
INTELLECTUAL PROPERTY (IP) AND COPYRIGHT POLICY AND PROCEDURES

Purpose

This policy is designed to protect Trendie's intellectual property (IP) and ensure compliance with copyright laws. It provides a comprehensive framework for the creation, use, and safeguarding of our IP assets, including trademarks, copyrights, patents, and trade secrets. The policy also sets out procedures for managing these assets effectively to maintain our competitive advantage and uphold our legal and ethical obligations.

Scope

This policy applies to all Trendie employees, contractors, consultants, and third parties engaged with creating, using, or having access to our intellectual property. It also extends to the appropriate use of third-party IP within Trendie. This includes, but is not limited to, software, marketing materials, training resources, designs, products, and any other creative outputs.

Policy Statement

Trendie is committed to protecting its intellectual property and respecting the IP rights of others. Proper management and safeguarding of our IP assets are crucial for maintaining our innovative edge and legal compliance. All individuals covered under this policy are required to adhere to the guidelines and procedures outlined to ensure the integrity and security of our IP.

Key Principles

- **Ownership:**
 - All intellectual property created during employment or contractual engagement with Trendie is owned by the company, unless a written agreement states otherwise. This includes, but is not limited to, inventions, software, designs, logos, processes, and copyrighted materials.
 - Employees and contractors are required to assign all rights of IP created during their tenure to Trendie, ensuring full ownership and control by the company.



- **Protection:**

- Trendie will proactively protect its IP by registering trademarks, copyrights, and patents where necessary. This includes regular audits and monitoring of our IP portfolio.
- Employees must maintain confidentiality of proprietary information and take reasonable precautions to prevent unauthorized disclosure, including the use of non-disclosure agreements (NDAs) where applicable.
- Any suspected infringement or misuse of Trendie's IP should be reported to the Legal Department immediately for investigation and action.

- **Use of Third-Party IP:**

- All third-party IP must be used in accordance with the applicable licences, agreements, and laws. Employees are responsible for verifying that appropriate permissions or licences are obtained before incorporating third-party IP into Trendie's work.
- Any use of third-party materials, such as images, software, or text, must be properly attributed as per the licensing terms.

- **Infringement:**

- Employees must not knowingly infringe upon the IP rights of others. If you become aware of potential infringement by Trendie or a third party, you must report it to the Legal Department promptly.
- Trendie will take swift and appropriate action to address any infringement, including legal proceedings if necessary.

- **Training:**

- Trendie will provide ongoing training on IP and copyright laws to all relevant personnel. This training will cover key aspects such as identifying IP, understanding ownership rights, handling third-party IP, and recognising infringement.



Procedures

- **IP Creation and Documentation:**
 - All IP created must be documented and reported to the Legal Department for proper registration and record-keeping. This includes submitting detailed descriptions, drafts, prototypes, or final versions of the IP.
 - Employees involved in creating IP must sign an IP assignment agreement as part of their employment or contract.
- **Confidentiality and Information Security:**
 - Employees are required to use secure methods for sharing and storing IP, such as encrypted emails and password-protected files.
 - Access to confidential information should be limited to authorised personnel only, and any sharing of such information must be done under an NDA.
- **Third-Party IP Usage and Licensing:**
 - Before using any third-party IP, employees must consult with the Legal Department to ensure proper licensing or permissions are in place.
 - Documentation of all third-party IP usage, including licence agreements and attribution requirements, must be maintained and filed with the Legal Department.
- **Monitoring and Enforcement:**
 - The Legal Department will conduct regular audits to ensure compliance with this policy and will monitor external sources for potential infringements.
 - Any breaches of this policy will be subject to disciplinary action, which may include termination of employment and legal action for severe violations.



Responsibilities

- **Employees:**
 - Understand and comply with this policy.
 - Take proactive steps to protect Trendie's IP and avoid infringing on others' rights.
 - Report any IP-related issues or concerns to the Legal Department.
- **Management:**
 - Ensure team members are informed about and adhere to this policy.
 - Facilitate proper documentation and protection of IP developed within their departments.
- **Legal Department:**
 - Oversee IP protection, including registrations and legal compliance.
 - Provide guidance on the use of third-party IP and manage disputes.
 - Conduct training and regular audits to ensure policy adherence.

Compliance and Enforcement

Trendie considers the protection of its intellectual property a matter of utmost importance. Non-compliance with this policy may result in disciplinary action, up to and including termination of employment. Additionally, Trendie reserves the right to pursue legal action to protect its IP assets and address any infringement.

Review

This policy will be reviewed annually to ensure its effectiveness and alignment with current laws and business practices. Any amendments will be communicated to all employees and stakeholders to ensure continued compliance and understanding.