

# St Edward's Park Residents' Association

email [chairman@stedwardspark.org](mailto:chairman@stedwardspark.org)

website [www.stedwardspark.org](http://www.stedwardspark.org)



31 January 2013

Dear Mr Harding,

The Residents' Association regrets that you have used our Logo to advertise a commercial venture in your flyer and on your website asking people to register their interest in high speed broadband.

You know full well that the logo is owned by the Residents' Association and the use by you in connection with your trade or profession for commercial purposes is contrary to the spirit of what we stand for.

The logo was created for the RA some 5 years ago for the exclusive use of the St Edward's Park Resident's Association. No charge was made by the designer on the basis that the logo should not be used for commercial purposes.

It is regrettable that there has been no consultation with the RA Committee prior to the use of the logo for commercial purposes. You have acted unprofessionally and irresponsibly by incorporating the logo in to the advertising materials.

Residents also believe that the RA is somehow involved in your venture by your use of the RA Logo. This is absolutely not the case.

Whilst the RA Committee fully supports getting better internet access for Residents, it cannot and will not condone or agree to your use of our logo in your communications or on your website for commercial purposes.

You are requested to desist from using the logo in any communications whatsoever, written, e-mail or on your website. You should remove it forthwith.

The RA will communicate this matter directly with residents to make it clear that we have no connection with your commercial venture and that you have been asked to desist from using the St Edwards' Park identity in your commercial venture.

We trust you will remove the RA logo from your website and communications forthwith.

Yours sincerely

St Edwards Park Residents Association Committee