

## FSC REQUIREMENTS FOR THE PROMOTIONAL USE OF THE FSC TRADEMARKS BY FSC CERTIFICATE HOLDERS AND NON-CERTIFIED COMMERCIAL ORGANIZATIONS

FSC- TMK-50-201 (Version 1-0) EN

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### FSC-TMK-50-201 (V1-0) EN

Approved April 17, 2007

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The Forest Stewardship Council (FSC) is an independent, not for profit, non-government organisation based in Bonn, Germany.

The mission of the Forest Stewardship Council is to support environmentally appropriate, socially beneficial, and economically viable management of the world's forests.

FSC develops, supports and promotes international, national and regional standards in line with its mission; evaluates, accredits and monitors certification bodies which verify the use of FSC standards; provides training and information; and promotes the use of products that carry the FSC logo.

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## i. Introduction and scope

The FSC tick-mark tree logo, the FSC initials and the FSC name “Forest Stewardship Council” are Trademarks of FSC. The FSC tick-mark tree logo holds copyright protection. The copyright material and trademarks are owned by Forest Stewardship Council and are considered intellectual property. FSC considers the value of its intellectual property as a very important asset and takes the protection of these rights extremely seriously.

Any use of the FSC’s trademarks that is inconsistent with these Trademark Requirements or other unauthorized use violates FSC’s rights.

FSC reserves the right to object to any use of the FSC’s trademarks (or anything confusingly similar to FSC’s trademarks) that FSC considers to be illegitimate, even if that use is not expressly prohibited or contemplated by these Trademark Requirements.

By following these Trademark Requirements, you support the protection of FSC’s trademark rights and strengthen FSC’s corporate and brand identity for the benefit of those companies and organizations supporting responsible forest management and responsible use of forest resources.

These requirements apply to FSC certificate holders and non-certified commercial organizations using the FSC trademarks for promotional purposes. The requirements refer to the use of any of the FSC trademarks unless otherwise stated specifically in this document.

When the requirements refer to ‘trademark users’, it shall be understood that the requirements apply to both, certificate holders and non-certified commercial organizations.

These requirements use the term “FSC Trademark Service Providers” which should be understood as the authorizing body in charge of approving and monitoring the FSC trademarks.

- In the case of certificate holders the authorizing body is the FSC accredited certification body that issued the certificate.
- In the case of non-certified commercial organizations, the FSC Nominated Agent in the country where the non-certified commercial organization is based<sup>1</sup>.
- FSC IC is the Nominated Agent for non-certified commercial organizations based in a country where there is no available Nominated Agent.

The objective of these requirements is to ensure an easy, correct, truthful application and use of the FSC trademarks and to avoid misleading claims and uses which could damage FSC’s reputation.

These requirements indicate the type of companies that should follow each provision (e.g. trademark users in general, certificate holders or non-certified commercial organizations), however trademark users can verify in case of doubt with their FSC Trademark Service Provider whether certain provisions apply in their particular case. FSC will update these requirements periodically to include necessary clarification, based on the feedback generated from the use of this document.

This document will be complemented by a graphic guide which will provide trademark users with clear examples of how to use the FSC trademarks in accordance with these requirements. FSC will also provide users with graphic promotional material to facilitate the use of the FSC Trademarks (i.e. material delivered in updated brand packs).

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<sup>1</sup> Consult document center at [www.fsc.org](http://www.fsc.org) to find a list of FSC accredited certification bodies and FSC Nominated Agents.

These requirements replace:

- The provisions for off-product use by certificate holders and non-certified commercial organizations included in *FSC-POL-40-100 FSC Trademark Policy Manual (2003)*
- The requirements for off-product use included in *FSC-POL-40-001 FSC Policy on Percentage Based Claims*.
- *FSC Logo Guide for Certificate Holders (Off product use) – June 2000*
- *FSC Trademarks Use on Stationery by Certificate Holders – February 28, 2002*
- *FSC-TMK-50-001 FSC Trademarks in Product Names – 10 November 2004*
- *FSC-TMK-50-002 FSC claims made by owners of FSC certified companies or on behalf or by contract with certificate holders (including claims by investment companies)- 10 November 2004*
- *FSC-TMK-50-003 FSC Trademark Use by Holders of Group Certificates (Group Entities and Members) – Part 3 - 10 November 2004<sup>2</sup>*
- *MCU-POL-80-001 Use of the FSC Trademarks together with non-FSC Trademarks – 9 December 2003*

## ii. Requirements effective date

- Current and new trademark users can be evaluated according to these requirements by *1 May 2007*
- These requirements will be compulsory for all trademark users by *1 January 2008*.

## iii. Terms and Definitions

Key definitions relating to these requirements are provided in Annex 1 and are underlined in this document the first time they appear.

