

Guidelines for usage of Network Participant's Mark by ONDC

Notification No.: 2024/05/01/01

Date:01/05/2024

1. Context

Open Network for Digital Commerce (**ONDC**) and Network Participants regularly coordinate to use the Network Participant's brand (**Network Participant's Mark**) for various purposes such as social media posts to highlight a new Network Participant joining the ONDC Network, marketing posts or on ONDC's website showcasing the presence and participation of the Network Participant within the ONDC Network.

Hence, it is imperative that ONDC's obligations with regards using the Network Participant's brand/logo are clearly identified for clarity on the scope of the usage of the Network Participant's Mark.

Accordingly, ONDC is issuing this notification.

2. Notification

ONDC is amending Chapter 5 Branding Guidelines¹, Network Policy to reflect the changes describe The changes are as follows:

- i. **Extension of Scope:** In paragraph 1 titled "Purpose of the Chapter", we are adding the following:

"In addition, the Branding Guidelines also include provisions related to the use of Participants Mark by ONDC. This helps in promoting collaboration within the ONDC ecosystem and ensuring that everyone's contributions are properly acknowledged."

- ii. **Insertion of Clause 5.4:** A new clause has been added providing clear directives on how ONDC will utilize Network Participant's Mark on its Network and website, adhering strictly to the terms outlined in the Network Participant Agreement. The new clause 5.4 will read as follows:

5.4 Guidelines for usage of Network Participant's Mark by ONDC

- 5.4.1 *ONDC may use the Participant's Mark only on its Network and website or any other related material as provided by the Participant and in line with the Network Participant Agreement. The Participant's Mark will be used by ONDC to confirm that the Participant is part of the ONDC Network.*

¹ [Chapter 5 Branding Guidelines](#), ONDC Network Policy

- 5.4.2 *Related materials under Clause 5.4.1 may encompass announcements on social media, introducing and confirming that the NP is now part of the ONDC Network.*
 - 5.4.3 *Any updates or changes to the Mark must be communicated in writing by the Participant.*
 - 5.4.4 *ONDC may use the Participant's Mark for which Network Participant has given the representation establishing the ownership and title, licence, or right to use, as applicable of the Mark provided by the Network Participant to ONDC for display on its Network or website.*
 - 5.4.5 *In instances where a Network Participant possesses merely a license to distribute or retail products under a third-party brand owner's mark without the requisite authority to sublicense or otherwise grant rights in such mark to ONDC, the Network Participant shall not be obligated to confer upon ONDC any rights or licenses pertaining to the third-party brand owner's intellectual property."*
- iii. **Insertion of Definitions:** A new definition has been added defining the Network Participant's Mark which will read as follows:

"Participant's Marks shall mean the relevant trademarks and /or service marks in relation to the Agreement or Network Policy as provided to ONDC by the Participant in writing from time to time."

3. Queries/Concerns

For any queries, concerns, or requests related to this notification, you may write to network.policies@ondc.org