

**IHMA**  
INTERNATIONAL HOLOGRAM  
MANUFACTURERS ASSOCIATION

HOLOGRAM  
**IMAGE**

**REGISTER  
MANUAL**



**Members only - CONFIDENTIAL**

# *The Hologram Image Register Manual*

***International  
Hologram  
Manufacturers  
Association***

The International Hologram Manufacturers Association (IHMA) was founded in 1993 to represent and promote the interests of hologram manufacturers and the hologram industry worldwide. It is a not-for-profit membership organisation registered in the United Kingdom as a company limited by guarantee.

Membership is open to all manufacturers of holograms, suppliers of equipment and materials for the manufacture of holograms, and hologram converters and finishers.

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# *Introduction and overview*

## *The Hologram Image Register's scope and function*

The International Hologram Manufacturers Association (IHMA) has commissioned the Counterfeiting Intelligence Bureau (CIB) to operate the Hologram Image Register. The CIB is an international membership organisation, a division of the International Chamber of Commerce, which deals every day with confidential and commercially sensitive information from its members. The agreement between the IHMA and the CIB specifically keeps the HIR at 'arm's length' from the IHMA, its members, Board members and Secretariat. None of these have access to the HIR database, which is security protected and only accessible by specific staff members at the CIB, who in turn are bound by confidentiality undertakings.

The function of the HIR is to protect IHMA members and their customers from inadvertent counterfeiting of holograms and copyright infringement. The International Hologram Manufacturers Association established the Hologram Image Register (HIR) in 1994 and has revised and amended its operational procedures after extended consultations with members.

The HIR is a register of holograms in production around the world, updated regularly by IHMA members and operated under conditions of strict confidence and security. At the time of writing the HIR has been in operation for 16 years with an increasing number of holograms recorded. By submitting a Hologram Proposal Form producers can check that a hologram they intend to make is not an illicit copy of an existing registered hologram and that it does not infringe any copyright. Only IHMA members are entitled to register holograms, but members and other organisations authorised by the IHMA may request a search of the HIR.

The search procedure is a precaution established by the IHMA to prevent members unknowingly copying holograms already in production. In 1996 this search procedure identified three attempts to source counterfeit holograms from IHMA members. By notifying the producers of those holograms steps were instituted who led to the identification of product counterfeiters which have been apprehended.

## *Using the Hologram Image Register*

Under the old system there were two critical phases in the use of the Register by IHMA members and others: Searching and Registration, each of which required a form to be filled out with very similar data. Under the *new* system there is only *one* form to fill out: the *Hologram Proposal Form*.

Unlike the previous version of the form which was available on the IHMA website, this new form is password protected and is sent to members, on request, by email or on a CD-ROM, along with a text document which contains the password required to open the form.

The new version of the form is designed to be used directly from the desktop of any computer that is connected to the Internet. Clicking the “submit” button sends the data directly to the CIB via the Internet. The contents of the form are protected as the password is required to access the data. A new feature of the *Hologram Proposal Form* is that a new email can be launched from *within* the form, to which the proposed design & artwork for the hologram can be attached.

A further benefit of the new *Hologram Proposal Form* is that it does not reset to a blank form when the data has been submitted, so it allows for multiple submissions of hologram proposals, where many of the details are common to all the holograms.

The Hologram Proposal Form can be requested via a page on the IHMA website in the Members only section or by sending an email to the IHMA at this address: [info@ihma.org](mailto:info@ihma.org)

The Hologram Proposal Form is in PDF (Portable Document Format) and in order to open the document on your computer you will also need a recent version of Adobe *Reader*. One can download the very latest version of Adobe *Reader* from [www.adobe.com](http://www.adobe.com)

On receipt of the *Hologram Proposal Form*, along with the proposed design & artwork for the hologram, the CIB will undertake a search of the Hologram Image Register to establish if a similar hologram is already in use or if the design, or any aspect of the design, is already in production. Searches will result in a numbered ***Hologram Clearance***

**Certificate** (page 13) or a **Warning Alert** (page 14) being issued.

Receipt of the *Hologram Clearance Certificate* from the CIB means that the producer can go ahead with the hologram, but the second puts the producer on notice that the hologram has previously been registered by another company. If the hologram image is recorded on the Hologram Image Register, and the CIB issues a *Warning Alert*, the searching company is recommended to take certain steps to ensure that they are entitled to re-create or re-use these designs. Alternatively, following these steps the searcher may conclude that the designs are not available. In this case making the hologram could possibly support a criminal attempt at product or document counterfeiting and would involve infringing copyright.

On receipt of the *Hologram Clearance Certificate* from the CIB, the hologram can proceed to origination and manufacture. Once the hologram has been manufactured, a physical sample should be sent to the CIB along with a printed copy of the Hologram Proposal Form which includes the number assigned to the hologram and is signed by an authorised officer of the Company in the **Hologram Registration** section of the form.

On receipt of the paper copy of the Hologram Proposal Form with completed Hologram Registration section and physical sample of the hologram by post or courier, the CIB will issue a Registration Certificate and send this to the IHMA Member by post. On the Registration Certificate, a number identifies the hologram, which remains on the HIR for checking in search procedures against future hologram proposals.

There is also a special procedure known as the **Trace Alert**, which uses the HIR to trace the original producer of a hologram if there is a clear attempt to get it copied by showing the hologram to manufacturers, or if a copy is identified in use on a commercial product or security document.

The Trace Alert Form can be found on the IHMA website [www.IHMA.org](http://www.IHMA.org) on the public section, permitting anyone who discovers what appears to be a fake hologram in use the opportunity of alerting the CIB of its existence.

The **Search Forms** used under the *old* system have been retained for use

by certain types of organisations, who have been approved by the Board of the IHMA as Authorised HIR Searchers. Classes of organisation that will be considered for approval include:

- Hologram designers and agencies
- Hologram converters and finishers
- Hologram producers who are not members of the IHMA
- Police forces and other enforcement agencies.

The last group listed will normally use the Trace Alert procedure.

The result of a search which reveals no matches will be the issuing of a hologram clearance number. IHMA members and others who request a search are encouraged to record the Hologram Clearance Number on all artwork and production tracking records. All participants in a hologram production chain, especially those involved in design, origination and hologram production, are then recommended to check for the Hologram Clearance Number to verify that each hologram design is cleared for production and they are not contributing to a counterfeit hologram nor infringing copyright.

Registration of a hologram sample on the HIR should normally be carried out by the company or studio originating the hologram, which is the entity that holds the copyright in the hologram when it is first created. It is a privilege of membership of the IHMA to be able to register a hologram, so users of holograms are encouraged to seek the added protection that registration affords them by sourcing their holograms from IHMA members.

## ***Making the HIR work for you***

The IHMA urges all its members to submit a Hologram Proposal form so that the CIB can search the HIR as a matter of course **prior** to the origination of a new hologram and to register all the holograms they have manufactured. Using the Hologram Proposal Form and CIB Search procedure protects IHMA members from the possibility of contributing to criminal counterfeiting of products or documents and from inadvertently infringing another holographer's copyright. By using the Registration facility they ensure that other members of the IHMA are protected from unwittingly

copying holograms because these holograms are referenced in any future searches of the HIR; this protects IHMA Member's registered holograms and extends the protective cordon to their customers.

Many IHMA members have now integrated the use of the Hologram Proposal Form and hologram registration into their standard procedures. This is recommended by the IHMA so that every hologram is checked before it is originated and manufactured as the strength of the HIR system is directly proportional to the number of holograms that are on the Register.

Members are encouraged to incorporate into their order processing and quality control procedures the following information:

- 1) The date the Hologram Proposal Form was submitted to the CIB.
- 2) The title of the hologram described in the Hologram Proposal Form
- 3) The file names of all artwork pertaining to the Hologram Proposal Form that were submitted by email or post to the CIB.
- 4) The date of the HIR search result.
- 5) The Search number (issued by the CIB)
- 6) If a Hologram Clearance Certificate is issued after a Search, members are recommended to record the Hologram Clearance Number on all order processing and production documentation (artwork, forms, correspondence with customer, progress forms etc).
- 7) On completion of the origination and manufacture of the hologram, the date and method of sending the printed copy of the Hologram Proposal Form, including the Request for Registration section, citing the **Hologram Clearance Number**, signature of an authorised officer of the Company and physical sample of the hologram.
- 8) Date HIR Registration Certificate was received from the CIB
- 9) The date the Certificate [or the Company's own version of the certificate] was issued to the customer.

