

# Out of Scope

From: 9(2)(a)

Sent: 15 April 2024 13:48

To: support@beehiverp.com <support@beehiverp.com>

Subject: Use of Fire and Emergency Brand and Trademarks

Hello

We have noted use of Fire and Emergency branding across your Beehive Roleplay channels.

Could I please see evidence of authority from Fire and Emergency New Zealand for you to do this.

9(2)(a)

Principal Advisor Brand and Design



M: 9(2)(a)

9(2)(a)

[@fireandemergency.nz](mailto:9(2)(a)@fireandemergency.nz)

[www.fireandemergency.nz](http://www.fireandemergency.nz)

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**From:** [Beehive Roleplay](#)  
**To:** 9(2)(a)  
**Subject:** Re: Use of Fire and Emergency Brand and Trademarks  
**Date:** Tuesday, 7 May 2024 12:48:26 pm  
**Attachments:** [slide5\\_BAEmergency.png](#)  
[slide4\\_Entrycontrol.png](#)

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Hi 9(2)(a),

I hope this finds you well. Thank you for your email dated 15th April. We regret the delay in responding; regrettably, we only became aware of your message today.

Beehive Roleplay, a non-profit gaming community on the FiveM platform, is deeply committed to simulating emergency services in New Zealand. Our dedicated team of volunteers and our community at large share a profound passion for all things related to emergency services. Our platform provides users with the opportunity to “play” as personnel from one of the three key services (Police, Fire and Ambulance) and we take pride in creating a realistic and accurate environment, including the use of real-world branding such as Fire and Emergency NZ in our virtual space.

We firmly believe that our community fosters a positive environment that brings joy to many of our users. We’re proud to have successfully generated interest and recruitment across all three emergency services, including Fire and Emergency NZ.

Many of our team members and community participants have backgrounds in these emergency services, finding participation in our community a positive way to unwind and have fun.

We acknowledge that we have not obtained authority from Fire and Emergency NZ to use their branding, however being based in the virtual realm and merely making modifications to videogames we did not recognize this as required.[11:40 PM] Similar modifications exist for other videogames for example

<https://flightsim.to/file/2118/air-new-zealand-a320-neo-zk-nha-8k>

The use of Air New Zealand’s branding on this aircraft for the game “Microsoft Flight Simulator”.

<https://www.emergency-planet.com/topic/12689-new-zealand-emergency-vehicle-reskins-dedicated-to-all-those-affected-by-the-earthquake-disaster-in-christchurch-new-zealand/?tab=comments#comment-173732>

The use of New Zealand Police and New Zealand Fire Service branding for the game “Emergency 4”.

<https://steamcommunity.com/sharedfiles/filedetails/?id=3117566021>

The use of FENZ branding in City Skylines II

In the past, our team have contributed 3D models to support the development of simulation software for the then New Zealand Fire Service, which I have attached.

We also have models of the latest vehicles FENZ has in fleet which we have created ourselves and are happy to provide these to FENZ once again to support the training team as we have done in the past.

Beehive Roleplay has operated for many years without any complaints. We would welcome the opportunity to collaborate with you on this matter and are hopeful that we can find a resolution satisfactory to both parties.

Sincerely,  
**9(2)(a)**  
Beehive Roleplay Community Volunteer



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# Out of Scope

**From:** Maher, Jackie  
**Sent:** Tuesday, September 3, 2024 12:18 PM  
**To:** CHAPMAN, Phillipa <xxxxxxx.xxxxxx@xxxxx.xxx.xx>  
**Cc:** Media - External Affairs <xxxxx@xxxxxxxxxxxxxxxx.xx>  
**Subject:** RE: Branding in video games

Hi Phillipa  
We used the physical address for the previous director:

Shaun Peter Williams  
Previous director of deregistered company BeehiveRP Limited  
6a Cliff Road, Papakura  
2110, New Zealand

I hope this helps.  
Jackie

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**From:** CHAPMAN, Phillipa <[xxxxxxx.xxxxxx@xxxxx.xxx.xx](mailto:xxxxxxx.xxxxxx@xxxxx.xxx.xx)>  
**Sent:** Monday, September 2, 2024 3:07 PM  
**To:** Maher, Jackie <[xxxxx.xxxxx@xxxxxxxxxxxxxxxx.xx](mailto:xxxxx.xxxxx@xxxxxxxxxxxxxxxx.xx)>  
**Subject:** Branding in video games

Afternoon Jackie,

I've been passed your contact details in the hope you can assist, or point me in the right direction.

Police are looking to issue a cease and desist letter to "Beehive RP" – makers of a video game modification that features NZ Police branding. We understand that FENZ branding was previously used by this company, and you've had this removed successfully.

We'd love to know how you contacted them – we have an email address ([xxxxxxx@xxxxxxxxxxx](mailto:xxxxxxx@xxxxxxxxxxx)) but wanted to check to see if you had a better contact so we get this in front of the right people (and hopefully have the same success you did!).

Thank you,

**Phillipa Chapman**

**Marketing Advisor**  
Media & Communications



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