



Currumbin Beach Vikings Surf Life Saving Club Inc. Intellectual Property Policy

Policy Register Number: CSLSC1.08

Original Issue Date: 12th October 2016
Approved By: Club Council
Approved on: 12th October 2016
Scheduled Review date: 10th November 2022

Background:

Currumbin Beach Vikings Surf Lifesaving Club has developed considerable goodwill and value in the intellectual property of the organisation. The Club acknowledges (but also wishes to demonstrate) the importance of the Intellectual Property and particularly the club logo. Protection of the clubs intellectual property will ensure that community, public and corporate perception of the Club remains positive.

Purpose:

The purpose of this policy is to protect the Intellectual Property owned by Currumbin Beach Vikings surf Lifesaving club against unauthorised use, both within the club and also by external parties for commercial gain. Unauthorised use of Intellectual Property, particularly for commercial gain, devalues that property and the image of the Club as a whole.

Scope;

- No Intellectual Property shall be used without prior written authorisation from the club CEO
- The Intellectual Property must be portrayed in a positive light
- As the owner of Intellectual Property including the Club logo the Club has the exclusive legal right to use, license and/or sell that Intellectual Property
- Any member or organisation wishing to use any Intellectual Property is requested to complete the attached application and return to Currumbin Surf Life Saving Club for processing.



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Name of member/organisation: (applicant)

Type of organisation: (eg advertising agency, photographic library etc)

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What image/logo do you wish to use or promote?

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In what format do you wish to reproduce/use the image/logo?

eg. Uniform, Photograph, film etc

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Please describe the visual/image you have in mind.....

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In what context and for what purpose(s) will the logo/image be used? (eg advertisement, news/feature coverage)

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What is the duration of the promotion/use (media coverage/advertising campaign)?

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Return to: Chief Executive Officer

Currumbin Surf Life Saving Club

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