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УЧЕБНО-МЕТОДИЧЕСКОЕ ПОСОБИЕ ПО АНГЛИЙСКОМУ ЯЗЫКУ

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Пособие предназначено для студентов, обучающихся по специальностям «Стандартизация и сертификация» и «Управление качеством», аспирантов и специалистов соответствующих сфер, а также всех изучающих английский язык в группах и самостоятельно.

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Exercise 1. Check whether you know the meaning of the following words and expressions:

Expenses, to meet requirements, obligatory, compatibility, to launch, to fall under regulation, to confirm, expertise, to declare, malfunction, security, to undertake, to possess, to be equal, overseas markets, to win a niche, legislature bodies, to request.

Certification is a series of actions, undertaken to confirm with the means of conformance certificates (specific documents) that a product meets certain standards or other requirements and regulations. Lots of foreign companies spend a lot of time and money to prove a customer that their products possess high quality standards. According to non-Russian sources, those expenses reach up to 1-2% of all the manufacturers' expenses. Sometimes, the expenses are equal to the cost of reaching the quality standards themselves. All the spending comes in place because certification is a very effective tool to develop trade, promote products on the national and overseas markets as well as to win a niche on them for quite a long period of time. All that gives ground to wide use of certification.

Certification was introduced to defend the market from the malfunction products. On the one hand, security, health and environmental issues make the legislature bodies rest responsibility for low quality products with the manufacturers, suppliers etc. On the other hand, those issues make the legislature bodies introduce the minimum of obligatory requirements to the properties of the products offered to the market. The first group includes such law practices as the Russian law "On the protection of consumers' interests" or the EU law "On the responsibility for the products." Regulations, setting the minimum of obligatory requirements for products properties, can refer to the whole group of products or their subgroups, like the laws "On Toys", "Electromagnetic Compatibility" and others. The legislation puts limits on the use of products, falling under its regulation in part or as a whole. It is also said that in that case a product falls under the legislature regulation. If product properties in part or as a whole are not regulated by national laws, a product can
be offered on the given market without any limits and it is said that a product does not fall under the legislature regulation.

For offering a product, which falls under the legislature regulation, one needs to obtain the confirmation that the product meets all legislature requirements. One of the forms of that kind of confirmation is certification, implemented by a third independent party (besides a manufacturer and a consumer, which are the other parties in the process). If a product does not fall under legislature regulation, it can be offered to the given market without limits and there is no need to confirm its properties.

In case there is no legislature regulation, suppliers can get their products certified by a third party at their own initiative, requesting the confirmation of certain properties. Suppliers can request the confirmation according to specific standards and technical requirements. Suppliers should have a clear vision of how they can profit from certification, for example, by launching an advertising campaign with an expertise from a third independent party.

Certification is needed for manufacturing and selling goods on the territory of the Russian Federation as well as for their customs clearance in all varieties and quantities. Certification confirms the quality characteristics declared by a manufacturer, makes export and import easier and gives goods additional competition advantages on the market.

**Exercise 2. Search the text for the following word combinations:**

Третья независимая сторона, соответствоовать требованиям, подпадать под, разрешение таможни, рекламная кампания, дополнительные преимущества в конкуренции, с одной стороны, получить подтверждение, иметь четкое представление, поставщики, затраты достигают, эффективное средство.

**Exercise 3. Say whether the following statements are true or false.**

1. One should have the confirmation that a product meets necessary requirements.

2. Certification is used to protect customers and market from products of poor quality.
3. Customers spend a lot of time and money to prove that their products possess high quality standards.

4. Suppliers can profit from certification, for example, by launching an election campaign with an expertise from a third independent party.

5. The legislature bodies introduce the minimum of obligatory requirements to the quantity of the products offered to the market.

6. The quality characteristics declared by a manufacturer are checked by a third independent party.

7. Certification helps to promote goods on the domestic and international markets.

8. Sometimes expenses on an advertising campaign reach up to 1-2%.

**Exercise 4. Make the sentences complete.**

1. … introduce the minimum of obligatory ….
2. … needed for manufacturing and selling ….
3. On the other hand, ….
4. … technical requirements.
5. … rest responsibility ….
6. … to confirm its properties.
7. Lots of foreign ….
8. … declared by a manufacturer ….

**Exercise 5. Fill in the blanks with proper words.**

1. In principle, the process of voluntary certification is similar to the … one.

2. Certification bodies have to be … institutions.

3. The certificate of … GOST is a document certified that the products satisfy safety and quality ….

4. The program, which was … in 2009, comprehensively covers all aspects of management.

5. Works on the products certification in the GOST Certification System are carried out in accordance with normative and … documents.

6. In the List there are also references to normative documents that have to be … when … procedure begins.
7. New computer software is often … with older computers.
8. Certifications help to ensure that properties of products provide health and … of customers.

_Exercise 6. Match the word to the correct definition._

1. certification  a) power of seeing or imagining, looking ahead
2. confirmation  b) public announcement in the press or TV
3. supply  c) public place where people meet to buy and sell
4. advertisement  d) exchange of goods for money or other goods
5. competition  e) the process of proving that the facts are true
6. trade  f) a statement that shows that something is true
7. market  g) stock or amount of something which is obtainable
8. vision  h) activity at which skill, knowledge is tested

_Exercise 7. Make up sentences._

1. The voluntary/ significantly/ competitive/ certification/ raises/ of/ certain/ capacity/ a/ manufacturer.
2. Some/ even/ candidates/ require/ organizations/ to obtain/ in order/ certifications/ certain/ to perform/ functions.
3. The certificate/ accredited/ body/ authorized/ test reports/ by/ is given/ on the basis of/ first of all/ the.
4. Russian manufacturers/ easier/ valid in Russia/ in technical/ to fix and orientate/ regulation requirements/ are.
5. A certification/ a way/ to demonstrate/ in this area/ provides/ for professionals/ and expertise/ their knowledge.
6. The information/ on the official/ about/ may be/ web-site/ certification/ found.
7. Obtaining an industry/ boost/ potential/ can/ individuals’/ earning/ can/ standard.
8. Those who/ who is/ must/ typically/ have their work/ aren’t certified/ checked/ by someone.
Exercise 8. Translate the following vocabulary article into English.

Сертификация в общепринятой международной терминологии определяется как установление соответствия. Национальные законодательные акты различных стран конкретизируют: соответствие чему устанавливается, и кто устанавливает это соответствие. Сертификация – это документальное подтверждение соответствия продукции определенным требованиям, конкретным стандартам или техническим условиям. Сертификация продукции представляет собой комплекс мероприятий (действий), проводимых с целью подтверждения посредством сертификата соответствия (документа), что продукция отвечает определенным стандартам. Многие зарубежные фирмы расходуют большие средства и время на доказывание потребителю, что их продукция имеет высокое качество. Так, по зарубежным источникам, величина издержек на эти работы составляет около 1-2% всех затрат предприятий-изготовителей.

Exercise 9. Speak on the following topics:

1. Product certification
2. European professional qualification directives
3. Homologation
TEXT 2
CERTIFICATION MARKS

Exercise 1. Check whether you know the meaning of the following words and expressions:

Certification mark, to indicate, legal follow-up, legal evidence, legal assurance, to enable compliance, maintenance, test specimen, to fail an audit, stakeholder, end-user customer, to be eligible for, field installation, performance of services, technical issues, workaround, to offer goods, to render services.

A certification mark on a commercial product indicates five things:

• The existence of a legal follow-up or product certification agreement between the manufacturer of a product and an organization with national accreditation for both testing and certification
• Legal evidence that the product was successfully tested in accordance with a nationally accredited standard
• Legal assurance that the accredited certification organization has ensured that the item was successfully tested and is identical to that which is being offered for sale
• Legal assurance that the successful test has resulted in a certification listing, which is considered public information, which sets out the tolerances and conditions of use for the certified product, to enable compliance with the law through listing and approval use and compliance
• Legal assurance that the manufacturer is being regularly audited by the certification organization to ensure the maintenance of the original process standard that was employed in the manufacture of the test specimen that passed the test. If the manufacturer should fail an audit, all product that was certified, including labels of stock on hand, on construction sites, with end-user customers and on distributor store shelves, can be mandated by the certification organization in charge to be immediately removed, and can insist that all stakeholders be informed that the de-listed product certification is no longer eligible for use in field installations.

On the part of the certifier, the label itself is a type of trademark whereby the manufacturer uses the mark to indicate eligibility of the products for use in
field installations in accordance with the requirements of the code, and/or the origin, material, mode of manufacture of products, mode of performance of services, quality, accuracy of other characteristics of products or services.

Certification marks differ from collective trade marks. The main difference is that collective trade marks may be used by particular members of the organization which owns them, while certification marks are the only evidence of the existence of follow-up agreements between manufacturers and nationally accredited testing and certification organizations. Certification organizations charge for the use of their labels and are thus always aware of exact production numbers. In this way, certification organizations can be seen to earn a commission from sales of products under their follow-up regimes. In return, the use of the certification marks enables the product sales in the first place.

Certification is often mistakenly referred to as an "approval", which is often not true. Organizations such as Underwriters Laboratories, and CSA International for instance, only "list", they do not approve anything except the use of the mark to show that a product has been certified. Thus, for instance a product certification mark for a fire door or for a spray fireproofing product does not signify its universal acceptance for use within a building. Approvals are up to the Authority Having Jurisdiction (AHJ), such as a municipal building inspector or fire prevention officer. Conversely, FM Global does use the term "Approvals" for its certification listings, which are intended for use of the products within buildings that are insured by FM Global. The German accreditor Deutsches Institut für Bautechnik (DIBt) issues "Approvals" for systems. All of these listed products must conform to listing and approval use and compliance.

For various reasons, usually relating to technical issues, certification marks are difficult to register, especially in relation to services. One practical workaround for trade mark owners is to register the mark as an ordinary trade mark in relation to quality control and similar services.

Certification marks can be owned by independent companies absolutely unrelated in ownership to the companies, offering goods or rendering services under the particular certification mark.

**Exercise 2. Say whether the following statements are true or false:**

1. Legal evidence that the product was successfully tested is one of the characteristics indicated by the certification mark.
2. Collective trade marks and certification marks are synonymous notions.
3. Certification is often the same as an "approval".
4. Certification marks are very easy to register.
5. Collective trade marks may be used by particular members of the organization which owns them.

**Exercise 3. Do you know the meaning of the prefix dis-?**

The prefix dis- has three meanings:
(1) away, away from, or out of;
(2) the opposite of;
(3) to fail, stop, or refuse to.

Read the words listed below. Then write 1, 2, or 3 to show the meaning of the prefix in that word. If you’re not sure, check a dictionary.

1. _____ disbelief
2. _____ dislocate
3. _____ disagree
4. _____ dishonest
5. _____ displace
6. _____ disregard
7. _____ dissatisfied
8. _____ disqualified
9. _____ disown
10. _____ disobey

**Exercise 4. For each word choose a group of its synonyms.**

1. *to indicate* means: a) cancel, delete, remove; b) signify, mean, denote; c) bring, carry, move.
2. *evidence* means: a) proof, testimony, witness; b) attorney, barrister, lawyer; c) acuteness, danger, importance.
3. *assurance* means: a) attitude, expression, outlook; b) appraisal, estimation, evaluation; c) affirmation, guarantee, promise.
4. *maintenance* means: a) border, edge, latitude; b) guide, handbook, instructions; c) repairs, running, support.
5. *eligible* means: a) acceptable, proper, qualified; b) illusory, indefinable, puzzling; c) flexible, supple, variable.
Exercise 5. Translate the following article into English.

Современная рыночная экономика предъявляет принципиально новые требования к качеству выпускаемой продукции. В современном мире выживаемость любой фирмы, ее устойчивое положение на рынке товаров и услуг определяются уровнем конкурентоспособности. В свою очередь конкурентоспособность связана с двумя показателями – уровнем цены и уровнем качества продукции. Причем второй фактор постепенно выходит на первое место. Производительность труда, экономия всех видов ресурсов уступают место качеству продукции.

Качество продукции – важнейший показатель деятельности предприятия. Повышение качества продукции в значительной мере определяет выживаемость предприятия в условиях рынка, темпы научно-технического прогресса, рост эффективности производства, экономию всех видов ресурсов, используемых на предприятии. Рост качества продукции – характерная тенденция работы всех ведущих фирм мира. Она охватила европейские, американские и азиатские предприятия. И качество выпускаемой продукции – основной фактор конкуренции между фирмами.

Exercise 6. Speak on the following:

1. Conformance mark
2. Listing and approval use and compliance
3. Certification listing
4. Fire protection/Passive fire protection
5. Collective trade marks
6. Hallmark
7. Underwriters Laboratories
8. CSA International
9. Canadian Standards Association
10. State Quality Mark of the USSR
Exercise 1. Check whether you know the meaning of the following words and expressions:

Measurement, observation, valve, value, transmitter, density, viscosity, loop, pressure, frequency, solenoid, capacitance, relay, conductivity, to deal with, application, device, to manipulate, contrivance, to comprise, to provide, remote control, to be responsible for, to modify, ultimate aim.

Instrumentation is the branch of engineering that deals with measurement and control. According to ISA or known as Instrumentation and Systems Automation Society formerly known as Instrument Society of America, the official definition of instrumentation – is a collection of instruments and their application for the purpose of observation, measurement and control.

An instrument is a device that measures or manipulates variables such as flow, temperature, level, or pressure. Instruments include many varied contrivances which can be as simple as valves and transmitters, and as complex as analyzers. Instruments often comprise control systems of varied processes. The control of processes is one of the main branches of applied instrumentation.

