

SOUTH NARRABEEN SLSC

BY- LAW

NO. 7

ISSUE: Use of Brand and Intellectual Property

COMMENCED: 15/08/2017

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PROVISIONS:

1. The Club colours, cap and, badge, Australian Business Number and any other Intellectual Property of the Club may only be used or reproduced in strict accordance with this By-Law and a style guide which shall be approved by the Club Committee.
2. The use of the Clubs name (including variation of the Clubs name) and Australian Business Number when applying for grants of any nature is to be endorsed by the Club Committee in all instances.
3. The Club President acts as the principal leader with overall responsibility for the Club's administration, therefore their name and contact information shall be submitted with all grant documents. In the second instance, the Director of Finance's information shall be submitted.
4. No Intellectual Property shall be used to sell, promote, endorse or approve any product or service without prior written authorisation from the South Narrabeen SLSC Club Committee.
5. The Clubs existing colours and badges shall not be altered without endorsement of the Club and re-endorsement of SLS NSW and the approval of SLSA.
6. Members and third parties must not commercially promote the Intellectual Property without first consulting the Club Committee and obtaining its approval. Any promotion by a member, sub-committee or third party can only be within the boundaries set by the Club Committee.
7. The right to use the Intellectual Property must not be granted to any sponsor or third party otherwise than in accordance with this policy.
8. Where a member or sub-committee seeks to promote the Intellectual Property within its authorised area it must seek approval by the Club Committee stating the nature, term and extent of the proposed promotion. The word "promote" in this paragraph means the use or exploitation of the Intellectual Property and includes granting the right for sponsors to use the Intellectual Property in their own advertising, as well as using sponsor's names or logos on or in conjunction with the Intellectual Property.

9. Definitions:

'The Club' refers to South Narrabeen SLSC Constitution 1. Name of Association as South Narrabeen Surf Life Saving Club Incorporated or variation (South Narrabeen SLSC, South Narrabeen Surf Club etc)

'The Club colours' refers to the colours royal blue and orange. The orange may vary depending on material used for competition cap and attire

'The Badge' refers to the club logo (albatross and banner) It may not be bastardised in any way

'The Cap' refers to the SLSA approved Club competition cap (as pictured below)