## **A) PRINCIPLES OF USE**

### **Section 1. General Principles**

- 1.1 FSC trademark users acknowledge that FSC's trademarks and copyrights are the intellectual property of FSC.
- 1.2 FSC trademark users shall take full responsibility for the use of the FSC Trademarks including third parties acting on their behalf (e.g. legal owners of trademark users, investors, holdings or parent companies, etc.)
- 1.3 FSC trademark users shall be in compliance with ISO 14021 guidelines *Environmental labels and declarations* and other relevant international norms for environmental claims and declarations. In case of doubt the guidance provided by the FSC International Center shall prevail.

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<sup>2</sup> Parts 1 and 2 will be addressed or included in an FSC Accreditation Standard relevant for group certification and multisite operations.

- 1.4 The FSC trademarks are used in a way that does not compromise FSC's integrity and credibility.
- 1.5 Misleading information is avoided that could imply that non-certified products, processes or forest areas are endorsed by FSC.
- 1.6 The promotional material carrying the FSC trademarks is not implying that FSC endorses, participates in or is responsible for other activities performed by the company, outside of the scope of certification or outside FSC's mission.
- 1.7 The use of the FSC trademarks does not imply that FSC is responsible for the production of documents or promotional materials.
- 1.8 The FSC trademarks rights shall not be forwarded/transferred or sublicensed to any other individual or organization unless an agreement is held with FSC for this purpose.
- 1.9 Trademark users can only use the FSC trademarks for product promotion when the products are certified in compliance with FSC standards and eligible for the FSC label, in accordance with the minimum FSC requirements for labeling<sup>3</sup>.
- 1.10 Trademark users promoting specific FSC certified products shall clearly link the FSC trademarks to the FSC certified products that are being promoted.
- 1.11 Non-certified commercial organizations can only apply for authorization to use the FSC trademarks to promote finished FSC certified products (packed/labeled) under the following circumstances:
- The products are to be sold only to final consumers
  - The products have been sourced from and invoiced by an FSC certified company in compliance with the FSC chain of custody requirements for invoicing,
  - The products are covered by the scope of a chain of custody certificate, and
  - The products are not to be transformed/alterred, repacked or relabeled.

Note: FSC may stipulate conditions under which companies may not need a chain of custody certificate to promote and sell FSC certified products.

- 1.12 Trademark users shall ensure that promotional claims about FSC do not contain statements referring to the sustainability<sup>4</sup> of the forest from which the wood/fiber in the product is sourced. The words 'responsible forest management' or 'well managed forests' are recommended instead.

Note: FSC may allow references to 'sustainability' where the term cannot be replaced to express 'responsible forest management' or 'well managed forests' in a particular language.

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<sup>3</sup> Non-certified commercial organizations shall promote only finished (packed and FSC labeled) products, see part 1.11.

<sup>4</sup> As this does not comply with ISO requirements. "The concepts involved in sustainability are highly complex and still under study. At this time there are no definitive methods for measuring sustainability or confirming its accomplishment. Therefore, no claim of achieving sustainability shall be made" (ISO 14021 (1999) paragraph 5.5).

- 1.13 Claims and statements made with the FSC trademarks shall be substantiated and verifiable.
- 1.14 Trademark users shall ensure the right information is provided (e.g. by marketing or sales staff) upon request to clients wishing to know about the type of FSC certified products promoted or advertised (e.g. FSC 100%, FSC Mixed Sources or 100% recycled)<sup>5</sup>.

Note: All additional requirements in this document shall be read as being complementary to and in conjunction with these general principles.

## ***B) GENERAL REQUIREMENTS***

### **Section 2. Authorization**

- 2.1 Trademark users shall apply for and obtain an FSC brand pack (in the case of certificate holders) or logo resource pack (in the case of non-certified commercial organizations) from the FSC Trademark Service Provider.
- 2.2 Trademark users shall present all necessary evidence to support the use of the FSC trademarks to the FSC Trademark Service Provider which may include but is not limited to invoices and shipping documentation in line with FSC chain of custody requirements.
- 2.3 Trademark users shall submit to their FSC Trademark Service Provider, all promotional uses of the FSC trademarks for approval. The Trademark Service Provider may make an exception to this provision if the user demonstrates a good understanding of relevant FSC guidelines through appropriate training and record of performance. In case of an exception, the Trademark Service Provider may establish regular periods for trademark use verification (e.g. annual verification, biannual verification, etc.)
- 2.4 Trademark users shall keep available all records of the approvals granted by the FSC Trademark Service Provider and records of the FSC trademark uses. Retention times for all records and reports shall be specified by the company and shall be at least five (5) years.
- 2.5 Trademark users shall make all documentation required in 2.2 to 2.4 available to FSC upon request.

