



## Currambin Beach Vikings Surf Life Saving Club Inc. Intellectual Property Policy

**Policy Register Number:** CSLSC1.08

Original Issue Date: 12<sup>th</sup> October 2016  
Approved By: Club Council  
Approved on: 21<sup>st</sup> August 2024  
Scheduled Review date: 19<sup>th</sup> August 2026

### **Background:**

Currambin 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 Currambin 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 Currambin Surf Life Saving Club for processing.
- Where the logo is being used (and approved under the guidelines already outlined) that the last step is a visual sign off by the CEO (or their delegate) of the final artwork



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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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