Control instrumentation includes devices such as solenoids, valves, circuit breakers, and relays. These devices are able to change a field parameter, and provide remote or automated control capabilities.

Transmitters are devices which produce an analog signal, although many other options using voltage, frequency, or pressure are possible. This signal can be used to control other instruments directly, or it can be sent to a PLC, DCS, SCADA system, or other type of computerized controller, where it can be interpreted into readable values and used to control other devices and processes in the system.

Instrumentation plays a significant role in both gathering information from the field and changing the field parameters, and as such are a key part of control loops.

Measurement. Instrumentation can be used to measure certain field parameters (physical values). These measured values include: pressure, either differential or static, flow, temperature – temperature measurement, level – level
measurement, density, viscosity, radiation, current, voltage, inductance, capacitance, frequency, resistivity, conductivity, chemical composition, chemical properties, various physical properties.

In addition to measuring field parameters, instrumentation is also responsible for providing the ability to modify some field parameters.

Instrumentation engineering is the engineering specialization focused on the principle and operation of measuring instruments which are used in design and configuration of automated systems in electrical, pneumatic domains etc. They typically work for industries with automated processes, such as chemical or manufacturing plants, with the goal of improving system productivity, reliability, safety, optimization and stability. To control the parameters in a process or in a particular system microprocessors, microcontrollers, PLCs, etc. are used, but their ultimate aim is to control the parameters of a system.

Instrumentation technologists, technicians and mechanics specialize in troubleshooting and repairing and maintenance of instruments and instrumentation systems. This trade is so intertwined with electricians, pipe fitters, power engineers, and engineering companies, that one can find himself in extremely diverse working situations. An over-arching term, instrument fitter is often used to describe people in this field, regardless of any specialization.

**Exercise 2. Answer the questions.**

1. What is instrumentation?
2. What are instruments used for?
3. What parameters do instruments measure?
4. What do technologists and mechanics specialize in?
5. What is instrumentation engineering focused on?
6. What measuring devices can you name?
7. What is produced by transmitters?

**Exercise 3. Choose the correct word in these sentences.**

1. Microprocessors/gauges/motors are used to control parameters of a system.
2. Microprocessors/gauges/motors are used for measuring the level of substances or temperature.
3. Such devices as solenoids, valves, circuit breakers, and relays are measuring/ control/troubleshooting instrumentation.

4. This analog signal can be used to control other instruments directly, or it can be sent to a system, or other type of computerized controller, where it can be interpreted into readable values/messages/properties.

5. Technicians and mechanics specialize in repairing and maintenance of memory capacity/instruments/ computer chips and instrumentation systems.

6. Measuring instruments are used in industries with automated processes, such as chemical or manufacturing plants, with the goal of improving system conductivity/productivity/resistivity.

7. Instrumentation is the branch of engineering that handles/distributes/refers to measurement and control.

8. The transducers/switches/isolators offer full scale pressure ranges from 2.5 psi up to 5000 psi.

**Exercise 4. Fill in the gaps with proper words.**

*frequency sensitivity distortion control measurement voltage relays stability microprocessor*

1. Pressure transmitters provide excellent long-term … .

2. Multi-level switches operate remote alarms or indicators and through accessory… can control pumps and other equipment.

3. Non-… sensors provide safe operation in hazardous areas.

4. The plastic strip thermometer gives fast and reliable … of temperature without the potential hazards posed by conventional thermometers.

5. The unit needs no limit switches, decelerating valves, mounting brackets or plumbing in many uses, yet includes close cylinder and valve coupling for efficient, leak-free motion … .

6. Designed for industrial metal working and machining operations, the unit is a …-based, closed-loop servomotor and drive.

7. Transducer cable lengths can vary without changing system … or introducing signal … .

8. This device offers high-power, low distortion and linear … response capabilities from D.C. to ultrasound.
Exercise 5. Match the appropriate parts of the sentences.

1. Transducer NPT 1 may be used in a) data about physical parameters.
2. Programmable logical controllers are implemented in b) control every aspect of the machine.
3. All you need to do is c) power unit which provides hydraulics and electronic controls.
4. The controller for air conditioning systems is designed for d) controlling processes in various industries.
5. The system is fitted with its own e) total compliance with standards that ensure high reliability of hardware.
6. Radio signals from the hand held remote … f) counting the amount of products on a conveyor.
7. Microprocessor pulse counter may be used for g) monitoring and control of temperature in premises.
8. Multipurpose converter of analog signals provides h) to connect a sensor and supply power to the instrument.

Exercise 6. Correct the sentences.

1. Valves are used to stop the flow of electricity.
2. Transmitters produce certain field parameters.
3. Voltmeter is an instrument that measures electric current.
4. Pressure meter is an instrument for measuring fluid pressure.
5. The SI unit for electric resistance is farad (F).
6. Viscosity is an important property of conductivity.
7. Relays are used to control the parameters in a process or in a particular system.
8. Frequency is measured in luxes (lx).

Exercise 7. Translate the following vocabulary article into English:

Под единством измерений понимают такое состояние измерений, при котором результаты всех измерений, проводимых в стране, выражаются в одних и тех же узаконенных единицах измерения и оценка их точно-
сти обеспечивается с гарантированной доверительной вероятностью. Сеть государственных метрологических органов и их деятельность, направленная на обеспечение единства измерений, называется государственной метрологической службой. Во главе её стоит Всероссийский Научно-исследовательский институт метрологической службы. Деятельность государственных метрологических служб направлена на: 1. установление допущенных к применению единиц физических величин и системы государственных эталонов-единиц; 2. создание образцовых средств измерения, методов и средств измерения высшей точности; 3. разработку общероссийских поверочных схем; 4. разработку стандартных образцов и определение физических констант; 5. надзор за изготовлением и эксплуатацией средств измерения за счет государственных испытаний новых средств измерения и системы проверки.

**Exercise 8. Speak on the following:**

1. Metrology
2. Measuring instrument
3. Instrumentation/ Instrument Society of America
Exercise 1. Check whether you know the meaning of the following words and expressions:

Legal monopoly, creation of the mind, fields of law, intellectual property law, to grant exclusive rights, intangible assets, discovery, invention, copyright, trademark, patent, jurisdiction, commonplace, temporary, to limit, to exclude, simultaneously, to apply, marginal cost, distribution, establishment, trade-off, relevant benefits and costs, to depend, optimum period, to found, to merge, to adopt, protection, to found, prohibition, fraud, deception.

Intellectual property (IP) is a number of distinct types of legal monopolies over creations of the mind, both artistic and commercial, and the corresponding fields of law. Under intellectual property law, owners are granted certain exclusive rights to a variety of intangible assets, such as musical, literary, and artistic works; discoveries and inventions; and words, phrases, symbols, and designs. Common types of intellectual property include copyrights, trademarks, patents, industrial design rights and trade secrets in some jurisdictions. These exclusive rights allow owners of intellectual property to reap monopoly profits. These monopoly profits provide a financial incentive for the creation of intellectual property, and pay associated research and development costs.

Although many of the legal principles governing intellectual property have evolved over centuries, it was not until the 19th century that the term intellectual property began to be used, and not until the late 20th century that it became commonplace in the United States.

Intellectual property rights are temporary state-enforced monopolies regarding use and expression of ideas and information. Intellectual property rights are usually limited to non-rival goods, that is, goods which can be used or enjoyed by many people simultaneously – the use by one person does not exclude use by another. This is compared to rival goods, such as clothing, which may only be used by one person at a time. For example, any number of people may make use of a mathematical formula simultaneously. Some objections to the term intellectual property are based on the argument that property can only properly be applied to rival goods (or that one cannot "own" property of this sort).
Since a non-rival good may be simultaneously used (copied, for example) by many people (produced with minimal marginal cost), monopolies over distribution and use of works are meant to give producers incentive to create further works. The establishment of intellectual property rights, therefore, represents a trade-off, to balance the interest of society in the creation of non-rival goods (by encouraging their production) with the problems of monopoly power. Since the trade-off and the relevant benefits and costs to society will depend on many factors that may be specific to each product and society, the optimum period of time during which the temporary monopoly rights should exist is unclear.

History. Modern usage of the term intellectual property goes back at least as far as 1888 with the founding in Berne of the Swiss Federal Office for Intellectual Property. When the administrative secretariats established by the Paris Convention (1883) and the Berne Convention (1886) merged in 1893, they also located in Berne, and also adopted the term intellectual property in their new combined title, the United International Bureau for the Protection of Intellectual Property. The organization subsequently relocated to Geneva in 1960, and was succeeded in 1967 with the establishment of the World Intellectual Property Organization (WIPO) by treaty as an agency of the United Nations. According to Lemley, it was only at this point that the term really began to be used in the United States, and it did not enter popular usage until passage of the Bayh-Dole Act in 1980.

The concept appears to have made its first appearance after the French revolution. In an 1818 collection of his writings, the French liberal theorist, Benjamin Constant, argued against the recently-introduced idea of "property which has been called intellectual."

The concept's origins can potentially be traced back further. Jewish law includes several considerations whose effects are similar to those of modern intellectual property laws, though the notion of intellectual creations as property does not seem to exist. The Talmud contains the prohibitions against certain mental crimes which some have interpreted as prohibiting theft of ideas, though the doctrine is principally concerned with fraud and deception, not property.

**Exercise 2. Search the text for the following word combinations.**

Придать стимул производителям, исключительные права, творения разума, некоторые возражения, собрание сочинений, именно в это время,
можно проследить дальше, не конкурирующие товары, мошенничество, представлять баланс, кража идей, относится к, соответствующие области.

Exercise 3. Sort out the sentences in the order they appear in the text.

1. Theft of ideas was mentioned in the ancient writings on Jewish law.
2. According to the law the authors obtain exclusive rights.
3. The term became popular after the bill had been passed.
4. Profits obtained allow the authors to pay expenses.
5. Intellectual property is a monopoly over creations of the mind.
6. A product can be easily copied or used.
7. Monopolies on rights give producers incentive to create further works.
8. Trademarks or copyrights are usual types of intellectual property.

Exercise 4. Guess the words by their definition.

a) the complete control of trade in particular goods or a service  
b) not for public use; belonging to a particular person  
c) things that are owned by somebody  
d) a symbol or a name that a company uses for its products  
e) an official right to the person who made an invention  
f) the process (act) of finding something or learning about something  
g) to take something from a person without permission and not to intend to return  
h) known to be genuine and not a copy

Exercise 5. Fill in the gaps with proper words.

rights trademark granted reserves protection plagiarism possession economics

1. Permission to photocopy is … for users registered with the Copyright Clearance Center.
2. Many people tie up the concept of property with ….
3. All cases of … are prosecuted by the law.
4. The increasing number of online courses and use of the Internet in distance learning is redefining copyright … boundaries on intellectual property.
5. The management … the right to refuse admission.
6. Because information can be trivially copied, the … of intellectual property differ greatly from those of traditional property.
7. The company regularly violated the … of workers.
8. Wrangler is a well known … of jeans.

**Exercise 6. Match the words to their synonyms.**

1. proprietor, law, notion, property, brand name, discovery, idea, piracy, appear.
2. trademark, plagiarism, invention, possessions, owner, thought, concept, emerge, principle.

**Exercise 7. Choose verbs for each noun.**

a) take out  
1. a discovery  
b) bear  
2. a patent on the invention  
c) enjoy  
3. sanctions  
d) observe  
4. an invention  
e) patent  
5. expenses  
f) incur  
6. a law  
g) impose  
7. the right  
h) make  
8. a trademark

**Exercise 8. Translate the following vocabulary article into English.**

Интеллектуальная собственность – юридический термин, обозначающий все временно переданные лицу эксклюзивные нематериальные права. Прежде всего термин подразумевает временное обладание авторскими и смежными правами, обладание действующими свидетельствами на товарные знаки и действующими патентами. Юридическое содержание самого термина интеллектуальная собственность в большинстве стран не определено. В России термин определён в ст. 1225 части четвертой Гражданского кодекса РФ, принятой 24 ноября 2006 года как список результатов интеллектуальной деятельности и приравненных к ним средств индивидуализации, которым предоставляется правовая защита.

В широком понимании данный термин означает закрепленные законом временные исключительные права на результат интеллектуальной деятельности или средства индивидуализации. Законодательство, которое
определяет права на интеллектуальную собственность, устанавливает монополию авторов на определенные формы использования результатов своей интеллектуальной, творческой деятельности, которые, таким образом, могут использоваться другими лицами лишь с разрешения первых.

**Exercise 9. Speak on the following:**

1. Trade-Related Aspects of Intellectual Property Rights (TRIPS)
2. Anti-Counterfeiting Trade Agreement (ACTA)
3. Arrow information paradox
4. Copy fraud
5. Doha Declaration
6. EU Directive on the enforcement of intellectual property rights
8. Intangible asset
9. Intellectual capital, intellectual rights, intellectual property infringement
10. Intellectual property education
11. Intellectual property issues in cultural heritage (IPinCH)
12. Intellectual property organization
13. Intellectual property software
15. International Union for the Protection of New Varieties of Plants (UPOV)
16. Plagiarism
17. Public domain
18. Scams in intellectual property
19. World Intellectual Property Organization (WIPO)
20. World Intellectual Property Day (April 26)
21. Types of intellectual property
22. Copyright
23. Domain name
24. Industrial design rights (or registered designs)
25. Know how
26. Moral rights
27. Trade dress
28. Trade secret
29. Trademark (including service marks)
30. Database right
Exercise 1. Check whether you know the meaning of the following words and expressions:

Widely known, international body, to be composed of, representative, various, to found, founder, to promulgate, worldwide standards, headquarters, to set standards, law, treaty, to act as a consortium, strong links, to adopt, equal, to recognize, to reflect the aim, available specifications, corrigenda, guide, to include, incomplete standards, circumstances, reference, explanation, the subject in question, under development, immediate possibility, agreement, prior to, dual logo, collaboration, external organization, similar to, technical flaws, usability improvements, to extend applicability, limited way, generally, to issue, expectation to affect standard, to be updated, to withdraw, scheduled review.