IHMA members who have adopted these procedures find it a simple matter to submit hologram proposals and to register their hologram images with the HIR and many now undertake this procedure as a matter of course for

all custom holograms produced. Several members notify their customers of the **Registration Number** of the holograms produced for them, using a variation on the certificate issued by the CIB. This reassures customers that the hologram has been registered and it is a useful sales tool.

## *The designated user*

There are legally binding declarations to be completed on the Hologram Proposal Form. Ideally, these should be signed by a legally responsible officer of the company, such as a Board Director. This is not always practical, so all users of the HIR should designate one or two people who will be responsible for completing the HIR forms, signing them and sending them to the CIB. The designated users should fill out a **Designated User Form**, which is available from the IHMA website, [www.IHMA.org](http://www.IHMA.org), in the IHMA Members only section. This form requires sample signatures from these designated staff and the forms must be counter-signed by a legally responsible officer of the company. The CIB which will only process forms signed by these designated staff or a legally responsible officer of the company. If proposals for new hologram are from individuals not recognised as designated users or if requests for hologram registrations are not correctly signed, they will not be processed by the CIB.

## *Using the HIR for your protection*

The HIR can protect hologram producers involved at all stages of the production chain. The IHMA Code of Practice requires all members to operate in accordance with the Berne Copyright Conventions, which means that they should not work on a hologram without satisfying themselves that it is free of all copyright constraints and does not infringe anyone's copyright or that they have the necessary authorisation from the copyright holder or assignee. The HIR procedures make it easy for members to comply with this requirement. When the Register is searched for a hologram and it does not match one already registered, a Hologram Clearance number will be issued. Every party which contributes to the production of that hologram, especially the designer, originating studio,

and manufacturing embosser or producer should check for the Hologram Clearance Number before commencing work on their part of the operation. If they are unable to obtain this number they should refrain from working on the hologram unless and until they are notified of the Hologram Clearance Number because they may become liable to legal action if later they are found to be in breach of copyright. The Hologram Clearance number should therefore be recorded on all order processing, work orders and other paperwork associated with the hologram.

## ***CIB Searching the HIR***

The search of the HIR undertaken by the CIB is designed to establish that:

- There is no hologram already in production which matches the hologram design you – the searcher – plan to make.
- That you have all clearances and rights to any designs, trademarks, brand names or other items that may be incorporated in the hologram.

If there is **no** matching hologram found, then within three working days of the CIB receiving your Hologram Proposal Form, they will issue to you by Fax a **Hologram Clearance Certificate**, with a reference number. Alternatively, the Hologram Clearance Certificate with the reference number can be sent as an image file, attached to an email.

If there **is** a matching hologram recorded on the Register, then you will be issued with a **Warning Alert** and given a set of procedures to follow to ascertain whether it is legitimate for you to nonetheless produce this Hologram.

At this stage the CIB is not authorised to pass any information about your search to the hologram registrant. The fact and content of your search will remain confidential between you and the CIB and depending on your subsequent actions and communications with the CIB it will remain strictly confidential. However, you will be required to tell the CIB of the outcome of your enquiries within **30 working** days. If the CIB has not received word from you within 30 working days then it will notify the Registrant that there is an attempt to copy the hologram from elsewhere.

The IHMA urges all members to submit a *Hologram Proposal Form* to the CIB so that a search of the HIR is made, before mastering any holograms, but certainly for those produced for customers from supplied artwork. The worldwide hologram industry is now so extensive and energetic that it is impossible for any one company or individual in a company to be aware of all holograms in production and use. The IHMA has drawn up the following list of circumstances in which a *Hologram Proposal Form* should *definitely* be submitted, so that the HIR can be searched by the CIB:

- If the customer is one you have never worked for previously.
- If the customer presents detailed artwork and will not accept any design changes to the hologram, even minor alterations to the image.
- When a customer presents design sketches for a hologram that includes any trademark or registered corporate logo.
- When a customer presents a *sample hologram* and requests a similar image with minor modifications.
- If the customer's artwork is for a complex design which includes recognisable image components that might be in use elsewhere. For example: a design which includes a dove or interlocking earth-globes. (This example is taken from an actual case where the artwork for a six-inch hologram square included the Visa™ and MasterCard™ hologram designs.)

This list is not exhaustive. IHMA members should be vigilant in being cautious.

### ***Who should submit a Hologram Proposal Form?***

Submitting a Hologram Proposal Form so that the CIB conduct a search of the HIR provides information to the company requesting the search that the hologram they intend to produce is not already registered by a member of the IHMA. So that interrogators do not waste time and money on developing a detailed design for a hologram that turns out to be in production, the IHMA recommends that the *Hologram Proposal Form*

should be submitted by the organisation that is specifying or designing the hologram at the earliest opportunity. The IHMA advises that the *Hologram Proposal Form* be submitted *prior* to making any contractual commitment to supply the hologram to the client, or acceptance of any payment to do so, unless the contract explicitly specifies that any such commitment is subject to the outcome of the search of the HIR.

The company submitting the *Hologram Proposal Form* will usually be the company that intends to produce the hologram, but it could be an IHMA member company which is:

- a specialist hologram agency or design house
- a hologram origination studio
- a converter or finisher.

## ***Use of the Search Form***

Only IHMA members may submit the Hologram Proposal Form, however, a wider group of individuals and organisations may use the ***Search Form***.

## ***Becoming an Approved Searcher***

Organisations which are not members of the IHMA and which are not eligible for Full Membership of the IHMA (i.e. which are not hologram producers) may be appointed as Authorised HIR Searchers. As such they will have all the search facilities of IHMA members, and thus the ability to check that a proposed or requested hologram is an available design. Organisations which will be considered for searcher status include specialist hologram design or promotions agencies; hologram finishers or converters; and detection and enforcement agencies. Organisations which wish to be appointed as Authorised HIR Searchers must be apply to the IHMA (see addresses on back cover). The IHMA will require a statement of the organisation's aims, its ownership and legal status (company, partnership etc). Two members of the IHMA Board will be required to approve the application for authorised interrogator status and when this is granted the applicant will be supplied with the Hologram Image Register search forms and will receive notification of matches against the database.

