



## TERMS AND CONDITIONS

### GOVERNING THE USE OF THE LOVE THY NATION TRADE MARKS

1. The trade mark LOVE THY NATION and all related LOVE THY NATION slogans, logos and device trade marks identified in the Brand Governance Document at <https://lovethynation.co.za/> (the “**Trade Marks**”) along with the copyright in the relevant artistic works, are the property of LOVE THY NATION (the “**Company**”).
2. By downloading and / or using any of the Trade Marks, you irrevocably agree to be bound by these terms and conditions.
3. You are granted a non-exclusive, non-transferable, royalty free licence, to use the Trade Marks for the sole purpose of showing your support of the LOVE THY NATION principles (as set out at <https://lovethynation.co.za/>) and movement. The right granted to you to use the Trade Marks does not include the right to use the Trade Marks to generate any revenue for you by for example creating items bearing the Trade Marks and offering the same for sale. Any commercial use of the Trade Marks is not authorised and shall amount to an infringement of the Trade Marks and the Company’s copyright.
4. You acknowledges and agree that:
  - 4.1. all right, title and interest in and to the Trade Marks vest exclusively in the Company;
  - 4.2. all use of the Trade Marks and the associated goodwill accrues to the benefit of the Company;
  - 4.3. when using the Trade Marks, you will use them strictly in accordance with the Brand Governance Document that can be found at <https://lovethynation.co.za/> ;
  - 4.4. you shall not register or apply to register any trade mark, business name, company name, domain name or create any social media profile incorporating the Trade Marks;
  - 4.5. you shall not do or cause to be done, any act or thing which contests or which has the effect of impairing or tending to impair, the distinctive character of the Trade Marks or the Company’s right, title and interest in and to the Trade Marks; and



- 4.6. you shall not attack or assist or be involved in any way in any attack (whether directly or indirectly) on the validity of the registration of the Trade Marks or the goodwill and reputation that is associated with the Trade Marks.
5. You acknowledge that by using the Trade Marks you will become identified with the LOVE THY NATION principles and movement. In view of this association, it is at the essence of your right to use the Trade Marks that you act in accordance with the values underpinning the LOVE THY NATION principles and movement. You accordingly irrevocably undertake not to engage in, or be involved in, any criminal activities, or any activities of whatever nature that may bring the Company, the Trade Marks or the movement under ridicule, contempt, scandal, public disrepute, or which shocks, insults, or offends the people of South Africa or any class or group of people, including making statements that are – racist; sexist; discriminatory; incites violence; promotes sexual promiscuousness, the abuse of substances, pornography or any actions detrimental to the wellbeing of woman or children - or otherwise reflects unfavourably upon the Company, the Trade Marks or the movement, as determined in the sole discretion of the Company. It is recorded for the sake of good order that failure to comply with this clause shall entitle the Company to terminate your right to use the Trade Marks with immediate effect.
6. The Company is entitled to terminate the licence granted to you to use the Trade Marks at any time. Upon termination of your right to use the Trade Marks you shall (i) immediately take all reasonable steps to cease any and all use of the Trade Marks, and (ii) not disparage nor do anything calculated or likely to disparage or damage the goodwill and reputation associated with the Company, the Trade Marks or the movement.
7. If at any time any infringement or illegal use of any of the Trade Marks by any third party comes to your attention, you shall take reasonable steps to inform the Company of such infringement or illegal use.
8. These terms and conditions are governed by and construed in accordance with the laws of South Africa.