



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. Right click on the certificate name and select "drill down" to see products.
- 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.
- d. The appropriate FSC claim for each product.

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.

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 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*:

*Revenue must be reported to the nearest hundred (USD).

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 Use Guide for Promotional License Holders. (You can access the guide [here](#))

Where do you intend to use the FSC logo (please note, this application is for off-product uses):

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."

Annex D: Sample Supplier letter

FSC US TEMPLATE LETTER OF EVIDENCE

[Supplier Name]

[Supplier Address and telephone number]

(Where possible please print on letter headed paper)

[Date]

[Promotional License Holder/Applicant legal name]

[legal entity address]

To whom it may Concern:

[Name of FSC-certified supplier] is an FSC certified company that supplies products to [Promotional License Holder/Applicant]. Our FSC Certificate code is: [certificate code e.g. XX-COC-000000] and our FSC license code is: [FSC-C000000].

[Name of FSC-certified supplier] guarantees that the products listed below are sold directly to [Promotional License Holder/Applicant] and are FSC certified, finished and labelled.

Product code	Product name (including product description and timber species)	Licence code on label	FSC claim on label	Carries the FSC logo on product or product packaging visible to the consumer
e.g. SKU480170	White Oak 6 Seater Table	FSC C000000	FSC 100%	Yes
e.g. SKU348210	Reclaimed Teak Bedside Table	FSC C000000	FSC Recycled	Yes

Sincerely,

Signature

Printed Name & Title