



Forest Stewardship Council®
United States

Trademark License Application for Product Promotion

This application form is for **non-Chain of Custody (CoC) certified** companies seeking to use the FSC trademarks in order to promote FSC-certified and labeled products that they are **buying and/or selling**. This application is only for companies with headquarters in the United States. If your company's HQ is not in the US, please contact us at info@us.fsc.org.

ELIGIBILITY REQUIREMENTS FOR TRADEMARK LICENSEES

A company that is not FSC CoC certified may use the FSC Trademarks to promote finished FSC-certified products (packaged & labeled) if **ALL five** of the following conditions apply:

- 1) **The products are labeled with an on-product label that was placed there by an FSC-certified company.**
- 2) **The products have been sourced directly from, and invoiced by FSC-certified companies.**
 - ⇒ This means that there is no company in between the applicant and supplier that takes legal ownership over the product.
- 3) **The products are included within the scope of each certified company's CoC certificate.**
 - ⇒ You can verify this by looking up the company's certificate information at info.fsc.org. Search for the company by typing in the company's FSC license code. Click 'search.' Look for the products table at the bottom of the page to ensure that the products sold to you are included within the scope of their certificate.
- 4) **The applicant is promoting products to end consumers.**
 - ⇒ If the applicant is selling to another company that wants to promote the products as FSC certified, FSC Chain of Custody certification may be required.
- 5) **The products will not be repackaged, relabeled, or altered in any way.**

If you have questions about your eligibility please contact us at info@us.fsc.org.

APPLICATION CHECKLIST

- 1) Fill out the application form enclosed.
- 2) Submit a list of all FSC-certified products that you plan to promote and the respective FSC-certified supplier.
- 3) Submit proof that products are FSC certified and labeled in the form of a) invoices, or b) letters from suppliers.

A. **Invoices:** Include invoices for all products that will be promoted. Invoices must carry the FSC CoC certificate code (i.e. RA-COC-000000) and the appropriate FSC claim (i.e. FSC Mix X%).

OR

- B. **Supplier letters:*** In lieu of submitting invoices for each FSC product, applicants may have their FSC-certified supplier(s) send letter(s) on their behalf. (Please see the sample supplier letter at the end of the application). Applicants must submit a separate letter from each FSC-certified supplier. Supplier letters must include:
- a. The supplier's FSC License Code
 - b. Confirmation from the supplier that all products listed in the letter are certified, finished and labeled, and sold directly to the applicant.
 - c. A list of all FSC-certified products that the applicant wants to promote.

NOTE: A copy of the suppliers FSC certificate is **not** considered sufficient evidence.

All information provided to FSC regarding suppliers will remain confidential.

- 4) **Sign the Trademark License Agreement (TLA).** Once FSC US receives a completed application, we will send a customized TLA to you. Mail the original signed TLA to: Forest Stewardship Council US, 708 North First Street, Suite 235, Minneapolis, MN 55401.

Please email completed application form, supplier letters for each supplier (or invoices for all products), and a list of all products you wish to promote to info@us.fsc.org with the subject line "Trademark License Application Submission."

Please mail the original signed Trademark License Agreement to: Forest Stewardship Council US, 708 North First Street, Suite 235, Minneapolis, MN 55401.

Please fill in the required information:

Company Name:

Contact (First & Last Name):

Contact Job Title:

Email:

Address:

Phone:

City, State, ZIP:

Country:

Company Total Annual Revenue:

Where do you intend to use the FSC logo? (check all that apply):

Consumer Facing

In Store

Mobile

Print

TV

Billboard

Website

Digital

Other:

Internal, B2B & Shareholder Communication

Corporate Responsibility Report

Presentation

Shareholder Information

Does the company have a forest products procurement policy?

Yes

No

FSC has a growing internal database of forest products procurement policies with a preference for FSC. If you would like your company's policy included, please provide a link to the policy for email it to info@us.fsc.org as an attachment.

This application is for promotion of the FSC trademarks in the United States only. Do you intend to do any off-product promotion in other countries? (Note: Off-product promotion includes any promotion that is not on the product (i.e. in-store, print, ads, website, etc.)

Yes

No

If you plan to do off-product promotion outside of the US, please list all countries you intend to promote in below:

I agree to use the FSC Trademarks in accordance with FSC's Trademark Standard for Non Certificate Holders FSC-STD-50-002. (You can access the standard [here](#))

Please email a completed application form, supplier letters for each supplier (or invoices for all products), and a list of all products you wish to promote to info@us.fsc.org with the subject line "Trademark License Application Submission."

Please mail the original signed Trademark License Agreement to: Forest Stewardship Council US, 708 North First Street, Suite 235, Minneapolis, MN 55401.

SAMPLE SUPPLIER LETTER

FOREST PRODUCTS , LTD.

5 Sycamore Lane, Redwood City, California

TEL: 800-454-3098 FAX: 820-543-5687

September 20, 2013

Licensee Company Name
Licensee Company Address

To whom it may Concern:

FOREST PRODUCTS, LTD. is an FSC certified company that supplies products to [Applicant]. Our FSC Certificate code is: [_____] and our FSC license code is: FSC-C [_____].

FOREST PRODUCTS, LTD. guarantees that the products listed below are sold directly to [Applicant] and are FSC certified, finished and labeled.

Product Name	Item #

Sincerely,

Signature

Printed Name & Title

***Note: If applicant sources many FSC certified products from different FSC certified suppliers, FSC requires a letter like this from each supplier. Licensees are only allowed to promote products that are listed in supplier letters and submitted to FSC during the application process. If the licensee would like to promote additional FSC certified products after the license is issued, please contact us and submit appropriate evidence for those products.**

Pricing for Trademark Licensees

Step 1: Determine class based on Total Annual Revenue of Company

Class	Total Annual Revenue	Annual Fee
Class 1	< \$5 Million	\$100
Class 2	\$5 MM - \$50 MM	\$500
Class 3	\$50 MM - \$500 MM	\$1,500
Class 4	> \$500 MM (Non-Retailer)	\$5,000
Class 5	> \$500 MM (Retailer)	\$7,500

Step 2: For International promotion, find the category below that best meets your needs for product promotion over the course of the next year. Add the fee for International pricing below to the annual fee from the corresponding class listed above.

Category	Criteria	Fee (USD)	
		Class 1 – 2	Class 3 – 5
Category 1	Up to 5 languages and up to 10 trademark approvals	\$500	\$1000
Category 2	Up to 5 languages and more than 10 approvals	\$750	\$1500
Category 3	More than 5 languages and up to 10 approvals	\$1000	\$2000
Category 4	More than 5 languages and more than 10 approvals	\$1500	\$3000

*Note: International pricing may be subject to fee adjustments when necessary.