

# BY-LAW NO. 6

**SUBJECT:** INTELLECTUAL PROPERTY

**COMMENCED:** DRAFT – NOVEMBER 2019

Name Change from Use of Club Colours and Badges

Removed clause re adding titles to Blazer

**LAST UPDATE:**

## 1. INTELLECTUAL PROPERTY

This By-Law provides direction on the use of the Club's Intellectual Property. It is important that the Club's reputation is not impacted by inappropriate use by Members, Sponsors and external parties.

### 1.2 Types of Club Intellectual Property

IP Category	What the IP protection covers	Examples
Copyright	original ideas and information which are written down or 'fixed' in material form. These can include writing, drawings, diagrams patterns etc	Books, training materials, graphic design work, cinematographic works, and sound recordings
Trade marks	brand, service of product marks and logo	Unregistered or registered marks or signs intended to distinguish a brand or product
Confidential information	Information which law recognises as being confidential in nature due to the circumstances of its creation and disclosure	Member and Sponsor contact lists, pricing and funding information

## 2. OWNERSHIP OF CLUB LOGO, DESIGNS and BADGES

- (a) The Club shall apply to register its proposed colours and badge, and these shall be subject to approval by the SLSQ.
- (b) The Club's colours and badge shall not be altered without approval and registration with SLSA.

## 3. USE OF CLUB IP

- (a) Any trademarks and/or logos belonging to the Maroochydore Surf Life Club or our sponsors are not to be used without the approval of the Board of Management.

- (b) Members or users may not use the Maroochydore Surf Life Saving Club name to endorse or promote any product, opinion, cause or political candidate; and it must be abundantly clear to all readers that any and all opinions shared are those of the individual, and do not represent or reflect the views of the Maroochydore Surf Life Saving Club.
- (c) The use of Maroochydore SLSC's intellectual property to create any new social media application for use by Maroochydore Surf Life Saving Club members, must have the consent of the Board of Management.

### **3.1 Club Blazer**

- (a) The Club Blazer shall be of a design approved by the Board of Management from time to time of a current fashion with the Club Emblem on the left breast pocket, with the Swan facing the heart.
- (b) It may be worn by Touring Teams, Life Members or other Members approved to do so by the Board of Management. For uniformity of design the Clothing Committee shall review the design for compliance to Club colours and logos.
- (c) Life Members may add the Club Emblem to their Club Blazer at the cost of the club.

### **3.2 Club Clothing**

- (a) The Club's swimming costume shall be:
  - (i) Black with the Club Logo displayed in a design approved from time to time by the Board of Management;
  - (ii) the Association regulation costume for R & R competition and March Past.
- (b) The Club competition caps shall be:
  - (i) White with one Royal Blue Stripe centred between two Black Stripes half the width of the Blue Stripe as approved by the Board of Management, and
  - (ii) sanctioned by SLSA.
- (c) Each member shall wear the costume and cap recommended by the Clothing Committee and approved by the Board of Management.
- (d) No Member of the Club shall be entitled to wear the Club Colours unless either competing for the Club or authorised to do so in writing by the Board.
- (e) Any other form of clothing worn as Club uniform displaying some form of Club insignia such as track suits, T-shirts, shorts, caps, etc. shall be of a design recommended by the Clothing Committee and approved by the Board of Management.
- (f) No change to this Club Uniform gear shall be permitted unless it is first submitted for recommendation to the Clothing Committee and subsequently approved by the Board of Management.

### **3.3 Use of IP on Social Media**

- (a) The Board of Management at the Club will establish official social media platforms to communicate with its members, sponsors and interested parties.

- (b) Social media includes, but is not limited to:
  - (i) a profile page on social and/or business networking sites such as Facebook, Instagram, Twitter or similar platforms;
  - (ii) content sharing including Flickr (photo sharing) and You Tube (video sharing);
  - (iii) commenting on blogs for personal or business reasons;
  - (iv) taking part in online votes and polls;
  - (v) taking part in conversations on public and private web forums, message board;
  - (vi) editing Wikipedia page.
- (c) Content loaded by members, officials, sponsors or representatives of the Club following these following guiding principles:
  - (i) must not contain, or link to libellous, defamatory or harassing content, including illustrations or nicknames;
  - (ii) must not comment or publish information that is confidential or in any way sensitive to the Maroochydore Surf Life Saving Club, individual members, officials, sponsors or affiliated Surf Life Saving bodies;
  - (iii) must not bring the Maroochydore Surf Life Saving Club or Surf Life Saving into disrepute;
  - (iv) must not contain, nor link to, pornographic or indecent content;
  - (v) all material published or used must respect the copyright of third parties

#### **4. UNAUTHORIZED OR INAPPROPRIATE USE OF CLUB IP**

- (a) The Board of Management, General Manager and staff will continually monitor all use of Club IP. Any breaches of this policy should be reported to the Board of Management.
- (b) The Board of Management has the authority to remove any content found online deemed to be offensive, inappropriate or in breach of this policy at any time.

**HISTORY OF AMENDMENTS APPROVED BY BOARD OF MANAGEMENT**

NOVEMBER 2019 - Draft for consideration by Club Council.