



Terms and Conditions of Use

IDS wordmark and IDS word/image mark

- 1 The GFDI – Gesellschaft zur Förderung the Dental-Industrie mbH (Society for the Promotion of the Dental Industry, hereinafter referred to as “GFDI”) is the holder of the German wordmark registration numbers 397 28 550 “IDS”, no. 988 741 “International Dental Show - IDS” and no. 303 38 556 “IDS Journal” (hereinafter referred to as “WORDMARKS”) and the Community trade mark registration no. 6 697 048 “IDS” (word/image) (hereinafter referred to as “LOGO”), which are registered for goods and services in the classes 16, 35, and 41. The mark “IDS” is also protected in many other countries both within and outside the European Union. The designation “IDS” is also protected as a commercial designation pursuant to Sections 5,15 MarkenG (German Trade Mark Act).
- 2 The GFDI permits the exhibitors at the “IDS 2025” trade fair and third parties who report on the “IDS 2025” trade fair (hereinafter referred to as “USERS”) to use the WORDMARKS and the LOGO in connection with the “IDS 2025” trade fair for trade fair journals, brochures, and other promotional and/or information documentation, electronically and non-electronically as well as in the Internet, insofar as the use conforms to the following Terms and Conditions of Use and the respective USER recognizes these terms and conditions in full.
- 3 Any use of the WORDMARKS and/or of the LOGO that infringes, dilutes or defames the marks is prohibited. The following terms and conditions in particular must be observed when using the WORDMARKS and/or the LOGO:

3.1 Principle

The use of the WORDMARKS and the LOGO may not give rise to the impression that it is being used for an official trade fair journal, an official brochure, an official website, an official social media post, an official app or other application for mobile terminals or any other official promotional and/or information medium or information resource of the GFDI and/or Koelnmesse.

3.2 Graphic design

The LOGO can be downloaded as a file from the homepage of the GFDI www.ids-cologne.de by the USERS. The use of the LOGO is only permitted in this form. However, the size of the LOGO may be changed as long as the proportions are retained.

Changing the colour of the LOGO is not permitted. However, the use of the LOGO in black and white is permitted.

3.3 Use as title / section title

The WORDMARKS and/or the LOGO may not be used as a title or a section title or as a part of title or a section title, regardless of whether the publication is in print or electronic media (website, social media post, app) and regardless of whether it is a journalistic or a promotional publication. A purely descriptive use of the WORDMARKS and/or the LOGO, e.g. as a reference to the trade fair “IDS” is permissible. To this end, the WORDMARKS and/or the LOGO must be moved away from the title bar and/or section title bar, and the WORDMARKS and/or the LOGO must always be preceded by other characters.

3.3.1 The following examples are permissible: “XY Journal for IDS 2025”, “Company XY exhibits at IDS 2025”, “Guide to IDS 2025”, “Gazette for IDS 2025”

3.3.2 The following examples are not permissible (with or without 2025): “IDS Journal”; “Company XY IDS 2025 Magazine”, “IDS Guide”, “IDS Discoverer”, “IDS Trade Fair Compass”, “IDS Trade Fair News”, “IDS Special”

3.4 Use for products and services

A use of the WORDMARK and/or the LOGO for the designation and/or promotion of products and/or services is never permissible. Only the purely descriptive use of the WORDMARK and/or the LOGO, e.g. as an indication that the product and/or the service will be exhibited or presented at the trade fair “IDS” and/or offered on the occasion of the trade fair “IDS”.

3.4.1 The following examples are permissible: “Product for IDS 2025”, “Product XY will be presented at IDS for the first time”, “Bonus issue for IDS”

3.4.1 The following examples are not permissible: “IDS 2025 Dental Cleanser”, “IDS Bonus Booklet”

3.5 Use for domain names, account names and/or usernames

The registration and/or use of domain names that contain the WORDMARKS as a sole component or alongside other components are not permitted. A form of use that clearly shows that “IDS” solely fulfils a descriptive function within the domain name, the account name, or the username is permissible. The same applies to account names and usernames in social networks and other social media such as Facebook, YouTube, Twitter, Xing etc. and in forums and blogs.

- 3.5.1 A domain “www.companyXY.de/ids” or “www.magazineXY.com/ids”; e-mail address: “companyXY.ids@companyXY.de” is permissible.
- 3.5.2 “www.companyXY-ids.de” or “www.magazinids-companyXY.de” or “www.ids-magazineXY.de” or “ids@companyXY.de” or “ids@magazineXY.de” are not permissible.
- 4 When using the WORDMARK and the LOGO, the USERS will, insofar as possible, use the respective notice of protective rights: “IDS, IDS Journal, International Dental Show – IDS, and IDS (word/image mark) are registered marks of the GFDI – Gesellschaft zur Förderung der Dental-Industrie mbH.”
- 5 The USERS will send the GFDI a voucher copy of the print publication and/or notify the GFDI of electronic publications by a suitable method, e.g. by sending a link via e-mail, without need for a request.
- 6 The right to use the WORDMARKS and/or the LOGO is not transferrable.
- 7 The GFDI is entitled to withdraw the right of use of the WORDMARKS and/or the LOGO from the USER should the USER fail to observe the Terms and Conditions of Use and despite request not provide immediate remedy of the objections raised by the GFDI.
- 8 The USERS will on request provide the GFDI with documentation of use to demonstrate the use of the WORDMARKS and/or the LOGO in a manner that preserves the rights.
- 9 The USERS undertake to notify the GFDI of violations of the WORDMARKS and/or the LOGO without delay.
- 10 Claims due to unlawful use of the WORDMARKS and/or the LOGO are the exclusive entitlement of the GFDI as the owner of the marks.
- 11 The GFDI accepts no liability for violations of the rights of third parties by the use of the WORDMARKS and/or the LOGO.
- 12 The USERS undertake to release the GFDI from claims by third parties arising from the use of the WORDMARKS and/or the LOGO by the respective USER
- 13 The terms of use are only valid for IDS 2025 and only for the period from the agreement of the USER until 31.12.2025.