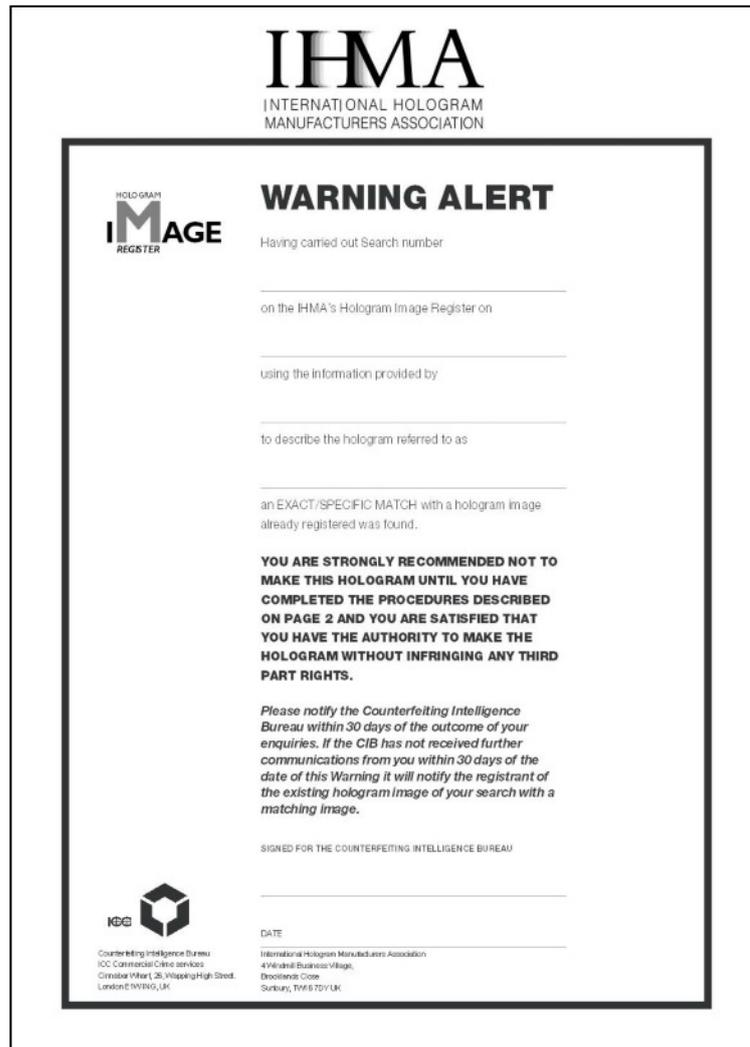
## *Search results*

On receiving a search order, CIB will assign it a **Search Number**. Within three days of your search being received by the CIB you will receive a faxed statement of the result: this will be either a **Hologram Clearance Certificate** confirming that there is no match with a registered hologram, or a **Warning Alert**. If IHMA members prefer, these documents can be sent as files attached to an email.

The illustration shows a 'Hologram Clearance Certificate' form. At the top center is the IHMA logo (INTERNATIONAL HOLOGRAM MANUFACTURERS ASSOCIATION). To the left is the CIB logo (Hologram IMAGE REGISTER). The main text reads: 'Hologram Clearance Certificate', 'This is to certify that having carried out a search of the Hologram Image Register on', followed by a blank line for 'using the information provided by', another blank line for 'on HIR Search Order Form dated', and a bolded statement: 'no matching hologram image is held on the Hologram Image Register as of this date'. Below this, it says 'Accordingly, this hologram is allocated Hologram Clearance number' followed by a blank line, and 'which is valid for six months from the date of this search' followed by a blank line. At the bottom, there are two signature lines: 'SIGNED FOR THE COUNTERFEITING INTELLIGENCE BUREAU' and 'DATE'. At the very bottom, there are two contact blocks: one for CIB (Counterfeiting Intelligence Bureau, ICC Commercial Crime Services, Onebride Way, Woking, Surrey, GU24 0NY, UK) and one for IHMA (International Hologram Manufacturers Association, 4 Vineyard Business Village, Brooklands, Surrey, TW20 9TY, UK).

## *Hologram Clearance Certificate*

The wording on this certificate is shown in the illustration above. On receiving the certificate, design and production of the hologram may proceed. The IHMA recommends that you record the hologram clearance number and refer to it on all designs, forms and correspondence relating to this hologram image.



## *Warning Alert*

The wording on this certificate is shown in the illustration above. The CIB will issue a Warning Alert if any match is found on the HIR. The match will be graded into one of three categories:

**Exact:** the subject matter, size and composition exactly matches a previously registered hologram;

**Specific:** specific items of text, image, or logos have been registered previously;

**Related:** similar subject matter or composition has been registered.

A match will be indicated if the whole or any part of the proposed design matches the whole or any part of a registered design.

The IHMA has instructed the CIB that the criteria to apply in assessing a match are those of a lay-person. The CIB has no specialist holographic knowledge and will not refer to any experts, partly to maintain the confidentiality of the interrogator, but also because if a lay person would accept the hologram as being the same as the genuine one then that hologram can be used fraudulently.

The CIB will **not** register a hologram image if an **exact** or **specific** match has been established, until the CIB is satisfied that recommended procedures have been followed and the applicant has the authority to produce the hologram in spite of the match.

**Any hologram which is registered after a match has been found - whether exact, specific or related – will be endorsed to that effect in the Register and the registration number will be the same as that of the first hologram registered, except that it will have the prefix ‘M’ (for Match).** Where such a match is notified to the searching company the IHMA recommends that the company refer directly to its customer or to an identified end-user to establish that the replication of this hologram is *bona fide* and does not contravene the copyright of the previous producer. The company should attempt to acquire the original master, a master shim or permission to re-originate.

## *The match checking procedures*

In the event of a match, the applicant is NOT authorised to produce the hologram and the IHMA strongly advises against doing so until certain procedures have been exhausted. The purpose of these procedures is to prevent copying or reproduction of previously registered images without the agreement of the original producer or copyright holder. The procedures are also designed to alert the copyright holder to what may be an attempt to source an unauthorised copy and to provide information to appropriate authorities when a fraudulent attempt at copying is made. When issuing a Warning Alert, the CIB will also fax (or e-mail) the instructions, reproduced on the following page, on how the searcher should proceed to find out whether they may be legitimately entitled to produce the hologram or whether it is an attempt to source an illicit copy.

# *What to do following a Warning Alert*

This Warning Alert is issued to prevent you from inadvertently counterfeiting an existing security hologram and/or infringing the copyrights of a customer's registered trademark or another member's copyright in the hologram design. To protect yourself from possible legal action the IHMA recommends you follow these procedures:

## **Action**

**1**

Ask your customer for written confirmation that they have the right to have this hologram (or any registered trademark or brand name in it) copied or reproduced. For your own protection you should request a signed statement to this effect.

Check the legitimacy of the statement by phoning or faxing the customer's head office and asking them to verify that the person you are in contact with has that authority. If the hologram includes a trade name or trademark which is different to that of your customer, contact that company's head office and ask them to verify that your customer has authority to use the trademark in the hologram.

- a** *Fax a signed declaration to the CIB that you have received the necessary confirmation, with supporting material from your customer.*
- b** *If the customer does not supply the confirmation tell the CIB and ask them to notify the hologram registrant that there is an attempt to copy it.*
- c** *Notify the IHMA Secretariat which will alert other members to this attempt to source a possible counterfeit hologram.*

**2**

If you do not get authorisation, will you allow the registrant to contact you for more information?

- a** *If 'yes', tell the CIB to give your name to the registrant.*
- b** *If 'No', give the CIB the name and contact details of the 'customer'.*

**3**

If you get authorisation from the customer, also ask them for a signed statement that they have been assigned the copyright or have been appropriately licensed by the first originator or producer of the hologram.

If they do not have the copyright or appropriate licence, you will need permission from the copyright holder to make the hologram.

*If they do not have copyright in the hologram, suggest a totally new design. If this is not accepted then:*

- a** *Ask the customer for the name of the first hologram producer, or*
- b** *If you know who produced the hologram contact them for permission to reproduce the hologram; or*
- c** *Ask the CIB to request the registrant to contact you.*

**4** Negotiate a licence or assignment of copyright from the copyright holder.

When you have agreed terms, ask for a signed statement from the copyright holder that they agree to you making this hologram.

*Send this statement to the CIB, which will annotate the record on the HIR to show that you are authorised to produce the hologram.*

**5** If you do not agree terms, you must ask your customer to accept a new design.

*If the customer does not agree to a new design, you cannot reproduce the first hologram without infringing copyright, breaching the IHMA's Code of Practice and probably producing a hologram to be used by counterfeiters.*

**a** *If the customer agrees to a new design, notify the CIB that you are withdrawing this search and request a search for the new design.*

**b** *If the customer does not agree, notify the CIB and follow steps 1b and 1c.*

The CIB at no time will release commercial data where a match of any sort is recorded, however, at the request of the searching party, CIB will release the name of the searching company to the owner of the registered image, in order that the owner of the registered image may take the initiative in contacting the searching company to prevent a breach of copyright occurring. This is the only action which CIB may take on behalf of the searching company.

If you have not communicated with the CIB, **30 working days after issuing the Warning Alert the CIB will issue a *Final Notice* that it is about to notify the registrant.** Unless this is replied to within two working days, with a satisfactory outcome regarding the investigation by the searching company, the CIB will notify the registrant of the matched hologram that there has been a search with a hologram which matched the registrant's hologram.

