

ICTQual AB

Brand Protection Policy



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1. Purpose

The purpose of this Brand Protection Policy is to ensure that ICTQual AB's brand, logo, trademarks and overall reputation are properly protected from misuse or infringement. The policy outlines the necessary measures to prevent unauthorized use of the company's intellectual property and ensure that all employees, contractors and external partners uphold the integrity of the ICTQual AB brand.

2. Scope

This policy applies to:

- All ICTQual AB employees, contractors and representatives.
- Approved Training Centres (ATCs) and their staff.
- Third parties, including business partners, suppliers and licensors, who may be granted access to ICTQual AB's intellectual property.

3. Policy Statement

ICTQual AB is committed to maintaining the strength and reputation of its brand. The company recognizes the importance of safeguarding its intellectual property, including its trademarks, logos and other distinguishing marks. This policy aims to ensure that all brand assets are used consistently, ethically and in compliance with the law, while preventing misuse or infringement by external parties.

4. Legal Framework

This policy is guided by the following legal regulations and standards:

- The Trade Marks Act 1994 (UK)
- Intellectual Property (IP) Laws
- The Copyright, Designs and Patents Act 1988 (UK)
- International Trademark Registration under the Madrid Protocol (if applicable)

5. Brand Definition and Value

ICTQual AB's brand represents the quality, integrity and trust that the company has established in the marketplace. It includes:

- The ICTQual AB name and logo.
- Taglines, slogans and marketing materials associated with the brand.
- Any proprietary content, designs and other intellectual property.

The brand's value is built on its reputation for providing high-quality services and maintaining strong relationships with its stakeholders, including employees, learners, clients and partners. Protecting this brand is vital to ensuring continued success and market leadership.

6. Brand Protection Measures

6.1 Intellectual Property Protection

ICTQual AB will protect its intellectual property through various means, including but not limited to:

- **Trademark Registration:** Ensuring that ICTQual AB's logos, brand names and slogans are trademarked where applicable.
- **Copyright Protection:** Ensuring the protection of original content such as educational materials, website designs and marketing collateral.
- **Patents and Designs:** Protecting innovative products, services and designs from unauthorized use.

6.2 Trademark and Logo Usage

- **Authorized Use:** Only approved individuals, ATCs and third-party partners may use the ICTQual AB trademarks, logos, or brand materials.
- **Guidelines for Use:** Trademarks and logos must be used in accordance with the ICTQual AB Brand Guidelines, ensuring consistency in visual representation across all platforms.
- **Prohibited Use:** Unauthorized use, alteration, or misuse of ICTQual AB's trademarks and logos is strictly prohibited.
- **Licensing:** Any third party wishing to use ICTQual AB's trademarks must sign a licensing agreement outlining the terms and conditions of use.

6.3 Monitoring and Enforcement

- ICTQual AB will monitor the use of its brand and trademarks across all platforms, including social media, websites, advertising and product offerings.
- Regular audits will be conducted to detect any unauthorized use or infringement of the company's intellectual property.
- Any instances of misuse will be addressed immediately through legal channels if necessary.

7. Unapproved Use and Infringement

Any unauthorized use of the ICTQual AB brand or intellectual property will be treated as an infringement and may result in:

- **Cease and Desist Orders:** Immediate requests to stop the use of ICTQual AB's intellectual property.
- **Legal Action:** Taking legal action if the infringement is not resolved or if the unauthorized use causes damage to the brand.
- **Termination of Agreements:** Revoking contracts or agreements with partners or third parties found to be misusing the brand

8. Partnerships and Licensing

When entering partnerships, licensing agreements, or collaborations, ICTQual AB will ensure:

- **Brand Guidelines:** All partners adhere to ICTQual AB's Brand Guidelines to maintain consistency and integrity.
- **Licensing Agreements:** Clear and formal agreements outlining the terms of the use of ICTQual AB's intellectual property.
- **Due Diligence:** Conduct due diligence to ensure that any potential partner or third party complies with ICTQual AB's brand protection standards.

9. Social Media and Online Presence

ICTQual AB's brand is also protected across its social media and online platforms:

- **Official Accounts:** Only designated representatives may manage ICTQual AB's official social media accounts and online presence.
- **Brand Reputation Monitoring:** Continuous monitoring of online platforms to ensure that ICTQual AB's brand is not being misused or misrepresented.
- **Responding to Infringement:** Taking swift action against online content that infringes on ICTQual AB's intellectual property or damages its reputation.

10. Roles and Responsibilities

ICTQual AB Management:

- Oversee the implementation of this policy across the organization.
- Ensure compliance with intellectual property laws and protection standards.
- Provide resources and training on brand protection to employees and partners.

Marketing and Legal Teams:

- Create and maintain Brand Guidelines.
- Monitor brand usage across various platforms.
- Address unauthorized use or infringement promptly.

Employees and ATCs:

- Ensure that the ICTQual AB brand is used correctly and consistently in their respective work areas.
- Report any suspected misuse or infringement of the brand to management or the designated brand protection officer.

11. Reporting and Addressing Breaches

Any instance of suspected brand misuse or infringement should be reported immediately to:

- The designated Brand Protection Officer or Legal Department.
- ICTQual AB's whistleblowing or grievance channels.
- Reports will be taken seriously and appropriate action will be taken in accordance with the severity of the breach.

12. Training and Awareness

ICTQual AB will provide ongoing training and awareness programs for employees, contractors and partners about the importance of brand protection, the proper use of intellectual property and how to report infringements.

13. Monitoring and Review

This policy will be reviewed annually to ensure its relevance and effectiveness. Feedback from employees, ATCs and partners will be incorporated to improve brand protection practices.

14. Sanctions for Non-Compliance

Any employee, contractor, or third party found to be in breach of this policy may face:

- Disciplinary action within the company.
- Termination of business relationships or partnerships.
- Legal action to protect ICTQual AB's intellectual property and brand.

Contact Us

For further information or assistance with conflicts of interest, please contact ICTQual AB:

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