### **Section 3. FSC trademarks with other trademarks of non-FSC forestry conformity assessment schemes**

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<sup>5</sup> FSC recommends to include a statement in the promotional material indicating the FSC Product type (i.e. 'FSC 100%', 'FSC Mixed Sources' or 'FSC Recycled')

- 3.1 Trademark users shall ensure that the reproduction or design of the material does not imply any association between FSC and other logos, names or identifying marks of non-FSC forest management conformity assessment schemes.
- 3.2. Trademark users shall ensure that the FSC trademarks are not reproduced in a way that is disadvantageous compared to non-FSC forest management conformity assessment schemes (e.g. in terms of logo or font size).

#### **Section 4. Required graphic elements for promotional use of the FSC trademarks (See Annex 3 for a graphic example)**

- 4.1 Trademark users shall include the promotional claim “the mark of responsible forestry” or “Responsible Forest Management” when the FSC logo is used. The trademark user shall add or replace the promotional statement with any alternative claim required by the FSC Trademark Service Provider in order to be in compliance with the general principles outlined in section 1 of this document.
- 4.2 Applicants to or holders of an FSC Project Certificate shall use a different claim from the one required in part 4.1 of these requirements when any of the FSC Trademarks are used for the promotion of the project . The claims used shall be compliant with *FSC-STD-40-006 FSC Chain of Custody Standard for Project Certification*, parts 4 and 5 “Promotional use of the FSC Trademarks and FSC Label”. See Annex 7 for parts 4 and 5 of *FSC-STD-40-006*.
- 4.3 The authorized code (certificate registration code/ project registration code/FSC ID code) as indicated by the FSC Trademark Service Provider.
- 4.4 The FSC copyright claim “© 1996 Forest Stewardship Council A.C.” when the FSC logo is used or the abbreviation “© 1996 FSC” where there are space constraints in the promotional material.
- 4.5 The reproduction of the FSC logo shall be in compliance with the graphic requirements outlined in Annex 2 to this document.
- 4.6 Trademark users shall not make percentage based claims in promotional material with respect to the FSC certified (or FSC verified recycled) content in products.
- 4.7 For corporate promotional products/gifts certificate holders shall be in compliance with the graphic requirements outlined in part 6.1 of this document.

**Note:** The graphic requirements in 4.1 to 4.4 shall be included in a visible place in the promotional material, preferably where the FSC trademarks are first used. Trademark users are not required to include the elements listed in parts 4.1 to 4.4 of these requirements for every reproduction of the FSC trademarks in the same piece of promotional material. It would be sufficient if these elements appear once.

The requirements in parts 4.1, 4.4 and 4.5 will not apply where only the FSC initials and/or the FSC name are used without the FSC logo.

## **Section 5. Optional graphic elements for promotional use of the FSC trademarks**

- 5.1 Trademark users can include additional claims for promotional use apart from those indicated in part 4.1 of these requirements to provide more information about FSC, provided that the claims are authorized by the FSC Trademark Service Provider.
- 5.2 Trademark users can include as additional elements in the promotional material the FSC's website address [www.fsc.org](http://www.fsc.org) or any other website of an FSC National Initiative in the relevant country.

## **Section 6. Exceptions to the graphic requirements (See Annex 4 for a graphic example)<sup>6</sup>**

- 6.1 Trademark users can apply for an exception with the Trademark Service Provider to use only the authorized code as outlined in part 4.3 of this document when the promotional material is very small (e.g. business cards, gazettes advertising) or when using the FSC Trademarks on corporate promotional products/gifts (mugs, caps, T-shirts).

Note: If the FSC logo is used together with the reduced elements, the copyright claim can be omitted.

## **Section 7. Use of the FSC label designs for the promotion of FSC certified products**

- 7.1 Trademark users can use the FSC label designs described in *FSC-STD-40-201 FSC on-product labeling requirements* for specific product promotion instead of the graphic requirements in parts 4.1 to 4.5 of this document.
- 7.2 Trademark users using the FSC label designs for promotional purposes shall clearly link the FSC label to the FSC certified products that are being promoted.
- 7.3 The graphics of the FSC label shall be in compliance with the graphic requirements outlined in the *FSC Product Labeling Guide (December 2004)* and *FSC-STD-40-201 "FSC on-product labeling requirements"*, part 4 – Specific requirements for the category of labels.
- 7.4 When non-certified commercial organizations wish to use the FSC label for advertising FSC certified products<sup>7</sup>, they shall obtain the written agreement from their certified suppliers to use their code. The code on the label shall be the one from the supplier and shall match the certificate registration code on the product label. The type of label (i.e. FSC pure, mixed sources or recycled) used for advertising shall match the type of label used on the product. See Annex 6 for a template 'letter of agreement' to be signed by the certified supplier.

