

Chefo Trademark Policy

Notification of Trademark Infringement:

Chefo (Pty) Ltd (“Chefo”) respects the intellectual property rights of others and abides by local and federal laws relating thereto.

It is Chefo’s policy, in appropriate circumstances and at its sole discretion, to disable and/or terminate the accounts of users who repeatedly infringe or are repeatedly charged with infringing the trademarks or other intellectual property rights of others.

Trademarks

Chefo respects the rights of trademark owners and may assist trademark owners with the removal of infringing content. If you believe your trademark has been infringed, you may submit a trademark complaint and Chefo will review and decide, at its sole discretion, whether to disable or take down the account. Chefo is not an arbiter of third-party disputes and recognizes that third-parties may sometimes lawfully use trademarks owned by other parties. Accordingly, we encourage parties to reach out directly to the alleged infringer, as submission of a trademark complaint will not guarantee enforcement. If Chefo removes content in response to a trademark complaint, we will notify the party you complained about to inform them the content was removed. We also provide them with your contact information, including the name of the trademark owner, email address, and a copy of your complaint.

In order to submit a trademark claim, you must provide the information requested below and forward to Chefo at the address/email provided.

Trademark Complaint Process

1. Provide your name, company name, and/or relationship to the trademark owner.

2. Identify the trademark(s) you claim is/are being infringed, including (a) the mark(s) (b) the trademark registration number(s); (c) the jurisdiction(s) in which the mark(s) is/are registered; and (d) a copy of the registration certificate(s) or other proof of ownership.
3. Identify the material you claim is infringing your trademark(s) and information reasonably sufficient to permit us to locate the allegedly infringing material, including, at a minimum, the URL of the site(s) where such material may be found, if the material appears online, as well as the name and contact information of the alleged infringer, if available.
4. Include a brief description of why you believe the material infringes your trademark(s) and the action(s) you would like to be taken.
5. Provide an email address, telephone number, and mailing address at which we can contact you regarding this complaint.
6. Include both of the following statements in the body of the Notice:
 - “I hereby state that I am the owner (or authorized agent) of the trademark(s) that is allegedly infringed and I have a good faith belief that the disputed use of the trademark(s) is not authorized by the owner, its agent, or the law (e.g., as a fair use).”
 - “I hereby state, under penalty of perjury, that the information in this complaint is true, complete and accurate.”
7. Provide your full legal name and your electronic or physical signature.
8. Deliver this Complaint with all items completed to the following email or land address:

Trademark Agent

c/o Friedrich Incorporated

Suite G3, Paragon II

1 Kramer Street

Bedfordview

South Africa

takedowns [at] Chefo [dot] com

Upon submission of your complaint, you will receive an automatic reply that your communication has been received. If the complaint is incomplete, you will receive a notification that identifies the missing information required for Chefo to review the complaint. When your complaint is complete, Chefo reserves the right to determine, in its sole discretion, that the complaint is without merit and, if so, to decline to take any further action. You will be notified of any such determination. Otherwise, Chefo will send the complaint to the allegedly infringing party, who will have 10 business days to

provide a response. If no response is received within 10 business days, Chefo reserves the right to remove any allegedly infringing material. If a response is received, it will be forwarded to you, with the allegedly infringing party's contact information, and Chefo will ask that you contact the party directly and try to amicably resolve the matter. If you are unable to amicably resolve the matter, Chefo reserves the right to review both the complaint and the reply and to make a determination, in its sole discretion, as to whether any action is warranted. Such determination will be communicated to both parties. *If you do not receive email communication from Chefo regarding your complaint, please check your spam folder, before inquiring at admin@chefo.co.za. You may also wish to add admin@chefo.co.za to your spam filter's safe list. Please do not contact any other email address regarding your complaint.*