***When a match is found it is the obligation of the searching party to satisfy itself that due care has been taken in the establishment of copyright with the customer or end user. The CIB and IHMA have no authority other than to notify the searching party of a match and the***

*type of match and then to act as they request, except that if no response is received within 30 days the CIB will notify the registrant that there has been a matching search and will give the name and address of the searcher.*

## *Registering a hologram image*

At the time of submitting the *Hologram Proposal Form* a copy should be printed out on A4 paper. This paper copy should be retained until the hologram has been manufactured and should then be signed by a legally responsible officer of the company and sent with a physical sample of the hologram to: The Hologram Image Register, The Counterfeiting Intelligence Bureau, Cinnabar Wharf, 26 Wapping High Street, London, E1W 1NG, UK. The basic function of the Hologram Image Register is to protect hologram producers who are members of the IHMA and their customers. This protection is achieved by registering the holograms that members produce. The protection offered by registering a hologram is two-fold:

**Prevent illicit copying:** By having a hologram registered its existence is brought to the attention of a company which interrogates the Register and which might otherwise produce a similar hologram.

**Copyrights:** The HIR records who first created each hologram image so a company which is legitimately requested to produce the hologram as a second source or which otherwise wishes to produce it (e.g. under licence) can find out who to negotiate with.

**What to register:** Ideally, *all* newly-originated holograms and all those in current production would be registered. However, there are priorities that you should definitely register.

The HIR is primarily intended to protect the intrinsically valuable images of hologram manufacturers and designers which may be subject to attempts to copy or otherwise duplicate them. It is therefore in your interest to

register the following types of hologram:

- Holograms which protect financial documents or cards;
- Holograms which protect identity cards, passports, visas etc;
- Holograms which protect tickets, vouchers, transport passes etc;
- Holograms which authenticate or otherwise protect branded products;
- Holographic patterns or images which are used as backgrounds or repeating patterns on a variety of different designs;
- Holograms which are sold on their own merits and form part of a continuing catalogue;
- Holograms, holographic patterns or other designs which are licensed to other manufacturers;
- Art pieces, especially limited editions.

The HIR is not intended for the registration of holograms for *one-off* promotional or marketing campaigns, unless these include a registered name or brand which is liable to counterfeiting. If you are in doubt about whether to register a particular hologram, contact the IHMA secretariat, but normally the approach will be – if in doubt, register it!

The IHMA strongly recommends that members register any existing back-catalogue of holograms, which meet the above criteria and then, as a matter of course, submit a *Hologram Proposal Form* **all** new holograms in these categories by integrating the registration into their production/order processing/quality control procedures. Under the new procedure using the *Hologram Proposal Form*, the CIB conducts a search of the HIR for all new hologram images, so that it is no longer possible to register a hologram that has not first been issued with a *Hologram Clearance Number*.

## ***Who can Register Holograms on the HIR?***

Only full members of the IHMA can register holograms on the HIR. This is because only full members are hologram producers which have signed a

declaration that they will abide by the IHMA's Code of Practice – see page 38. The HIR records information about the creator of the hologram, because according to international convention, the law in most countries gives the creator of an artistic or designed item the copyright in that item. It follows that the hologram should ideally be registered by the member which creates it. However, the IHMA acknowledges that often a manufacturing company will sub-contract the origination of a master hologram to a specialist origination studio and in this case it would be acceptable for the manufacturer to register the hologram.

### **Copyright and the HIR**

*The policy of the IHMA is predicated on the view that holograms are a copyrightable item in most countries under the terms of the Berne Conventions. At the time of writing there has been one case reported in which the courts (in this case the US Federal Courts) have upheld this view. The Hologram Image Register is not a statutory copyright depository in the sense of the Library of Congress or the British Library. It does have one significant advantage over them, however, in that it can be searched easily and at low cost to find out if a particular hologram is already in use. From the point of view of the copyright holder, it is also a clear record of who made the hologram and when, if ever this has to be proved in an infringement situation. This issue is dealt with fully in the IHMA's Hologram Copyright Guidelines.*

## ***When to Register Holograms on the HIR***

Registration can only take place after a hologram has been created and a sample can be sent to demonstrate that the hologram exists. If the hologram is used for security or authentication, the sample may be 'Voided', if necessary. If it is not practical to send a sample (e.g. because of its size or because it is a very limited edition) a photograph of the final hologram, signed on the reverse by a legally responsible officer of the company, will be accepted. The sample (or photograph) will be retained under secure conditions by the CIB as a final conclusive check against searches which reveal a match.

## *How to register a hologram image*

To register a hologram on the HIR, you must complete the *Registration Request* section at the end of the *Hologram Proposal Form*, by hand and it must be signed by a legally responsible officer of the company and sent by post or courier to the CIB, along with the physical sample hologram. See page 26 for detailed instructions for completing the *Hologram Proposal Form*.

The *Hologram Proposal Form* requires information regarding the image(s) on the hologram and the copyright(s) pertaining to the hologram. Remember, the HIR is a way that you can record the fact that you have made this hologram and the date when it was made. This could be helpful in the event of any copyright dispute. At the same time, it is important that the HIR records the owners and assignees of *all* copyrights relating to the hologram.

*It is the IHMA's position, on legal advice, that there are separate copyrights in the hologram design and the hologram itself which are established the moment that the design and then the hologram are created. If the hologram is being produced for a customer your contract should specify whether you retain these rights or assign them to the customer. If you are a hologram originator but not a manufacturer you may be required or wish to assign production rights to a manufacturer; alternatively, you might wish to licence several manufacturers.*

When a *Hologram Proposal Form*, with the completed the *Registration Request* section has been is sent to the CIB, please email the CIB at [hir@icc-ccs.org](mailto:hir@icc-ccs.org) to advise them how it was sent (mail, type of postal service or airway bill numbers, etc) so that they are alerted to the impending registration. Then if the *Hologram Proposal Form* and hologram sample, goes astray the CIB will notify the member that it has not been received.

## *The Registration Certificate*

When the hologram image has been registered, the CIB will mail you a signed **Registration Certificate** giving you the **Hologram Registration Number**. You may use this number in references to the hologram and you may also display the **Registered Hologram** mark in references to this hologram. You may also issue a Certificate of registration to your customer.

## *The registrant and a match*

In the event that your organisation is the owner of a registered hologram (the registrant) and you are notified by the CIB that there has been a search of the Register with a matching image, the action you take will depend on what that hologram is used for, who holds the copyright and to what extent you are willing to have it produced by another company.

**Catalogue or stock image:** When the hologram is a catalogue item sold by your organisation, you presumably hold the copyright (or have it exclusively assigned) and will not wish to have the hologram produced by another company. In this case, ask the CIB to contact the interrogator to tell them that the copyright will not be assigned or licensed. You may also ask the CIB to request the searcher to contact you.

**Image for licensing:** If you licence the hologram image to others to produce, then you may wish to licence the searching organisation. Ask the CIB to ask the searcher to contact your organisation to negotiate a licence.

**Customer's image:** If the hologram was commissioned by a customer, or in any way is supplied exclusively to a customer, the IHMA recommends that you tell your customer that another hologram producer has been asked to produce the hologram.

**Second sourcing:** Your next step will depend on the customer's reaction. It may be that they, or one of their offices in another part of the world, is seeking an alternative supplier, so the request is legitimate. Now the issue revolves around the copyright holder and your contract with the customer. If you retained the copyright in the hologram it can only be reproduced with your permission; if you assigned the copyright to the customer, they may

be within their rights to seek another supplier. (See IHMA Hologram Copyright Guidelines.)

In either case, the searcher should obtain written consent from the copyright holder (you or your customer) to reproduce the hologram, and this consent must be shown to the CIB. You will therefore need to ask the CIB to put the searcher in contact with you to negotiate the licence or assignment.

**Illicit copy:** If your customer knows nothing about the request to make the hologram then it is probable that this is an attempt to source a copy of the hologram to use in support of a counterfeit product or document.