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<sup>6</sup> Not applicable for applicants to or holders of an FSC Project Certificate

<sup>7</sup> Non certified commercial organizations shall not use the FSC label for on-product labeling.

- 7.5 Non-certified commercial organizations shall make available upon request by the Trademark Service Provider the agreements from their suppliers for using the FSC label with the suppliers' codes.
- 7.6 Non-certified commercial organizations using the FSC label with the code of the supplier shall withdraw the use of the FSC label on promotional material in case the certificate registration code is withdrawn or terminated by the respective FSC accredited certification body. The withdrawal of the FSC label shall occur within 12 months of the date the certificate became invalid, in this case non-certified commercial organizations shall follow the graphic requirements outlined in part 4 of this document.
- 7.7 General advertising of the trademark user (i.e. as FSC certified or as a seller of FSC certified products) will require compliance to the graphic requirements in parts 4.1 to 4.5.

## **Section 8. Trade fair stands for commercial promotion**

- 8.1 When the FSC trademarks are to be used for promotional advertising in trade fair stands, trademark users shall ensure that the certified products exhibited are correctly FSC labeled in accordance with *FSC-STD-40-201 FSC on-product labeling requirements*, or clearly identified as FSC certified with approved promotional material (e.g. posters, product tents, etc.).
- 8.2 Where FSC certified products are not exhibited at the trade fair stand either because the trademark user supplies FSC certified products on pre-order basis or has no stock available, the trademark user shall indicate in the promotional material that FSC certified products are available upon request.
- 8.3 Trademark users with promotional material carrying the FSC trademarks in trade fairs shall present evidence of trademark approval granted by the authorized Trademark Service Provider to any authorized FSC representative checking the use of the FSC trademarks at trade fairs.

## **Section 9. Product names**

- 9.1 When trademark users wish to use the FSC trademarks in association with a product name, trademark users shall use:
- The words "FSC certified" (or any translation hereof) before or after product names (e.g. "Royal Paper – FSC certified", "FSC certified Golden Timber", "HQ furniture – FSC certified").
- Or
- The symbol <sup>TM</sup> in super-script directly following the trademark. In this case, the FSC trademark shall always appear before the product name/type (e.g. FSC<sup>TM</sup> Royal Paper, FSC<sup>TM</sup> Golden Timber).

## **Section 10. Domain names, companies' names or other legal registrations**

- 10.1 Unless explicitly authorized by FSC through a licensing agreement, trademark users shall not use the FSC trademarks in domain names.

Companies, individuals or organizations using any of the FSC trademarks in domain names shall withdraw or transfer the domain name to FSC, and acquire a different one whose name does not include the use of the FSC trademarks.

- 10.2 Unless explicitly authorized by FSC through a licensing agreement, trademark users shall not use the FSC trademarks as part of their business name or trade name or otherwise to characterize their business.

## **Section 11. Promotion of FSC certified products carrying expired or withdrawn certificate codes**

- 11.1 Trademark users may be authorized by the Trademark Service Provider to promote the FSC certified products sourced from a company after its FSC certificate has been suspended, withdrawn or terminated only when the products were purchased from and invoiced by the company before the suspension, withdrawal or termination date.

## **C) CERTIFICATE HOLDERS**

### **Section 12. Stationery templates**

- 12.1 FSC Certificate holders (except for applicants to or holders of full and partial project certification, owners of FSC certificate holders or companies acting on their behalf), can use the FSC trademarks on stationery templates to promote their status as FSC certified. The use of the FSC trademarks on stationery shall be in compliance with the requirements in part 4 of this document.
- 12.2 The FSC trademarks shall not be used at the top of letterhead templates.
- 12.3 FSC certificate holders wishing to use the FSC trademarks for promotional purposes on their invoice or delivery notes template designs, shall include a visible disclaimer stating "*only the products that are identified as such on this document are FSC certified*". See Annex 5 for a graphic example.

### **Section 13. FSC trademarks used with the marks of FSC accredited certification bodies**

- 13.1 If the FSC trademarks are used with the FSC accredited certification body's mark, the FSC trademarks shall not be reproduced in a way that is disadvantageous compared to the marks of the FSC accredited certification body. (e.g. in terms of logo or font size).

- 13.2 The FSC logo shall also be included if the FSC accredited certification body's mark is used for the promotion of FSC certified products or the FSC system.

#### **Section 14. Forthcoming certifications**

- 14.1 FSC certificate holders shall not make claims about forthcoming extensions of the scope of their FSC certificate or new applications for FSC certificates.

