

REG 16 COMMERCIAL ASSETS

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- 16.1 All Commercial Rights in and to BUCS Events are the exclusive property of BUCS;
- 16.2 All Commercial Rights in and to Member Events are the exclusive property of the hosting Member;
- 16.3 All Commercial Rights in and to Member Internal Events are the exclusive property of the hosting Member;
- 16.4 BUCS shall have no right to any Commercial Rights in National Events;
- 16.5 Each Member shall support BUCS in the exploitation of the BUCS Commercial Rights and the activities of any BUCS Commercial Partners by:
 - (A) Providing a reasonable number of tickets, free of charge, on request, to any Member Event;
 - (B) Providing reasonable assistance (at no Material cost to the Member) in respect of any sponsorship advertising, promotion, publicity, merchandising or other commercial exploitation of the Commercial Rights by or on behalf of BUCS and/or any BUCS Commercial Partner (provided always that such activations do not conflict with any product or service category exclusivity obligation owed to a Member Commercial Partner);
- 1.6 BUCS shall have the exclusive right to exploit the BUCS Commercial Rights itself and/or licence the exploitation of the BUCS Commercial Rights to any third party subject to these Regulations.
- 1.7 When using or licensing the use of Participant Imagery, Member Logos and/or Member Content for commercial purposes BUCS shall ensure that it observes the provisions of these Regulations and shall ensure that the use of such assets does not damage the reputation and good standing of the Participant and/or Member in question, including by association with any product and/or service categories that involve activities contrary to the policies and principles of BUCS (including but not limited to the BUCS Ethical Partner Investment Policy) and student sport in general.