

# FSC PROMOTIONAL LICENCE AGREEMENT

APPLICATION FOR FSC TRADEMARK SERVICE AND LICENCE AGREEMENT



Fill in this form to apply for an FSC Promotional Licence Agreement (FSC Trademark Service and Licence Agreement). Send the completed form to FSC Australia/New Zealand at **trademarks@au.fsc.org**. For queries, please call **+61 4 3707 2058**.

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With this application you ask for permission to use the FSC trademarks to advertise the FSC certified products you sell to end users or promote that your organisation uses FSC certified products in its own operations. You agree to use the FSC trademarks in accordance with the FSC Trademark Use Guide for Promotional Licence Holders. You also agree to enter into an FSC Promotional Licence Agreement (FSC Trademark Service and Licence Agreement) between FSC Australia/New Zealand (Trademark Service Provider, TSP) and your organisation (Licensee). You also commit to submitting all instances of intended use of the FSC trademarks for approval prior to publication.

Furthermore, you agree to pay an annual fee for the services you receive, in accordance with the FSC Promotional Licence Agreement. To determine the appropriate fee category, you will need to provide FSC Australia/New Zealand annually with proof of revenue through annual reports or other appropriate corporate documents.

You must attach proof (e.g. invoices or delivery documents) that the products you would like to promote are FSC certified with the artwork submitted for approval. These documents must include your supplier/s FSC certification number and will indicate which products are FSC certified and to which FSC material category they belong. Sensitive information can be deleted or covered and all documents are kept confidential. The documents are only used by FSC Australia/New Zealand to check product authenticity prior to approval of trademark use.

Furthermore, you confirm that the FSC certified products you would like to promote carry an FSC on-product label and have been sourced directly from, and invoiced by, an FSC certified company, and that the products will not be repackaged, labelled or altered by you in any way.



## COMPANY DETAILS:

COMPANY NAME:

1.CONTACT PERSON:

CONTACT PERSON  
POSITION:

TEL:

EMAIL

2.CONTACT PERSON:

CONTACT PERSON  
POSITION:

TEL:

EMAIL:

POSTCODE:

CITY:

COUNTRY:

WEBPAGE:

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## ORGANISATION DETAILS FOR FSC TRADEMARK SERVICE AND LICENCE AGREEMENT:

FULL REGISTERED COMPANY NAME:

INTERNAL SHORT COMPANY NAME:

REGISTRATION NUMBER  
(ABN/ACN/NZBN):

LEGAL REPRESENTATIVE (IF  
APPLICABLE)



POSITION OF LEGAL  
REPRESENTATIVE WITHIN  
ORGANISATION (IF APPLICABLE):

  

PHONE NUMBER:

EMAIL ADDRESS:

COMPANY WEBSITE:

FULL ADDRESS AS  
REGISTERED WITH  
AUTHORITIES

  

INDUSTRIAL SECTOR:

PRIMARY CONTACT  
PERSON (IF DIFFERENT  
TO THE CONTACT  
SUPPLIED ABOVE):

  

POSITION OF PRIMARY  
CONTACT PERSON:

PRIMARY CONTACT  
EMAIL:

PRIMARY CONTACT  
PHONE:

**COMPANY ANNUAL  
REVENUE:**

**\$AUD**

PLEASE ATTACH PROOF OF ANNUAL REVENUE (E.G. COMPANY ANNUAL REPORT) WHEN  
SUBMITTING THIS APPLICATION

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## FSC PROMOTIONAL LICENCE TYPE YOU ARE APPLYING FOR:

- ☐ USE OF FSC TRADEMARKS IN AUSTRALIA
- ☐ USE OF FSC TRADEMARKS IN NEW ZEALAND
- ☐ USE OF FSC TRADEMARKS IN AUSTRALIA **AND** NEW ZEALAND
- ☐ USE OF FSC TRADEMARKS IN AUSTRALIA **AND/OR** NEW ZEALAND **AND** OTHER COUNTRIES.  
PLEASE SPECIFY WHICH OTHER COUNTRIES.

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## VERIFICATION DOCUMENTATION:

The following supporting documentation is required to be submitted with this application in order for us to complete our verification process.

- ☐ FSC certification number of each of your FSC-certified suppliers (e.g. copy of their Certificate of Registration.)