The International Organization for Standardization, widely known as ISO, is an international-standard-setting body composed of representatives from various national standards organizations. Founded on 23 February 1947, the organization promulgates worldwide proprietary industrial and commercial standards. It has its headquarters in Geneva, Switzerland. While ISO defines itself as a non-governmental organization, its ability to set standards that often become law, either through treaties or national standards, makes it more powerful than most non-governmental organizations. In practice, ISO acts as a consortium with strong links to governments.

Name and abbreviation. The organization's logos in its two official languages, English and French, include the word ISO, and it is usually referred to by this short-form name. ISO is not an acronym or initialism for the organization's full name in either official language. Rather, the organization adopted ISO based on the Greek word isos, meaning equal. Recognizing that the organization’s initials would be different in different languages, the organization's founders chose ISO as the universal short form of its name. This, in itself, reflects the aim of the organization: to equalize and standardize across cultures.
International Standards and other publications. ISO's main products are the International Standards. ISO also publishes Technical Reports, Technical Specifications, Publicly Available Specifications, Technical Corrigenda, and Guides.

International Standards are identified in the format ISO/[IEC]/[ASTM] [IS] nnnnn[:yyyy] Title, where nnnnn is the number of the standard, yyyy is the year published, and Title describes the subject. IEC for International Electrotechnical Commission is included if the standard results from the work of ISO/IEC JTC1 (the ISO/IEC Joint Technical Committee). ASTM (American Society for Testing and Materials) is used for standards developed in cooperation with ASTM International. The date and IS are not used for an incomplete or unpublished standard, and may under some circumstances be left off the title of a published work.

Technical Reports are issued when "a technical committee or subcommittee has collected data of a different kind from that which is normally published as an International Standard", such as references and explanations. The naming conventions for these are the same as for standards, except TR prepended instead of IS in the report's name. Examples:


Technical Specifications can be produced when "the subject in question is still under development or where for any other reason there is the future but not immediate possibility of an agreement to publish an International Standard". Publicly Available Specifications may be "an intermediate specification, published prior to the development of a full International Standard, or, in IEC may be a 'dual logo' publication published in collaboration with an external organization". Both are named by convention similar to Technical Reports, for example:

- ISO/PAS 11154:2006 Road vehicles — Roof load carriers

ISO sometimes issues a Technical Corrigendum. These are amendments to existing standards because of minor technical flaws, usability improvements, or to extend applicability in a limited way. Generally, these are issued with the
expectation that the affected standard will be updated or withdrawn at its next
scheduled review.

ISO Guides are meta-standards covering "matters related to international
standardization". They are named in the format "ISO/[IEC] Guide N:yyyy:
Title", for example:

- ISO/IEC Guide 2:2004 Standardization and related activities —
  General vocabulary
- ISO/IEC Guide 65:1996 General requirements for bodies operating
  product certification

**Exercise 2. Answer the questions.**

1. When was ISO founded?
2. What are its functions?
3. Why was ISO chosen as the universal short form?
4. In what cases can technical specifications be produced?
5. What does the notion Technical Corrigendum mean?

**Exercise 3. Match the words with their definitions.**

1. organization  a. the system by which a state is controlled
2. standard      b. body of persons appointed for a special function by a larger
                 body
3. representative c. administrative centre of an organization
4. headquarters  d. discovering errors and their corrections
5. government   e. body, system or society
6. specification f. object, quality, or measure serving as a basis, example, or
                 principle to which others conform or should conform or by
                 which others are judged
7. corrigenda   g. the process of working or acting together
8. committee    h. statement or circumstance that clarifies something
9. cooperation  i. act of specifying; detail of the design and materials etc. of
                 work done or to be done
10. explanation j. sample, specimen, or typical embodiment of; an agent of a
             person or society; delegate; substitute, deputy
Exercise 4. Match the word with its opposite and with a group of its synonyms.

<table>
<thead>
<tr>
<th>Word</th>
<th>Antonyms</th>
<th>Synonyms</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. external</td>
<td>a. different</td>
<td>I. halfway, inbetween, intermediary, median, middle, midway</td>
</tr>
<tr>
<td>2. available</td>
<td>b. non-profit-making</td>
<td>II. alike, corresponding, equivalent, identical, like, the same</td>
</tr>
<tr>
<td>3. incomplete</td>
<td>c. inaccessible, beyond the reach</td>
<td>III. cosmopolitan, general, global, intercontinental, universal, worldwide</td>
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<tr>
<td>4. equal</td>
<td>d. total, clear, integrate, absolute, direct, profound, stark, perfect, outright, entire, thorough</td>
<td>IV. accessible, at hand, free, obtainable, ready, vacant, within reach</td>
</tr>
<tr>
<td>5. intermediate</td>
<td>e. weak</td>
<td>V. exoteric, exterior, foreign, outer, outside, surface, visible</td>
</tr>
<tr>
<td>6. international</td>
<td>f. fixed, steady</td>
<td>VI. hefty, robust, strapping, strong, sturdy</td>
</tr>
<tr>
<td>7. official</td>
<td>g. local</td>
<td>VII. business, monetary, profitable, saleable, trading</td>
</tr>
<tr>
<td>8. powerful</td>
<td>h. internal</td>
<td>VIII. accredited, approved, authorized, certified, legitimate, licensed</td>
</tr>
<tr>
<td>9. commercial</td>
<td>i. informal</td>
<td>IX. broken, deficient, fragmentary, imperfect, lacking, unfinished</td>
</tr>
<tr>
<td>10. variable</td>
<td>j. extreme</td>
<td>X. flexible, unpredictable, unstable</td>
</tr>
</tbody>
</table>

Exercise 5. Give a written translation of the following articles:

1) Variant A.

ISO Document Copyright

ISO documents are copyrighted and ISO charges for copies of most. ISO does not, however, charge for most draft copies of documents in electronic
format. Although useful, care must be taken using these drafts as there is the possibility of substantial change before it becomes finalized as a standard. Some standards by ISO and its official U.S. representative (and the International Electrotechnical Commission's via the U.S. National Committee) are made freely available.

2) Variant B:

ISO Members

ISO has 158 national members, out of the 203 total countries in the world. ISO has three membership categories:
- Member bodies are national bodies that are considered to be the most representative standards body in each country. These are the only members of ISO that have voting rights.
- Correspondent members are countries that do not have their own standards organization. These members are informed about ISO's work, but do not participate in standards promulgation.
- Subscriber members are countries with small economies. They pay reduced membership fees, but can follow the development of standards.

Participating members are called "P" members as opposed to observing members which are called "O" members.

Exercise 6. Translate the following vocabulary article into English.

Международная организация по стандартизации (ISO) – международная организация, занимающаяся выпуском стандартов, создана в 1946 году двадцатью пятью национальными организациями по стандартизации. Фактически её работа началась с 1947 года. СССР был одним из основателей организации, постоянным членом руководящих органов, избирался председателем организации. Россия стала членом ISO как правопреемник СССР. 23 сентября 2005 года Россия вошла в Совет ISO.

При создании организации и выборе её названия учитывалась необходимость того, чтобы аббревиатура наименования звучала одинаково на всех языках, что почему на всех языках мира Международная организация по стандартизации имеет краткое название ISO.
Сфера деятельности ISO касается стандартизации во всех областях, кроме электротехники и электроники, относящихся к компетенции Международной электротехнической комиссии (МЭК, IEC). Некоторые виды работ выполняются совместными усилиями этих организаций. Кроме стандартизации, ISO занимается проблемами сертификации.

ISO определяет свои задачи следующим образом: содействие развитию стандартизации и смежных видов деятельности в мире с целью обеспечения международного обмена товарами и услугами, а также развития сотрудничества в интеллектуальной, научно-технической и экономической областях.

**Exercise 7. Make up a dialogue using the following paraphrasing expressions:**

- So . . . (rephrase the other person's ideas)
- In other words . . . (paraphrase)
- I understand. (You're saying that . . .)
- Oh. I see. (You want to say that . . .)
- I get it. (You mean . . .)
- So, what you mean is . . .
- Let me see if I understand you correctly . . .
- What I think you're saying is . . .
- If I'm hearing you correctly . . .

**Exercise 8. Speak on the following:**

2. Standardization
3. Standards of Australia
4. Standards Organizations
5. Terminology Planning Policy
6. The International Customer Service Institute (TICS)
7. CARICOM Regional Organization for Standards and Quality (CROSQ)
8. AP Stylebook (Associated Press Style)
9. Interface 2010 (Interface Marketing Supplier Integration Institute)
10. American National Standards Institute (ANSI)
11. British Standards Institution (BSI)
12. Countries in International Organization for Standardization
13. Canadian Standards Association
14. European Committee for Standardization (CEN)
15. Commonwealth of Independent States (CIS)
16. Set of Standards (GOST)
17. International Classification for Standards
18. International Electrotechnical Commission (IEC) and ISO/IEC standards
19. International Healthcare Accreditation
20. International Telecommunication Union (ITU)
21. ISO Country Code
22. List of ISO Standards
Exercise 1. Check whether you know the meaning of the following words and expressions:

Licensure, granting of a license, permission, dangerous, threat, to involve, high level of skill, convenient method, professional body, licensing board, advanced, application, to vary, to obtain a privilege, to ensure, to harm, incompetence, to acquire an academic degree, to pass exam, to receive license, to gain membership, additional, entry, initially, route, to exclude.

Licensure refers to the granting of a license, which gives a 'permission to practice.' Such licenses are usually issued in order to regulate some activity that is deemed to be dangerous or a threat to the person or the public or which involves a high level of specialized skill. The danger and skill elements inspire governments not to allow a free-for-all, but to regulate the activity, and licensing is a well-established and convenient method of regulation. Licensing includes such things as pilot and driving licenses, licenses to play professional sports, etc. In the case of certain occupations and professions, licensing is often granted through a professional body or a licensing board composed of advanced practitioners who oversee the applications for licenses. This often involves accredited training and examinations, but varies a great deal for different activities and in different countries.

In the USA and Canada, licensing (the term registration is sometimes used elsewhere) is usually required by law to work in a particular profession or to obtain a privilege such as to drive a car or truck or own a gun. Many privileges and professions require a license, generally from the state or provincial government, in order to ensure that the public will not be harmed by the incompetence of the practitioners. Engineering, surveying, medical practitioners, nurses, lawyers, psychologists, clinical social workers, and public accountants are some examples of professions that require licensure. Licensure is similar to professional certification, and sometimes synonymous; however, certification is an employment qualification and not a legal requirement for practicing a profession.
In many cases, an individual must complete certain steps, such as training, acquiring an academic degree in a particular area of study, and/or passing an exam, before becoming eligible to receive their license. Individuals append an acronym to their name, such as CPA (Certified Public Accountant) or PE (Professional Engineer). In the United Kingdom, licensing as a form of professional regulation predominated in the centuries before 1900. It has largely given way to memberships of professional bodies. This usually involves registration with a professional body and the granting of grades of 'associateship,' 'membership' or 'fellowship' of such a body. Gaining membership of such bodies is usually restricted solely to those who pass additional examinations after university graduation. United Kingdom examples of professional bodies include: MRIBA (member of the Royal Institute of British Architects), LRCP (licentiate of the Royal College of Physicians), MRCP (member of the Royal College of Physicians) and FRCP (fellow of the Royal College of Physicians).

Historically, in the professionalization process by which trades have transformed themselves into true professions, licensing fast became the method of choice in obtaining the occupational closure required by barring the unqualified from entry to the rites and privileges of a professional group. This was initially the preferred route of regulation whether for physicians, lawyers, the clergy, accountants, bankers, scientists or architects. However, licensing has given way to membership of professional bodies, as a means of excluding the unqualified.

**Exercise 2. Answer the questions:**

1. What is the purpose of license issue?
2. What inspires government to regulate different kinds of activity?
3. Name some areas subject to licensing.
4. Who can grant a license?
5. What are the peculiarities of licensing in the USA and Canada?
6. What professions may require licensure?
7. What is the difference between licensure and professional certification?
8. What are the possible steps towards receiving a license?
9. What are the examples of professional bodies in the United Kingdom?
10. In your opinion, what are the benefits of licensure?
Exercise 3. Say whether the following statements are true or false?

1. It can be said that licensure is connected with permission to practice.
2. Licensure regulates only those activities which are not dangerous.
3. Not only professional bodies and licensing boards but also private companies and educational institutions can grant licenses.
4. The term registration is sometimes used to denote licensure in Canada and the USA.
5. An individual only has to pay a certain fee to receive a license.

Exercise 4. Match the word with its synonyms.

1. licence a. decree, edict, law, order, requirement, rule
2. permission b. approval, authorization, certification, guarantee, recognition, sanction
3. regulation c. allowance, approval, authorization, consent, go-ahead, green light, sanction
4. accreditation d. authorization, authority, certificate, entitlement, permission, permit, warrant
5. registration e. entry, joining, mark, note, record

Exercise 5. Translate the following expressions.

To apply for a licence, to grant/issue a licence, to pay licence fee, to receive a licence, to renew a licence, to revoke a licence, to suspend a licence; dog licence, driving licence, hunting licence, licence plate, state licence, marriage licence.

Exercise 6. Match the antonyms.

