

WORLD RUGBY™ MEMBER MARK

Conditions for Use

for Member Unions, Associate Member Unions
and Regional Associations

World Rugby Limited, having its principal place of business at World Rugby House, 8-10 Pembroke St Lower, Dublin 2, Ireland (“World Rugby”) hereby:

- A. Provides under non-exclusive license to Member Unions, Associate Member Unions and Regional Associations (as defined herein) the right to use the World Rugby member union trade mark as more particularly outlined in Appendix 1 to this Licence (“Member Union Mark”) for use by Member Unions.
- B. Such license (the “License”) is provided strictly in accordance with the terms provided herein.
- C. **“Member Union”** shall mean any member union of World Rugby , including without limitation every Union for the time being in membership of World Rugby whether having full or associate membership status;

“Regional Association” shall mean any of the six continental representative associations for the time being in membership and/or as may become members of World Rugby , whether having full or associate membership status;

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

Letterhead

- 1. Member Mark may appear only on the first page of the letterhead at the bottom of the page.
- 2. Member Mark must always appear in colour.
- 3. Member Mark must be no more than 50% of the size of the Union logo and of the same area size as a Regional Association logo, if included on a Union letterhead.
- 4. The minimum height at which the main logo must appear at is 15mm.
- 5. Member Mark must be used in its entirety and the elements cannot be separated.

Publications

- 1. Member Mark may be used in publications for educational and developmental purposes, however neither on the front cover nor on the back cover.
- 2. Member Mark must be used in its entirety and the elements cannot be separated.

Website

- 1. Member Mark must have a link to the official World Rugby website www.worldrugby.org.
- 2. Member Mark must be used in its entirety and the elements cannot be separated.

Signage

- 1. Member Mark must be used in its entirety and the elements cannot be separated.

Samples of permitted uses



Publication - not on front or back cover

Letterhead - no more than 50% size of primary logo

Non-permitted uses are:

Member Mark may not be applied to:

- A. Business cards
- B. Email signature
- C. On the same line as the appearance of a sponsor name or logo
- D. Merchandise & clothing items
- E. Profile picture on social media platforms
- F. Tournament inventory eg. perimeter boards, interview backdrops etc.

No other Member Marks may be created by Member Union or on their behalf.

WORLD RUGBY™ MEMBER MARK

Trademark Licence

for Member Unions, Associate Member Unions
and Regional Associations

Member Mark must always appear with the words 'Trademark used under license from World Rugby Limited' (which can be in small font but no less than 5pt font size).

The uses of the World Rugby Member mark are subject to World Rugby's written approval before reproduction. Any proposed use should be submitted to brandapprovals@worldrugby.org. Please allow 2 working days for approval.

For further information please contact Lynda Jones, World Rugby Brand Co-ordinator, Ph. +353 1 240 9220 or lynda.jones@worldrugby.org.

Any use by Licensee of the Member Union Mark which is in a manner deemed unacceptable by World Rugby whether in respect of quality of reproduction of the Member Union Mark, and/or the goods/ quality of services upon which it is rendered, and/or the manner of use, will render this licence revocable at World Rugby's sole discretion.

This License shall remain in force for as long as the Member Union or Associate Member or Regional Association is a member of World Rugby unless earlier terminated or revoked.

World Rugby may specify how the trademark will be used on or in connection with the goods and/or services of the Licensee and on advertising and promotional materials. The Licensee may be required to obtain World Rugby's permission before using any new presentation of the Member Union Mark or making any changes to the goods and/or services for which Member Union Mark was approved for use.

World Rugby may require pre-approval of production samples and ongoing access to the Licensee's facilities, raw materials, finished products, personnel and subcontractors to monitor the Licensee's adherence to World Rugby's quality standards asset out in the license.

Licensee shall indemnify and hold harmless World Rugby, its affiliates, and any of their respective officers, directors, and employees from and against any claims, demands, suits, causes of action, losses, damages, judgements, costs and expenses (including reasonable legal fees) arising out of Licensee's use of Member Union Mark.

Licensee shall, where requested by World Rugby promptly provide such evidence of trade mark usage as World Rugby shall specify, including, without limitation, such samples, affidavits and other evidence as World Rugby shall require (the allocation of any costs in this respect to be discussed and agreed between the parties in advance).

Licensee agrees to do and execute and perform such further deeds, documents, assurances, acts and things as may be required to give effect to the terms, intent and purposes of this Licence.

If any term of this Licence is illegal or unenforceable, the legality and enforceability of the remaining provisions shall not be affected or impaired.

This Licence may be executed in any number of counterparts each of which when executed and delivered shall be an original but all the counterparts together will constitute one and the same instrument.

This License contains the entire agreement and understanding of the parties with respect to the subject matter hereof and supersedes all prior negotiations, discussions, correspondence, communications, understandings and agreements between the parties relating to the subject matter. No amendment to this License shall be effective unless made in writing and signed by the parties or their duly authorized representatives.

If either party hereto waives any breach by the other of this License, such waiver will not be deemed to be a waiver of any other breach whether or not of a similar nature.

Nothing in this License will constitute or be deemed to constitute a partnership or joint venture between the parties hereto.

Each party warrants and undertakes to the other that it is duly authorised to enter into this License and perform the obligations imposed on it by this License and it will not disclose confidential information relating to the other except to its professional advisers, as required by law, or as required to implement the terms of this

All terms of this License which need to survive in order to give effect to their purpose will survive on expiration or earlier termination of this License

This License, and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes of claims), shall be governed by, and construed in accordance with, English law.

The parties irrevocably agree that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim (including non- contractual disputes or claims), which may arise out of the or in connection with this License.

This License shall have worldwide application.

In witness of the above terms, this Licence has been signed on behalf of the parties effective as of the date on which it is first written.

Name of Member Union/Associate Member Union
Regional Association (Licensee)

Signed for and on behalf of
World Rugby Limited

Date

Signed for and on behalf of the Licensee

Date

Appendix 1

Member Union, Member Mark



WORLD RUGBY™ | MEMBER UNION

Associate Member Union, Member Mark



WORLD RUGBY™ | ASSOCIATE MEMBER UNION

Regional Association, Member Mark



WORLD RUGBY™ | REGIONAL ASSOCIATION