



ParaFed Otago - Brand Protection Policy [2020]

Outline

ParaFed Otago values its brand and all the symbols, logos and properties that represent it. This brand reflects our values and achievements to our members and the wider community. We will present our brand at all practical instances to build its value and our legal claim to it. To the strongest practical extent ParaFed Otago will defend its brand from misuse or misrepresentation by other parties.

Who This Applies To

The Brand Protection Policy applies to all committee members, sub-committee members, volunteers and members of the organisation while representing ParaFed Otago.

What We Will Do

1. To the strongest practical extent, we will use and present our brand in all communications, at all events, and wherever ParaFed Otago is formally represented.
2. We will ensure there are appropriate tools available to present the ParaFed Otago brand, including, but not limited to:
 - a. Signage, suitable for both indoor and outdoor use.
 - b. Branded uniforms for the SDO and sport delivery (where practical).
 - c. Branded communications such as letterhead, watermark, business cards.
 - d. Electronic logos for use in digital media.
3. We will brand all programmes, events and other delivery to members as being Parafed Otago properties; to include appropriate sponsors or partner organisations where applicable.
4. We will use the legal processes we can reasonably afford to protect our brands, logos and associated symbols.
5. When another organisation is identified as using branding, logos, symbols or other properties that we believe may constitute a case of passing-off we will take advice from, and not limited to: Sport Otago, Sport New Zealand legal advice line or Dunedin Community Law.
6. After taking expert advice we will take appropriate action. This may involve communication and education, mediation, or legal action. At all times the committee will remain aware of their obligation to balance legal rights with the real or potential costs of prosecuting them, and will apply principles of good governance to the risk-benefit of the situation.

What We Won't Do

1. We won't use the branding, logos or images of our partner organisations without their permission, or in a manner that is inconsistent with the way we would want them to use ours.

What Does Success Look Like?

ParaFed Otago brands, symbols and imagery are evident at our programmes and events, and are used consistently in our communications. Our brand is easily distinguished from others in the sector and there is no confusion regarding the branding of Parafed Otago.

Legislative Basis

This policy aims to be consistent with the requirements of these acts. Where the Brand Protection Policy does not specifically address a situation the Board needs to address the intent of the relevant Act will be the guiding principle.

- Trademarks Act 2002
- Trademark Regulations 2003