

Brand Policy

Ownership Of eGHL Brand Assets

You acknowledge that GHL ePayments Sdn Bhd (eGHL) is the sole and exclusive owner of all eGHL Brand Assets and derivatives thereof and that all goodwill derived from using any eGHL Brand Asset inures exclusively to the benefit of eGHL. You promise that you will not interfere with eGHL's rights in the eGHL Brand Assets, including by challenging eGHL's use, registration, or application to register any eGHL Brand Asset or by registering any eGHL Brand Asset yourself anywhere in the world.

eGHL Brand Policy

eGHL grants Merchant a limited & non-exclusive license to display eGHL brand to promote your acceptance of eGHL Services and Merchant will:

1. Adhere to the eGHL brand guidelines as provided by eGHL from time to time; and
2. Obtain eGHL written consent/approval prior to such use. eGHL may revoke the permission to use eGHL brand by giving you notice and a reasonable period of time to cease use.

Merchant Brand

Merchant's shall grant eGHL a limited & non-exclusive license to display [Company] Brand in connection with eGHL's marketing communications about eGHL solutions and services; provided that eGHL obtains Your written approval before such use. [Company] may revoke the permission to use [Company] Brand by giving eGHL notice and a reasonable period of time to cease use.

Brand Rights

1. Each party retains all rights to its Brand. Except for the limited use rights in this agreement, neither party acquires any right to the brand of the other party. eGHL's usage of [Company] Brand (including any associated goodwill) will inure to your benefit, and [Company] use of eGHL brand (including any associated goodwill) will inure to eGHL's benefit.
2. Upon request, each party will show the other party how it is using the other party brand to enable the other party to monitor and ensure that the usage is consistent with the other party quality control requirements.

The [Company] hereby agrees that eGHL may from time to time, display the [Company] logo, branding (including any marks and/or images available on public domains) on its platform without further approval from the [Company] and the [Company] shall indemnify eGHL against all actions, proceedings, costs, claims, demands, loss, damages, liabilities and expenses howsoever incurred, suffered, paid or payable by eGHL in anyway arising from such usage.

Brand Policy



Marketing

1. Merchant shall adequately display the eGHL logo, FPX logo, Card Associations logo, and promotional materials supplied by eGHL on their website or checkout page. Merchant shall cease to use or display such service marks in any way (including, without limitation, in promotional materials and transaction related papers or forms of Merchant) immediately upon notice from eGHL or upon termination of this Agreement. Merchant shall not issue or dispatch any promotional materials which include any reference to eGHL and its product or its name, trade name, logo, service mark and/or trademark without its prior written consent.
2. Merchant must adhere to the minimum standards and requirements for any use of the marketing materials including logos.
3. Merchant irrevocably authorizes eGHL, to include its name in any directory or promotional materials produced by eGHL, in connection with the acceptance of the cards.
4. If at any point of time during the term of this contract, Merchant is found to have misused or inappropriately display the eGHL logo, FPX logo, Card Associations logo and any related promotional materials, eGHL serves the right to terminate the merchant account immediately without prior notice.

