

# COMMONWEALTH SOCCER CLUB

## POLICY ON BRAND, UNIFORM & SPIRIT WEAR



- I. **BRAND RIGHTS & USAGE:** The CSC Brands are the primary manner in which the community at large identifies our teams, our spirit wear, and our parents and members, etc. as belonging to and emanating from Commonwealth Soccer Club, Inc.
- a. Commonwealth Soccer Club, Inc. is the sole owner of the COMMONWEALTH SOCCER CLUB mark, CSC logos, and CSC acronym. These primary trademarks/service marks (and others) together are referred to as the CSC Brands.
  - b. The club has registered three of its trademarks in the Commonwealth of Kentucky as follows:
    - i. Certificate No. 017164 for the mark COMMONWEALTH SOCCER CLUB issued December 12, 2008, for soccer related services;
    - ii. Certificate No. 017165 for the mark COMMONWEALTH SOCCER CLUB issued December 12, 2008, for clothing; and
    - iii. Certificate No. 017166 for the CSC logo issued December 12, 2008, for clothing and sporting goods.
  - c. It is the club's responsibility to ensure that spirit wear bearing the CSC Brands and coaches providing services in association with the CSC Brands are all of a sufficiently high quality and consistent with club-wide programs in representing CSC and the CSC Brands in an appropriate manner.
  - d. Commonwealth Soccer Club, Inc. does not allow just anyone to sell products bearing the CSC Brands or to offer coaching clinics advertised as a CSC clinic, etc.
  - e. The Board has previously determined that all such endeavors (whether third party vendors or individual teams or individual members of CSC) must be presented to the Board, and approved, prior to initiation.
    - i. This includes the sale of all goods including but not limited to car magnets, blankets, towels, etc. which bear one of the CSC Brands.
  - f. *NON-COMPLIANCE*
    - i. Without permission, such actions would technically amount to trademark infringement under KRS 365.601 which provides for remedies under KRS 365.606.
    - ii. While CSC has no desire to enter into legal action over its CSC Brands, it does have a duty to each of its players, coaches, and members to ensure that all products and services provided under the CSC Brands are all of a sufficiently high quality and consistent with the club-wide programs in representing CSC and the CSC Brands in an appropriate manner.

II. **UNIFORMS:** CSC Proudly wears Nike Uniforms

- a. The design and standards for the players uniforms will be determined by the Board and will not be deviated from by individual teams.
- b. Uniform colors will consist of colors in a combination approved by the Board
- c. Changes to uniforms will not be made without prior approval of the Board
- d. Place of business the uniforms are purchased from will be determined by the Board.
- e. No sponsor logos will be permitted unless approved by the Board.
- f. Uniform Kit: All players will be required to purchase the items detailed in the uniform kit as followed:
  - i. Home & Away Game Jerseys
  - ii. Home & Away Shorts
  - iii. Home & Away sock sets
  - iv. Home & Away Practice Jerseys
- g. Exception: Full time Keepers may be required to purchase CSC Keeper uniforms. All other keepers will be required to purchase the uniform kit and the team may purchase a CSC keeper jersey to be worn by all keepers.
- h. Home jersey color is white and away jersey color is blue. A combination of shorts and socks will be determined by the team's Coach. No additional color maybe worn with the CSC uniform, (i.e, black shorts, shirts, or socks, etc.)
- i. Duplicate numbers are not allowed with those age groups that have more than one team. It is recommended that age groups with multiple teams keep a master list of all players' names, numbers and date the number is assigned for the age group. If a duplicate number occurs, the player issued with the number first will have the right to keep the number and the second player must choose a new number and may not duplicate another player's number. Goalkeepers will have either number 0 or 1, preferably 1.
- j. All new members that registered in 2018 or later - Even numbers will be assigned to even birth year players and odd numbers will be assigned for odd number birth years.
- k. Practice Jersey: These jerseys will be purchased from the source determined by the Board. Purchasing from other sources is not permitted.
- l. Additional items may be purchased but will not be required by the Board nor a Coach, i.e. warm ups & back packs.

### **III. SPIRIT WEAR & PROMOTIONAL ITEMS**

- a. Spirit Wear & Promotional Items include but are not limited to any apparel or merchandise that carry a CSC Brand.
- b. The design and standards for club spirit wear and/or promotional items will be determined by the Board and will not be deviated from by individual teams without express consent from the Board.
- c. Vendors for these items will be chosen and/or approved by the Board

### **IV. MANAGEMENT OF VENDORS & BRAND**

- a. The CSC Uniform Coordinator, a Director of the Commonwealth Soccer Club, will be responsible for the management of this policy, vendors and usage of any Brand items for the club.

Board Approved on August 10, 2021