#### **Section 15. Promotion of forest management**

- 15.1 Certificate holders promoting FSC certified forests shall indicate the certified forest area as defined by the scope of the FSC certificate.

#### **Section 16. Investment claims on FSC certified operations**

- 16.1 Certificate holders shall take full responsibility for the use of the FSC trademarks by companies, institutions or organizations making financial investment claims on the FSC certified operations.
- 16.2 The use of the FSC trademarks and certificate registration codes or claims about the FSC certified operations shall not imply that the FSC accredited certification body, or FSC, endorses or participates in:
- a) any financial claims made by the certificate holder, the owner of the certified company or any other organization acting on behalf of the certified company;
  - b) the behaviour and activities of the company which manages or owns the forest; or
  - c) other aspects that are outside the scope of certification.
- 16.3 When certificate holders, or companies acting on their behalf, make claims about financial investment returns of certified operations, the companies shall ensure a visible clarification statement is included in all material carrying the FSC trademarks about the responsibility of the financial claims (e.g. "FSC and (certification body) are not responsible for and do not endorse any financial claims on returns on investments").

#### **Section 17. Irregular production or sales of FSC certified products.**

- 17.1 Certificate holders who have not produced, labelled or sold any material as FSC certified since the previous annual surveillance audit by the FSC accredited certification body (in a annual period) shall not use the FSC trademarks for the general promotion of the company and shall only link the FSC trademarks to those products which may be produced with FSC certified wood upon request, stating that the availability of the product is subject to order.

## Annex 1: Terms and Definitions

**Authorized No/ Authorized Code.** The number assigned to trademark users by the Trademark Service Provider. The number can be an FSC Id Code, certificate registration code number, licensing number, project registration code, etc. as indicated by the Trademark Service Provider.

**Brand Pack.** Set of manuals, policies, guides and trademarks issued by the trademark owner with the purpose of promoting the correct use of the trademarks and the licensing of the trademarks to authorized users under certain requirements. Brand Packs are issued with the authorization number of the company.

**Certificate registration code.** A unique code or number issued by an FSC accredited certification body to a certificate holder at the moment of certification, in compliance with an approved code structure outlined by FSC.

**Chain of Custody.** The path taken by raw materials, processed materials and products, from the forest to the consumer, including all successive stages of processing, transformation, manufacturing and distribution.

**Corporate Promotion.** Term applied to all statements, claims, trademarks and such like those used to promote companies, institutional or organizational activities, missions, philosophies or commitments. Corporate promotion may involve advertising, publicity, sales or public relation activities, stationery templates, etc.

**Corporate promotional products/gifts.** Objects or items designed and used for corporate promotion as merchandise or gifts (e.g. cups, caps, pencils, key holders, executive binders, company cars, vans, etc.)

**Domain names.** A combination of letters used to name organizations, computers and addresses on the internet.

**Forestry Conformity Assessment Scheme.** A scheme based on the development of standards for forest certification and assessment of operations for trade and production of forest products.

**FSC certificate holder.** Individual or other legal entity holding a certification contract with an FSC accredited certification body and to which the FSC accredited certification body has issued a certificate of conformity based on FSC principles and regulations.

**FSC-certified.** A product, process or service that has been certified by an FSC-accredited certification body as being in compliance with an applicable FSC-endorsed standard.

**FSC ID Code.** The code number issued by one of the FSC Trademark Service Provider to authorized non-certified commercial organizations (e.g. retailers) for the promotion of FSC certified products or communications about FSC.

**FSC label design.** The FSC label designs listed in the *FSC-STD-40-201 On product labeling requirements* and delivered in the FSC brand pack.

**FSC Standard.** A set of procedures and requirements endorsed by FSC with respect to forest management and chain of custody controls.

**FSC Tick-mark tree logo (FSC Logo).** The graphic representation of the FSC logotype represented by the tick mark tree, the FSC initials and the copyright symbol.

**FSC Trademarks.** The FSC initials, the FSC's name - Forest Stewardship Council - and the FSC logo.

**FSC Trademark Service Provider.** An organization or individual appointed by FSC for sublicensing the FSC trademarks and for providing trademark service in a certain territory including the approval, control and monitoring of the FSC trademarks.

**Non-certified commercial organizations.** Individuals or organizations engaged in commerce and profit businesses which do not possess an FSC certificate but are authorized by an FSC Trademark Service Provider to use the FSC trademarks for the promotion and sale of FSC certified products under certain conditions.

**On-product.** Term applied to any label, packaging or marking attached or applied to a product. Examples of on-product labels or marks include product tags, stencils, heat brands, retail packaging for small loose product (such as pencils), protective packaging and plastic wrap.

