

1.0 Purpose

This document sets out the approval process for requests to exhibit any of Consumer Protection BC’s “Restricted Cougar” movie trailers. Under Consumer Protection BC’s Administrative Agreement, the Province agreed to assign and transfer assets to Consumer Protection BC. Assets, including the “Restricted Cougar” trademark, were assigned to Consumer Protection BC under the June 27, 2007 Assignment Agreement between the Province and Consumer Protection BC. This policy is to ensure a consistent approach to considering requests to use a trailer containing the Cougar trademark that ensures the protection of Consumer Protection BC’s brand and reputation, raises our organization’s profile, and contributes to informing consumers about film classification in BC.

2.0 Policy Statement

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2.1 Consumer Protection BC encourages licensees to display the Consumer Protection BC name and logo on their websites and print materials to promote their commitment to consumer protection to their customers and to demonstrate they are appropriately licensed to conduct business in BC. We also invite our partners and other stakeholders to display our logo online should they wish to link to our website.

2.2 As the Consumer Protection BC name and logo are registered marks, licensees are asked to understand the terms under which they may use the Consumer Protection BC name, logo and related branding images, and to obtain authorization and appropriate code to load the logo on their websites.

2.3 By granting usage of the restricted cougar trailer, Consumer Protection BC is in no way endorsing/classifying/approving the motion picture it is associated with.

2.4 Consumer Protection BC’s Marketing and Communications department is responsible for the management of our corporate brand. This includes responsibilities for encouraging consistent and appropriate use of our brand and efforts to raise awareness of our brand identity with staff and external stakeholders.

2.5 With respect to specific requests to publically display a trailer containing the Cougar trademark in a theatrical motion picture exhibition or other platforms, the Marketing and Communications department will assess requests on a case-by-case basis. Primary consideration will be given to the potential impact on:

- Our brand and reputation.
- Public awareness of our organization.
- Public awareness of our responsibility for motion picture regulation in BC.
- Public awareness of Consumer Protection BC’s film classification system.
- Our relationship with licensees and other stakeholders.
- Our staffing resources.

3.0 Approval Procedures

The process for approving the use of a Cougar movie trailer is as follows:

- Parties who wish to use any of Consumer Protection BC's "Restricted Cougar" trailers will be required to fill out an Application Form. The form is available as an attachment to this policy and is also available electronically on our Motion Pictures web [portal](#).
- Application approvals only apply to use with the motion picture or specific vehicle (i.e. video or website) referenced in the original request. A new form must be completed for any subsequent uses.
- There is no cost for processing an Application Form.
- Applications and User Terms and Conditions forms will be retained for a period of two years.
- Renewals are not required.

4.0 Authority

4.1 Trade-marks Act

The "Restricted Cougar" trademark was registered by the Province on April 29, 1966 and renewed on April 29, 1996 and May 18, 2011 in accordance with the *Trade-marks Act* (Canada), having the registration number TMA145044. The current Cougar trademark expires April 26, 2026 unless renewed.

4.3 Assignment Agreement

Under Article 3, Section 3.01 of the Assignment Agreement, the Province assigns all its rights, ownership, title, benefit and interest in and to the "Restricted Cougar" trademark, including any goodwill associated with the trademark, and Consumer Protection BC accepts the assignment. The trademark is further described in Appendix 2 of the Assignment Agreement. The trademark is reproduced in Consumer Protection BC's "Restricted Cougar" movie trailers.

APPLICATION FORM FOR USE OF RESTRICTED COUGAR MOVIE TRAILERS

Please note that the Restricted Cougar trailers are only available in digital format as seen on our corporate [YouTube channel here](#).

User Terms and Conditions:

By completing this application form to exhibit a “Restricted Cougar” trailer in connection to a motion picture, you agree not to alter or edit the trailer(s) in any way.

I have read, understand and agree to abide by the User Terms and Conditions.

Signature

Date

Complete the information below:

Consumer Protection BC Licence #: _____ (if applicable)

Contact Name: _____

Company: _____

Address: _____

E-Mail: _____

Daytime Phone: _____

Website (if applicable): _____

Which trailer do you want to use?

- Jungle trailer ([link](#)) Kitten trailer ([link](#)) Sold Out trailer ([link](#))
 Poolhall trailer ([link](#)) Bijou trailer ([link](#)) Monkey trailer ([link](#))

Please tell us specifically how you plan to use the “Restricted Cougar” trailer(s).

Send this document to Consumer Protection BC via e-mail (see below). You should make a copy for your records. Once we receive your request and authorize your use of the trailer(s), we will send you an email confirming authorization and a link to an acceptable copy of the trailer(s).

Consumer Protection BC

E-mail: Media@consumerprotectionbc.ca