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Tenth United Nations Conference on the Standardization of Geographical Names

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Item 8 (b) of the provisional agenda*

National standardization: office treatment of names

Draft resolution on names of a commercial nature

Submitted by Canada**

Summary***

The commercialization of toponymy is an increasingly common practice. Whether the names are associated with trademarks or companies that buy the right to name a place, commercial and promotional practices are a threat to toponymy.

A number of toponymic authorities around the world already have criteria or standards in place to limit the use of trademarked names in toponymy. It would be appropriate to adopt a resolution aimed at discouraging the use of toponyms for commercial purposes and the various practices used to commercialize geographical names at the Tenth United Nations Conference on the Standardization of Geographical Names.

* E/CONF.101/1.

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*** The full report is available in the languages of submission only from <http://unstats.un.org/unsd/geoinfo/UNGEGN/ungegnConf10.html>.