**Product.** An item collected, manufactured or prepared for sale

**Product Promotion.** Term applied to all statements, claims, trademarks and such like used to promote only specific products by using advertising, publicity, sales or public relation activities, excluding elements falling in the on-product definition category

**Promotional purposes/use.** Term applied to all statements, claims, trademarks and such like used to promote products, companies or organizations; involving advertising, publicity, sales or public relation activities, including other activities as part of the internal and commercial procedures of companies, such as training and product presentations. This definition excludes elements falling in the on-product definition category.

**Recycled material.** Material that has been reprocessed from reclaimed material by means of a manufacturing process and incorporated into a final product.

**Scope of certification.** The scope of the certification defines the point at which the certified chain of custody or forest management starts and the point at which it finishes as defined by the FSC accredited certification body. The definition of the scope of the certificate shall be in compliance with the provisions of the 'FSC Guidelines for Certification Bodies'.

**Stationery templates.** Corporate templates created by companies for presenting their corporate identity. The templates may include letterheads, business cards, invoices, envelopes, fax templates, note blocks, etc.

**Sublicense.** See *sublicensing*

**Sublicensing.** The authorization to use the FSC's trademarks granted to a third party by the individual or organization holding a special licensing agreement with the owner of the FSC's trademarks for that purpose (e.g. Accredited Trademark Service Providers).

**™ symbol.** Claim to denote ownership of the trademark as a warning to prevent unauthorized copy and/or use.

**Trade fair stand.** The point for display of merchandise, information, advertising or exhibition in Trade Fairs.

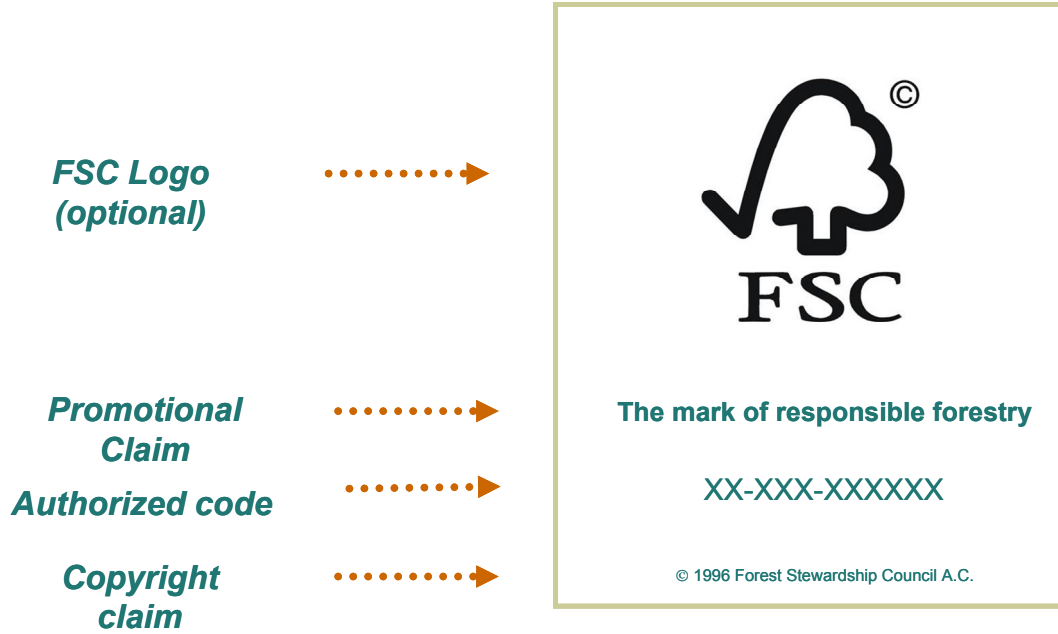
**Trademark licensing agreement.** An agreement whereby Forest Stewardship Council A.C. authorizes another individual, organization, company or institution to use its trademarks, including certain conditions, quality standards and the way in which the trademarks shall be used.

**Trademark user.** Certificate holders or non-certified commercial organizations authorized by a trademark service provider to use the FSC Trademarks for promotional purposes.

