

Usage Rights & Licensing

Brand Assets

Apex Shark Expeditions' brand assets, including but not limited to the logo, tagline, typography, color palette, iconography, and other proprietary designs, are protected under copyright and trademark laws. The following outlines the guidelines for their usage:

Permitted Uses

The Apex Shark Expeditions brand assets may only be used in the following contexts:

- Marketing, promotional, or informational materials directly associated with Apex Shark Expeditions.
- Media or press materials with prior written approval from Apex Shark Expeditions.
- Partnerships, sponsorships, or collaborations authorized by the company.

Prohibited Uses

The following uses are strictly prohibited unless explicitly authorized:

- Modifying, distorting, or altering the logo, typography, or brand assets in any way.
- Using brand assets for third-party commercial purposes unrelated to Apex Shark Expeditions.
- Associating the brand with offensive, harmful, or misleading content.

Photography & Videography

All images and videos produced by or on behalf of Apex Shark Expeditions are copyrighted material.

Permitted Uses

Apex Shark Expeditions grants limited rights to use specific images or videos for promotional or editorial purposes, subject to prior approval.

Credit must be given as follows: "Image/Video Courtesy of Apex Shark Expeditions".

Prohibited Uses

Resale or redistribution of images/videos without express permission.

Alteration of images/videos in ways that misrepresent the brand or its activities.

Educational Materials

Any educational resources, conservation guides, or information shared by Apex Shark Expeditions are for non-commercial use only unless otherwise stated.

Permitted Uses

Sharing materials for educational purposes, such as school projects, conservation programs, or public awareness initiatives.

Prohibited Uses

- Reproducing materials for commercial gain.
- Distributing materials without proper acknowledgment.

Licensing

Apex Shark Expeditions retains full ownership of its intellectual property. Limited licensing agreements may be issued under the following terms:

- Licensing is non-transferable and non-exclusive.
- A written agreement outlining usage terms, duration, and applicable fees is required.
- Apex Shark Expeditions reserves the right to revoke licensing if terms are violated.

Enforcement

Any unauthorized use of Apex Shark Expeditions' intellectual property will result in immediate legal action. To request permission for specific uses, contact:

Email: apexmarketing@mweb.co.za