



WORLD BARISTA CHAMPIONSHIP

WBC Champion Code of Conduct

- The WBC Ltd. (“WBC”) assumes that all Champions will continue to abide by the terms of the WBC Competitors’ Code of Conduct and all rules and regulations of the WBC for competition.
- A WBC Champion is reflected as the current WBC Champion for approximately one year period ranging from the competition in which they are awarded the title until the next official WBC competition or 13 months, whichever comes first. The WBC Champion can use the following titles with their name for this period:
 - WBC Champion
 - WBC Champion—city and year
 - Current WBC Champion
- After the initial period, the Current WBC Champion becomes the Past WBC Champion. The following titles can be used:
 - Past WBC Champion
 - WBC Champion—city and year
- The WBC Champion should recognize that the WBC owns all rights to the WBC 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 WBC competitions; rules and regulations; and codes of conduct.
- The Champion can use the titles, logos and marks owned by the WBC in press releases and communications related to the Champion and the competition; making appearances at WBC sanctioned events as the WBC Champion; and other communications regarding the WBC.
- The Champion should not use the any of the marks, logos or other intellectual property of the WBC in connection with private profit advertisements, events and activities that may detract or compete with the WBC.
- The WBC reserves the right to change at any time the Champion Code of Conduct as well any and all rules, regulations and other documents associated with the WBC and the Champion should abide by the revisions.
- Should the WBC 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, the WBC reserves the right to dismiss the Champion and revoke their rights to use the title of champion and any other marks owned by the WBC.
- The Champion allows the WBC to use their name and image in their official communications, including advertisements for the WBC and its competitions.