

# PRESS RELEASE / ANNOUNCEMENT

## REKA TEEMOR'S UPDATED POLICY ON WEDDING DÉCOR DESIGN EXCLUSIVITY

### FOR IMMEDIATE RELEASE

**18 January 2016** – REKA TEEMOR Sdn Bhd, a leading Malaysian avant-garde designer for weddings and corporate events, today announces its updated policy regarding its wedding event design services and the exclusivity rights to the décor designs it produces.

REKA TEEMOR's wedding design and décor services have always been provided on a pre-agreed/contracted '**rental basis**' to its many beautiful clients (Note: Rental-basis includes the rent-to-use of the design prepared by REKA TEEMOR, renting of the equipment and non-perishable decoration items, purchase of perishables for the décor, installation services etc.) This involves clients choosing a pre-existing décor design from REKA TEEMOR's own catalogue of designs, or REKA TEEMOR deploying its own ideas and designer skills to produce a new décor design to suit the client's preferred concepts. Subsequently, upon signing of the service agreement, REKA TEEMOR sets up the wedding décor according to the design agreed with the client. Since the décor is provided on 'rental basis', the décor is provided for client's use for an agreed limited duration/period, and REKA TEEMOR disassembles the decors and removes it from the client's venue after the duration ends. The design subsequently enters REKA TEEMOR's catalogue of designs, and thus can be selected by other future clients.

### **New request for 'design exclusivity'**

Recent events and clients' feedback has highlighted additional client's expectations with regards to securing décor design exclusivity. This is to ensure their wedding event décor is unique and not replicated/re-used by REKA TEEMOR for its other clients.

### **Updated policy**

In response to this, REKA TEEMOR is updating its policy regarding its wedding décor design services, and this policy shall be enforced contractually for new and upcoming clients, as follows:

1. REKA TEEMOR shall continue to provide its wedding décor services on 'rental basis' for all its existing décor designs.
2. REKA TEEMOR maintains its Intellectual Property (IP) Rights and copyrights on all décor designs it produces.
3. REKA TEEMOR reserves its rights to continually commercialize those designs it produces.
4. To cater to requests for design exclusivity, REKA TEEMOR shall introduce a '**design outright purchase**' option as one of the agreement clause.

- a. Under this option, client may 'purchase' the design from REKA TEEMOR, thus effectively removing the design from REKA TEEMOR's catalogue of designs and cannot be replicated by REKA TEEMOR for its subsequent clients.
  - b. This option shall be opened to the client within 2 weeks from the date the décor design is installed at the client's venue.
  - c. The price of the 'design outright purchase' is separate and additional to the 'rental basis' services provided to install the décor design at client's venue.
  - d. The price of the 'design outright purchase' factors in the costs due to loss of future rental/commercialization opportunities for REKA TEEMOR in the next three (3) years.
  - e. The price of the 'design outright purchase' does not include the equipment, props/non-perishables or any décor materials used to construct the actual décor design.
  - f. Upon securing the 'design outright purchase', REKA TEEMOR will not replicate the same design for its future clients. However, REKA TEEMOR WILL NOT be responsible for copycat actions/replication of the design by other wedding designer/decorators local or abroad. Client shall be responsible to resolve any design conflict with such third party with no involvement from REKA TEEMOR.
  - g. Designs purchased by client cannot be resold back to REKA TEEMOR, nor is a refund to be entertained.
5. Other matters related to the designs can be discussed directly with REKA TEEMOR, via personal appointments. REKA TEEMOR welcomes constructive feedback from its clients as it continues to improve its service offerings.

REKA TEEMOR is excited and looks forward to servicing its clients better, to cater to their needs and making their dream weddings come true. It is hoped the new policy shall meet the needs of REKA TEEMOR's esteemed clients.

### **About REKA TEEMOR**

Since 2006, REKA TEEMOR is one of Malaysia eminent design company with focus on weddings, interior designs and visual merchandising. Currently based in the Klang Valley, REKA TEEMOR is best known for its professional service with excellent client-care record, providing:

- Medium, medium-high and high-end scale for weddings and interior design projects
- Custom-designed weddings, with niche in visualization of the design before realization
- Known for customization of designs, hands-on attention to clients requests
- Experienced experts, with professionally-trained creative designers

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