

Use of BGHC Trademark

1.0 Definition

The BGHC Trademark is defined as the club logo (shown below), the words “Burlington Barracudas” and/or “Cudas” and/or “Burlington Rep Hockey” and/or “Burlington Girls’ Hockey Club” and/or “BGHC” and/or any portion of the above components, which would suggest an affiliation with BGHC.



2.0 Limitations

No team or any person is allowed to utilize the BGHC trademark, or provide a copy of the BGHC trademark to a commercial company for the production of articles for distribution and/or sale, without permission of the Burlington Girls’ Hockey Club Board of Directors, except for the permitted uses specified in Section 3.0.

3.0 Permitted Uses

Permitted uses not requiring approval from the BGHC Board of Directors include the following:

1. The creation of banners to recognize sponsors;
2. Team communication, including notification of team assignments, newsletters, financial statements, personnel lists, player resumes or any other intra-team communication;
3. Team/individually maintained web sites (with the understanding that The Board of Directors may review the sites and request that any materials it judges to be inappropriate be removed), and;
4. Practice jerseys.

Team communication, as permitted by point 2 above, does not include any written communication with anyone outside BGHC. Should any team wish to correspond with an outside person/company/agency and use the BGHC logo on the letterhead, a copy of the communication must be forwarded to the Board of Directors for approval prior to sending the letter.

Please note, that should permission be granted for the use of the logo during a season, the approval does not include permission to use the logo for the same purposes in future seasons. Each use of the BGHC logo must be approved individually.

4.0 Special Events

Teams invited to participate in special events that may require any non-permitted use of the BGHC logo are required to contact the board to request an exemption for that event.