

## **HCAA Logo Usage Policy 2021 Version 1.01**

The HCAA Logo can be used by members with current membership status for the financial year in question. It can be displayed on:

1. Websites
2. Drawings
3. Email signatures

These logos can be used by:

1. Consulting Members
2. Corporate Members
3. Affiliate Members

### **CONDITIONS OF USE OF LOGO**

The use of the Trademarks and any License for such use are conditional on the following conditions.

#### **Web Sites**

The member's website shall contain a link to direct users to the HCAA website.

When requested by the HCAA, the logo shall be removed or modified as directed by the HCAA within 24 hours of notification by the HCAA.

#### **Publications**

The member shall not submit, prepare, endorse or contribute to any publication (including electronic or social media) without the approval of the HCAA.

#### **Social Media**

The member shall not create, maintain or contribute to any social media site or platform without approval from the HCAA. For the purposes of this requirement, social media includes Facebook, Instagram, Linked In, Twitter and any other electronic medium that permits the broadcast of opinion, commentary and information.

#### **Research, Technical Papers & Technical Representations**

The member shall not undertake, endorse or be involved in any research activities, technical trials or studies, contribute to, or publish technical papers or publications or make any technical representations without the approval of the HCAA.

#### **Cancellation of License Agreement**

The HCAA may cancel this agreement at any time subject to notification in writing to the member.

#### **Third-Party Use of Trademarks**

Members can not approve, permit or endorse the use of the TradeMarks by any other person, company, organisation or individual unless the HCAA provides approval in writing.

**The TradeMarks owned by the HCAA and subject of this license agreement are as follows:**

1. Logo, incorporating associated wording "Hydraulic Services Association Australasia Ltd": TradeMark No 2015475
2. HCAA (Word): Trademark No. 2013342

The Trademarks are registered in the following classes:

Class 35: Advocacy; Lobbying (promoting, publicising or otherwise representing the interests or concerns of others).

Class 37: Advisory services relating to building; Advisory services relating to building construction materials; Advisory services relating to building refurbishment; Building consultancy services; Supervision of building construction; Supervision of building repair; Supervision of building work; Waterproofing of buildings.

Class 41: Education Services; Provision of Education Courses; Career advisory services (education or training advice); Career counselling (education or training advice); Conducting training seminars; Conducting workshops (training); Mentoring (education and training); Vocational training services; Staff training services; Arranging technical instruction courses.

Class 42: Consultancy specialising in design, specification and inspection of hydraulics and fire protection; Research and development of products; Research into new products; Advisory services relating to technological research; Research relating to buildings; Research, engineering and technical consultancy for industry; Testing, analysis and evaluation services relating to the application of industry standards; Preparation of reports relating to technical research; Preparation of technical manuals; Preparation of technical reports; Preparation of technical studies; Research relating to buildings.

**Period of License:**

The period of the License is for a period of 12 months. After this time, the license agreement, including any rights, privileges and entitlements associated, referenced or indicated will expire. If a further License is not agreed between the parties, the Licensee agrees to immediately cease using the TradeMarks.