



Request to Use VSA Name and Logo

By filling out and submitting the following form, you agree to the terms and conditions of use of VSA name and logo. Once submitted, your request will be reviewed to ensure the terms and conditions are met. If the terms and conditions are fulfilled, an email with electronic files of several logo options will be sent.

Salesperson use

Note: If your dealer already received authorization to use the VSA name and logo, this form does not need to be submitted.

Name

VSA Licence Number

I have read and agree to the Terms and Conditions

Date

Signature

Or scan

This form may be submitted by email to licensing@mvsabc.com or fax to (604) 574-5883 attention: Licensing.



TERMS AND CONDITIONS OF USE OF VSA NAME AND LOGO

By displaying the Name or Logos of the Vehicle Sales Authority, the Dealer or a Licensee agrees to the following terms and conditions of use. If the Dealer or Licensee does not consent to the terms and conditions of use, they cannot use any of the Logos in any capacity.

“Act” means the *Motor Dealer Act* R.S.B.C. 1996 c. 316

“Dealer” means a motor dealer registered under the Act

“Licensee” means a person licensed under a regulation of the Act

“VSA” means the Motor Dealer Council of B.C. dba the Vehicle Sales Authority of B.C. (VSA)

TERMS AND CONDITIONS OF USE OF THE VSA NAME AND LOGO:

1. The name and logo of the VSA are the registered official marks of the VSA and any use of them must comply with these terms and conditions.
2. The name and Logos of the VSA may only be used by a Dealer or a Licensee, or their agents while preparing marketing materials. Any other person wishing to use the VSA name or Logo must obtain the VSA's written approval prior to use.
3. A Dealer or a Licensee may not use the VSA name or Logos unless they agree to these Terms and Conditions and have been authorized by the Registrar to use the VSA name or the Logos.
4. The VSA retains all ownership rights in the Logos.
5. The VSA reserves the right to alter, modify or discontinue the Logos at any time, at its sole discretion.
6. The VSA is not liable or obligated in any manner for any costs, damages or other losses of any type whatsoever incurred by a Dealer or Licensee in connection with the Logos.
7. The VSA will provide to the Dealer or the Licensee with the Logos they are authorized to use and the Dealer or the Licensee cannot alter the appearance of or try to recreate any of the Logos in any way.
8. The Logos may only be used for the purpose of indicating to the public that the Dealer is registered or a Licensee is licensed under the Act and for promoting the consumer protection benefits of the Vehicle Sales Authority of B.C.
9. The Logos may not be used in any manner that implies VSA sponsorship or endorsement of any kind, including of the Dealer or a Licensee and/or any of their products or services, or that they are compliant with the Act.
10. The Logos must never appear larger and/or more prominent than the Dealer's or Licensee's trade name on any materials produced or distributed by them.
11. Where a Dealer or dealer group requests authorization for their licensed staff, use of the VSA name and logo is authorized for current and future licensed staff at that dealership or dealer group only. Therefore, the authorization provided a salesperson in this manner will terminate upon leaving the dealership that made the request.
12. Where the Dealer's registration or the Licensee's licence under the Act is terminated, revoked, lapsed or temporarily suspended, the Dealer and/or the Licensee will immediately discontinue all use of the Logos and remove the Logos from all materials in its possession.
13. A Dealer and a Licensee must promptly discontinue all use of the Logos upon written request from the VSA or by order of the Registrar of Motor Dealers.
14. The use of the VSA name and Logos by the Dealer or the Licensee is conditional on being in good standing with the VSA, including not being in arrears in any payments owing to the VSA.
15. Abiding by these terms and conditions is a requirement of section 13 of the *Motor Dealer Act* of B.C. and any breach of these terms and conditions may be enforced by the Registrar as if they were a breach of that Act.