

## Decision No. 2 of 2005 Concerning Advertising by Knowledge Village Licensees

### I, Ahmad Binbyat, Director General of the Dubai Technology and Media Free Zone Authority

After perusal of the Dubai Technology and Media Free Zone Licensing Regulations 2003 and Regulation 18.2.3, Regulation 18.2.4 and Regulation 19 thereunder, hereby issue the following decision regarding advertising by licensees registered as universities and academic service providers in Knowledge Village under Licence Segment 3.1 and Licence Segment 3.4 respectively as set out in Decision No. 4 of 2004 (or the equivalent licence segments in any future updated decision).

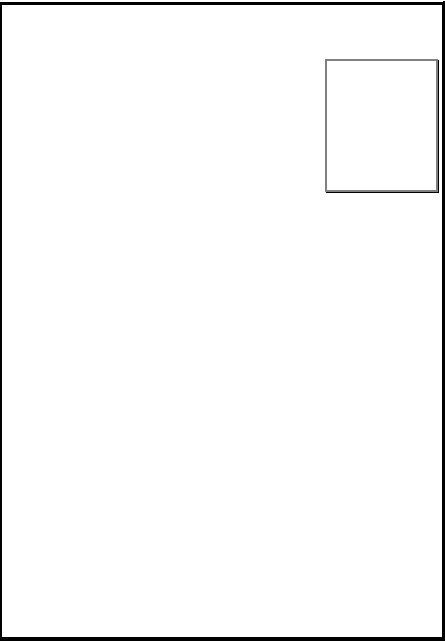
1. Licensees holding a Licence as an University under Segment 3.1 of Decision No. 4 of 2004 concerning Licence Categories (or the equivalent segment in any future updated version of that Decision) (hereinafter "Universities") and Licensees holding a Licence as an Academic Service Provider under Segment 3.4 of Decision No. 4 of 2004 concerning Licensing Categories (or the equivalent segment in any future updated version of that Decision) (hereinafter "ASPs") shall each be subject to the following requirements with respect to placing of any "Advertisement" (as that term is defined in Regulation 19 of the Dubai Technology and Media Free Zone Licensing Regulations 2003 (the "Licensing Regulations")).
  2. Prior to the placement of any Advertisement, Universities and ASPs must obtain approval from Knowledge Village with respect to the content of any Advertisement, such approval not to be unreasonably withheld by Knowledge Village. Universities and ASPs shall seek approval in writing from Knowledge Village for all such Advertisements at least forty eight (48) hours prior to the proposed date of publication of any Advertisement.
  3. All Advertisements by Universities and ASPs shall contain the Knowledge Village logo ("KV Logo") on the top right hand side of the Advertisement in a manner proportionate to the example set out in Schedule 1 to this Decision. For the avoidance of doubt, no rights or entitlement whatsoever in or to the KV Logo are granted to Universities and ASPs by way of this requirement and all intellectual property rights in the KV Logo remain with Knowledge Village.
  4. Failure by any University to comply with the requirements of this Decision as set out in Clauses 1 through 3 above, will lead to the imposition of a fine on the University by the Authority in the amount of United Arab Emirates Dirhams Fifty Thousand (AED 50,000.00) per occurrence of a breach (the "Fine"). The University shall pay the Fine within thirty (30) days of written notification by the Authority of the imposition of the Fine. Failure by the University to so pay the Fine within the thirty (30) day period prescribed will lead to suspension of the University's licence by the Authority by virtue of Regulation 10.1.2 and Regulation 10.1.5 of the Licensing Regulations for a period of thirty (30) days ("Suspension"). During Suspension, no further services will be supplied by the Authority to the University including, without limitation, visa services, provision of utilities and similar services, and approval of any Advertisements. Where Suspension is imposed upon an University under this Clause 4, then the Fine is increased to an amount of United Arab Emirates Dirhams One Hundred Thousand (AED 100,000.00) (the "Increased Fine"). Failure thereafter by the University to pay the Increased Fine within the Suspension will, at the completion of the period of Suspension, lead to a cancellation of the licence of the University under the provisions of Regulation 10 of the Licensing Regulations.
  5. Failure by any ASP to comply with the requirements of this Decision as set out in Clauses 1 through 3 above, will lead to the imposition of a fine on the ASPs by the Authority in the amount of United Arab Emirates Dirhams Ten Thousand (AED 10,000.00) per occurrence of a breach (the "Fine"). The ASP shall pay the Fine within thirty (30) days of written notification by the Authority of the imposition of the Fine. Failure by the ASP to so pay the Fine within the thirty (30) day period prescribed will lead to suspension of the ASP's licence by the Authority by virtue of Regulation 10.1.2 and Regulation 10.1.5 of the Licensing Regulations for a period of thirty (30) days ("Suspension"). During Suspension, no further services will be supplied by the Authority to the ASP including, without limitation, visa services, provision of utilities and similar services, and approval of any Advertisements. Where Suspension is imposed upon an ASP under this Clause 5, then the Fine is increased to an amount of United Arab Emirates Dirhams Twenty Thousand (AED 20,000.00) (the "Increased Fine"). Failure thereafter by the ASP to pay the Increased Fine within the Suspension will, at the completion of the period of Suspension, lead to a cancellation of the licence of the ASP under the provisions of Regulation 10 of the Licensing Regulations.

2. This Decision shall come into effect on the date of its issuance.

**Ahmad Binbyat**

Director General of the Dubai Technology and Media Free Zone Authority  
Issued in Dubai on 1 June 2005

**Schedule 1**

<p>This illustrates the proper usage of the partner logo in the companies stationary</p> <p><b>Clearance</b></p> <p>The logo should always be confined within a white box as per the specified clearance</p> <p><b>Placement and usage</b></p> <p>The logo should be placed always on the top right-hand side of the all the stationary</p> <p>Letter Heads</p> <ol style="list-style-type: none"><li>1. Never change the colour of the white background</li><li>2. Never change the location of the logo</li></ol> <p>Letter heads</p>	<p><b>Letter Heads</b></p> 
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