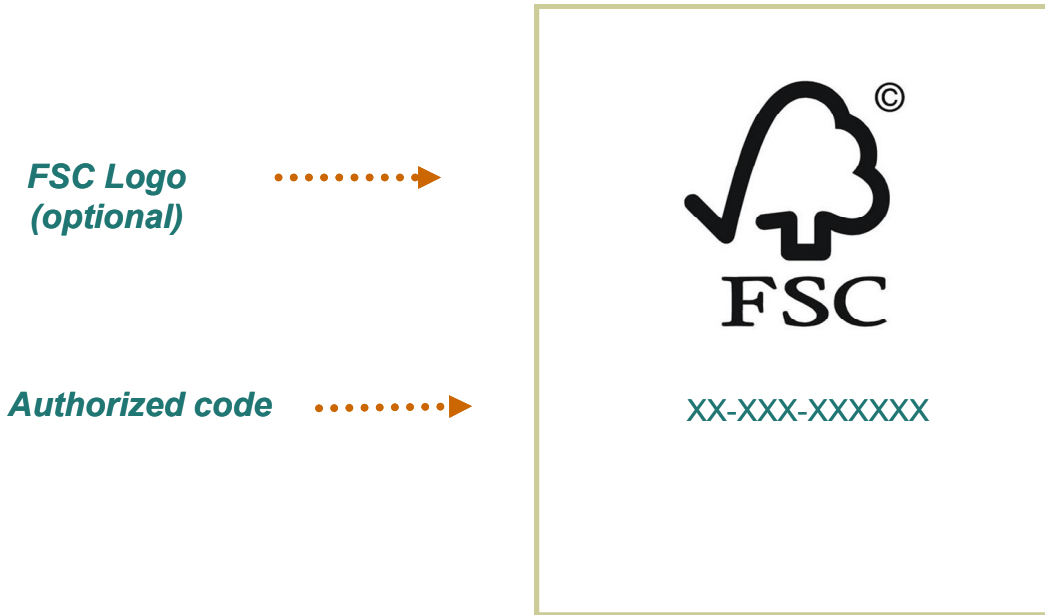
**Annex 2 Graphic requirements and checklist for the reproduction of the FSC logo.**

1. The FSC logo is at least 10mm in size.
2. There is no text or graphic within the exclusion zone.
3. The logo is of an appropriate color and contrast.
4. The © symbol is of the right scale and position.

### Annex 3 Graphic Requirements – General Promotion

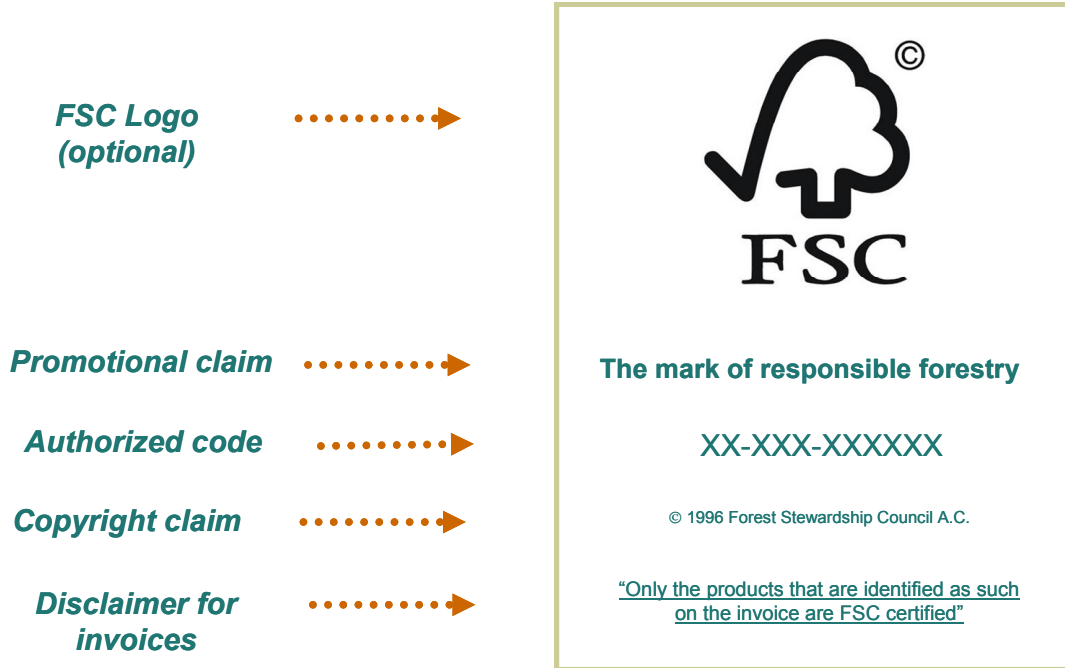


## Annex 4 Exceptional graphic requirements – Reduced elements



**Note:** The FSC Logo is optional but if it is included, the copyright claim can be omitted.

## Annex 5 Graphic Requirements – Promotional use on invoice templates



**Annex 6 Letter of agreement for the use of the FSC label on promotional material by non-FSC certified commercial organizations with the certificate registration code of the certified supplier**

Official letterhead of FSC certified supplier

Date:

Address and contact details of the non-certified commercial organization.

Dear Mr(s).

