Triad Elite Soccer Club
Copyrights, Trademarks & Logo Usage Guidelines

Copyrights
Unless otherwise noted, all materials and publications, including web sites and emails, are protected as the copyrights, trade dress and/or intellectual properties owned by Triad Elite Soccer Club (TESC). Such intellectual properties may not be reproduced or used by others without the express written permission of TESC. All rights not expressly granted are reserved.

Trademarks
The TESC trademarks, logos, service marks, brand identities, titles, trade names, graphics, designs and copyrights (collectively the "Trademarks") are protected intellectual properties that are both registered and unregistered Trademarks of TESC, its affiliates and others.Nothing used on clothing, uniforms, publications, web sites or other materials shall be construed as granting, by implication or otherwise, as a license or right to use any TESC Trademark by third parties.

Triad Elite Soccer Club Logo(s)
The Triad Elite Soccer Club Logo ("TESC Logo") is available for certain authorized usage by TESC, the TESC Board of Directors, TESC affiliated teams and certain pre-authorized suppliers and vendors. Unauthorized use of the Triad Elite Soccer Club Logo is strictly prohibited, and may subject an infringing party to criminal prosecution.

Proper Triad Elite Soccer Club Logo Usage
The TESC Logo is to be recognized as the official club logo, and if used, it must be presented in its entirety without modification, on such merchandise and/or materials including but not limited to the following:

• Soccer uniforms and other apparel, bags, hats, pins, patches, etc.

• Press releases and newsletters

• Posters, banners, field boards

• Print or broadcast ads

• Electronic mediums, web sites, on-site signage

• Registration forms, applications, etc.

• Marketing or informational brochures and materials

Logo Usage by TESC and TESC-Affiliated Teams
Current TESC employees and member teams of TESC are granted a limited license to use the Triad Elite Soccer Club Logo for newsletters and team web sites for identification

purposes as long as the logo is not altered or combined with other symbols, nor used in a manner inconsistent with the goals and mission of TESC. This limited license may be revoked at any time by either TESC for individuals or teams who, in the opinion of TESC, do not adhere to TESC policies. In such instances, and upon the written or oral request of TESC, all usage of the Triad Elite Soccer Club Logo and Triad Elite Soccer Club name must cease immediately.

All current Triad Elite Soccer Club -affiliated teams are further permitted to use the TESC Logo on Team Tents, Practice T-Shirts, Scrimmage Vests, Team and Team Sponsor banners and signs, as well as on Sponsor Recognition plaques and similar gifts without seeking prior approval from TESC.

Logo Usage for Commercial Purposes Requires Written Permission
The Triad Elite Soccer Club Logo is a valuable property of the Triad Elite Soccer Club, and revenues generated by sales of TESC Logo-bearing items are strictly subject to the direction and control of TESC. TESC-affiliated teams may NOT use the TESC Logo for any commercial purpose whatsoever (i.e., the sale of shirts, jackets, caps, scarves, blankets, umbrellas or other items bearing the CASL Logo) without first receiving the prior written permission of the appropriate individual or individuals authorized to grant such permission by the TESC Board of Directors.

If permission for a commercial purpose is granted, such as a team fund raising activity, all proceeds from those sales must go directly into Team accounts and not to an individual or individuals' personal bank accounts. Note - Teams should not place purchase orders with vendors for any TESC Logo bearing items prior to gaining written approval (which may be approved or denied) of TESC. Any written permission granted for such limited commercial purpose may be revoked at any time by TESC for individuals or teams who do not adhere to TESC policies.

Logo Use Specifications
The Triad Elite Soccer Club Logo must always be used in the same proportions. It is intended to be used as a unit, and it must not be altered or modified from its standard form.

No other colors may be substituted in a color rendition. A graphics free zone should be maintained around the perimeter of the Logo (minimum of 2 times the height of the TESC enclosure). No lettering, lines, or images may cross over or hide the elements of the Logo. The required border of space around the Logo must equal the height of its enclosure (outside edge of gray boarder).

Club Sponsors
As TESC acquires Club Sponsors, use of the club sponsor's logo may be granted for marketing materials and apparel. Use/placement of the presenting sponsor's logo is subject to the following:

• Sponsor logo usage must be submitted for approval prior to any use in conjunction with the TESC Logo, TESC Team Uniforms, or Team Banners and Tents.

• Placement of both logos must be indicated when submitted.

Branded Apparel
The TESC Logo is required on all club merchandise including but not limited to: Uniforms, T-shirts, sweatshirts, jackets, sweaters, hats etc. For all apparel purchases or for fund raising wearable items, club sponsor merchandise must be used and supplied by an authorized vendor.

REMINDER - All described uses of the TESC Logo in the foregoing guidelines for any commercial purpose whatsoever must receive the prior written approval of Triad Elite Soccer Club leadership. Please submit requests for using the TESC Logo to: John Cocklereece, TESC

President

Please allow 10 business days for approval.