1. permission a. entrance
2. practice b. disorder
3. skill c. disadvantage
4. law d. including
5. privilege e. prohibition
6. incompetence f. theory
7. graduation g. professionalism
8. excluding h. inability
Exercise 7. Render the following vocabulary article into English.

Лицензия – это специальное разрешение на осуществление конкретного вида деятельности при обязательном соблюдении лицензионных требований и условий, выданное лицензирующим органом юридическому лицу или индивидуальному предпринимателю. Лицензирование, таким образом, – это вид государственного контроля, направленного на обеспечение прав, законных интересов, нравственности и здоровья граждан, обеспечение обороны страны и безопасности государства. Лицензирование предусматривает осуществление мероприятий, связанных с выдачей лицензий, приостановлением и аннулированием лицензий, контролем лицензирующих органов за соблюдением лицензиатами при осуществлении лицензируемых видов деятельности соответствующих лицензионных требований и условий.

Exercise 8. Speak on the following:

1. Licensing occupations.
2. Receiving driver license, gun license, etc.
3. Brand licensing
4. Compulsory licence
5. Cross-licensing
6. Software licence
7. Banking licence
8. Broadcast licence
9. Firearms licence
10. Hunting licence
11. Marriage licence
12. Pilot licence
13. Professional licence
14. Television licence
15. Vehicle licence
TEXT 7
PRODUCT CERTIFICATION (GOST R SYSTEM)

Exercise 1. Check whether you know the meaning of the following words and expressions:

Confirmation, authorized certification body, obligatory requirements, legislation, to submit, customs service, wholesale and retail sellers, at the request, advertising, to prohibit, equipment, enterprise, plant, constructing organization, manufacturing, to increase demand, to enable, to compete, on profitable terms, representative office, mandatory/voluntary certification, approval of conformity, customer, supply of a consignment, in accordance with contract, invoice, valid, serial output, obligatory, to carry out inspection.

Certification is a confirmation by an authorized certification body of production, service (work) conformance to obligatory requirements of a standard. According to the Russian legislation Mandatory certificate of conformity GOST R is necessary for any kind of production, which is imported to Russia from abroad or manufactured in Russia.

It is necessary to submit Mandatory certificate of conformity GOST R at the customs service to import products to Russia. According to Russian legislation all wholesale and retail sellers, working at the Russian market, must submit their Certificates at the request of their clients or state inspectors. Advertising of some products without mandatory GOST R conformance certificates is prohibited. All the equipment of enterprises, plants, constructing organizations is the subject to mandatory certification. It is impossible to get a license for manufacturing or constructing without certificates, inasmuch as Russian buyers first of all prefer to purchase certified production. Therefore certification of your production allows to increase demand for it noticeably, enables your product to compete with other similar products and can be sold on more profitable terms. It is not necessary for a producer (manufacturer) to have own representative office in Russia, but it is necessary to have a certificate for their production. Certification can be of two kinds:

1. Mandatory certification
2. Voluntary certification
Mandatory certification is an approval of conformity of production to the requirements of technical regulations (safety requirements). Voluntary certification is an approval of conformity of production to any requirements, set by a customer. In such cases, if certification of production is mandatory, the issued Mandatory certificate of conformity GOST R is printed on the yellow blank-form. If production certification is voluntary, the voluntary conformance certificate is printed on the blue blank-form.

There are 3 types of mandatory certificates of conformity GOST R:

1. Mandatory certificate of conformity GOST R for supply (contract) of a consignment (single supply). In this case importer – a Russian company, receives up a GOST R certificate for a single production supply. Mandatory certificate of conformity GOST R is issued to the importing company by a certification body in accordance with Contract, Invoice and other documents. The certificate is not valid for any other company or supply.

2. Mandatory Certificate of conformity GOST R for serial output for a year. In this case there is no need in a concrete importer in Russia; obligatory GOST R conformance certificate is issued to a producer (production manufacturer) for a year. That means that producer can supply its production to any companies and to any regions of Russia during a year.

3. Mandatory Certificate of conformity GOST R for 3 years for serial production. In this case there is also no need in a concrete importer in Russia, mandatory certificate of conformity GOST R is issued to a producer (production manufacturer) for 3 years. Inspection visit of Russian experts and production status checkup on the site are obligatory terms of issuance of such a certificate. Production, mentioned in obligatory certificate of conformity GOST R, can be supplied to Russia during 3 years. In accordance with Russian legislation certification body must carry out daily inspection check up at the companies, having Mandatory certificate of conformity GOST R for 3 years.

Exercise 2. Search the text for the following English equivalents:

Обязательные требования, импортируемый в Россию, представить сертификат соответствия, таможня, российское законодательство, оптовые и розничные торговцы, по требованию клиентов или инспекторов, реклама продуктов, оборудование предприятий, строительные организации, увеличить спрос, конкурировать с другими продуктами, представительство, требования безопасности, поставлять продукцию, выдача сертификата.
Exercise 3. Say whether the following statements are true or false:

1. Certification is a confirmation of production/service conformance to obligatory requirements of a standard.
2. Certificate of conformity GOST R is not necessary for production, which is imported to Russia from abroad or manufactured in Russia.
3. According to Russian legislation all wholesale and retail sellers, working at the Russian market, must submit their Certificates at the request of their clients or state inspectors.
4. Certification can be of 5 kinds.
5. If production certification is voluntary, the voluntary conformance certificate is printed on the green blank-form.

Exercise 4. Study the following words:

1. ____ submit / receive 5. ____ frequently / rarely
2. ____ perhaps / maybe 6. ____ require / need
3. ____ respond / answer 7. ____ expert / amateur
4. ____ chosen / rejected 8. ____ previous / earlier

Write S or A next to each word pair to show whether the words are synonyms (words with a similar meaning) or antonyms (words with opposite meanings).

Exercise 5. Translate the following article into English.

Обязательная сертификация

Обязательная сертификация осуществляется на основании законов и законодательных положений и обеспечивает доказательство соответствия товара (процесса, услуги) требованиям технических регламентов, обязательным требованиям стандартов. Так как обязательная сертификация относится к безопасности, охране здоровья людей и окружающей среды, следовательно, аспект обязательной сертификации – безопасность и экологичность.
Обязательная сертификация, установленная законодательством РФ – это система сертификации продукции или услуг, сертификация которых является обязательным требованием. Чаше всего обязательная сертификация применяется для продукции, которая может повлиять на безопасность людей, их имущество и окружающую среду; на такую продукцию оформляется обязательный сертификат. Сертификация продукции включает в себя различные схемы сертификации. Самые распространенные – это оформление сертификата соответствия на контракт, на серийный выпуск и на определенную партию продукции.

**Exercise 6. Speak on the following:**

1. Asthma and Allergy Friendly Products
2. California Certified Organic Farmers
3. China Green Food Development Center
4. ECOCERT
5. Energy Star
6. Fairtrade certification
7. Farm assurance
8. Guarantee of origin
9. Minimum energy performance standard
10. NEMKO
11. NTA Inc
12. Nondestructive testing
13. Organic certification
14. Organic Crop Improvement Association
15. Organic Food Development Center
16. Organic Trade Association
17. Organic baby products
18. Quality Assurance International
19. TCO Certification
Exercise 1. Check whether you know the meaning of the following words and expressions:

Certification, designation, qualification, to assure qualification, to perform a job/task, to safeguard, to renew, valid, evidence, raising standards, support, endorsement, employment market, experience, licensure, state agency, assessment process, to provide, latest trends, human resource development.

Professional certification, trade certification, or professional designation, often called simply certification or qualification, is a designation earned by a person to assure qualification to perform a job or task. Many certifications are used as post-nominal letters indicating an earned privilege from an oversight professional body acting to safeguard the public interest.

Certifications are earned from a Professional society and, in general, must be renewed periodically, or may be valid for a specific period of time (e.g., the life-time of the product upon which the individual is certified). As a part of a complete renewal of an individual's certification, it is common for the individual to show evidence of continued learning — often termed continuing education — or earning continuing education units (CEU).

Powerful forces – the professionals themselves – work to keep certification substantial and worthwhile. Most certification programs are created, sponsored, or affiliated with professional associations and trade organizations interested in raising standards. Even those programs completely independent from membership organizations enjoy association support and endorsement.

The growth of certification programs is also a reaction to the changing employment market. Certifications are portable, since they do not depend on one company's definition of a certain job. Certification stands about the resume and the professional reference by being an impartial, third-party endorsement of an individual's professional knowledge and experience. Certification allows individuals to participate in their own professional destiny.

It is important to note that certifications are usually earned from a professional society or educational institute, not the government. If a demonstration of ability or knowledge is required by law before being allowed
to perform a task or job, this is referred to as licensure. In the United States, professional licenses are usually issued by state agencies. The assessment process is often similar, even the same; certification and licensure differ only in terms of legal status.

Certifications are very common in aviation, construction, technology, and other industrial sectors, as well as health care, business and finance. In USA, the Federal Aviation Administration regulates aviator certifications.

The National Organization for Competency Assurance (NOCA) is a US-based organization that helps certification bodies, primarily in healthcare and related fields, by providing them with information on the latest trends and issues of concern to practitioners and organizations focused on certification, obtaining licenses, and human resource development. Many members of the Association of Test Publishers (ATP) are also certification organizations.

**Exercise 2. Answer the questions:**

1. Can you give a definition for professional certification?
2. What may certifications indicate?
3. How can you define certification validity?
4. How does the employment market influence certification programs?
5. Does certification contribute to the individual’s professional destiny?
6. How can certifications be earned?
7. Give a definition of the term licensure.
8. Do state agencies or private companies issue professional licences?
9. Name some areas subject to certification.
10. What is the NOCA’s chief task?

**Exercise 3. Say whether the following statements are true or false?**

1. Certification can also be called qualification or designation assuring qualification to perform a job or task.
2. Certifications are valid life-long and shouldn’t be renewed.
3. Professional associations and trade organizations interested in raising standards create and sponsor most certification programs.
4. The changing employment market also influences the growth of certification programs.
5. Certification prevents individuals from participating in their own professional destiny.

**Exercise 4. Match the terms with their definitions.**

1. certification  
   a. estimation of the size, quality or value
2. designation  
   b. official permission to own or use something, do something, or carry on a trade
3. qualification  
   c. attesting some fact
4. licensure  
   d. appointing to an office or function, specifying
5. assessment  
   e. accomplishment fitting a person for a position or purpose

**Exercise 5. For each group of synonyms give one more verb mentioned in the brackets** (to assure, to depend, to issue, to participate, to perform, to provide, to renew, to require, to safeguard, to use).

1. defend, guard, preserve, protect, screen, secure, shelter, shield.
2. affirm, comfort, confirm, ensure, guarantee, promise, secure, swear, warrant.
3. accomplish, achieve, carry out, complete, execute, fulfill, manage, observe, produce, work.
4. apply, employ, exploit, handle, manipulate, operate, practice, spend, treat, utilize, waste, work.
5. continue, extend, modernize, prolong, recreate, refresh, remodel, renovate, repair, replenish.
6. calculate on, count on, expect, hang on, reckon on, rely upon, trust in.
7. cooperate, enter, join in, partake, share, take part.
8. ask, demand, force, make, necessitate, need, order, request, want, wish.
9. copy, deliver, distribute, edit, print, publish, release.
10. afford, arrange for, equip, maintain, plan for, serve, supply, support, sustain, take measures, take precautions.
Exercise 6. Translate the following expressions.

Marriage certificate, teaching certificate, baptismal certificate, gift certificate, medical certificate, money-market certificate, pilot certificate, tax-free certificate, certificate of birth, certificate of health; certification body, certification commission, certification center, certification committee, certification department, certification mark, certification of quality, certification procedure, certification program, certification test.

Exercise 7. Render the following vocabulary article into English.

Сертификация — процедура подтверждения соответствия, посредством которой независимая от изготовителя (продавца, исполнителя) и потребителя (покупателя) организация удостоверяет в письменной форме, что продукция соответствует установленным требованиям.

Часто отождествляют сертификацию и лицензирование. Лицензия — это право (разрешение) на осуществление какой-либо деятельности. Сертификат на услуги — документ, подтверждающий, что качество услуг соответствует определённым требованиям.

Сертификаты соответствия на ту или иную продукцию выдаются органами по сертификации, имеющими соответствующую область аккредитации, на основании представленных им документов на продукцию, основным из которых является протокол испытаний. Протоколы испытаний выдаются, в свою очередь, аккредитованной испытательной лабораторией после проведения испытаний соответствующим образом отобранных образцов продукции.

Exercise 8. Speak on the following:

1. European profession qualification directives.
2. Professional requirements in different areas.
Exercise 1. Check whether you know the meaning of the following words and expressions:

Deployment, resource management, techniques, comprehensive, software, supply, demand, data, allocation, workforce, approach, maintenance, personnel, inventory, realm, key element, to estimate, essential components, to achieve business goals, work-life needs, shortage, to forecast, capability, integrity.

In organizational studies, resource management is the efficient and effective deployment for an organization's resources when they are needed. Such resources may include financial resources, inventory, human skills, production resources, or information technology (IT). In the realm of project management, processes, techniques and philosophies as to the best approach for allocating resources have been developed. These include discussions on functional vs. cross-functional resource allocation as well as processes espoused by organizations like the Project Management Institute (PMI) through their Project Management Body of Knowledge (PMBOK) methodology to project management. Resource management is a key element to activity resource estimating and project human resource management. Both are essential components of a comprehensive project management plan to execute and monitor a project successfully. As is the case with the larger discipline of project management, there are resource management software tools available that automate and assist the process of resource allocation to projects and portfolio resource visibility including supply and demand of resources.

