



Tour Paramedic Ride Use of Name and Logo

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1. OBJECTIVE

The Tour Paramedic Ride name and logo are trademarks of Tour Paramedic Ride. In order to protect and grow the Tour Paramedic Ride brand and promote the organization's cause and guiding principles, Tour Paramedic Ride has a distinguishable name and logo that can be used to promote Tour Paramedic Ride Events and fundraising efforts. The use of the Tour Paramedic Ride name and logo are governed by this policy.

2. INTELLECTUAL PROPERTY

2.1. Tour Paramedic Ride is the sole and exclusive owners of the names and Logos described in this policy, including all applicable intellectual property rights, and any goodwill generated from using the Tour Paramedic Ride Names and Logos inures to the benefit of Tour Paramedic Ride. No other person or organization may assert rights to the Tour Paramedic Names and Logos whether by trademark registration, domain name registration or any other means.

2.2. The following names are used by Tour Paramedic Ride and are the trademarks and intellectual property of Tour Paramedic Ride:

2.2.1. Tour Paramedic Ride;

2.2.2. Paramedic Ride;

2.2.3. Tour Paramédic;

2.2.4. Paramedic Memorial Ride;

2.2.5. www.paramedicride.ca;

2.2.6. Paramedic Memorial Bell

2.3. The following are the logos of Tour Paramedic Ride:



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2.3.1.



TOUR PARAMÉDIC RIDE
300 March Road, Suite 400 Kanata, Ontario. K2K 2E2
www.Paramedicride.ca



2.3.2.

2.3.3.

3. PORTRAYAL OF LOGOS

3.1. All Tour Paramedic Ride Logos are distinctive, designed pieces of graphic artwork. The following usage guidelines must be followed:

3.1.1. Do not modify or alter the Logos

3.1.2. Do not change scale, skew or rotate any Logo



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- 3.1.3. Do not change the design of any Logo
- 3.1.4. Do not change or vary the colors of any Logo, except that the Logos may be all black or can be reversed out in white.
- 3.1.5. Do not combine a Logo with any other design, trademark, graphic, text or other element, including another name other than Tour Paramedic Ride, any trademarks or any generic terms.
- 3.1.6. No other design, trademark, text, graphic or other element may be placed closer to a Logo than the height of a Tour Paramedic Ride Logo.
- 3.1.7. Logos may only be placed on solid backgrounds (preferably bright white), and not over an image or pattern, and no artistic effects (such as drop shadows) may be applied, unless authorized by Tour Paramedic Ride.
- 3.1.8. No Logo may be used or displayed in any of the following ways:
 - 3.1.8.1. in any manner that, in the sole discretion of Tour Paramedic Ride, discredits Tour Paramedic Ride or tarnishes its reputation and goodwill;
 - 3.1.8.2. in any manner that infringes, dilutes, depreciates the value, or impairs the rights of Tour Paramedic Ride in the Logos;
 - 3.1.8.3. in any manner that is false or misleading;
 - 3.1.8.4. in connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable;
 - 3.1.8.5. in any manner that violates the trademark, copyright or any other intellectual property rights of others;
 - 3.1.8.6. in any manner that violates any law, regulations, or other public policy; or
 - 3.1.8.7. as part of a name of a product or service of a company, government agency or organization other than Tour Paramedic Ride.



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3.1.9. Written materials, such as web pages, must be marked to indicate that the Logos used are owned by Tour Paramedic Ride (for example by using a statement such as, “the Tour Paramedic Ride logo is a registered trademark of Tour Paramedic Ride”).

4. AUTHORIZED USE OF NAME AND LOGO

- 4.1. All uses of the Tour Paramedic Ride names and logos, other than by members of the National Board of Directors, organizing committees of Tour Paramedic Ride Events authorized by the National Board of Directors, authorized staff, must have prior approval from the National Board of Directors.
- 4.2. Where the National Board of Directors approves the use of the Tour Paramedic Ride names and logos, the National Board of Directors can revoke such use at any time.
- 4.3. No person, corporation or organization shall use the Tour Paramedic Names or Logos, except in accordance with the following rules:
 - 4.3.1. Names and Logos may only be used in marketing or other publicity materials for the benefit of Tour Paramedic Ride or otherwise with the written permission of Tour Paramedic Ride.
 - 4.3.2. Tour Paramedic Ride Names and Logos may not be used in any confusing way.
 - 4.3.3. The Tour Paramedic Ride Names and logo shall not be used in any way that suggests that Tour Paramedic Ride sponsors, approves or endorses a person, organize, product, website or services unless such a relationship exists
 - 4.3.4. Neither the Tour Paramedic Ride Names and Logos may not be used in any way that mischaracterizes any relationship between any person or organization and Tour Paramedic Ride.
 - 4.3.5. Vendors may not use the Tour Paramedic Ride Names or Logos to advertise Tour Paramedic Ride as clients on vendor websites and promotional pieces without the written permission of Tour Paramedic Ride.

5. REVIEW AND APPROVAL:



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5.1. This Policy was approved by the Tour Paramedic Ride National Board of Directors on: February 15, 2021