

The abuse of the Olympic Symbols

Pursuing our struggle against the abuse of the Olympic Symbols of the I. O. C. we here quote four cases in which we had to intervene:

1. The incident took place in Yugoslavia on the occasion of « the ninth *Olympiad* of Chess » in which sixteen nations participated.
 2. « The all Jewish Games » were played in Israël according to the rites of the Olympic Games, including the transport of the torch etc... We consider the press is solely to blame for the misuse of the title « Olympic Games of Israël » for these celebrations.
 3. At Dijon (France) a wine merchant sells his Beaujolais with labels depicting a Fencer and the Olympic rings. Actually this merchant had been a competitor in French Olympic Fencing contests.
 4. Lastly, in India, thanks to the valuable collaboration of our member Mr. G. D.
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Sondhi, we had to intervene in numerous instances where local games called themselves « Olympic Games of X... » Besides this the Asiatic Games publish an otherwise excellently devised magazine, the cover of which represents wrongly the Olympic rings in colour. There again we had to request the Editor to refrain from using these symbols.

In the majority of cases our intervention has been settled amicably and in a most successful manner. *We make an earnest appeal to all National Olympic Committee and to the members to cooperate with us and to notify any offending cases.*

IN IRAN

The Olympic Committee of that country informs us that they sent a circular to all Sports Federations of Iran to the Police Headquarters and to all Town Councils, strictly forbidding the use of the Olympic Symbols for general and commercial purposes.

IN JAPAN

In the absence of proper legislation in that country, the Japanese Olympic Com-

mittee has reached a temporary agreement with the Office of patents to the effect that the use of the symbols must be approved by both parties. They are proceeding to take the necessary steps to obtain legal protection in Japan.

IN U. S. A.

The U. S. A. Olympic Committee is taking legal proceedings in more than 200 serious cases where Olympic Symbols are being used for commercial purposes.