HR (Human Resource) Management. This is the science of allocating human resources among various projects or business units, maximizing the utilization of available personnel resources to achieve business goals; and performing the activities that are necessary in the maintenance of that workforce through identification of staffing requirements, planning and oversight of payroll and benefits, education and professional development, and administering their work-life needs. The efficient and effective deployment of an organization's personnel resources where and when they are needed, and in possession of the tools, training and skills required by the work.
One resource management technique is resource leveling. It aims at smoothing the stock of resources on hand, reducing both excess inventories and shortages.

The required data are: the demands for various resources, forecast by time period into the future as far as is reasonable, as well as the resources' configurations required in those demands, and the supply of the resources, again forecast by time period into the future as far as is reasonable.

The goal is to achieve 100% utilization but that is very unlikely, when weighted by important metrics and subject to constraints, for example: meeting a minimum service level, but otherwise minimizing cost.

The principle is to invest in resources as stored capabilities, then unleash the capabilities as demanded.

A dimension of resource development is included in resource management by which investment in resources can be retained by a smaller additional investment to develop a new capability that is demanded, at a lower investment than disposing of the current resource and replacing it with another that has the demanded capability.

In conservation, resource management is a set of practices pertaining to maintaining natural systems integrity. Examples of this form of management are air resource management, soil conservation, forestry, wildlife management and water resource management. The broad term for this type of resource management is natural resource management (NRM).

**Exercise 2. Look through the text and choose the correct word in the sentences below.**

1. Resource leveling/ information/ management is a key element to activity resource estimating and project human resource management.
2. Resource management business/ software/ machine tools available automate and assist the process of resource allocation.
3. Human Resource Management is the subject/ science/ discipline of allocating human resources among various projects or business units, maximizing the utilization of available personnel resources to achieve business goals/ foals/ issues.
4. Resource management/ maintenance/ leveling aims at smoothing the stock of resources on hand, reducing both excess inventories and shortages.
5. The aim of resource management leveling is to deceive/ achieve/ retrieve full utilization.
6. Resource management can be applied in nature simulation/ conservation/ restoration.
7. Time/ forecast and supply/ shortage of resources are the required data.
8. In organizational studies, an organization's resources must be efficiently exploited/ deployed/ employed when they are needed.

**Exercise 3. Search the text for the following English equivalents:**

Необходимые компоненты, спрос на различные ресурсы, при наличии инструментов, достичь бизнес-цели, успешно выполнять и отслеживать проект, набор приемов, весьма маловероятно, нацелен на выравнивание запаса ресурсов, высвободить потенциальные возможности по мере востребования, прогноз на период времени, способствовать процессу распределения ресурсов, сохранение дикой природы.

**Exercise 4. Fill in the gaps with appropriate words.**

supply, payroll, maintenance, allocation, comprehensive, workforce, software, hardware, approaches, personnel, data

1. The … department spent considerable time developing training programs.
2. New systems that simplified inventory accountability, hourly … and job costing reduced the department size by half.
3. In the realm of project management there have been developed the best ... for allocating resources.
4. ... is the amount of goods, recourses that will be offered in the market at a certain price and time.
5. There is a new company supplying computer ... plus ... but draws on its experience from regular involvement of computers in business.
6. Management of ... in Japan is what makes Japan so successful.
7. Collecting information in this manner is not the best solution because ... accuracy is not guaranteed.
8. ... planning is not an easy task and economy doesn't rely entirely on planning for all resources ... decisions.
9. The distinction between office and plant ... departments began to blur as office personnel spent more time on the shop floor.

**Exercise 5. Put the words in the correct order.**

1. emphasizes the action simplicity and system requiring the management layers of the elimination.
2. no longer required a manager the system operated and two professionals with.
3. started mission I my briefing by staff the new on.
4. equipment independently this throughout causing the plant ran excessive material handling.
5. meetings the keep supervisors regular with plant them up-to-date on every status the job.
6. checklists assure that are overlooked help for opportunities not design improvement.
7. the management term resource for type of resource is natural this management broad.
8. that very the utilization goal unlikely is to achieve but is 100%.

**Exercise 6. Guess the word by the definition given.**

1. a list of employees to be paid with the amount due to each
2. a body of persons employed in an organization
3. a source of supply, aid that can be used when needed
4. tools, mechanical equipment necessary for conducting activity
5. to set apart for a particular purpose
6. individual facts, statistics, items of information
7. the body of specialized procedures or methods
8. something that is devised or planned

**Exercise 7. Translate the following vocabulary article into English.**

Менеджер по персоналу — профессия молодая. Как разновидность деятельности менеджера она зародилась в конце прошлого века. Появление специалистов по работе с персоналом, имеющих подготовку в области
промышленной социологии и психологии, означало подлинную революцию в традиционных формах кадровой работы. Если до этого кадровая работа была функцией линейных руководителей различного уровня и ранга, а также работников (и руководителей) кадровых служб, занимающихся учетной, контрольной и распорядительской (администраторской) деятельностью, то возникновение управленческой (штабной) функции, связанной с обеспечением должного уровня кадрового потенциала организации, существенным образом расширило диапазон задач и повысило значение этого направления менеджмента. Именно с появлением управления персоналом как специализированной штабной деятельности в системе современного менеджмента связано становление кадрового менеджмента, который постепенно интегрирует и трансформирует сложившиеся формы кадровой работы.

\textit{Exercise 8. Speak on the following:}

1. Management
2. Environmental management
3. Resource allocation
4. Resource Management Software
5. Industrial symbiosis
Exercise 1. Check whether you know the meaning of the following words and expressions:

Trademark, distinctive sign, indicator, legal entity, consumer, to distinguish, to promote, to brand goods, logo, range, to comprise, to fall into categories, trademark infringement, to prevent unauthorized use of trademark, to expand, to involve, to include, level of protection, owner of a mark, relevant authority, to display, enforce its proprietary rights.

A **trademark** or **trade mark** or **trade-mark** is a distinctive sign or indicator used by an individual, business organization, or other legal entity to identify that the products or services to consumers with which the trademark appears originate from a unique source, and to distinguish its products or services from those of other entities.

A trademark is designated by the following symbols:
- ™ (for an unregistered trade mark, that is, a mark used to promote or brand goods)
- SM (for an unregistered service mark, that is, a mark used to promote or brand services)
- ® (for a registered trademark)

A trademark is typically a name, word, phrase, logo, symbol, design, image, or a combination of these elements. There is also a range of non-conventional trademarks comprising marks which do not fall into these standard categories, such as those based on color, smell, or sound.

The owner of a registered trademark may commence legal proceedings for trademark infringement to prevent unauthorized use of that trademark. However, registration is not required. The owner of a common law trademark may also file suit, but an unregistered mark may be protectable only within the geographical area within which it has been used or in geographical areas into which it may be reasonably expected to expand.

The term *trademark* is also used informally to refer to any distinguishing attribute by which an individual is readily identified, such as the well known
characteristics of celebrities. When a trademark is used in relation to services rather than products, it may sometimes be called a service mark, particularly in the United States.

In trademark treatises it is usually reported that blacksmiths who made swords in the Roman Empire are thought of as being the first users of trademarks. Other notable trademarks that have been used for a long time include Löwenbräu, which claims use since 1383, and Stella Artois, which claims use since 1366.

Registered trademarks involve registering the trademark with the government. The oldest registered trademarks in various countries include:
- United Kingdom: 1876 – The Bass Red Triangle was the first trademark to be registered under the Trade Mark Registration Act 1875.
- United States: Picture of Samson wrestling a lion, to Samson Rope in 1884.

The two symbols associated with U.S. trademarks ™ (the trademark symbol) and ® (the registered trademark symbol) represent the status of a mark and accordingly its level of protection. While ™ can be used with any common law usage of a mark, ® may only be used by the owner of a mark following registration with the relevant national authority, such as the U.S. Patent and Trademark Office (USPTO or PTO). The proper manner to display either symbol is immediately following the mark in superscript style.

Terms such as "mark", "brand" and "logo" are sometimes used interchangeably with "trademark". "Trademark", however, also includes any device, brand, label, name, signature, word, letter, numerical, shape of goods, packaging, colour or combination of colours, smell, sound, movement or any combination thereof which is capable of distinguishing goods and services of one business from those of others. It must be capable of graphical representation and must be applied to goods or services for which it is registered.

Specialized types of trademark include certification marks, collective trademarks and defensive trademarks. A trademark which is popularly used to describe a product or service (rather than to distinguish the product or services from those of third parties) is sometimes known as a genericized trademark. If such a mark becomes synonymous with that product or service to the extent that the trademark owner can no longer enforce its proprietary rights, the mark becomes generic.
Nomenclature, classification & codification

The essential function of a trademark is to exclusively identify the commercial source or origin of products or services, such that a trademark, properly called, indicates source or serves as a badge of origin. In other words, trademarks serve to identify a particular business as the source of goods or services. The use of a trademark in this way is known as trademark use. Certain exclusive rights attach to a registered mark, which can be enforced by way of an action for trademark infringement, while unregistered trademark rights may be enforced pursuant to the common law tort of passing off.

It should be noted that trademark rights generally arise out of the use or to maintain exclusive rights over that sign in relation to certain products or services, assuming there are no other trademark objections.

Different goods and services have been classified by the International (Nice) Classification of Goods and Services into 45 Trademark Classes (1 to 34 cover goods, and 35 to 45 services). The idea of this system is to specify and limit the extension of the intellectual property right by determining which goods or services are covered by the mark, and to unify classification systems around the world.

Exercise 2. Match the terms with their definitions.

1. trademark a. work, or the doing of work, for another or for a community; provision or supplying of a public need
2. goods b. justification or fair claim; legal or moral entitlement; authority to act
3. services c. emblem of an organization used in its display material etc.
4. consumer d. the process of keeping (something or someone) safe
5. owner e. that which is produced, then traded, bought or sold, then finally consumed and consists of an action or work
6. logo f. any product of someone's intellect that has commercial value, especially copyrighted material, patents, and trademarks
7. design g. that which is produced, then traded, bought or sold, then finally consumed
8. intellectual property h. preliminary plan or sketch for making something; art of producing these; plan, purpose, or intention; arrangement or layout of a product; established version of a product
9. right i. distinguishing sign to identify uniquely the source of products or services
10.protection j. purchaser of goods or services
Exercise 3. Study the following commonly confused words:

Are you clear about the difference between the words effect and affect?

**effect:** the consequence or result of an action  
**EXAMPLE:** The moon has an effect on the tides.

**affect:** to influence or produce an effect upon  
**EXAMPLE:** Bright lights affect the eyes.

Write affect or effect to complete each sentence.

1. The store owner hoped his advertisement would have a good … on sales.
2. Our assignment was to write a paragraph about one cause and one … of world hunger.
3. Why should you allow her bad mood to … the way you feel?
4. If he studies a little harder, he can … a big change in his grades.
5. Nature begins from causes, and thence descends to ….
6. A law was made but it had little ….

Exercise 4. Make up sentences.

1. that/ is used/ the products or services/ a distinctive sign/ a trademark/ originate from/ to identify/ a unique source
2. a range of / also/ trademarks/ is/ there/ non-conventional
3. be called/ a service mark/ particularly/ trademark/ sometimes/ the United States/ may/ in
4. the government/ trademarks/ registering/ involve/ with
5. the commercial source of/ exclusively/ products or services/ the essential function/ is/ of a trademark/ to identify

Exercise 5. Translate the following article into English.

Товарный знак на пути к популярности и доверию среди потребителей должен быть подкреплен правовой защитой. Это необходимо в силу нижеследующих причин:

1. Ваш товарный знак (или похожий на него) может быть уже зарегистрирован на третье лицо. В этом случае можно ожидать заявления в суд
с требованием о прекращении использования Вами названия и взыскания с Вас убытков.

2. Вполне реальная и следующая ситуация. Бывшие партнеры, соучредители, акционеры, работники и т.д. начинают заниматься производством и реализацией товаров (услуг) под вашими марками, которые на протяжении долгого времени завоевывали рынок. Если ваше название, наименование вашей продукции не обладают свидетельством на товарный знак, то ваш бизнес практически беззащитен.

3. Наконец, разработанный и использующийся товарный знак может быть недобросовестно скопирован и зарегистрирован на свое имя другой организацией.

**Exercise 6. Speak on the following:**

1. Intellectual property organizations
2. International Trademark Association
3. Merchant's mark
4. Office for Harmonization in the Internal Market
5. Service marks
6. Trade dress
7. Trademark classification
8. Trademark dilution
9. Trademark fraud
10. Trademark search
11. Trademark symbol
12. Unregistered trademark
13. World Intellectual Property Organization
14. Australian trade mark law
15. Canadian trade-mark law
16. European Union trade mark law
17. Hong Kong trade mark law
18. Japanese trademark law
19. People's Republic of China's trademark law
20. Philippine Trademark Law
21. United Kingdom trade mark law
22. United States trademark law
23. Certification marks
24. Chartered marks
25. Collective trademarks
26. Defensive trademarks
27. Electronic registration marks
28. Colour trademarks
29. Hologram trademarks
30. Fictional brands
31. Sound trademarks
32. Company Names Tribunal
33. Copyright infringement
34. Entertainment law
35. Ghost marks
36. Madrid system
37. Brand
38. Emblem
39. Logo
40. Visual brand language
APPENDIX
TEXTS FOR SUPPLEMENTARY READING

Text 1. BUSINESS EXCELLENCE

Business excellence is the systematic use of quality management principles and tools in business management, with the goal of improving performance based on the principles of customer focus, stakeholder value, and process management. Key practices in business excellence applied across functional areas in an enterprise include continuous and breakthrough improvement, preventative management and management by facts. Some of the tools used are the balanced scorecard, Lean, the Six Sigma statistical tools, process management, and project management.