In this case you should ask the CIB to notify the searcher that this is probably an illicit attempt to copy the hologram, asking them to contact you and/or your customer so that the party trying to source this hologram can be traced and apprehended.

The CIB is available to help in anti-counterfeiting work, but this is a separate relationship between the CIB and you or your customer.

The following questions are among those commonly asked about the Hologram Image Register by IHMA members or other companies. You have probably asked some of them – to yourself if not to the Counterfeiting Intelligence Bureau or the IHMA.

## Questions:

## Answers:

**1** *How can we be sure that commercially sensitive information about our customers or our orders will not be passed to other members or staff of the IHMA?*

The agreement between the IHMA and the CIB specifically keeps the HIR at 'arm's length' from the IHMA, its members, Board members and Secretariat. None of these have access to the HIR database, which is security protected and only accessible by specific staff members at the CIB, who in turn are bound by confidentiality undertakings. The CIB is an international membership organisation, a division of the International Chamber of Commerce, which deals every day with confidential and commercially sensitive information from its members.

**2** *Why is it the hologram maker who should register a hologram and not the customer?*

Copyright in the hologram vests with the person or company who first creates it. It is therefore the creator of the hologram who has their copyright infringed by an unauthorised copy or who may choose to assign the copyright or licence production. Furthermore, in deciding whether to make any given image, it is the creator who has the responsibility to check that they are not going to infringe copyright, so they should also be responsible for requesting a search of the register or should at least be sure that it has been done – by looking for the search number.

**3** *On the registration form, why do I have to include written details of the hologram image? When we send a sample of the hologram, can't the CIB look at it and write the description for the Register?*

No! The description of the hologram is used for comparison with other hologram images when there is a search of the Register. So it is important that this record is in your words so that the CIB cannot be blamed if there should happen to be any problem with the way the hologram is described. Anyway, the CIB are not expert holographers and may not be able to tell which techniques were used to make the hologram.

**4** *We have agents or sales staff around the world who are very careful in ensuring that all our customers are legitimate. Why do we need to request a search of the HIR before producing a hologram?*

There are now so many holograms in use around the world that it is impossible for anyone to be aware of all of them. And some counterfeiters can appear to be very plausible customers. So it is important to interrogate the Register to check that a planned hologram is registered. There has been at least one case recently when an IHMA member with a world-wide sales force made a hologram without searching the Register, only to discover later that this was a design registered previously by another member. Both members were in the same European country and communicated regularly, but the hologram user was in Asia so the second company to make it had no idea that it was already in use.

**5** *Why can only members of the IHMA register holograms – what about hologram producers which are not members, or even customers who have exclusive holograms made?*

The IHMA has a level of regulation over its members, who are obliged to follow the Association's *Code of Practice* requiring them to operate their business in an ethical manner. Additionally, every applicant for membership is researched before they are admitted and they can be expelled if they breach the Code of Practice. So the IHMA has knowledge of its members and their business behaviour which it does not have for non-members. As for customers, the same applies, but they cannot make holograms! The Register records details of who made each hologram image in order to protect them and their customers.

**6** *What happens if a customer switches suppliers and has a hologram made elsewhere?*

This is primarily a commercial matter between you and the customer. The IHMA Code of Practice requires that, when you make a hologram specifically for a customer, you – as an IHMA member – ensure that both parties are clear about who has the copyright. If you retain copyright in the hologram, a substantially similar hologram cannot be made by anyone else without your permission; if you assign it to the customer they have the right to ask another company to reproduce the hologram. Your contract with the customer should also cover the issue of masters, shims etc in this situation. If another company does make the hologram, they should request registration of it, but in this case the link with your first registration will be recorded on the HIR.

**7** *What happens when we originate a hologram for a customer who then decides to have it produced elsewhere?*

Before you create the hologram it is in your interests to request a search of the HIR and the record of this search will be maintained for a period of six months. If the customer then asks another company to make the hologram that you mastered, when that company requests a search or attempts to register the hologram, the HIR will reveal that you have already designed that hologram. They will be issued a *Warning Alert* and requested to contact you to negotiate a copyright assignment or licence. After that it is up to you to decide whether or not to do so.

**8** *Why does the Hologram Proposal Form request information about copyrights and trademarks?*

One reason is to protect your interests as the creator of the hologram. In the event of a future dispute you will be able to refer to the HIR data to support your claims to having been the first creator of that hologram design. It also helps to clarify this issue where there is a legitimate second producer, licensed by you or your customer (if you have assigned the copyright to your customer.) But there is also another reason. It has become clear to the IHMA that – regrettably – many hologram producers do not pay attention to the nuances of copyright and trademark law, so asking these questions also encourages members to ensure that they are protected by having followed the appropriate procedures.

# *Filling in the Hologram Proposal Form*

The new **Hologram Proposal Form** replaces the old **Search** and **Registration** forms. The Proposal form should be used by the organisation originating the hologram master, **prior** to making the hologram. All data fields are mandatory unless marked as “optional”.

The new *Hologram Proposal Form* has a “submit” button which sends the data that has been typed into the form to the CIB, via the Internet, so you must be connected to the Internet for it to work. This version of the form is sent to members, on request, by email or on a CD-ROM, along with a text document which contains the password required to open the form. The form is designed to be used *directly from the desktop* of any computer that is connected to the Internet. The information sent is protected, as the password is required to access the data, when it arrives at the CIB.

A new email can be launched from within the form, to which the proposed design & artwork for the hologram can be attached. A further benefit of this version of the form is that it does not reset to a blank form when the data has been submitted, so it allows for multiple submissions of hologram proposals, where many of the details are common to all the holograms.

The Hologram Proposal Form can be requested via a page on the IHMA website in the Members only section or by sending an email to the IHMA at this address: [info@ihma.org](mailto:info@ihma.org)

The Hologram Proposal Form is in PDF (Portable Document Format) and in order to open the document on your computer you will also need a recent version of Adobe *Reader*. One can download the very latest version of Adobe *Reader* from [www.adobe.com](http://www.adobe.com) .

As the *Hologram Proposal Form* is a password-protected PDF document, in order to open up the form one must enter the password. The password can be found in the email from the IHMA which had the live-digital version of the Hologram Proposal Form attached to it. The password should be

copied from the email (Ctrl C) and pasted (Ctrl V) into the dialogue box that appears on attempting to open the Hologram Proposal Form PDF.



Paste the password into the dialogue box and click "OK" to open the form.

You can submit this Proposal Form from your computer directly to the CIB (you must be connected to the internet).



## Hologram & DOVID Proposal Form



This is the new Hologram and DOVID Proposal Form that replaces the existing Search and Registration forms. The Proposal form should be used by the organisation originating the hologram master: prior to making the hologram. All data fields are mandatory unless marked as "optional". After completing the data fields in the form you can print out a copy for your records and then click "Submit" to send it to the CIB. Your hologram artwork should be sent by email to: [sib@ico-ooo.org](mailto:sib@ico-ooo.org)

On receipt of the Proposal form and your artwork the CIB will search the Hologram Image Register (HIR) to ensure that no similar hologram already exists and will then reply sending you either a Hologram Clearance Notice, with a unique Clearance Number, or a Warning Alert for an "Exact" or "Specific" match (see HIR Manual for guidance, in the event of a Warning Alert).

On receipt of the Hologram Clearance Notice, the applicant may proceed with the manufacture of the proposed hologram. After the hologram has been manufactured, the Clearance Number should be entered on a printed paper copy of this form which should be signed by an officer of the Company, such as the CEO. The signed printed form and a physical sample of the hologram, should be sent by registered post or by courier to: The Hologram Image Register, The Counterfeiting Intelligence Bureau, Cinnabar Wharf, 28 Wapping High Street, London, E1W 1NG, UK.

On receipt of the sample hologram and signed paper copy of this form, the CIB will send a Registration Certificate for the hologram by post. All information you give on this form will be confidential between yourselves and the CIB. Only designated CIB staff have access to the Hologram Image Register; neither the IHMA Board nor Secretariat have access. The only exception will be if it becomes necessary to provide any information to law enforcement agencies regarding this hologram.

