



## **Policy on acceptable use of ASDSA trademarks by stakeholders**

### **1. Purpose**

This policy has been developed to inform authorised users of acceptable usage of the name ASDSA and its trademarks and to prohibit unauthorised usage thereof. The word “ASDSA” is the trade name of the Association for Skills Development in South Africa and together with all the logos set out in annexure ‘A’ attached hereto is part of ASDSA corporate image. This policy document read together with annexure ‘A’ sets forth the policies regarding the usage of the name ASDSA, and the various ASDSA trademarks and logos.

### **2. Conditions of use**

The ASDSA name, trademarks and logos set out in annexure ‘A’ have been lodged with the Registrar of Patents and Trademarks for registration in South Africa. Any stakeholder granted authorization to use the ASDSA name, trademark or logo is responsible for the correct usage of the ASDSA name, logo or trademark. Should there be a violation of this policy, the individual organisation that committed the violation will be responsible for its actions.

### **3. Specifications**

The specifications for the use of the ASDSA name, trademarks and logos are contained in Annexure ‘A’ to this policy.

### **4. Authorised usages of ASDSA name, trademarks and logos**

The use of the ASDSA logo by ASDSA members is encouraged as it raises awareness of the ASDSA. This use is typically restricted to members of the ASDSA who are in good standing.

ASDSA general policy with regard to requests for the use of the ASDSA name, trademarks and logos is that in bona fide cases of recognition permission for the usage thereof may be granted by the Chief Executive Officer as set out below:

All requests for the usage of the ASDSA name, trademarks and logos may be approved by the Chief Executive Officer, after receipt of a written application from the member. The written application must be fully motivated and contain copies of each item which will be used bearing the ASDSA name, trademark or logo. Any artwork generated must be approved and signed off in writing by ASDSA as part of the application process. Any approval granted by the Chief Executive Officer will be restricted to the items approved in the application.

### **5 Unauthorised usages of ASDSA name, trademarks and logos**

Unauthorised use of ASDSA name, trademarks or logos is defined as follows:

5.1 Any use of ASDSA name, trademarks or logos in the absence of the written authority as set out in clause 4 of this policy;

5.2 Any use of the incorrect logo, which conflicts with the written authority issued, or the use of the logo in breach of the conditions of use and/ or specifications as set out in annexure ‘A’;

5.3 Any use of the ASDSA name, trademark or logos under circumstances where the right to such use has been revoked in writing by ASDSA.



## **6 Revocation of the rights to use ASDSA name, trademarks and logos**

The ASDSA reserves the right to withhold or withdraw the rights to the use of its name, trademarks or logos in the event of any one of the following events taking place:

### **6.1 Breach of ASDSA policies or conditions of use**

6.1.1 ASDSA may in writing withdraw a member's right to use the logo if it feels that there has been any transgression of the ASDSA code of conduct, policy or any related procedure, or if the member engages in any activity that may bring ASDSA into disrepute.

6.1.2 ASDSA shall send out a notice of withdrawal of the right to use the logo by prepaid registered post to the address of the person or institution as registered with ASDSA, advising the relevant person or institution of the withdrawal.

### **6.2 Revocation of any rights to use the ASDSA name, trademarks and logos granted prior to the commencement of this policy**

ASDSA reserves the right to revoke any permission granted to any member prior to the commencement of this policy to use the ASDSA name, trademark or logos if such approval is not in line with the spirit of this policy. The member can then reapply for permission in terms of the procedure set out in clause 4.

## **7 Legal remedies**

The ASDSA name, trademark or logos are the legal property of ASDSA. ASDSA reserves the right to institute civil or criminal action against any person, organization or entity found to be using the ASDSA name, trademarks or logos in violation of this policy.



## Annexure A – logo to be used by members