Business excellence, as described by the European Foundation for Quality Management (EFQM), refers to "outstanding practices in managing the organization and achieving results, all based on a set of eight fundamental concepts." These concepts are "results orientation, customer focus, leadership and constancy of purpose, management by processes and facts, people development and involvement, continuous learning, innovation and improvement; partnership development, and public responsibility."

In general, business excellence models have been developed by national bodies as a basis for award programs. For most of these bodies, the awards themselves are secondary in importance to the widespread adoption of the concepts of business excellence, which ultimately leads to improved national economic performance. By far the majority of organizations that use these models do so for self-assessment, through which they may identify improvement opportunities, areas of strength, and ideas for future organizational development. Users of the EFQM Excellence Model, for instance, do so for the following purposes: self-assessment, strategy formulation, visioning, project management, supplier management, and mergers. The most popular and influential model in the western world is the Malcolm Baldrige Award Model (also known as the Baldrige model, the Baldrige criteria, or the criteria for performance excellence), launched by the US government. More than 60 national and state/regional awards base their frameworks upon the Baldrige criteria.

When used as a basis for an organization's improvement culture, the business excellence criteria within the models broadly channel and encourage
the use of best practices into areas where their effect will be most beneficial to performance. When used simply for self-assessment, the criteria can clearly identify strong and weak areas of management practice so that tools such as benchmarking can be used to identify best-practice to enable the gaps to be closed. These critical links between business excellence models, best practice, and benchmarking are fundamental to the success of the models as tools of continuous improvement.

Process Phases. Because of the blend of different methodologies that have specific phases within their processes, business excellence drives results through four well defined phases: Discover/Define, Measure/Analyze, Create/Optimize, Monitor/Control. Those phases evolve continuously within the ever-growing organization, driving constant monitoring, optimization and re-evaluation.

Text 2. FAIRTRADE CERTIFICATION

Fairtrade certification (Fairtrade, known as Fair Trade Certified in the United States and Canada) is a product certification system designed to allow people to identify products that meet agreed environmental, labour and developmental standards. Overseen by a standard-setting body, FLO International, and a certification body, FLO-CERT, the system involves independent auditing of producers to ensure the agreed standards are met. Companies offering products that meet the Fairtrade standards may apply for licences to use the Fairtrade Certification Mark (or, in North America, the applicable Fair Trade Certified Mark) for those products.

The FLO International Fairtrade certification system covers a growing range of products, including bananas, honey, oranges, cocoa, coffee, shortbread, cotton, dried and fresh fruits and vegetables, juices, nuts and oil seeds, quinoa, rice, spices, sugar, tea and wine.

In 2008, Fairtrade certified sales amounted to approximately €2.9 billion (US $4.08 billion) worldwide, a 22% year-to-year increase. Sales are further expected to grow significantly in the coming years: according to the 2005 Just-Food Global Market Review, Fairtrade sales should reach US$ 9 billion in 2012 and US$ 20-25 billion by 2020.

Although many attempts to market fair trade products were observed in the 1960s and 1970s, fair trade sales only really took off with the Max Havelaar
labeling initiative in 1988 and the establishment of FLO (which included other regional initiatives like it) in 1997. Fair trade sales prior to labeling initiatives were contained to relatively small world shops (also called charity shops), operated by alternative trading organizations (ATOs) such as Oxfam and Traidcraft. Many felt that these world shops were too disconnected from the rhythm and the lifestyle of contemporary developed societies. The inconvenience of going to them to buy only a product or two was too high even for the most dedicated customers. The only way to increase sale opportunities was to start offering fair trade products where consumers normally shop, in the large distribution channels. The problem was to find a way to expand distribution without compromising consumer trust in fair trade products and in their origins.

In 2002, FLO launched a new International Fairtrade Certification Mark, effectively replacing most previous Max Havelaar and TransFair certification marks. The goals of the launch were to improve the visibility of the Mark on supermarket shelves, facilitate cross border trade and simplify export procedures for both producers and exporters.

Today, all but two Labeling Initiatives, namely TransFair USA and TransFair Canada, have fully adopted the new mark. These two organizations currently use the Fair Trade Certified Mark. TransFair USA has apparently elected to continue with its own mark for the time being, while the Canadian organization currently allows certified products to carry either mark.

In January 2004, Fairtrade Labeling Organizations International was divided into two independent organizations: FLO International, which sets Fairtrade standards and provides producer business support, and FLO-CERT, which inspects and certifies producer organizations. The aim of the split was to ensure the impartiality, the independence of the certification process and compliance with ISO 65 standards for product certification bodies.

Text 3. ISO STANDARTIZATION PROCESS

A standard published by ISO/IEC is the last stage of a long process that commonly starts with the proposal of new work within a committee. Here are some abbreviations used for marking a standard with its status:

- PWI – Preliminary Work Item
• NP or NWIP – New Proposal / New Work Item Proposal (e.g. ISO/IEC NP 23007)
• AWI – Approved new Work Item (e.g. ISO/IEC AWI 15444-14)
• WD – Working Draft (e.g. ISO/IEC WD 27032)
• CD – Committee Draft (e.g. ISO/IEC CD 23000-5)
• FCD – Final Committee Draft (e.g. ISO/IEC FCD 23000-12)
• DIS – Draft International Standard (e.g. ISO/IEC DIS 14297)
• FDIS – Final Draft International Standard (e.g. ISO/IEC FDIS 27003)
• PRF – Proof of a new International Standard (e.g. ISO/IEC PRF 18018)
• IS – International Standard (e.g. ISO/IEC 13818-1:2007)

Abbreviations used for amendments:
• NP Amd – New Proposal Amendment (e.g. ISO/IEC 15444-2:2004/NP Amd 3)
• AWI Amd – Approved new Work Item Amendment (e.g. ISO/IEC 14492:2001/AWI Amd 4)
• WD Amd – Working Draft Amendment (e.g. ISO 11092:1993/WD Amd 1)

Other abbreviations:
• TR – Technical Report (e.g. ISO/IEC TR 19791:2006)
• DTR – Draft Technical Report (e.g. ISO/IEC DTR 19791)
• TS – Technical Specification (e.g. ISO/TS 16949:2009)
• DTS – Draft Technical Specification (e.g. ISO/DTS 11602-1)
• TTA – Technology Trends Assessment (e.g. ISO/TTA 1:1994)
• IWA – International Workshop Agreement (e.g. IWA 1:2005)
• Cor – Technical Corrigendum (e.g. ISO/IEC 13818-1:2007/Cor 1:2008)

International Standards are developed by ISO technical committees (TC) and subcommittees (SC) by a process with six steps:
• Stage 1: Proposal stage
• Stage 2: Preparatory stage
• Stage 3: Committee stage
• Stage 4: Enquiry stage
• Stage 5: Approval stage
• Stage 6: Publication stage
The TC/SC may set up working groups (WG) of experts for the preparation of a Working Drafts. Subcommittees may have several working groups, which can have several Sub Groups (SG).

It is possible to omit certain stages, if there is a document with a certain degree of maturity at the start of a standardization project - for example a standard developed by another organization. ISO/IEC Directives allow also the so-called "Fast-track procedure". In this procedure a document is submitted directly for approval as a draft International Standard (DIS) to the ISO member bodies or as a final draft International Standard (FDIS) if the document was developed by an international standardizing body recognized by the ISO Council.

The first step – a proposal of work (New Proposal) is approved at the relevant subcommittee or technical committee. A working group (WG) of experts is set up by the TC/SC for the preparation of a Working Draft. When the scope of a new work is sufficiently clarified, some of the working groups (e.g. MPEG) usually make open request for proposals – known as "Call for proposals". The first document that is produced for example for audio and video coding standards is called a Verification Model (VM) (previously also called a Simulation and Test Model). When a sufficient confidence in the stability of the standard under development is reached, a Working Draft (WD) is produced. This is in the form of a standard but is kept internal to working group for revision. When a Working Draft is sufficiently solid and the working group is satisfied that it has developed the best technical solution to the problem being addressed, it becomes Committee Draft (CD). If it is required, it is then sent to the P-members of the TC/SC (National Bodies) for ballot. The CD becomes Final Committee Draft (FCD) if the number of positive votes is above the quorum. Successive committee drafts may be considered until consensus is reached on the technical content. When it is reached, the text is finalized for submission as a draft International Standard (DIS). The text is then submitted to National Bodies for voting and comment within a period of five months. It is approved for submission as a final draft International Standard (FDIS) if a two-thirds majority of the P-members of the TC/SC are in favour and not more than one-quarter of the total number of votes cast are negative. ISO will then hold a ballot with National Bodies where no technical changes are allowed (yes/no ballot), within a period of two months. It is approved as an International Standard (IS) if a two-thirds majority of the P-members of the TC/SC is in
favour and not more than one-quarter of the total number of votes cast are negative. After approval, only minor editorial changes are introduced into the final text. The final text is sent to the ISO Central Secretariat which publishes it as the International Standard.

Text 4. ORGANIC CERTIFICATION

Organic certification is a certification process for producers of organic food and other organic agricultural products. In general, any business directly involved in food production can be certified, including seed suppliers, farmers, food processors, retailers and restaurants. Requirements vary from country to country, and generally involve a set of production standards for growing, storage, processing, packaging and shipping that include:

- avoidance of most synthetic chemical inputs (e.g. fertilizer, pesticides, antibiotics, food additives, etc), genetically modified organisms, irradiation, and the use of sewage sludge;
- use of farmland that has been free from synthetic chemicals for a number of years (often, three or more);
- keeping detailed written production and sales records (audit trail);
- maintaining strict physical separation of organic products from non-certified products;
- undergoing periodic on-site inspections.

In some countries, certification is overseen by the government, and commercial use of the term organic is legally restricted. Certified organic producers are also subject to the same agricultural, food safety and other government regulations that apply to non-certified producers.

Organic certification addresses a growing worldwide demand for organic food. It is intended to assure quality and prevent fraud, and to promote commerce. While such certification was not necessary in the early days of the organic movement, when small farmers would sell their produce directly at farmers' markets, as organics have grown in popularity, more and more consumers are purchasing organic food through traditional channels, such as supermarkets. As such, consumers must rely on third-party regulatory certification.

For organic producers, certification identifies suppliers of products approved for use in certified operations. For consumers, "certified organic" serves as a product assurance, similar to "low fat", "100% whole wheat", or "no artificial preservatives".
Certification is essentially aimed at regulating and facilitating the sale of organic products to consumers. Individual certification bodies have their own service marks, which can act as branding to consumers — a certifier may promote the high consumer recognition value of its logo as a marketing advantage to producers. Most UK certification bodies operate organic standards that meet the UK government's minimum requirements. Some certification bodies, such as the Soil Association, certify to higher standards.

Text 5. TRADEMARK REGISTRATION

The law considers a trademark to be a form of property. Proprietary rights in relation to a trademark may be established through actual use in the marketplace, or through registration of the mark with the trademarks office (or "trademarks registry") of a particular jurisdiction. In some jurisdictions, trademark rights can be established through either or both means. Certain jurisdictions generally do not recognize trademarks rights arising through use. If trademark owners do not hold registrations for their marks in such jurisdictions, the extent to which they will be able to enforce their rights through trademark infringement proceedings will therefore be limited. In cases of dispute, this disparity of rights is often referred to as "first to file" as opposed to "first to use." Other countries such as Germany offer a limited amount of common law rights for unregistered marks where to gain protection, the goods or services must occupy a highly significant position in the marketplace — where this could be 40% or more market share for sales in the particular class of goods or services.

In the United States the registration process entails several steps prior to a trademark receiving its Certificate of Registration. First, an Applicant, the individual or entity applying for the registration, files an application to register the respective trademark. The application is then placed in line in the order it was received to be examined by an examining attorney for the U.S. Patent and Trademark Office. Second, following a period of anywhere from three to six months the application is reviewed by an examining attorney to make sure that it complies with all requirements in order to be entitled to registration. This review includes procedural matters such as making sure the applicant's goods or services are identified properly. It also includes more substantive matters such as making sure the applicant's mark is not merely descriptive or likely to cause confusion with a pre-existing applied-for or registered mark. If the application
runs afoul of any requirement, the examining attorney will issue an office action requiring the applicant to address certain issues or refusals prior to registration of the mark. Third, and after the examination of the mark has concluded with no issues to be addressed or an applicant has responded adequately to an examining attorney's concerns, the application will be published for opposition. During this 30-day period third-parties who may be affected by the registration of the trademark may step forward to file an Opposition Proceeding to stop the registration of the mark. If an Opposition proceeding is filed it institutes a case before the Trademark Trial and Appeal Board to determine both the validity of the grounds for the opposition as well as the ability of the applicant to register the mark at issue. Fourth, provided that no third-party opposes the registration of the mark during the opposition period or the opposition is ultimately decided in the applicant's favor the mark will be registered in due course.

Outside of the United States the registration process is substantially similar to that found in the U.S. save for one notable exception in many countries: registration occurs prior to the opposition proceeding. In short, once an application is reviewed by an examiner and found to be entitled to registration a registration certificate is issued subject to the mark being open to opposition for a period of typically 6 months from the date of registration.

A registered trademark confers a bundle of exclusive rights upon the registered owner, including the right to exclusive use of the mark in relation to the products or services for which it is registered. The law in most jurisdictions also allows the owner of a registered trademark to prevent unauthorized use of the mark in relation to products or services which are identical or "colourfully" similar to the "registered" products or services, and in certain cases, prevent use in relation to entirely dissimilar products or services. The test is always whether a consumer of the goods or services will be confused as to the identity of the source or origin. An example may be a very large multinational brand such as "Sony" where a non-electronic product such as a pair of sunglasses might be assumed to have come from Sony Corporation of Japan despite not being a class of goods that Sony has rights in.