Hereby we express our consent to the company you represent “xxx” to use our certificate registration code XX-XXXX-XXXXXX on the FSC label exclusively for the production of promotional material to advertise the FSC certified products purchased from our company. We confirm that the following labels can be used with respect to the product descriptions below:

Label title	Label statement (only for mixed sources labels)	Description of products

Our certificate registration code XX-XXXX-XXXXXX can be used with the respective FSC label in the following promotional material:

Name-Type of Promotional Material	Edition (year, date of posting, etc.)

The use of our certificate registration code and the FSC label shall be in accordance with FSC’s standards, requirements and guidelines on trademark use.

With best wishes,

Signature of the certified supplier

**Annex 7 Extract** from *FSC-STD-40-006 FSC Chain of Custody Standard for Project Certification – Parts 4 and 5* “Promotional use of the FSC Trademarks and FSC Label”.

“Part 4: Promotional use of the FSC Trademarks and FSC Label

11. Conditions of use

- 11.1 Project managers/project owners may make promotional use of the FSC trademarks if the project has been approved as an FSC applicant project or an FSC-certified project by an FSC-accredited certification body, in line with the requirements of this standard.
- 11.2 FSC promotional claims shall only be made about the FSC applicant project or FSC-certified project. FSC promotional claims shall not be made about any parties associated with the project (e.g. project manager, project members, project owner).
- 11.3 FSC promotional claims shall only be made by the project managers and/or the project owners pending approval by the FSC-accredited certification body. FSC promotional claims shall not be made by any other parties associated with the FSC applicant or FSC-certified project.
- 11.4 The project managers or project owners shall obtain the FSC accredited certification body’s approval for FSC promotional claims made after the project certificate has been issued. Such claims shall be in compliance with FSC’s trademark requirements for promotional use.
- 11.5 The project managers/project owners of FSC applicant projects or FSC-certified projects shall be in compliance with FSC’s trademark requirements and other relevant requirements for labelling (i.e. graphic requirements) for promotional use.

12. FSC Promotional Claims

- 12.1 All FSC promotional claims shall include:
  - a) the year that the applicant project registration code or certificate was issued by the FSC-accredited certification body, and
  - b) the project registration code.
- 12.2 Where an applicant project registration code has been issued, project managers/project owners may be authorised to make the following claims ‘FSC-certified wood specified for this project, 2006 XXX-PRO-#####’ or ‘Sourcing responsible forest products, 2006 XXX-PRO-#####’.
- 12.3 Where a full project certificate has been issued, project managers/project owners may be authorised to make claims about the whole project as FSC certified (e.g. FSC certified airport, 2006 XXX-PRO-#####) and about specific items in the scope of the certified project (e.g. ‘FSC-certified office containing FSC-certified flooring and windows, 2006 XXX-PRO-#####’).
- 12.4 Where a partial project certificate has been issued, project managers/project owners shall only make claims about the specific items in the scope of the certified project and as approved by the respective FSC accredited certification body (e.g. ‘The window frames and doors of this building are FSC certified, 2006 XXX-PRO-#####’, ‘The parquet flooring of this ballet school is FSC certified, 2006 XXX-PRO-#####’).

- 12.5 FSC promotional claims for projects with full or partial certification may be affixed directly on the project for which the claim is made (e.g. plaques, signs, etc.).
- 12.6 Use of the FSC trademarks on stationery is not permitted for any party to the project (e.g. project manager, project members, project owner, etc.).
- 12.7 Where a third party (e.g. the final project owner) wishes to make FSC promotional claims about the certified project, a formal document (e.g. invoice, signed declaration) shall be issued by the project certificate holder stating the issue date of the formal document, the certificate registration code, the scope of the certificate, and the year that the certificate was issued. This formal document shall be verified by the FSC-accredited certification body.

NOTE: The third party shall request authorisation for use of the FSC Trademarks from a Trademark Service Provider (e.g. FSC nominated agent), in compliance with the requirements for promotional use of the FSC Trademarks.

- 13. Use of the FSC Label
  - 13.1 Use of the FSC Label may be authorised by the FSC-accredited certification body for the project managers/owners of a project which has obtained full or partial project certification.
  - 13.2 The FSC Label shall always be accompanied by an appropriate FSC promotional claim (see section 12 above).
  - 13.3 For registered FSC applicant projects, use of the FSC label is not permitted.

#### Part 5: Other considerations

- 14. Renovation projects
  - 14.1 For projects which cover a renovation, all requirements of this standard shall apply to all new wood material/products used in the renovation project.
  - 14.2 For renovations or changes to a previously FSC-certified project, where FSC-certified wood has been specified and the FSC trademarks are to be used, a new project shall be established with a new applicant project registration code”.