

**Guidelines for the Use of Copyrighted Works for Public Relations of the
"World Uchinānchu Day" and the "Worldwide Uchinānchu Festival"**

Director General, Department of Culture, Tourism and Sports

October 15, 2021

(Objective)

Article 1: This guideline is for the national government, local governments, equivalent organizations, and organizations whose purpose of establishment and activities are deemed to contribute to the succession and development of the Uchinā Network (hereinafter referred to as "organizations related to the Uchinā Network, etc."). This article prescribes the necessary matters concerning the use of copyrighted works (hereinafter referred to as "works, etc."), etc. for the promotion of the World Uchinānchu Day or the Worldwide Uchinānchu Festival produced by Okinawa Prefecture or the Worldwide Uchinānchu Festival Executive Committee shall apply

(Definition)

Article 2: The term "works, etc." as used in this guideline shall mean the works listed in the attached document.

2. In this guideline, the meanings of the terms listed in the following items shall be as prescribed in the relevant letters.

- (1) Merchandise: Refers to products manufactured for the purpose of sale and other similar products.
- (2) Prizes: Refers to products provided free of charge to patrons for the purpose of promoting product sales and other similar items.
- (3) Advertisement: Refers to the widespread advertising of information about products, businesses, etc. to the public.

(Right)

Article 3: Rights to works, etc. shall belong to Okinawa Prefecture.

(Application for usage)

Article 4: User shall submit the Request Form to Obtain Approval to Use Copyrighted Works (Form No. 1), etc. for Public Relations for "World Uchinānchu Day" and "Worldwide Uchinānchu Festival" with submission of necessary documents to the Governor for approval in advance. However, this shall not apply to cases that fall under the following items.

- (1) When used by the national or local government
- (2) When used for public relations purposes by an Okinawa Prefectural Government registered Okinawa Kenjinkai or Uchinā Goodwill Ambassador.
- (3) When used for publicity purposes by the International Exchange Division of the

Department of Culture, Tourism and Sports of Okinawa Prefecture, or by organizations that sponsor, co-sponsor or support projects conducted by the 7th Worldwide Uchinānchu Festival Executive Committee.

- (4) When used by the media for the purpose of news reporting or public relations.
 - (5) Any other case the governor deems to be appropriate.
- 2 The costs required for the application in the preceding item shall be borne by the applicant.

(Approval for Use)

Article 5: When an application for use prescribed in paragraph 1 of the preceding article is received, the governor shall accept the application and issue a notice of approval for use (Form No. 2) if the content of the application is recognized as not falling under any of the following.

- (1) When it is detrimental to the dignity of "World Uchinānchu Day" or "Worldwide Uchinānchu Festival" or hinders correct understanding
- (2) When there is a risk of violating laws and regulations or public order and morals
- (3) When there is a risk of being used for the purpose of acquiring an unjust profit
- (4) If there is a risk to give or if it may give the misunderstanding that the organization supports or approves a specific individual, political party, or religious group.
- (5) When it is used by a person who operates a business as defined in Article 2 of the Act on Control and Improvement of Amusement Businesses, etc. (Law No. 122 of 1948), or when it is recognized as a business in which such a person is involved.
- (6) Any other case the governor deems to be appropriate.

(Usage Fee)

The fee for use shall be free of charge.

(Compliance in use)

Article 7: The user shall comply with the following items.

- (1) Use it only for approved purposes.
- (2) Use it correctly according to the specified color, shape, color scheme, wording, etc.
- (3) The user shall not transfer or sublease the right to use the work to a third party.

(To Change Approved Contents)

Article 8: In the event that a user intends to change the approved contents of the Application Form to Obtain Approval for the Use of Works, etc., the user shall submit an Application form to Obtain Approval to Use of Copyrighted Works (Form No. 3), etc. for Public Relations of the Worldwide Uchinānchu Day and the Worldwide Uchinānchu Convention to the Governor for his approval in advance.

- 2 Upon receipt of a written application for change as prescribed in the preceding paragraph, the Governor shall examine the contents of the application and, if deemed appropriate, shall issue a written approval of the change (Form No. 2).

(Cancellation of Approval)

Article 9: The Governor may revoke the approval in the event that the user falls under any of the following items.

- (1) In the event the user violates these guidelines.
 - (2) In the event the application is found to be false.
 - (3) In the event the continued use of the work is deemed to be inappropriate.
- 2 The Governor shall notify the user of the cancellation of the approval set forth in the preceding paragraph by means of a Notice of Cancellation of Approval to Use Copyrighted Works, etc. for Public Relations, etc. for World Uchinānchu Day and the Worldwide Uchinānchu Festival (Form No. 4).
 - 3 When the approval for use is revoked, the user shall not be allowed to use the facility from the date of revocation of approval.
 - 4 The Governor shall not be liable for any damages incurred by the user due to the revocation of the approval for use under the preceding paragraph.

(Report on implementation results, submission of items used, etc. should be submitted)

Article 10: A person who has obtained approval for the use of a work and a person to whom Article 4, paragraph 1 applies shall submit a report (Form No. 5) to the Governor after the completion of an event or publicity, etc.

- 2 The user shall submit to the Governor the actual articles, etc. used pertaining to said approval. However, if it is difficult to submit, the submission of a photograph may be substituted.

(Responsibility for Compensation of Losses, etc.)

Article 11: The Governor shall not be liable for any compensation for loss or other damages in connection with the use of works, etc.

(Administrative Work)

Article 12. Administrative work related to this guideline shall be handled by the International Exchange Division, Department of Culture, Tourism and Sports, Okinawa Prefecture.

Supplementary Provision

This guideline came into on October 15th, 2021.