Once trademark rights are established in a particular jurisdiction, these rights are generally only enforceable in that jurisdiction, a quality which is sometimes known as territoriality. However, there is a range of international trademark laws and systems which facilitate the protection of trademarks in more than one jurisdiction.
# STANDARD CERTIFICATION MARKS

<table>
<thead>
<tr>
<th>VDE Testing and Certification Institute</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mark</strong></td>
<td><strong>Description</strong></td>
</tr>
<tr>
<td><img src="image1" alt="VDE Mark" /></td>
<td><strong>VDE Mark for appliances as technical equipment according to the Appliance Safety Law (GSG), for Medical Device Law (MPG), components and installation materials.</strong> The VDE Mark indicates conformity with the VDE standards or European or internationally harmonized standards resp. and confirms compliance with protective requirements of the applicable EC Directive(s). The VDE Mark is a symbol for electrical, mechanical, thermal, toxic, radiological and other hazards.</td>
</tr>
<tr>
<td><img src="image2" alt="VDE GS Mark" /></td>
<td><strong>For appliances as technical equipment according to the GSG.</strong> For ready-to-use equipment, the licence holder may chose to affix the VDE Mark or the VDE GS Mark.</td>
</tr>
<tr>
<td><img src="image3" alt="ENEC Mark" /></td>
<td><strong>For products certified on the basis of harmonized certification agreements.</strong> Testing is based on harmonized European standards listed in the ENEC Agreement. Products (at present luminaires and related components, energy saving lamps, IT equipment, transformers, switches for appliances, electrical controls, certain types of capacitors and EMI suppression components) tested to the listed standards may be marked with the ENEC Mark of the VDE. The approval of any other body participating in the ENEC Agreement is not required.</td>
</tr>
<tr>
<td>Mark</td>
<td>Description</td>
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<tr>
<td>------</td>
<td>-------------</td>
</tr>
<tr>
<td><img src="image" alt="VDE EMC Mark" /></td>
<td>For appliances in compliance with standards for electromagnetic compatibility. The VDE EMC Mark expresses the conformity of a product with applicable standards for electromagnetic compatibility. The reliable function of the product in its electromagnetic environment is also included. The requirements for granting this mark comprise automatically and without restriction the compliance with applicable standards.</td>
</tr>
<tr>
<td><img src="image" alt="VDE Cable Mark" /></td>
<td>For cables, insulated cords, installation conduits and ducts, the VDE Cable Mark is applicable. For cables and cords, the VDE Identification Thread may be used.</td>
</tr>
</tbody>
</table>
| ![VDE-HARmonization Mark](image) | VDE-HARmonization Marking  
The VDE HARMonization Marking or VDE HARMonization Thread resp. for cables and insulated cords according to harmonized certification procedures. Testing is based on the Harmonization Documents (HD) listed in the HAR Agreement. Products (harmonized power cables) tested and found in compliance with the requirements of the mentioned standards may be marked with the VDE HARMonization Marking. |
| ![VDE Component Mark](image) | The VDE Component Mark may be used for electronic components. |
| ![CECC Mark](image) | The CECC Mark for electronic components according to CECC Specifications. For electronic components according to CECC Specifications (CECC: CENELEC Electronic Components Committee) the CECC Mark may be used. |
VDE-Reg.-Nr. XXXXX
VDE-Reg.-Nr. (VDE Certificate of Conformity in conjunction with factory surveillance). This mark is used in two cases: firstly, for products in compliance with applicable clauses of VDE standards in the absence of a fully applicable VDE standard, and secondly, if a product, e.g. a sub-assembly requires the fulfillment of additional conditions when incorporated into complete equipment. For cables and insulated cords, the VDE-Reg.-Nr. or the relevant mark resp. is applicable in absence of special regulations for products which were tested on the basis other standards. Special constructions and all variations of non-harmonized cables and insulated cords belong to this category of products.

<table>
<thead>
<tr>
<th>Mark</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>UL</td>
<td><strong>UL Listing Mark</strong></td>
</tr>
<tr>
<td></td>
<td>This is one of the most common UL Marks. If a product carries this Mark, it</td>
</tr>
<tr>
<td></td>
<td>means UL found that samples of this product met UL's safety requirements.</td>
</tr>
<tr>
<td></td>
<td>These requirements are primarily based on UL's own published Standards for</td>
</tr>
<tr>
<td></td>
<td>Safety. This type of Mark is seen commonly on appliances and computer</td>
</tr>
<tr>
<td></td>
<td>equipment, furnaces and heaters, fuses, electrical panel boards, smoke and</td>
</tr>
<tr>
<td></td>
<td>carbon monoxide detectors, fire extinguishers and sprinkler systems, personal</td>
</tr>
<tr>
<td></td>
<td>flotation devices like life jackets and life preservers, bullet resistant</td>
</tr>
<tr>
<td></td>
<td>glass, and thousands of other products.</td>
</tr>
<tr>
<td>C-UL</td>
<td><strong>C-UL Listing Mark</strong></td>
</tr>
<tr>
<td></td>
<td>This mark is applied to products for the Canadian market. The products</td>
</tr>
<tr>
<td></td>
<td>with this type of mark have been evaluated to Canadian safety requirements,</td>
</tr>
<tr>
<td></td>
<td>which may be somewhat</td>
</tr>
</tbody>
</table>
different from U.S. safety requirements. You will see this type of Mark on appliances and computer equipment, vending machines, household burglar alarm systems, lighting fixtures, and many other types of products.

<table>
<thead>
<tr>
<th><strong>C-UL US Listing Mark</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>UL introduced this new Listing Mark in early 1998. It indicates compliance with both Canadian and U.S. requirements. The Canada/U.S. UL Mark is optional. UL encourages those manufacturers with products certified for both countries to use this new, combined Mark, but they may continue using separate UL Marks for the United States and Canada.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Classification Mark</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>This mark appears on products which UL has also evaluated. Products carrying this mark have been evaluated for specific properties, a limited range of hazards, or suitability for use under limited or special conditions. Typically, products Classified by UL fall into the general categories of building materials and industrial equipment. Examples of types of equipment Classified by UL include immersion suits, fire doors, protective gear for fire fighters and industrial trucks.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>C-UL Classification Mark</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>This Classification marking is used for products intended for the Canadian marketplace. It indicates that UL has used Canadian standards to evaluate the product for specific hazards or properties. Examples of C-UL Classified products include air filter units, firestop devices, certain types of roofing systems, and others.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>C-UL US Classification Mark</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>UL introduced this new Classification Mark in early 1998. It indicates compliance with both Canadian and U.S. requirements. The Canada/U.S. UL Mark is optional. UL encourages those manufacturers with products certified for</td>
</tr>
</tbody>
</table>
both countries to use this new, combined Mark, but they may continue using separate UL Marks for the United States and Canada.

**Recognized Component Mark and Canadian Recognized Component Mark**

These are marks consumers rarely see because they are specifically used on component parts that are part of a larger product or system. These components may have restrictions on their performance or may be incomplete in construction. The Component Recognition marking is found on a wide range of products, including some switches, power supplies, printed wiring boards, some kinds of industrial control equipment and thousands of other products. Products intended for Canada carry the Recognized Component mark "C."

**Recognized Component Mark for Canada and the United States**

This new UL Recognized Component Mark, which became effective April 1, 1998, may be used on components certified by UL to both Canadian and U.S. requirements. Although UL had not originally planned to introduce a combined Recognized Component Mark, the popularity of the Canada/U.S. Listing and Classification Marks among clients with UL certifications for both Canada and the United States has led to the new Mark.

**International "emc-Mark"**

The International "emc-Mark" appears on products meeting the electromagnetic compatibility requirements of Europe, the United States, Japan, Australia, or any combination of the four. In the United States, some types of products can't be sold without proof of compliance to U.S. electromagnetic compatibility requirements. The types of products that are subject to EMC testing include medical and dental equipment, computers, microwave ovens,
televisions, radios, transmitters, and radio-controlled equipment.

### EPH Product Mark

The UL EPH mark appears on products that have been evaluated to Environmental and Public Health Standards. The "Classified" version is used for products complying with ANSI/NSF Standards and other food equipment hygiene codes and requirements. Examples include Food Service and Meat and Poultry Plant Equipment and Drinking Water Additives. The "Listed" version is typically used for products complying with UL's own published EPH Standards for Safety.

![UL EPH Mark](image)

### Food Service Product Certification Mark

The UL Food Service Product Certification Mark is UL's Classification Mark with specific reference to the appropriate NSF International standard. In addition, at the manufacturer's option, a supplemental Mark can be applied as shown. Equipment bearing the Mark is not limited to electrical products, but also includes gas appliances and non-powered equipment. These products are commonly found in commercial food establishments, institutional food services and other locations.

![UL Food Service Product Certification Mark](image)

### Field Evaluated Product Mark

A Field Evaluated Product Mark is applied to a product that is thoroughly evaluated in the field instead of UL's laboratories or the manufacturer's facility. If a product has been significantly modified since its manufacture or the product doesn't bear any third-party certification mark, a building owner, a regulatory authority, or anyone else directly involved with the product can request that UL conduct tests in the field on the specific piece of equipment. Products that meet appropriate safety requirements are labeled with a tamper-resistant Field Evaluated Product Mark.

![Field Evaluated Product Mark](image)
<table>
<thead>
<tr>
<th>Facility Registration Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>The UL Registered Firm Mark is a mark you will never see on a product. Instead, it indicates that a particular facility has passed UL’s evaluation to quality assurance standards and is used in promotion and marketing by companies with quality assessment programs audited by UL. The standards UL uses are the ISO 9000 series of quality assurance standards; QS-9000, the quality standards developed by the Big Three U.S. automakers for their suppliers; and ISO 14001, the standard covering environmental management systems.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marine Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>The UL Marine mark appears on products which have been evaluated specifically for marine use. Products bearing this Mark have been evaluated to UL's published Marine Safety Standards and other applicable standards and codes. These requirements address hazards that can occur as a result of exposure to harsh marine environments such as vibration, shock (impact), ignition protection, water ingress and salt spray corrosion common on pleasure craft and boats. Examples of the type of equipment suitable for the UL Marine Mark include alternators, battery chargers/power inverters, navigation lights, and fuel tanks, filters and pumps.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AR-UL Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>AR-UL Mark Used in conjunction with the mandatory &quot;S&quot; Mark of Argentina's National Office of Internal Commerce (Direccion Nacional de Comercio Interior, or DNCI), the &quot;AR-UL&quot; Mark indicates a product's compliance with Phase III of Argentina's Resolution 92/98. Most electrical and electronic products entering Argentina will have to display the &quot;S&quot; Mark adjacent to the Mark of an accredited and Recognized third-party certification organization such as UL de Argentina, S.R.L.</td>
</tr>
<tr>
<td>Mark</td>
</tr>
<tr>
<td>----------------------</td>
</tr>
<tr>
<td><img src="image" alt="CSA International" /></td>
</tr>
<tr>
<td>CGA &quot;Script&quot;</td>
</tr>
<tr>
<td>CSA Blue Star</td>
</tr>
<tr>
<td>CGA Blue Flame</td>
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<tr>
<td>CSA Blue Flame</td>
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</tbody>
</table>
### NEMKO

<table>
<thead>
<tr>
<th>Mark</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>![N Mark]</td>
<td>Shows that the product is Safety Certified and when relevant, that the product is also compliant with the EMC Directive. The well-known N-mark is a certification mark based on Nemko's own testing or results from testing performed according to multi-national or bi-lateral agreement or by all authorized manufacturers. The mark itself signifies that Nemko has tested or certified the product according to national standards official safety regulations in Norway.</td>
</tr>
<tr>
<td>![SAFETY EMC]</td>
<td>Shows that the product is tested and certified as above, but signifies clearly that the product is certified for both safety and EMC by Nemko or by a Nemko authorized laboratory. In addition this mark confirms that the product also covers the EMC Directive, tested by Nemko or Nemko authorized laboratories.</td>
</tr>
<tr>
<td>![NEMKO APPROVED]</td>
<td>The product is only certified for EMC by Nemko.</td>
</tr>
<tr>
<td>![N Mark]</td>
<td>Products certified by Nemko may if desired be tagged with the unique &quot;Nemko Approved&quot; label for use as advertising, shows, displays packages and also on the actual products.</td>
</tr>
</tbody>
</table>

### DEMKO

<table>
<thead>
<tr>
<th>Mark</th>
<th>Description</th>
</tr>
</thead>
</table>
| ![D Mark]  | DEMKO's D-Mark represents electrical product safety for a great majority of consumers. The D-Mark demonstrates that, from a safety point of view, the tested product complies with:  
  - Harmonised standards, e.g. EN/HD  
  - International standards, e.g. IEC  
  - National standards, e.g. DS |

69
- Other national standards e.g. American National or UL Standards
- Other relevant parts of the above-mentioned standards which form part of the basis for certification e.g. National Deviations.

DEMKO is the Competent Body for the EMC Directive and performs testing under the EMC Directive. An EMC test, in addition to an LVD test, at DEMKO gives you the right to use DEMKO's EMC Mark. The accompanying report can be used as documentation for CE Marking of your product in accordance with the EMC Directive. Safety related EMC tests under the Low Voltage and Machinery Directives should always be performed either before, or in connection with, EMC testing under the EMC Directive in order to avoid expensive double work. EMC testing at DEMKO can be monitored by the manufacturer so that any problems arising can be dealt with immediately, or DEMKO can, by agreement with the manufacturer, make any necessary changes and retest the product.

