

# World Coffee Events

## Champion Code of Conduct

The Champion Code of Conduct is applicable to all Championships produced by World Coffee Events (WCE).

- A. WCE assumes that all Champions will continue to abide by the terms of the WCE Competitors' Code of Conduct and all Rules & Regulations for of the respective championship for the duration of the competition.
- B. A Champion is reflected as the current Champion for approximately one year period ranging from the competition in which they are awarded the title until the next official competition, or thirteen (13) months, whichever comes first.
- C. The Champion may use the following titles with their name for this period relevant to the competition they have won:
  - Champion - year
  - Champion – city and year
  - Current ChampionFor Example: World Latte Art Champion 2011, World Latte Art Champion Maastricht 2011, Current World Latte Art Champion.
- D. After the duration of the Champion year period, the Current Champion becomes the Past Champion. The following titles may be used:
  - Past Champion
  - Champion - Year
  - Champion—city and yearFor Example: Past World Brewers Cup Champion, World Brewers Cup Champion 2011, World Brewers Cup Champion Maastricht 2011.
- E. The Champion recognizes that the WCE owns all rights to the respective Championship name, marks, logos and any other intellectual property and any use thereof granted to the Champion is limited by the terms and conditions of the WCE competitions; rules and regulations; and codes of conduct.
- F. The Champion can use the titles, logos and marks owned by the WCE in press releases and communications related to the Champion and the competition; making appearances at WCE-sanctioned events as the Champion; and other communications regarding the respective Championship.
- G. The Champion may not use the any of the marks, logos or other intellectual property of the WCE in connection with private profit advertisements, events and activities that may detract or compete with the respective Championship.
- H. WCE reserves the right to change at any time the Champion Code of Conduct as well as any and all rules, regulations and other documents associated with the WBC. The Champion must abide by the revisions.
- I. Should WCE find the Champion has not adhered to the Code of Conduct, or to abide by any revisions thereto, or the Champion voluntarily relinquishes their title, WCE reserves the right to dismiss the Champion and revoke their rights to use the title of champion and any other marks owned by the WCE.
- J. The Champion allows the WCE to use their name and image in their official communications, including advertisements for the respective Championship and WCE events.
- K. The Champion agrees to a certain number of volunteer hours for the WCE in promotional or educational events during their championship year. In the case of volunteer activities or appearances, the Champion's airfare and lodging will be supported and the Champion is to donate the their time for the purpose.