EUROPEAN COMMISSION
HEALTH AND FOOD SAFETY DIRECTORATE-GENERAL

Health systems and products
Medicinal products – authorisations, European Medicines Agency

PHARM 683

PHARMACEUTICAL COMMITTEE
17 March 2015

Subject: **Falsified Medicines Directive: update on the common logo for online pharmacies**

Agenda item 2e

Commission Implementing Regulation (EU) 699/2014 *on the design of the common logo to identify persons offering medicinal products for sale at a distance to the public and the technical, electronic and cryptographic requirements for verification of its authenticity* will become applicable in June 2015. As from the date of entry into application of the Commission Implementing Regulation (EU) 699/2014 the logo is mandatory for all legally operating on-line retailers of medicinal products established in the EU.

The European Commission has obtained trademark protection for the logo in the name and on behalf of the European Union. Therefore, Member States authorities responsible in each Member State for the application of the Implementing Regulation should sign a licence agreement on the use of the logo with the European Commission prior to the date of entry into application of the Regulation.

We would like to urge the Member States who have not signed the agreement so far to provide us with the contact details of the person vested, on the basis of national law, with powers to represent the national authority responsible for the implementation of the provisions on the logo (in a form of a letter confirming empowerment and providing the contact details).

The agreement will be sent to the designated person who will need to send back to the Commission two originals printed and signed. Upon the receipt, the signed originals will be countersigned by the Director General. One original will be sent back to the designated person. Second original will stay in the Commission's archives.

For more information or in order to arrange the signature of the agreement please contact: SANTE-PHARMACEUTICALS-D6@ec.europa.eu.

We would like as well to draw the attention to Article 85d of Directive 2001/83/EC, requiring from the European Commission, European Medicines Agency and the Member States to cooperate in conducting and promoting information campaigns aimed at general public on the dangers of falsified medicinal products supplied illegally at the distance to the public by means of information society services and of the functioning of the common logo. On the day of the adoption of Commission Implementing Regulation (EU) 699/2014 the European Commission launched the Communication Toolkit, containing leaflet, poster, quiz, social media content, animation, web banners and PPT. The materials are now available in all Member States official languages on the technical website (http://ec.europa.eu/health/human-use/eu-logo/technicalweb_en.htm). Those materials may be used by Member States responsible authorities in preparing and conducting national information campaigns. Please note that the website is not publicly referenced and therefore accessible only via the link indicated above. Access should remain limited to Member State authorities.

Ahead of the approaching entry into application of the provisions on the common EU logo the European Commission would like to invite the Member States to inform about their plans to conduct the national information campaigns.

Action to be taken:

For information.