INTERNAL ADMINISTRATION GROUP CENTRAL RECORDS MANAGEMENT DIVISION

July 10, 2019

The Director

Office of the National Administrative Register (ONAR) UP Law Center Diliman, Quezon City

Sir/Ma'am:

Transmitted are three certified true copies and soft copy (word format in compact disc rewritable) of the following Customs Memorandum Order, to wit:

CMO 33-2019: USE OF BOC LOGOS AND MARKS BY SERVICE PROVIDERS.

OFFICE of the NATIONAL ADMINISTRATIVE REGISTER Administrative Rules and Regulations

JUL 10 2019

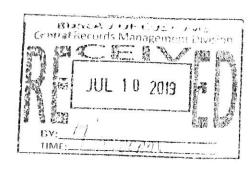
THME: 310 BY:

Very truly yours,

GLADYS C. CABUGAWAN Chief, CRMD



Republic of the Philippines Department of Finance BUREAU OF CUSTOMS 1099 Manila



U.P. LAW CENTER
OFFICE of the NATIONAL ADMINISTRATIVE REGISTER

Administrative Rules and Regulations

JUL 10 2019

Date July 9, 2019

CUSTOMS MEMORANDUM ORDER (CMO) NO. 33- 2019

SUBJECT: USE OF BOC LOGOS AND MARKS BY SERVICE PROVIDERS

Section 1. Objectives.

- **1.1.** To provide clear guidelines on the allowable usage of logos and marks which belong to the Bureau of Customs (BOC).
- 1.2. To prevent public confusion caused by inappropriate usage of BOC logos and marks by BOC accredited service providers.
- **Section 2. Scope.** The guidelines contained in this Order shall apply to all documents, communications, or forms, whether in printed or electronic format, that are issued by or through service providers that work with, connect to, or anyway interact with the BOC.
- **Section 3.** <u>Definitions</u>. For purposes of this CMO, the following terms are defined as follows:
 - **3.1. BOC** shall refer to the Bureau of Customs;
 - **3.2. Document** shall refer to any piece of written, printed, or electronic matter that provides information on, or evidence of, or that serves as an official record of, an event or transaction;

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Nuguel G. De Jesus SVCOO CRMD - BOC **3.3.** Mark/s — shall refer to any distinguishable logo, image, symbol, acronym or combination thereof that is identified with the BOC as an agency or any of its services; and

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3.4. Service providers — shall refer to entities that work with, connect to, or anyway interact with the BOC.

Section 4. Use of BOC Logo and Other Marks.

- 4.1. Use of the following Marks shall be reserved exclusively to the BOC for use in its official business and communications:
 - **4.1.1.** Logo or any identifying marks of the BOC or any of its component offices
 - 4.1.2. Logo or any identifying marks of any port or sub-port of the BOC
 - 4.1.3. E2M logo or "E2M" or "e2m" or "e2M" or any similar combination
 - 4.1.4. Acronym/s and other terms that pertain to the BOC such as: SAD, OLRS, CPRS, etc., when used in reference to any item or transaction that relates to the processes of the BOC.

A template for official BOC logo and other marks are attached as Annex A in this Order.

Service providers are enjoined from using marks and logos which are confusingly similar to any existing and/or future logos or marks associated with the BOC. Marks are considered "confusingly similar" if they are intended to create, or could reasonably be expected to create, confusion or mistake on the part of an ordinary and untrained observer as to the actual origin and/or authenticity of the document where the marks appear.

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4.2.

When used by service providers in any of its forms or on its website, the above Marks shall be used only to make accurate reference to the BOC in relation to the agency and its services. The content of the said form or website should not contain any false representations or otherwise suggest affiliation, sponsorship or approval by the BOC, such as using the Marks predominantly or in a manner inconsistent with these provisions.

Section 5. Use of Disclaimers and/or Watermarks.

5.1. Without prejudice to Section 6 of this Order, the forms or documents issued by service providers, whether in printed or

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Raquel G. De Jesus SVCOO CRMD - BOC electronic format, that are not submitted to the BOC for processing, shall contain the following disclaimer in plain and clear language:

"This document is for information purposes only and shall NOT be submitted or used for processing at the Bureau of Customs nor be relied upon as a basis for compliance with any legal requirement."

- **5.1.1** The disclaimer by the service provider must appear visibly in the top of every page of the document in text no smaller than the font used for the majority of the rest of the content.
- **5.1.2** The said form or document must likewise bear a visible watermark on every page stating the following words: "NOT an official BOC document"

The service provider is solely accountable on the issuance of said document or form which does not emanate from the Bureau of Customs.

Template for form or document which is not submitted to the BOC for processing is attached as Annex B.

5.2. This requirement does not apply to documents issued by service providers that have been lodged and accepted by the BOC's e2m system which can serve as basis for rights, claims or obligations (i.e. goods declaration for consumption, transit, warehousing, OLRS and other printouts bearing an E2M entry number).

Section 6. Acceptability of Single Administrative Document (SAD) Without BOC Reference Number. The print-out of the Single Administrative Document (SAD) issued by service providers even without the BOC reference number may still be accepted for processing by the BOC under the following conditions:

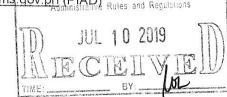
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6.1. It shall bear a watermark with the words: "FOR BOC USE ONLY";

6.2. The goods declaration is cleared under Informal Entry, Export, **or approved temporary manual process** transit by Free-zone entities.

Kaquel G. De Jesus SVCOO CRMD - BOC

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Template for form or document which is submitted to the BOC for processing is attached as Annex C.

Section 7. Company Logo or Mark. All forms or documents issued or printed by a service provider, whether or not submitted to the BOC for processing shall bear its company logo or mark at the bottom right portion of each page thereof.

Section 8. Sanctions.

- 8.1. Failure of Service providers to comply with the provisions indicated in this Order shall be considered a ground for revocation of their accreditation status in addition to any appropriate civil and/or criminal liability, or administrative sanctions that may be imposed by the BOC.
- **8.2.** The right and prerogative of the BOC to impose sanctions shall be independent of and shall not be contingent on the pendency or outcome of any civil, criminal or other proceeding.

Section 9. <u>Transitory Clause</u>. Pending effectivity of this CMO, all documents bearing an E2M entry number (import, export, transit SADs, OLRS printouts, etc.) that were printed with watermarks and/or disclaimers in compliance with CMO 7-2019 shall be recognized as official documents and be treated accordingly.

Section 10. Repealing Clause. CMO No. 7-2019 and all orders, memoranda, circulars and issuances inconsistent herewith are hereby repealed and/or deemed modified accordingly.

Section 11. Effectivity. This CMO shall take effect on

July 9, 2019

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Ruquel G. De Jesus SVCOO CKND-BOC REY LEONARDO B. GUERRERO

Commissioner JUL 09 2019



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ANNEX A

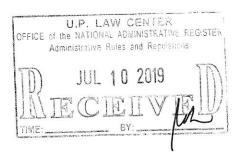






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