### APPLICANT'S CONTACT DETAILS

COMPANY	ADDRESS
IHMA NUMBER	
EMAIL ADDRESS	
TELEPHONE	
FAX	

### HOLOGRAM IMAGE DESCRIPTION

HOLOGRAM TITLE

(The title that you and your company will refer to this hologram in any correspondence with the CIB)

HOLOGRAM TYPE

PRIMARY VISUAL FEATURE

Complete the following using only the Keywords provided in the drop-down lists to give a simple description of the design of the hologram.

Elements in the Foreground of the Hologram

Elements in the Mid-ground of the Hologram

Elements in the Background of the Hologram

### TEXT SHOWN IN THE IMAGE

If the hologram contains words, state them here. If text is in non-Roman characters (e.g. Arabic, Cyrillic, Chinese) please give an accurate translation and include a copy of the original as an image file attachment to your email. If there is no text, please type "none" in each box.

Text in the Foreground of the Hologram

Text in the Mid-ground of the Hologram

Text in the background of the Hologram

OPTIONAL

Micro text saying:

With deliberate error:

Micro text dimension:  microns.

Micro text type:  Diffractive  Multi colour  Non-diffractive  White

Micro images (description):

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**Page 1** of the form starts with the applicant's details. You may find it convenient to store these in a text document on your computer and simply copy-and-paste them into the form. The "IHMA number" is the number of your company's IHMA membership. If you have forgotten your IHMA number you can email the CIB to ask them.

- **Title of hologram:** Fill in the title of the hologram as referred to by your company. Please also add this hologram title to the subject heading of the email sent to the CIB to which you attach your artwork files (see below).
- **Hologram Type:** Please choose from the drop-down list of hologram types. This is a new question that did not exist in the old Search Form or Registration Form. If you feel that your hologram is not exactly represented by any of the types listed, please select the closest or most appropriate.
- **Primary Visual Feature:** Please choose from the drop-down list of visual features types. This is a new question that did not exist in the old Search Form or Registration Form and is primarily there to describe security holograms. If you feel that your hologram is not exactly represented by any of the types listed, please select the closest or most appropriate. Both these new fields are subject to modification in future iterations of the form, so if you have suggestions for additional hologram types or visual features please email them to the CIB.
- **Keywords:** This section is still a fundamental search term for the HIR, so it is important to select at least one keyword from the list, although not all holograms will have a foreground, background and a mid-ground. The text shown in the image: this is the second essential search criteria for the HIR, as almost all security holograms have some text in the image (the Visa Dove being a well-known exception) and therefore it is important to include any text shown in the image.

The new section at the bottom of the first page is concerned with covert and semi-covert text and images that are only discernable when the hologram is magnified, for example with a microscope.

At the top of **page 2** is the second optional portion of the form. This new section is concerned with the shape of the pixels used to make the image in a hologram that has been made by a Dot-Matrix, Image-Matrix, Electron-beam or other direct-write system.



description. On typing the seventh line of text, a scroll bar appears at the side of the box. Any text beyond this point will still be sent to the CIB when the form is submitted; however, it will not appear in your printed paper copy of the form.

### Copyright and similarity

Under copyright law in most countries, it is an infringement of copyright to copy a design even if small changes are made to it. In the only case so far known where this has been tested in court with regard to holograms, a US Court of Appeals has supported the ruling of an arbitrator that the producer of holograms “substantially similar” to others was required to pay a royalty to the copyright holder of the holograms they were similar to.

You need permission to reproduce any of these marks, even though you may believe that the item you are reproducing is in the public domain. If you are producing a hologram for a customer who obviously has rights to that item then you can *infer* that they are granting you rights to reproduce it in the hologram but it is *better* to specify those rights in the contract or in a letter.

If you are making a hologram speculatively or for your catalogue and reproduce a well-known design you are probably infringing their copyright or trademark.

- **Patterns:** under the new system one can still register holographic and diffractive patterns on the HIR. If the image to be searched for is a non-representational holographic pattern, please refer to the list of Hologram Pictograms on page 37 of this manual and select the pattern that is closest to the pattern you propose to make and write the reference (e.g. A1) in the text input box.
- **Copyright and registered marks:** The purpose of this short section is to ensure that the hologram will comply with the IHMA Code of Practice and the recommendations in the IHMA’s Hologram Copyright Guidelines. The first text input box relates to proposed hologram designs which are slight modifications of existing images that have previously been the subject of a CIB search of the HIR and have been given either a Registration Number or a Search Number. If you know the number, then enter it in the box provided. The next questions concern the identity of the company that will actually make the proposed hologram and how it relates to any previous holograms or to artwork which contains any or copyright design(s), company logo(s) or registered trade mark(s). Note that if your company does not have the owner’s authority to reproduce this artwork you risk infringing copyrights, trademarks and other intellectual property and may open yourselves to legal action.

The section at the top of **page 3** relates to explicit permission. In this context “explicit” means unambiguous written permission to use the specific any company logo(s) or registered trade mark(s) or copyright design(s) that appear in the proposed hologram. The next section is a text input box for describing any design feature of the hologram to which your company claims copyright. Note that these design components cannot be any of the design elements, such as company logos or trademarks that are the property of your client or a third party. As with the previous text input

box, a scroll bar will appear on the right hand side of the text if the description is longer than 60 to 70 words and any text which requires scrolling will not appear in the printed copy of the form. Following the description of any features for which your company claims copyright are three questions relating to the assignment of your rights in the hologram design (artwork files) and hologram image (when the final hologram has been made) and the reproduction rights (typically embossing or optical copying). Filling out these details helps the CIB establish the pedigree of a hologram if a client, or another manufacturer, claim to have been assigned rights to the design or the hologram.

It is the IHMA's position, on legal advice, that there are separate copyrights in the hologram design and the hologram itself which are established the moment that the design and then the hologram are created. If the hologram is being produced for a customer your contract should specify whether you retain these rights or assign them to the customer. If you are a hologram originator but not a manufacturer you may be required or wish to assign production rights to a manufacturer; alternatively, you might wish to licence several manufacturers.

Do you have the **explicit** authority of this owner/holder to use or reproduce this mark? **Yes**  **No**

*Note: If you do not have explicit authority, you risk infringing copyright if you produce this hologram image. Copyright infringement is contrary to the IHMA Code of Practice.*

If you claim copyright in any part of the hologram image, design or concept, please describe these features:

Note: Descriptions longer than 60 to 70 words: scroll bars will appear after the first six lines of text, but any text within the scroll area will not print out on your paper copy of this form.

Will you retain, assign or licence the following rights in this new hologram image:

**Hologram DESIGN copyright**  
 Retain  Assign  Assign to:

**Hologram IMAGE copyright**  
 Retain  Assign  Assign to:

**Production rights**  
 Retain  Assign  Licence

Assign Licence to:

**CLIENT'S BRIEF &/ or HOLOGRAM DESIGN**

If the hologram was designed for a client, how was this brief given? Check **all** that apply.