**AND ONE** of the following documents for EACH of the FSC-certified products you wish to promote.

*Note: These documents **MUST** include an indication of which products are certified **AND** the FSC claim for each product (i.e. FSC Mix, FSC 100%, FSC Recycled).*

- ☐ Invoices from your FSC certified supplier addressed to your organisation.
- ☐ Delivery documents from your FSC certified supplier addressed to your organisation.
- ☐ Tracked online claims.
- ☐ Product information management extracts.
- ☐ Other commercial documents (e.g. brand licensing agreement) issued by the FSC-certified supplier.



## CONSENT TO PROMOTIONAL USE OF YOUR COMPANY LOGO:

Do you consent to FSC Australia/New Zealand using your organisation's logo for the purpose of promoting your involvement in FSC's Promotional Licence Holder program through the following avenues:

- ☐ On FSC Australian and New Zealand websites
- ☐ On FSC International's website
- ☐ In FSC newsletters (national and international)
- ☐ In FSC social media campaigns (national and international)

If you have provided consent here, please provide a high resolution copy of your logo when submitting this application.

*If you have any concerns or queries with regards to the use of your logo, please contact us at [trademarks@au.fsc.org](mailto:trademarks@au.fsc.org) or call +61 4 3707 2058.*

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## INTENDED PURPOSE OF FSC TRADEMARK USE:

Please tick the box/es that best describes your company's intended purpose of FSC Trademark use:

- ☐ We would like to sell FSC certified products to end users, but do not at the moment.
- ☐ We sell FSC certified products to end users.
- ☐ We would like to promote the use of FSC certified products in our own business operations
- ☐ We would like to promote completed FSC certified projects.
- ☐ We would like to inform and/or educate about FSC and/or the FSC system.
- ☐ We offer training or consultancy on FSC certification and/or the FSC system.



## APPLICATION OF THE FSC TRADEMARKS:

**PLEASE NOTE:** When your organisation enters into an FSC Promotional Licence Agreement, you are granted permission to use the FSC Trademarks for **off-product promotional purposes only**. An FSC Promotional Licence DOES NOT allow organisation's to apply on-product labels. (On-product labels may only be applied FSC Chain of Custody Certificate Holders. For more information about this, please contact [info@au.fsc.org](mailto:info@au.fsc.org)). Further, you commit to submitting all intended uses of the FSC trademark to FSC Australia/New Zealand for approval prior to publication

Please specify where your organisation would like to use the FSC Trademarks:

- |   |   |
|---|---|
| <input type="checkbox"/> Brochures/catalogues | <input type="checkbox"/> POS material           |
| <input type="checkbox"/> Webpage              | <input type="checkbox"/> Company reporting      |
| <input type="checkbox"/> Webshop              | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Events               |   |

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## ESTIMATED FREQUENCY OF REQUESTS FOR APPROVALS OF USE OF FSC TRADEMARKS:

- |   |   |
|---|---|
| <input type="checkbox"/> More than once a month | <input type="checkbox"/> Biannually             |
| <input type="checkbox"/> Monthly                | <input type="checkbox"/> Annually               |
| <input type="checkbox"/> Quarterly              | <input type="checkbox"/> Other (please specify) |

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## ADDITIONAL INFORMATION:

Please let us know which of the following areas of potential partnerships/collaboration may be of interest to your organisation.

- |  |   |
|--|---|
| <input type="checkbox"/> Collaborative marketing campaigns | <input type="checkbox"/> Construction/project certification |
| <input type="checkbox"/> Social media campaigns            | <input type="checkbox"/> Ecosystem services                 |
| <input type="checkbox"/> Case studies                      | <input type="checkbox"/> Indigenous forestry                |
| <input type="checkbox"/> Electronic direct email (EDM)     | <input type="checkbox"/> Other (please specify)             |



## ADDITIONAL COMMENTS:

Please provide additional information about your organisation or anything further that you would like us to know here:

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## APPLICATION CHECKLIST:

Before submitting this application to [trademarks@au.fsc.org](mailto:trademarks@au.fsc.org), please ensure all the following documents have been included in your email.

- ☐ All questions in application form complete.
- ☐ Evidence of annual revenue for the last financial year.
- ☐ High resolution copy of company logo (where applicable).
- ☐ Verification documentation.

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*Thank you.*

*You will be contacted within 5 business days of receipt of your application.*