the consumer to make a purchase. The costs invested in certifying quality thus prove to be a worthwhile investment in the business world.

A label can enjoy a certain degree of legal protection simply through its use; however, it is advisable to obtain trade mark protection for any label intended for use in trade. The importance of trade mark protection lies in the fact that it grants the owner the exclusive right to use the sign, thereby preventing competitors from copying the trade mark and gaining an unfair advantage in the market. Official registration guarantees legal certainty, increases the company's value and strengthens consumer confidence.

Of course, any sign cannot be granted trademark protection. Since a trademark is essentially distinctive, a sign which is liable to be confused with an earlier trade mark cannot be registered. A sign may also be refused protection if, for example, it is likely to mislead consumers or is contrary to public policy or morality. In Hungary, trademark protection can be obtained by filing a trademark application with the National Intellectual Property Office. The term of the protection is 10 years from the date of filing, renewable for additional periods of 10 to 10 years.

Types of trade marks by function and legal nature

Trademarks can be classified into the following specific categories based on their role in the economy and their rules of use:

Individual trademark: An individual trademark distinguishes the goods and services of one company from those of another.

Collective trademarks: Members of an association or professional body may use it in accordance with the common regulations.

Certification mark: It certifies a specific quality, raw material or origin; the owner may not use it on the market themselves.

Well-known and reputable trade mark: A brand being so well-established and widely recognised that it enjoys special protection even without registration or in other classes of goods.

Types of trademarks by appearance

The most common types of trademarks are word marks and figurative marks.

Wordmark: A word mark consists exclusively of words, letters, numerals or other standard typographic characters, or any combination of these.

Figurative mark: A mark in which nonstandard characters, styling or layout, or graphic element or colour is used. These may include marks consisting exclusively of figurative elements or a combination of word and figurative elements.

Trademark Regulations

The use of the certification mark may be authorised if the product meets the required quality standards or other characteristics. The compulsory regulations to be drawn up for this type of trademark will include, among other things, the quality requirements for the goods and services covered by the trademark. The rules on quality certification and the conditions for the use of the trademark must be laid down in the regulations. The regulations must set out the rules for quality certification and the conditions for the use of the trade mark; they must also lay down the provisions concerning the monitoring of trade mark use and the procedures to be followed in the event of unauthorised use of the trade mark.

A certification mark is very often confused with a geographical indication.

What is the purpose of geographical indications?

Geographical indications and designations of origin used to indicate the geographical origin of a product may be protected as geographical indications. A geographical indication is typically the name of a landscape, locality, region or, in exceptional cases, a country. Protection for a geographical indication may be obtained by anyone who produces, processes or manufactures a product in the geographical area specified in the indication, for which the geographical indication is used (e.g. Tokaj wine, Szatmári plum brandy, Gyulai sausage, Alföldi chamomile flowers, etc.). Protection is granted as a result of official proceedings.

The geographical indication may only be used by those who meet the above criteria; no license may be granted to anyone else. The protection of geographical indications is unlimited in time.

Ildikó, Kiss Károlyné
Founder of the Value and Quality Award Certification Mark

The symbol system and visual identity of the Value and Quality Award Tender

In economic life, symbols represent objects, concepts, and ideas. They are an integral part of our everyday lives while having shaped human communication for centuries.

The emblem of the Value and Quality Award is the tree of the Almighty God.

A modernized composition featuring elements common to the thousands of years old hieroglyphic systems of the Hatti, Scythians, Huns, and Avars, embodying the power of the sun, light, the birth of life, and renewal.

People throughout history have always worn symbols associated with popular beliefs and religions, which typically embodied divine, protective, and creative powers. In this way, humans tried to live in harmony with nature, whose changes, according to their beliefs, were directed by supernatural, omnipotent spiritual beings, gods. These symbols were believed to have divine power, and therefore people believed in their ability to protect them.

Such were the heart-shaped, octopus or tulip motifs that were closely associated with the Tree of Life. This motif world, which presupposes divine power, is also connected to the so-called Tulip Movement of the late 19th century, a movement that aimed to protect Hungarian industry and whose supporters wore tulip badges.

This is why the heart-shaped motif linked to the Tree of Life became the central element of the Value & Quality Award logo.

The Value & Quality Award is symbolized by a unique Certificate of Merit decorated with the Value & Quality Award logo and a unique porcelain trophy, the creation of which is also linked to the above principles.

Why porcelain, specifically?

Because porcelain is a living tradition. It embodies the ability to renew itself, connecting the memories of grandparents, childhood and youth with the present. It is the manifestation of a value system free of negative overtones.

The Value and Quality Award trophy symbolizes a scroll, which humans have used since 3000 BC to record and convey thoughts, i.e., for communication. It is a symbol of culture and value creation.



THE UNIQUE TROPHIES AND FILIGREES
DECORATED WITH THE
VALUE AND QUALITY AWARD EMBLEM,
DESIGNED AND CREATED UNDER
THE LEADERSHIP OF DR. ANDREA SZŐCS,
ASSOCIATE PROFESSOR, RIGHTLY ENSURE
POSITIVE DISTINCTION FOR THEIR USERS,
MOREOVER SYMBOLIZE THE STRENGTH
OF THE HUNGARIAN ECONOMY, AND
PROMOTE HUNGARY'S GREATEST TREASURE,
THE PERFORMANCE OF ITS GRAY MATTER.

