

FSC® US PROMOTIONAL 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 trademarks@us.fsc.org.

ELIGIBILITY REQUIREMENTS FOR PROMOTIONAL LICENSE HOLDERS

A company that is not FSC CoC certified may use the FSC Trademarks to promote finished FSC-certified products (packaged & labeled) if ALL 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 with an FSC-claim.**
 - 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 search.fsc.org. Search for the company by typing in the company's FSC license code or name. Then, click on "products" to see products within their certificate scope.
- 4. The products will not be repackaged, relabeled, or altered in any way.**

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

APPLICATION CHECKLIST

- ☐ **Fill out the application form enclosed.**
- ☐ **Submit proof that products are FSC certified and labeled with the FSC on-product label in the form of invoices or letters from suppliers.**
 - **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**
 - **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:
 - The supplier's FSC License Code
 - Confirmation from the supplier that all products listed in the letter are certified, finished and labeled, and sold directly to the applicant.
 - A list of all FSC-certified products that the applicant wants to promote.
 - 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.*

- ☐ **Submit a separate list (PDF, Word document, Excel spreadsheet) of all products you plan to promote with their respective supplier.** This list should correspond with any supplier letters submitted and should include the product name, description, and product ID (ASIN, UPC, SKU, etc.)
- ☐ **Submit sample images of the products carrying the FSC label with the label visible.**
- ☐ **Sign the Promotional License Agreement (PLA)*.** Once FSC US receives a completed application, we will send a customized PLA to you, including your annual license fee.

*If you or your legal team have comments on the legal agreement, that will add a **minimum of two additional weeks** to the signing process as all comments must be submitted to the FSC legal team in Germany.

PLEASE FILL IN THE REQUIRED INFORMATION:

Company Name:

Contact* (First & Last Name):

**This will be your organization's main FSC contact*

Contact Job Title: Email:

Street Address: Phone:

City: State: ZIP:

Country*:

**Company must be headquartered in the US.*

Company's Total Annual Revenue*:

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

Who do you sell to? (check all that apply):

☐ Consumers ☐ Retailers ☐ Other:

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

☐ In Store ☐ Social Media ☐ Website ☐ Amazon (incl. Climate Pledge Friendly)

☐ Email ☐ Corporate Reporting ☐ Presentations

☐ Other:

Do you plan to promote in countries outside of the US?*

**Note: promotion refers to any specific marketing/advertising campaigns you plan to do outside of the US; this does not refer to simply selling products outside of the US.*

☐ YES (list **countries** below): ☐ NO (US only)

Does your company have a forest products procurement policy?

☐

YES (please link below or attach with your application):

☐

NO

PLEASE AGREE TO THE FOLLOWING BEFORE SUBMITTING YOUR APPLICATION:

☐

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](#))

☐

I have reviewed all of the eligibility requirements, and to the best of my knowledge, meet all requirements.

☐

I agree to email all required elements, including the application form, supplier letters for each supplier (or invoices for all products), a list of products I plan to promote, and images of those products with the FSC label visible, to trademarks@us.fsc.org with the subject line "Promotional License Application Submission".

☐

The information submitted as part of this application is accurate to the best of my knowledge.

Thank you! Please note it can take up to two weeks after submission for your application to be reviewed by our team. If you have any questions, please reach out to trademarks@us.fsc.org.