

THIRD PARTY USE OF THE TRADEMARKS AND LOGOS OF THE PRINCIPAL OFFICERS ASSOCIATION OF SOUTH AFRICA

1. Purpose

The Principal Officers Association's (POA) trademarks, service marks, trade names, and trade dress are valuable assets. As a general rule, third parties may **not** use the POA trademarks. In instances where limited use is permitted, these rules will help protect our valuable trademark rights and strengthen our corporate and brand identities.

By using a POA trademark, in whole or in part, third parties acknowledge that the POA is the sole owner of the trademark, and they promise that they will not interfere with the POA's rights in the trademark, or harm, misuse, or bring into disrepute any POA trademark.

Any goodwill derived from using any part of a POA trademark inures exclusively to the benefit of and belongs to the POA. Except for the limited right to use as expressly permitted under these rules, no other rights of any kind are granted hereunder, by implication or otherwise.

2. Rules for the proper use of the logos and trademarks of the POA ("the Marks")

The following rules must be followed for all uses of the Marks:

2.1 The Marks may be used in a manner that does not imply a relationship or affiliation with, or a sponsorship or endorsement by the POA, or that can reasonably be interpreted to suggest that editorial content has been authored by, or represents the views or opinions of the POA, its Board of Directors, the Secretariat or its members.

2.2 The Marks may be displayed on any non-POA materials but not as a primary or prominent feature. Companies using the Marks pursuant to these rules must also display in the primary and more prominent

position, their own logo(s), business name, product names, or other branding.

- 2.3 The Marks may not be imitated, or used as a design feature in any manner.
- 2.4 The Marks may not be used in a manner that would bring into disrepute the POA or any of its activities.
- 2.5 The Marks must be used as they are provided by the POA and no changes should be made. Such changes that may not be made include, but are not limited to, changes in the colour, proportion or design of the artwork comprising the Marks, or the removal of any words, artwork or symbols, trade-marked or otherwise. The Marks may not be animated, morphed or otherwise distorted in perspective or appearance.
- 2.6 Only POA-approved artwork may be used together with the Marks.
- 2.7 The POA logo may appear in a horizontal position only, with the words “Principal Officers Association” appearing in the bottom position.
- 2.8 The POA logo must stand alone and may not be combined with any other object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features or symbols.
- 2.9 Non-POA materials may not mimic any POA advertising, product, service, activity or website design.
- 2.10 The POA reserves the right in its sole discretion to terminate or modify permission to display the POA logo or the Marks, and may request that third parties modify or delete any use of the Marks that, in POA’s sole judgement, does not comply with these rules, or might otherwise impair

the POA's rights in the Marks. The POA further reserves the right to object to unfair uses or misuses of its Marks or to other violations of applicable law.

2.11 Marks obtained by any party for use in terms of these rules shall be obtained from the POA, or from a provider authorized by the POA to provide the Marks.

2.12 The Marks shall remain the sole property of the POA. Right of ownership of the Marks shall never be transferred to any other party.

2.13 Use of the Marks by any party shall be in terms of these rules.

3. Contact details

Permission to use the POA trademarks can be obtained from:

The Chief Executive Officer

Principal Officers Association of South Africa

E-mail: ceo@poa.org.za

Tel no: +27 11 805 6340

Fax no: +27 11 805 2388