



香港旅遊業議會
TRAVEL INDUSTRY COUNCIL
OF HONG KONG
Incorporated with limited liability

IMPORTANT

DIRECTIVE

Issue Date: 11 September 2009

Ref: BOD176/11092009/M/PW

Regulation of company/trade names of members (revised)
Resolution No. 176
(Directive category: General)

To prevent members' interests from being hurt and avoid public confusion caused by similar names of members, the Board of Directors resolved in April 2007 to regulate names used by members. During the two years or so when the directive has been in force, the Membership Committee has noticed that many members applied to the TIC for change of name only after such change was made and the relevant documentation was amended, with the result that they had to go through the procedures again if their application was rejected. The Membership Committee therefore made the following proposals to the Board of Directors, which at its 8 September 2009 meeting adopted them and resolved that:

- 1. If members intend to change their company/trade names or add trade names, they shall make a written application to the TIC and obtain its approval before using the new names. When making an application, the members shall pay a fee in accordance with Article 5(3) of the TIC's Articles of Association. After approval of the application, the members shall submit the necessary documents (e.g. a copy of the Business Registration Certificate) within two weeks from the date of notice from the TIC, failing which the application will be deemed to have been withdrawn.**
- 2. If the trade names which existing members apply to add or the new company/trade names which existing members apply to use are identical or similar to the company/trade names of other members, or if such names contain components not related to travel or tourism, then the TIC may reject such applications.**
- 3. "Names" mentioned above refer to English and Chinese names.**

When considering such applications, the Membership Committee will generally adopt a standard as lax as possible and consider each case on its own merit. Factors to be taken into account include whether the names in the applications will obviously cause public confusion, whether the identical or similar words in the names are essential and representative, the structural organisation of the applying company, etc.

This Directive supersedes Directive No. 160 and takes effect from 1 October 2009. Members in breach of this directive will be subject to penalties laid down in Article 11 of the TIC's Articles of Association.

BY ORDER OF THE BOARD OF DIRECTORS
TRAVEL INDUSTRY COUNCIL OF HONG KONG

A handwritten signature in black ink, appearing to read 'Joseph Tung', with a horizontal line underneath the name.

Joseph Tung
Executive Director