

**Government of India  
Ministry of Information and Broadcasting  
Registrar of Newspapers for India**

**ADVISORY**

**File No.5/DPR(RNI)/2017**

**23<sup>rd</sup> February, 2017**

**Sub: Adherence to the Emblems and Names (Prevention of Improper Use) Act, 1950, by Newspapers.**

Instances have come to notice where some commercial organizations have released advertisement in newspapers promoting their brands or products using names or pictorial representation or emblems of institutions or individuals in contravention of the provisions of the Emblems and Names (Prevention of Improper Use) Act, 1950 and more specifically of Section 3 thereof .

Section-3 of the Emblems and Names (Prevention of Improper Use) Act, 1950 stipulates that *“no person shall, except in such cases and under such conditions as may be prescribed by the Central Government, use, or continue to use, for the purpose of any trade, business, calling or profession, or in the title of any patent, or in any trade mark or design, any name or emblem specified in the **Schedule** or any colorable imitation thereof without the previous permission of the Central Government or of such officer of Government as may be authorized in this behalf by the Central Government”*.

Since an unauthorized use of the names or emblems has the potential to invite objections/legal action, it is requested that all publications should adhere to the provision of the act *ibid* and should check-up the permission/authority from Competent Authority before issuing any advertisement wherein the Emblem and Names specified under the Act are mentioned.



**(S.M. Khan)**

**Registrar of Newspapers for India**