



UNION OF EXCELLENCE

UNOFEX – UNION OF EXCELLENCE

Empowering excellence in Film & TV,
Fashion, Entertainment and Art

Mail: info@unionofexcellence.com

Web: www.unionofexcellence.com

TRADEMARK USAGE POLICY

IMPORTANT NOTES

UNION OF EXCELLENCE LOGO & TRADEMARK USAGE

The word “UnofEx” and “Union of Excellence” is one of the trademarks applied by the UnofEx Organisation. In this article, it is referred to as “a UnofEx trademark”. We would like to extend fair usage of our trademark as widely as possible, so we have created the following guidelines to help people and UNOFEX members understand what is and is not allowed.

PERMISSION FOR USE

Written permission from the UnofEx LLC is required to use any of the UnofEx trademarks, logos, cards, merchandise items licensed by UnofEx or membership and accreditation badges as any part of your project or associated assets. Please contact us at info@unionofexcellence.com if you would like to enquire about permission for use.

The purpose of a trademark is not to prevent anyone else in the world from using it, it is to prevent confusion amongst consumers as to which brand is the “official” one. Our primary criteria for the approval or denial of trademark usage requests is whether or not people might confuse it for an official “UnofEx” or “Union of Excellence” community, member, committee, project or event.

www.unionofexcellence.com

Head Office UNOFEX AG Europe: Switzerland, Badenerstrasse 549, 8048 Zurich

Representative USA: 1330 Avenue of the Americas Suite 23A New York, NY 10019

US Company File Number: 6337692

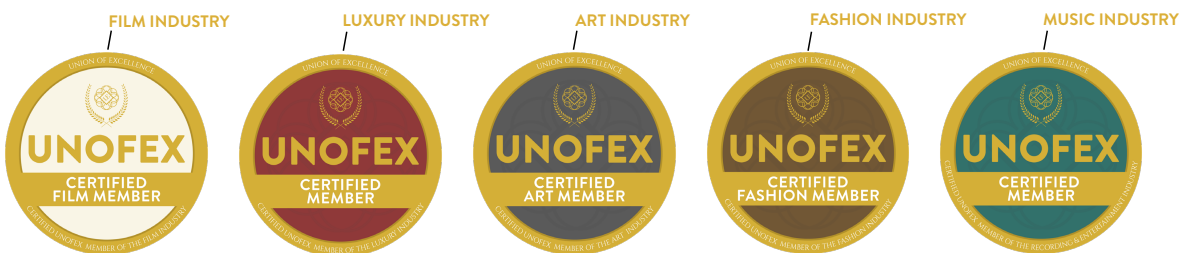
AUTOMATIC APPROVAL

In some special cases, we will grant automatic permission for a to use UnofEx Trademark. Explicit permission to use the trademark is not required when it meets the following criteria:

1) Exclusively Promoting the UnofEx Community

You use a UnofEx trademark exclusively to extend or improve the UnofEx Community, or to encourage relevant groups and people to become a UnofEx member (in short: to promote the UnofEx community).

1.1) Members of the UnofEx are has the automatic approval to use the UnofEx Trademark and respective membership accreditation badges as part of their professional community.



The usage of the trademark is allowed in social media (like LinkedIn Facebook, Instagram, TikTok and others), website and print (business cards or business letters). For the use in further print sources like magazines, newspaper and any kind of physical promotional items, please contact us to request a permission of use.

Automatic Approval: Member of the Union of Excellence since 2017 or Member of the UNOFEX since 2027

Automatic Approval: Fashion Industry Member of the Union of Excellence or Fashion Industry Member of the UNOFEX

Automatic Approval: Accredited Member of the Union of Excellence or : Accredited Member of the UNOFEX or similar.

Not Allowed: Committee Member of the Union of Excellence, Team Member of the Union of Excellence, Partner of the Union of Excellence,

Not Allowed: Selling t-shirts or similar items with the UNOFEX Trademark logos to raise money for any cause.

2) Without Giving the Appearance of Being Official

Any use of the UnofEx trademarks in a domain name, title of a website, seminar, event, book, blog or video that is exclusively intended to promote the UnofEx community and does not give the appearance of being an official UnofEx publication.

Automatic Approval: A keynote called "Getting Started with Union of Excellence"

Automatic Approval: A keynote called "How to become a Union of Excellence Member" and similar.

Requires Permission: A book titled "The Official UnofEx Guide"

Requires Permission: A commercial website called "Unofexmember.com" "Unionofexcellence[membername].com" and similar.

AUTOMATIC APPROVAL PT2.

3) For a Group or Meetup

All UnofEx trademarks can be used in the title of a group, networking event, or meetup, but not in combination with the words: conference, conf, convention, gala, fair, or association.

Allowed: Union of Excellence Meetup Paris 2024, Union of Excellence Film Networking NY or similar. Before organising events with.

Not Allowed: Union of Excellence Gala Dinner Monaco, UnofEx Conference Paris or similar

4) Unmodified Use on Product Packaging (Corporate Member)

When you display the official Union of Excellence logo (whether for commercial or non-commercial use) in a standalone and unaltered form.

Allowed: Putting the UnofEx logo on your product packaging with the following words

"Verified by Union of Excellence / or UNOFEX"

"Member of the Union of Excellence /or UNOFEX"

Not Allowed: Changing the colors or shape of the UnofEx logo for your own purposes.

Not Allowed: Putting the UnofEx logo on your product packaging without referring to the unionofexcellence.com or unofex.com website.

5) When Describing Your Profile, References and Services

When you use a UnofEx trademarks to describe your professional profile or services that are in official association with the UnofEx community and verify your membership.

Allowed: Describing your services and references by referring to the Union of Excellence as a verified or accredited member.

Not Allowed: Referring to yourself as a UnofEx Employee, Partner or Voting or Management Member.

USAGE RULES

With the exception of the nominative fair use of a UnofEx trademark, your use of the trademark is subject to the following rules (regardless of whether you received automatic or explicit permission for use):

- Any use of a UnofEx trademark implies acceptance of this policy.
- A UnofEx trademark cannot be used for illegal, defamatory, or humiliating purposes, or any other purpose that may negatively impact the UnofEx Community.
- Wherever possible, a UnofEx trademark should be accompanied by the following text (or an appropriate translation):
"Union of Excellence and its logo are trademarks of the UnofEx LLC"

These trademark rules and guidelines are subject to change at any time. It is your responsibility to periodically check this agreement for changes.

USING THE TRADEMARKS FOR AN EVENT

Are you planning a UNOFEX-related event as a corporate or individual member? You have the full support of the UNOFEX Organisation. Please note the following conditions:

You agree to follow these trademark guidelines and communicate the event to the UnofEx LLC.

- All of the above guidelines for company names, domains, links, and other identifiers, also apply to events.
- The organizer must be an accredited member of the UNOFEX.
- The event must be a public event relevant to the industry where the member is active as a professional or leader.
- We also ask that you consider donating a percentage of the event's total revenue to the UNOFEX.
This donation will support the work of the UnofEx Community.

This policy was created in November 2018, last changed by the UNOFEX team, was drafted on 21th June 2014.



UNOFEX

PROMOTING EXCELLENCE IN THE FILM, FASHION & ARTS INDUSTRY

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