



Copyright

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Linking to the GCCA Web Site

When referring to pages on the GCCA Web site from another Web site, please link to the Web page from which individual files are linked, rather than to the individual files themselves (including but not limited to PDFs, PowerPoints, word processed documents or graphics). Such files should never be linked to or copied from the GCCA server for use on another site. Permission is never needed to link to pages on the GCCA Web site. We appreciate that you find value in our site and that you encourage others to use it by linking to our materials.

Special Circumstances

Publications

- Authors retain the copyright to their intellectual content, with GCCA owning the copyright to the presentation, whether as a magazine or newsletter;
- Authors retain the right to publish their material elsewhere, and others may freely distribute it in electronic form, providing the original publication is acknowledged;
- GCCA has the right to edit the material to meet the association's standards.

The GCCA Name and Logo


Use of the GCCA name or logo in any form is not allowed without permission. Visit our logo download page to request permission to use the GCCA logo and to download official logo files.


When referring to GCCA, the acronym should be written in all capital letters, as it appears here.

The tagline for GCCA is: *Connecting a Vital Industry*

If you need to describe the association, please use one of the following:

--The Global Cold Chain Alliance unites partners to facilitate communication, networking and education for the perishable food industry.





--GCCA is an organization whose mission is to unite partners to be innovative leaders in the temperature-controlled products industry. Membership is open to Resources include The current membership comprises more than ... companies, with more than ... active members. GCCA has offices in Alexandria, Virginia, Europe, India, Latin America, Russia and China. See www.GCCA.org.

Basic Policy for Use of the GCCA Name

GCCA is: (i) the sole owner in the United States of all rights in the tradenames "GCCA", "IARW", "WFLO" "IRTA" and "IACSCC" and in the official insignias and logos of GCCA, IARW, WFLO, IRTA and IACSCC; and (ii) the sole owner in the United States of all rights in the trademarks, service marks and association marks "GCCA", "IARW", "WFLO" "IRTA" and "IACSCC", the marks "GCCA", "IARW", "WFLO" "IRTA" and "IACSCC" and the GCCA, IARW, WFLO, IRTA and IACSCC logos relating to all services and activities of GCCA and goods provided by GCCA (all of which are hereinafter referred to as the "Marks" or "GCCA Marks."

It is the policy of GCCA to exercise due diligence to assure that misuse of its Marks does not occur or is corrected. Any unauthorized use of the GCCA Marks will be referred to the Board of Directors for review and action.


It is the policy of GCCA that the GCCA Marks shall not be used without the express written authorization of GCCA. Such written authorization will be in the form of a grant of license to use one or more of the GCCA Marks.


GCCA will grant the use of its name in cases where it is deemed to be of interest or value to the association and its purposes. Examples of situations where GCCA may grant use of its name include allowing the use (i) by corporate exhibitors in written materials to conference attendees; (ii) in connection with events sponsored by GCCA but hosted by other organizations; (iii) in connection with co-sponsored events. The President of GCCA has the authority to permit such use and such use shall be reported to the Board of Directors at its scheduled meetings.

Authorized users may only do so in accordance with law, in connection with lawful activities and within the scope of the written authorization from GCCA. Authorized users must use the Marks in a dignified manner and consistent with any standards established by GCCA. Authorized users must not use the Marks in a way that would bind or give the appearance of binding GCCA.

Uses of the GCCA Marks must include the registration symbol ® and include a statement that the Mark is owned by GCCA and that unauthorized use is prohibited. In a publication with multiple references to one or more GCCA Marks, if the notice of ownership is printed on the cover of the document, then only the first reference to a Mark must include the ® symbol. If the ownership notice is printed elsewhere then each reference to the Mark must include the ® symbol. An example of the ownership notice which should be used is as follows: "The registered trademark "GCCA®" is owned by GCCA, Inc. Unauthorized use of any GCCA trademark is strictly prohibited."

GCCA has the right to disapprove of any use which, in the sole discretion of GCCA diminishes the prestige or reputation of GCCA or the value of the GCCA Marks. GCCA may terminate its authorization to use the Marks at any time that GCCA determines, in its sole discretion, that the requirements of the written authorization or this policy have been violated.





Questions concerning this policy should be directed in writing to the President of GCCA for clarification.

Language for Use in Membership Materials

By becoming a member of GCCA or a member of one of GCCA's core partners, you (i) are granted a personal, non-exclusive license to use the name GCCA and the GCCA logo(s) ("GCCA Marks") in your governing documents, contracts, advertisements, corporate stationery, promotional literature, brochures educational materials and the like and (ii) grant GCCA a personal, non-exclusive license to use your name and logo(s) in GCCA's governing documents, contracts, advertisements, corporate stationery, promotional literature, brochures, educational materials and the like.

Your use of the GCCA Marks must be in accordance with the policies of GCCA. Our use of your marks must be in accordance with the policies of your organization. No use by your organization of the GCCA mark shall indicate an agency relationship or give the appearance of binding GCCA for any of your representations, acts, omissions or agreements. No use by GCCA of your marks shall indicate an agency relationship or give the appearance of binding your organization for any of GCCA's representations, acts, omissions or agreements.

Language for Use in Brochures and Other Materials Soliciting Corporate Supporters

As a Affiliate Partner, Supporting Partner and Strategic Partner of GCCA, you will be granted a non-exclusive, non-transferable, limited License to use GCCA's tradename and mark "GCCA" and the GCCA logo, known collectively as "the Marks" or "GCCA's Marks" in accordance with the policies of GCCA, within the United States and its territories in connection with any advertising, promotion, administration or distribution of [For Profit Corporation]'s activities and programs for as long as you remain a corporate supporter. Such use shall be in accordance with the policies of GCCA.

By becoming an Affiliate Partner, Supporting Partner and Strategic Partner, you agree that GCCA may use the name "[For Profit Corporation]" and the [For Profit Corporation] logo and may identify [For Profit Corporation] as a corporate sponsor in any GCCA advertising or promotional materials that describe the [For Profit Corporation] Program or the general activities of GCCA.

