

In the Name of God The Most Gracious The Most Merciful

**The Arab Republic of Egypt
Legal Opinion (Ifta'a) Institute
Mufti's Office**

Thanks to God only and prayers and greetings on whom after there is no prophet.

We reviewed the request made by Mr. Mahmoud Hamdy, the Regional Technical External Affairs Manager at the Coca-Cola Company registered under number 431 for the year 2000.

The inquirer says:

There have recently been rumors regarding our company's logo accusing us of injuring the true Islamic religion. These rumors stress that reading our company's logo upside down (in front of a mirror) is a lessening of the status of the Prophet, Peace Be upon Him and of the Noble Kaaba (God Forbid). The inquirer asks if the enclosed logo injures Islam or not?

The Answer

God says in his book and he is the truest of speakers (Koran). (Koran). The Prophet Peace Be Upon Him says, showing the danger of talking about a person or society in a way that harms them or spoils the relationship between them without proof. " He who believes in God and the Day of Judgement, must be generous with his neighbor, and he who believes in God and the Day of Judgement must be generous with his guest, and he who believes in God and the Day of Judgement must say something good or keep silent,".

These texts from the Koran and the noble Prophet's Sunna urge Moslems in every age and everywhere to refer back to God's book and his Prophet's sunna and the responsible officials from Islamic scientists and specialists if they disagree about an issue. The texts urge Moslems not to spread unfair rumors, false accusations, and untrue sayings which aim at harming peoples' interests in general or someone's interest in particular at all times and at all places without having a legal proof that they are true. This aims to shake confidence in what is allowed and fixed and existing between people. The believer is also true in his belief and he should thus- as a result of his belief- not say except good and not speak except truth and not speak about something without proof. A word spoken

by someone can place him in hell for 70 years as said by the Prophet, Peace be Upon Him.

In answer to the question: Coca-Cola Egypt's trademark- whose logo has been attached to the request- was reviewed by legal opinion (Iftha'e) committees at the Egyptian Iftha'e Institute. The committees were composed of the Institute's consultants and researchers. The trademark was also reviewed by numerous members of the public who visited the Institute. The trademark was likewise reviewed in an extended meeting headed by the Mufti of the Republic. This logo was studied from all its aspects in this meeting and none of the researchers, university professors or members of the public found any injury done the true Islamic religion directly or indirectly. The legal rule is that things are allowed unless there is a text disallowing it. It became clear to us that this trademark for which a legal opinion was requested, was designed more than 114 years ago and no one objected to it until today. The trademark was used in more than 200 Islamic and non-Islamic countries throughout the world. The trademark was originally designed more than 114 years ago in cities in the State of Georgia in the United States. It was designed for non-Moslems who do not know Islam's origins and branches. This trademark was not changed since it was designed until now. It is written in a foreign language and not in Arabic and all this proves that this trademark does not injure Islam or Moslems directly or indirectly because Islam's rules stipulate justice between all people. Those who spread these rumors should fear God in their religion and country and fear God in all their sayings and actions because such a rumor can harm their country and their religion (Islam) more than it benefits it. This is because it leads to the displacement of thousands of workers in the company and harms their families and children. Islam totally banned harming persons', the nation's and peoples' interests. The Prophet Peace be Upon Him said: " Do not harm yourself and do not harm others". Moslems now really need to protect their economy, increase their production, protect their workers' rights, and the strength of their unity so they can become a power that can protect their nation from their enemies' envy and to reach the highest level of advancement and prosperity in (Koran) and (Koran).

If this is your question,
The preceding text is the answer,
And God is highest and more knowledgeable
Professor Doctor Nasser Farid Wassel
Mufti of the Arab Republic of Egypt
10/5/2000

Registered under number 39/28 A (Masaleh)

Dated 6 Safar 1421 Hijri

May 10, 2000