European EMC Mark
A mark for EMC has been introduced in the 15 most recognized certification bodies in Europe.
- The CCA EMC Mark gives you the possibility to document that EMC requirements, which can often be difficult to handle, have been complied with.
  
  The CCA EMC Mark is recognized by the certification bodies in the 15 countries that recognize each other's results. Full European recognition is hereby achieved.
- The EMC Certificate is always documented by an accompanying EMC test report.
- The EMC Mark can be used together with national safety marks as well as with the CE Mark.
<table>
<thead>
<tr>
<th>Mark</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIMKO</td>
<td><strong>The SGS Fimko FI mark is a well-known and respected impartial certification mark indicating the safety and quality of a product. The FI mark can only be used on products that have a valid FI certificate granted by FIMKO. The FI mark can appear on the certified product, in the User’s Manual and Installation Guide, in product catalogues and, for example in newspaper, TV and radio advertisements. Below the FI mark our slogan ‘safe quality’ can be used to strengthen and enhance the value of the mark (see figure). More information about the use of the FI mark can be found in FIMKO’s FI handbook and on a diskette which can be obtained free of charge.</strong></td>
</tr>
<tr>
<td>EMC</td>
<td><strong>An EMC certificate issued by FIMKO is a powerful way of demonstrating the EMC conformity of the product for international markets. SGS Fimko’s EMC mark gives added value and can be used in marketing, for example on the packaging, in brochures and price lists. EMC certified products can be browsed on SGS Fimko’s website under the FI register, product lists. The EMC certificate granted by SGS Fimko requires that testing is carried out according to European standards or in a testing laboratory assessed and approved by SGS Fimko. SGS Fimko’s EMC mark can be granted to all products which are in accordance with European standards, for example household appliances, switches for household appliances, lighting fittings, measurement instruments, electromedical equipment, IT equipment, office machines, hand-held tools and consumer electronics.</strong></td>
</tr>
<tr>
<td><strong>Mark</strong></td>
<td><strong>Description</strong></td>
</tr>
<tr>
<td>----------</td>
<td>----------------</td>
</tr>
<tr>
<td><img src="image" alt="S Mark" /></td>
<td>The S marking, which is voluntary today, means that SEMKO as an impartial testing laboratory certifies that the product fulfils valid safety requirements. The safety requirements include checking of e.g.: electrical safety, fire protection, mechanical hazards, and radiation risks, e.g. of CD players and solaria.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Mark</strong></th>
<th><strong>Description</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="CE Mark" /></td>
<td>The CE-marking is the manufacturer's statement to the EU authorities that his product complies with all relevant CE-marking Directives. It is important to emphasize that the CE-marking is not a quality mark or a guarantee to consumers in EU. The manufacturer is always responsible - within or outside EU - for CE-marking. If the manufacturer is not located in EU, he can authorize a representative located in EU who thus becomes responsible for CE-marking. The representative's duties and responsibilities must be agreed in writing. Importers not authorized by the manufacturer must keep his documentation in safekeeping in EU for ten years after the last production date. Please bear in mind, that the importer may always be held responsible for the documentation.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Mark</strong></th>
<th><strong>Description</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="ENEC Mark" /></td>
<td>ENEC is an abbreviation for &quot;European Norms Electrical Certification&quot;. These four letters are part of the registered trade mark that demonstrates that a product has been certified by one of the national certification institutes in Europe. Today, there are 18 certification institutes who are signatories to the agreement. Apart from the ENEC Mark itself, there is</td>
</tr>
</tbody>
</table>
also a two digit number that indicates which certification body has issued the ENEC Certificate.

The ENEC Agreement was originally (in 1991 under the name, the LUM Agreement) started with a view to providing manufacturers of luminaires with a joint European certification mark to replace all the different national marks. In 1999, the agreement was expanded to include:

- Lighting
- Components for lampholders
- IT
- Electric office equipment
- Safety isolating transformers
- Isolating transformers and separating transformers
- Power supply units
- Switches

The GS-Mark is the German national mark that demonstrates that a product has been tested and found to comply with the standards for the product. The GS-Mark is to Germans what the Danish D-Mark is to Danes. The GS-Mark is very well recognised by German consumers; so well recognised that certain products are nearly impossible to sell without the GS-Mark.

For manufacturers and importers wishing to sell their electrical products in Germany, it is a good idea to have a GS-Mark. There are three particular areas where a GS-Mark is nearly a necessity: tools, IT equipment and electromedical equipment.

Manufacturers of tools often have a hard, if not impossible, time selling their products in Germany without a GS-Mark because such marking is supported by consumers and the trade unions. IT equipment is also effected by the requirement for GS-Marking; the mark is a requirement if you wish to sell major companies or institutions.

The third area where the GS-Mark is particularly important is electromedicine because a GS-Mark is a prerequisite for a
grant to the institution in question from the German authorities.

<table>
<thead>
<tr>
<th>Keymark</th>
<th>Keymark is a European safety mark identical to the well-known systems on which the existing European CCA system is built. Some of the most important criteria for testing products under the CCA rules are: factory inspection, random sample supervision and testing performed by testing institutes of equal standing. Market supervision is performed, i.e. products are periodically sampled from the market for examination in accordance with the procedures applied by the individual countries' national bodies. The testing institute responsible for issuing the Keymark is identified by means of a numerical code which constitutes part of the Keymark itself.</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOM Mark</td>
<td>The NOM Mark is the Mexican product safety mark. Our Mexico City laboratory is an accredited SECOFI laboratory - however, you can receive testing from any one of our laboratories to receive this certification.</td>
</tr>
<tr>
<td>Warnock Mark</td>
<td>Warnock Mark Mark represents compliance to United States and/or Canadian product safety standards. The Warnock Hersey Mark can be found mainly on fire doors, sealed insulated glass, building materials and gas and oil fired products, like hearth products.</td>
</tr>
<tr>
<td>GOST R</td>
<td>The GOST R certification mark is part of the mandatory Russian Certification system.</td>
</tr>
</tbody>
</table>
| ETL Listed Mark | **ETL Listed Mark**
ETL Listed Mark represents compliance to United States and/or Canadian product safety standards. You will find the ETL Listed Mark on electrical- gas-, or oil- fired products.

For the United States, we are recognized by Occupational Safety Hazards Association (OSHA) as an National
Recognized Testing Laboratory (NRTL). In Canada, we are accredited by the Standards Council of Canada (SCC) as a Testing Organization and a Certification Organization.

ENERGY STAR is the symbol for energy efficiency. It's a label created by the U.S. Environmental Protection Agency and the U.S. Department of Energy to help consumers save money and prevent air pollution.

An appliance or product with the ENERGY STAR label means that it's in the top of its class for energy efficiency. Products that meet EPA and Department of Energy efficiency criteria qualify as ENERGY STAR. Consumers save money with ENERGY STAR products because they use less energy than conventional products and cost less to operate. ENERGY STAR products also offer the same or often better performance and features as conventional products.
Текст 1. Добровольная сертификация

Добровольной сертификации подлежит продукция, на которую отсутствуют обязательные к выполнению требования по безопасности. В то же время ее проведение ограничивает доступ на рынок некачественных изделий за счет проверки таких показателей, как надежность, эстетичность, экономичность и др.

Добровольная сертификация проводится в соответствии с Законом РФ "О сертификации продукции и услуг" по инициативе заявителей (изготовителей, продавцов, исполнителей) в целях подтверждения соответствия продукции (услуг) требованиям стандартов, технических условий, рецептур и других документов, определяемых заявителем. (Закон РФ "О сертификации продукции и услуг" от 10.06.1993 № 5151-1 утратил силу по истечении шести месяцев со дня официального опубликования Федерального закона от 27.12.2002 № 184-ФЗ "О техническом регулировании".) Добровольная сертификация проводится на условиях договора между заявителем и органом по сертификации.

Текст 2. Метрология

Метрология — наука об измерениях физических величин, методах и средствах обеспечения их единства и способах достижения требуемой точности. Предметом метрологии является извлечение количественной информации о свойствах объектов с заданной точностью и достоверностью. Средством метрологии является совокупность измерений и метрологических стандартов, обеспечивающих требуемую точность.

Метрология состоит из 3 разделов:

- Теоретическая: рассматривает общие теоретические проблемы (разработка теории и проблем измерений, физических величин, их единиц, методов измерений).
- Прикладная: изучает вопросы практического применения разработок теоретической метрологии. В её ведении находятся все вопросы метрологического обеспечения.
- Законодательная: устанавливает обязательные технические и юридические требования по применению единиц физической величины, методов и средств измерений.
Текст 3. Обязательная сертификация

Обязательная сертификация осуществляется на основании законов и законодательных положений и обеспечивает доказательство соответствия товара (процесса, услуги) требованиям технических регламентов, обязательным требованиям стандартов. Так как обязательная сертификация относится к безопасности, охране здоровья людей и окружающей среды, следовательно, аспект обязательной сертификации — безопасность и экологичность.

Установленная законодательством РФ обязательная сертификация — это система сертификации продукции или услуг, сертификация которых является обязательным требованием. Чаще всего обязательная сертификация применяется для продукции, которая может повлиять на безопасность людей, их имущество и окружающую среду; на такую продукцию оформляется обязательный сертификат. Сертификация продукции включает в себя различные схемы сертификации. Самые распространенные — это оформление сертификата соответствия на контракт, на серийный выпуск и на определенную партию продукции.

Текст 4. Патент

Патент — охраный документ, удостоверяющий исключительное право, авторство и приоритет изобретения, полезной модели либо промышленного образца. Срок действия патента зависит от объекта патентования и составляет от 10 до 25 лет. Патент выдается государственным органом исполнительной власти по интеллектуальной собственности; в Российской Федерации таким органом является Федеральная служба по интеллектуальной собственности, патентам и товарным знакам — Роспатент. Под изобретением (в смысле патентного закона) понимается техническое решение в любой области, относящееся к продукту (в частности, устройству, веществу) или способу (процессу осуществления действий над материальным объектом с помощью материальных средств). Патент на изобретение в Российской Федерации действует в течение 20 лет с даты подачи заявки на выдачу патента.

Срок действия патента на изобретение, относящееся к лекарственному средству, пестициду или агрохимикату, для применения которых требуется получение в установленном законом порядке разрешения, может быть продлен на срок до 5 лет.
Текст 5. Сертификация органических продуктов

Когда речь заходит об органической продукции и развитии ее рынков, очень большую роль играет «органическая» гарантийная система, которая включает в себя специализированные инспекционные и сертификационные органы. Эта система в своей деятельности использует как правовые нормы, устанавливающие обязательные требования в рамках государственного регулирования, так и отдельные стандарты, которые являются добровольными соглашениями — результатом достижения определенного консенсуса потребителей и производителей товаров и услуг. Таким образом, эта гарантийная система (сертификация, инспектирование и маркировка) обеспечивает соответствие органическим стандартам всего процесса сельскохозяйственного производства и переработки до уровня конечной продукции, включая ее упаковку, маркировку и доставку потребителям. Сейчас преобладает тенденция замены правовых норм относительно органической продукции стандартами, поскольку последние — более простые в применении и легче поддаются международной гармонизации, а также из-за политики дерегулирования, которая осуществляется во многих странах.

Большую роль в формировании межправительственных стандартов играет Международная федерация органического сельского хозяйства (англ. IFOAM) — международная неправительственная организация, объединяющая свыше 700 активных организаций-участников в 100 странах мира. В 1980 году федерация сформулировала "Базовые стандарты IFOAM относительно органического производства и переработки", а со временем начала осуществлять оценку сертификационных учреждений на соблюдение ими указанных базовых стандартов, используя для этого разработанный ею "Аккредитационный критерий IFOAM".

В настоящее время в мире не существует единых международных стандартов органического производства. Органическая сертификация осуществляется в зависимости от того или иного рынка органической продукции: относительно Био-рынка ЕС — по ЕС 834/2007, 889/2008; относительно органического рынка США — по Национальной органической Программе (NOP), относительно экологического рынка Японии — по стандартам JAS и т.д.
Справедливая торговля — организованное общественное движение, отстаивающее справедливые стандарты международного трудового, экологического и социального регулирования, а также общественную политику в отношении маркированных и немаркированных товаров, от ремесленных изделий до сельскохозяйственных продуктов. В частности, это движение обращает особое внимание на экспорт товаров из развивающихся в развитые страны.

Частая тема при обсуждении справедливой торговли — критика существующей организации международной торговли как «несправедливой». Защитники принципов справедливой торговли утверждают, что колебания цен на товары не гарантируют прожиточного минимума многим производителям в развивающихся странах, вынуждая их брать займы на крайне невыгодных условиях. Сторонники справедливой торговли также считают, что рыночные цены не отражают истинной стоимости производства, которая должна включать и экологические, и социальные компоненты стоимости.

Справедливая торговля призвана обратиться к решению этих проблем посредством установления альтернативной системы торговли «этичными» товарами, способствующей экономическому развитию и предлагающей лучшие торговые условия для производителей и рабочих в развивающихся странах. Справедливую торговлю часто позиционируют как альтернативу или замену свободной торговли.

Вторая суббота мая является международным Днём справедливой торговли. В этот день во многих странах Европы и Северной Америки проходят различные акции и мероприятия, призванные обратить внимание на общественное движение и рассказать о его целях.
REFERENCES


WEB-resources


Учебное издание

М. Ю. Дудиков, Е. О. Ускова

УЧЕБНО-МЕТОДИЧЕСКОЕ ПОСОБИЕ ПО АНГЛИЙСКОМУ ЯЗЫКУ
(специальности «Стандартизация и сертификация», «Управление качеством»)

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