Client's artwork  Client's logo  Written brief  Verbal brief  Model  Sample hologram

Please select from your computer any images or text files that pertain to the **client's brief**, and attach them to an **email to [hir@icc-ccs.org](mailto:hir@icc-ccs.org)** (or a paper print to be sent with a printed copy of this form). Please **title** any files uniquely and enter the titles of the files below:

1st File name:  
 2nd File name:  
 3rd File name:

Please select from your computer any images or text files that pertain to any **intermediate stage / 3rd party's design** for this hologram, and attach them to an **email to [hir@icc-ccs.org](mailto:hir@icc-ccs.org)** (or a paper print to be sent with a printed copy of this form). Please **title** any files uniquely and enter the titles of the files below:

1st File name:  
 2nd File name:  
 3rd File name:

Please select from your computer any images or text files that pertain to any the final **in-house design** stage for this hologram, and attach them to an **email to [hir@icc-ccs.org](mailto:hir@icc-ccs.org)** (or a paper print to be sent with a printed copy of this form). Please **title** any files uniquely and enter the titles of the files below:

1st File name:  
 2nd File name:  
 3rd File name:

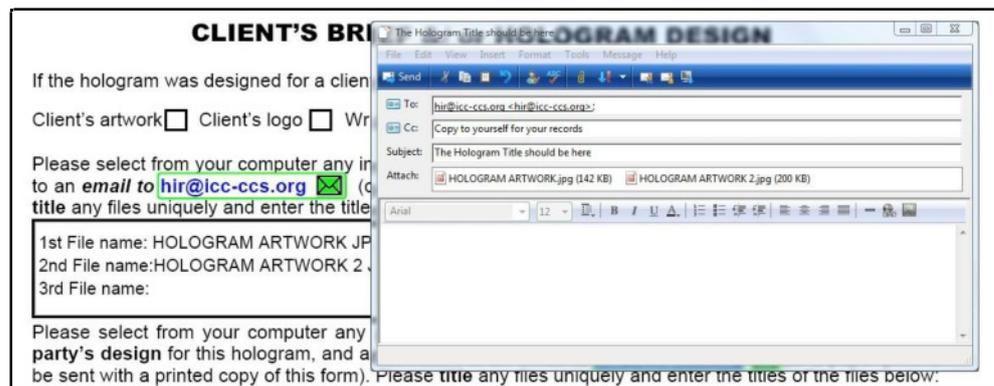
Artwork files should be **A5 to A4** paper size clearly showing the artwork for the hologram at a scale that is **larger** than actual size

3 of 4 pages

The next section on page 3 is the client's briefing. The reason for requesting this information is to see the difference, if any, between the client's design and the planned hologram design. This is for future reference in the event of a request by the client to another company to make the hologram, when it might be important to distinguish design features that were supplied by the client and the creative input of your company. Note that the situation has occurred in the operation of the HIR

where the differences between client's artwork and the final hologram design were crucial.

The small green envelopes at the end of the email address for the CIB [hir@icc-ccs.org](mailto:hir@icc-ccs.org) denotes that this email link is actually a live link within the form which, when clicked, will launch a new blank email from your default email client.



This provides a convenient means for sending the artwork files to the CIB as email attachments. Please make a note of the names of each of the artwork files within the text in-put boxes in the form.

The new email should have the title of the hologram (as given on page 1 of the form) as the subject of the email. Any additional comments (for example that help to link the email attachments to the form) can be added in the body of the email, if required. With regard to the artwork files that are attached to the emails: The CIB will print out the artwork files on to A4 sheets of paper size 210 mm × 297 mm (8.2" X 11.6"), so your artwork should be as large as possible to fit within the printable area (a rectangle 2,188 pixels by 3,204 pixels at 300 dots per inch). The CIB can accept a variety of file formats including JPEG (".jpg"), Bitmap (".bmp") and PNG (".png"), however; the files should be compact enough to send by email. If individual files are over 900K you should send them in separate emails. Artwork images can also be sent embedded in Word documents or in PDF files as email attachments, however, if these are password protected, then it is *essential* that the password is included in the form text in-put box along with the document name and format, otherwise the CIB will not be able to open and print out the files.

There are three artwork sections, representing the artwork received from the client or a third party (such as a design company) and the final in-

house artwork for the hologram. It is important to show all files that pertain to the evolution of the hologram design, especially if any copyright is claimed in the hologram image.

Form page 4

**Hologram Use**

In what country is the customer based?

What is the field of application of this hologram?

*Declaration by the Applicant*

I warrant that this is an accurate description of the specified hologram image and understand that, if this proposal proceeds to registration, future interrogations of the HIR will utilise this description. I accept on behalf of  that neither the Counterfeiting Intelligence Bureau nor the International Hologram Manufacturers Association can be held responsible for any errors, omissions or inaccuracies in this description and hereby indemnify those organisations against any claims arising from the use of this description on the Hologram Image Register. I request a search of the Hologram Image Register to find out if the proposed hologram as described herein matches another already registered. If there is an exact or specific match, we will not proceed with this hologram until we have followed the IHMA match procedure described in the HIR Manual and/or we are fully satisfied that it is legitimate for us to produce this hologram image. I declare that the information on this form, and in the accompanying image and /or text files, is correct.

NAME:   
 POSITION:

DATE:

Your computer must be connected to the internet to submit this form.

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**HOLOGRAM REGISTRATION**

We have received the *Hologram Clearance Notice*, from the CIB with the unique Clearance Number as follows: **Clearance Number**  (write by hand)

We have proceeded to make the proposed hologram and I request that the **enclosed hologram sample** be accepted as proof that the proposed hologram was manufactured and that the CIB now proceed to register the details of the hologram as described herein on the Hologram Image Register.

**Signed**..... **Date:** / /  
Day Month Year

**Name** .....

**Position** .....

The **signed** printed form and a physical **sample** of the hologram should be sent by registered post, or by courier, to the CIB: **The Hologram Image Register, The Counterfeiting Intelligence Bureau, Cinnabar Wharf, 26 Wapping High Street, London, E1W 1NG, UK.** On receipt, the CIB will send a **Registration Certificate** for the hologram by post.

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The last page of the Hologram Proposal Form begins with a short section on the use of the hologram, which is for statistical purposes only. Please select the country from the drop down list and then choose the appropriate field of application (e.g. Banknote) from the next drop-down list. These answers are now mandatory; however, both include the option to say “we

do not wish to provide this information” if you feel the information is strictly confidential. Declaration by the Applicant: The name that appears in the “name” in-put box *must* be that of a **Designated User**, who has been *previously* nominated as a representative of the IHMA member organisation in a **Designated User Form**. The *Designated User Form* is available from the IHMA website, [www.IHMA.org](http://www.IHMA.org), in the IHMA Members only section. This form must be printed out on paper and sent to the CIB. The form requires sample signatures from these designated staff and must be *counter-signed* by a legally responsible officer of the company. The CIB which will only process forms submitted by these designated staff or a legally responsible officer of the company. If proposals for new holograms are from individuals not recognised as designated users, they will not be processed by the CIB.

The print-only version of the *Hologram Proposal Form* should be signed by hand on the printed paper copy. The live-digital version of the form has a “Submit” button which will send the form data to the CIB. Your computer must be connected to the Internet for this to function. As confirmation that your data has been sent the form launches a new window in Acrobat Reader which simply says “Thank you, your form has been submitted”. One can close this window to find the *Hologram Proposal Form* still with the data fields filled-in. This allows applicants to make minor modifications to the form questions, so as to submit multiple hologram proposals, wherein many of the details are similar. Remember to print out a copy of each separate hologram proposal for your records, plus an additional printed copy to be sent to the CIB when the hologram has been made and you want to request that it is registered on the HIR.

**Hologram Registration:** This section is all that remains of the old Registration Form. It should be filled in by hand on the *printed* copy of the Hologram Proposal Form, when the hologram has been manufactured and there is a physical sample to send to the CIB. The **Clearance Number**: this is essential if the hologram is to be registered. This is the number that appears on the **Hologram Clearance Certificate** that is sent (by Fax or as an email attachment) by the CIB to confirm that the HIR has been searched and that no matching hologram has been found. Only on receipt of the *Hologram Clearance Certificate* from the CIB can the company go ahead with the hologram origination and production. This declaration

should be signed by a legally responsible officer of the member organisation. Alternatively, one or more staff members may be delegated to sign this declaration using the *Designated User Form* (see above).

The CIB will not accept a request to register a hologram on the HIR which is either unsigned or signed by a name that has not previously been notified to it as a person authorised to complete this declaration. When you have completed the registration request section mail or courier it to the CIB, along with a physical sample of the hologram (suitably voided if appropriate or a photograph of the finished hologram along with a covering letter that is signed by the CEO or a legally responsible officer of the company, explaining why an original sample could not be sent). After sending the hologram sample, along with the printed form, please send an email to the CIB (or Fax) with a note of how it was sent (mail, airway bill numbers, etc) so that they are alerted to the impending registration. Then if the registration form goes astray the CIB will notify the member that it has not been received. On receipt of the signed form and hologram sample, the CIB will mail you a signed **Registration Certificate** giving you the **Hologram Registration Number**. You may use this number in references to the hologram and you may also display the **Registered Hologram Mark** in references to this hologram. You may also issue a Certificate of registration to your customer including the *Hologram Registration Number*. Where speed is of the essence, the CIB will send an image of the *Registration Certificate* as a PDF file, as an email attachment.



