

IMPERIAL EUROPEAN UNIVERSITY-PARIS

BRAND, ACADEMIC & INTELLECTUAL PROPERTY PROTECTION POLICY

Version 1.0 | Effective 2026

1. Purpose and Scope

This Brand, Academic & Intellectual Property Protection Policy ("Policy") establishes the maximum level of legal protection for all brand assets, academic materials, intellectual property, and reputational interests of **Imperial European University-Paris ("IEU-Paris", "the Organisation")**.

This Policy applies to **all individuals and entities**, including but not limited to students, alumni, staff, faculty, partners, agents, centres, affiliates, contractors, third parties, and members of the public, worldwide.

2. Ownership of Intellectual Property

All intellectual property associated with IEU-Paris is the **exclusive property of the Organisation**, unless expressly stated otherwise in writing.

This includes, without limitation: - The organisation name, variations, abbreviations, and translations - Logos, seals, crests, holograms, stamps, certificates, transcripts, and insignia - Academic programmes, curricula, syllabi, course materials, assessments, examinations, lecture content, and learning platforms - Research outputs, publications, datasets, methodologies, and academic frameworks - Digital assets, websites, domains, software, portals, dashboards, and databases - Marketing, promotional, and communication materials - Accreditation references, rankings, affiliations, and institutional representations
No rights, licences, or permissions are granted by implication.

3. Absolute Restrictions on Use

3.1 Prohibited Actions

Without the **prior written consent** of IEU-Paris, no individual or entity may: - Use, copy, reproduce, adapt, modify, distribute, publish, transmit, sell, or exploit any IEU-Paris intellectual property - Display IEU-Paris branding, logos, seals, or certificates in any form (digital or physical) - Create derivative works or imitations that resemble IEU-Paris branding or academic materials - Misrepresent or imply affiliation, accreditation, endorsement, recognition, or authorisation by IEU-Paris - Use IEU-Paris materials for commercial,

promotional, academic, or representational purposes - Issue certificates, transcripts, awards, or documents bearing IEU-Paris branding without express authorisation

Any unauthorised use shall be deemed **wilful infringement**.

4. Academic Integrity and Protection

IEU-Paris maintains zero tolerance for: - Academic misrepresentation or falsification - Unauthorised issuance, alteration, or duplication of academic records - Misuse of academic titles, qualifications, or credentials - Plagiarism, content extraction, or unauthorised redistribution of academic materials

All academic content remains the intellectual property of IEU-Paris regardless of delivery format or access rights granted to students.

5. Use by Partners, Centres, and Third Parties

Any authorised partner, centre, or affiliate: - May use IEU-Paris branding **only** within the exact scope explicitly approved in writing - Must immediately cease all use upon suspension, termination, or expiry of authorisation - Shall not claim ownership or independent rights over IEU-Paris intellectual property - Must comply fully with all branding, accreditation, and representation directives

Any deviation constitutes a **material breach**.

6. Digital, Online, and Social Media Control

IEU-Paris exercises **exclusive control** over its digital and online presence.

Unauthorised: - Websites, domains, sub-pages, social media accounts, advertisements, or representations - Regional or local pages implying official status - SEO manipulation, paid promotions, or digital impersonation are strictly prohibited and subject to immediate enforcement action.

7. Enforcement, Remedies, and Legal Action

IEU-Paris reserves the unrestricted right to: - Issue immediate takedown demands - Suspend or terminate partnerships without notice - Invalidate academic credentials obtained or issued through misuse - Impose contractual penalties and financial claims - Pursue civil, criminal, and regulatory action in all applicable jurisdictions.

Unauthorised use may result in **injunctive relief, damages, reputational claims, and recovery of legal costs**.

Any unauthorized use of the IEU-Paris name, logo, seal, brand identity, or other visual identifiers constitutes a serious violation of this Policy and its intellectual property rights.

Without prejudice to any civil or criminal remedies available, IEU-Paris reserves the right to impose a contractual penalty of up to €10,000 per unauthorized use, publication, incident, or infringement, and to require immediate removal of the infringing material and full compensation for any damages suffered.

8. No Waiver and Reservation of Rights

Failure by IEU-Paris to enforce any provision of this Policy does not constitute a waiver of rights.

All rights not expressly granted are **fully reserved**.

9. Governing Law and Jurisdiction

This Policy shall be governed by and construed in accordance with the **laws of France and applicable European Union regulations**, without prejudice to IEU-Paris's right to initiate proceedings in any competent jurisdiction worldwide.

10. Policy Authority and Amendments

This Policy is issued under the authority of IEU-Paris and may be amended, replaced, or withdrawn at any time without prior notice.

Continued interaction with IEU-Paris materials constitutes **deemed acceptance** of this Policy.

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