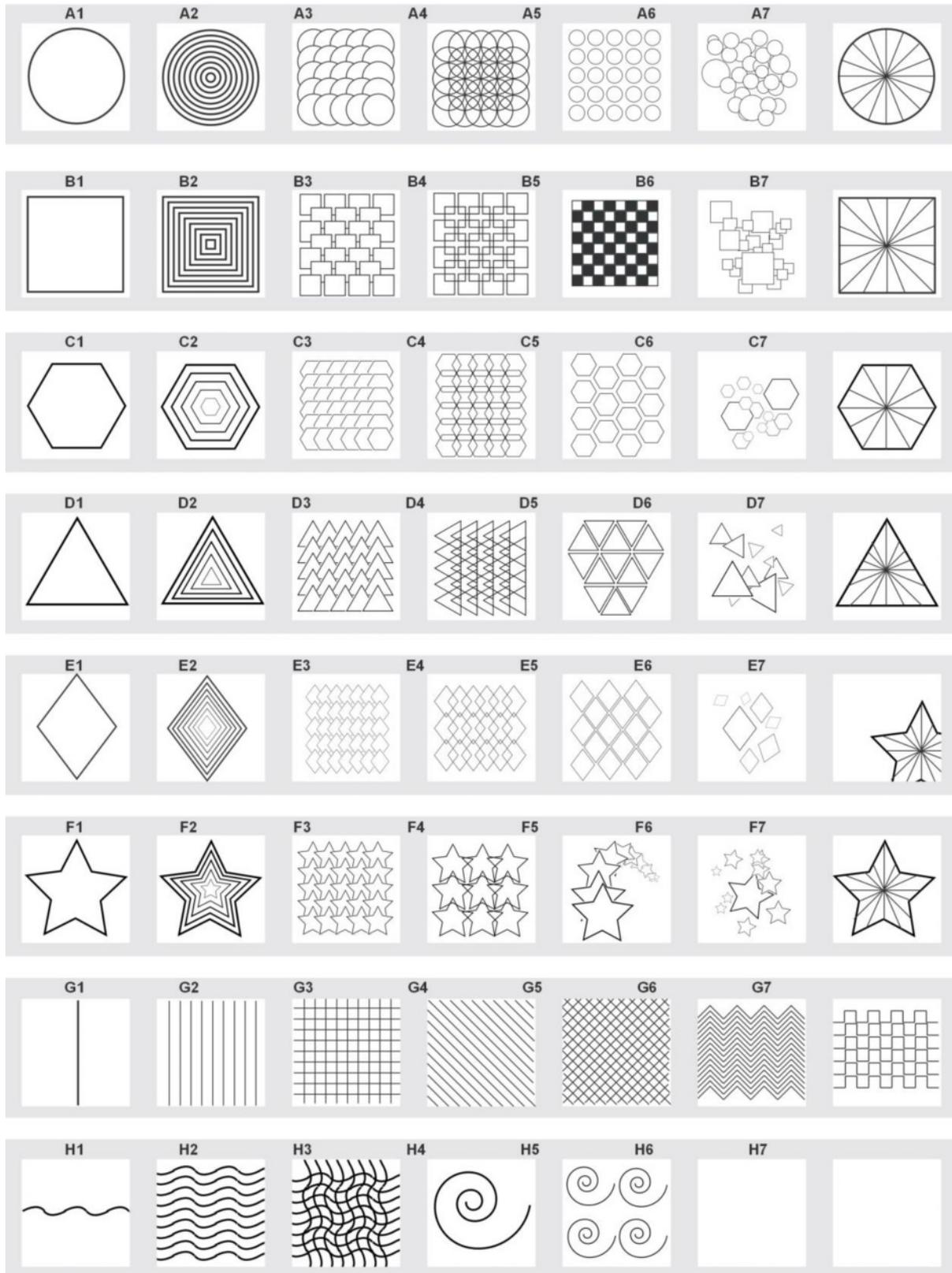
### **The registered hologram mark**

Users of the HIR may indicate on stationery and marketing material that they use the Register. All hologram images that are registered may display the HIR registration logo on the hologram or on publicity or catalogue information, describing the hologram as 'IHMA – Registered Image.'

The HIR logo is an 'H' in a circle (deliberately similar to the international copyright symbol).

A manufacturer may use the existence of the Hologram Image Register for commercial purposes and supply his customers with details concerning the image and its registration. However, the manufacturer may not assume, or lead his customer or end-user to assume, that registration implies any commitment to protect, and/or give copyright to the image so registered.

# Hologram pictograms



## *The IHMA Code of Practice*

Within its mission to protect and promote the common interests of the worldwide holography industry the International Hologram Manufacturers Association has drawn up a Code of Practice for its members. All members agree to abide by this Code which is intended to promote ethical business practices and the highest standards by its members.

1 Members of the IHMA undertake to operate their business in a manner which enhances the reputation of the holography industry and the IHMA. In dealings with each other, with customers and suppliers, members will observe the highest standards of business integrity and business ethics.

2 All IHMA members are bound by the IHMA's Articles of Association which oblige all members to follow this Code of Practice. A member in breach of this obligation, or otherwise operating in such a way as to bring the IHMA and the holography industry into disrepute, should be brought to the attention of the Board for notification to a General Meeting which is empowered to suspend the membership or expel from membership such companies.

3 All members will issue standard conditions of contract which will be available to all customers or potential customers. In dealings with customers or potential customers members will not knowingly misrepresent the characteristics and functioning of their products or their capabilities. Members will use their best endeavours to ensure that orders are delivered to customers as specified and on time.

4 Where by reason of factors outside their control, such as fire, flood, industrial unrest, bankruptcy or other factors, a member is unable to meet the contractual obligations for quantity or date delivery, then by agreement with the customer the member will endeavour to place that work with another IHMA member and will co-operate fully with that member. If required or necessary, and in strictest confidence, the IHMA will undertake the finding of a member to complete the order.

5 IHMA members will respect the intellectual property rights of their suppliers, sub-contractors and other members of the holography industry. Members undertake to operate within the Berne Convention and to make clear to customers and contractors who owns the designs, drawings,

artwork, master and sub-master plates of any given hologram. The IHMA publishes guidelines to cover these matters.

6 Where appropriate, members undertake to pay a royalty or a royalty waiver fee and to honour all contractual obligations to an artist or hologram originator who has supplied holograms for reproduction.

7 IHMA members will operate within the environmental health and safety legislation that applies to them as a minimum standard of care and concern for the environment and the health and safety of their staff, customers and end users.

8 Every member of the IHMA accepts the responsibility of maintaining this Code of Practice and striving to enhance the reputation of the IHMA so that membership is seen to stand for quality and customer satisfaction.

*In the event of the IHMA or CIB ceasing to operate, the information gathered for the Hologram Image Register will be securely stored for a period of seven years, after which time the information will be destroyed. CIB may not use this information in any way whatsoever, should IHMA cease to exist, and/or supply CIB with alternative instructions.*

*If CIB fail in their duties or decide that they no longer wish to operate the Hologram Image Register, IHMA may instruct CIB to transfer the database to alternative service providers approved by the membership of IHMA. Each member will have the option to withdraw its registered images from the database if the individual or company does not approve of the service provider selected.*

*Whilst both the IHMA and the CIB will use their best endeavours at all times to ensure that the Hologram Image Register is operated in a proper manner as described, neither organisation will be held responsible for any delay or failure howsoever caused to process, register or interrogate information received or for any consequential loss that may arise there from. Neither the IHMA nor the CIB can be held liable in the event that a match goes unrecognised and cannot be held legally liable for any consequences of this failure.*

The International Hologram  
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Sunbury  
TW16 7DY

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The Counterfeiting Intelligence Bureau,  
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