



PROTECTING OUR INVESTMENTS - TRADEMARK MANAGEMENT ACTIVITIES

The Forest Stewardship Council (FSC) promotes responsible management of the world's forests. Our trademarks are the visual image of our organization. Countless individuals and organizations look to them globally as an indicator of good forest management practices.

Ensuring their protection and integrity is an important aspect of what we do to protect the investments, direct or indirect, that you and others have made in a strong and credible organization.

The Trademark Services Unit (TSU) of FSC Global Development manages these activities. We have a variety of strategies in place that include:

- Registration of FSC trademarks in countries where they are used.
- Opposing other companies filing for trademarks that may create market confusion.
- Expanding the network of trained FSC Trademark Agents.
- Active investigation and resolution of reported allegations of Trademark or labeling misuse.
- Escalation to legal action when resolution of misuse is not possible.

What is the difference between an FSC trademark and label?

Each of our three trademarks is a standalone item. Our labels include one or more of the trademarks as well as other information to identify the certificate holder and the type of product.

We have specific requirements in our standards that provide direction on how to use our trademarks for promotional and on-product use. These standards and the labels take into account the activities needed to maximize protection and defense of our trademarks.

The FSC trademarks

FSC has three trademarks that we register and defend:

**Forest
Stewardship
Council**

1. The words 'Forest Stewardship Council'

FSC

2. The initials 'FSC'



3. The checkmark-and-tree, commonly called the logo

Misuse of the trademarks or labels

It is vital to correct misuses of the FSC trademarks. Even misuse that is unintentional and may be meant to support FSC is important to address and correct. The trademarks are the visual cue that consumers and others increasingly look for; we all have an interest in their proper use and credibility.

Anyone can report a suspected trademark or label misuse to FSC. If you see something that appears to be an improper use, it is important that you report it so that it can be reviewed, investigated, and then resolved or prosecuted. We encourage anyone who has a question about suspected misuse to contact us directly. Please follow these steps to provide us with information to investigate the matter properly.



How to report suspected trademark misuse

1. Gather information

- where you found it
- the date you found it
- any contact information that you may have for the source of the misuse
- the number located at the base of the FSC logo, if present

If the misuse is an **advertisement**, please:

- make a copy of the advertisement
- and the front cover of the publication containing the advertisement

If the misuse is **on a product**, please:

- tell us where you purchased the product
- take a picture of the product, if possible

2. Contact FSC

Please report your information to TSU. Electronic copies are preferred where possible.

E-mail the above information to trademark@fsc.org and attach all the evidence of the misuse.

You may also fax this information to +49 (0)228 367 6630. Please mark this to the attention of the Trademark Services Unit.

Please include your contact information. We will confirm receipt of the information.

What happens after a suspected misuse is reported?

This depends on the severity of the misuse. Deliberate misuse is treated quite differently than misuse that is found to be unintentional.

For suspected misuse by:

1. A certificate holder

TSU gives the information to their respective FSC accredited certification body (CB). The CB resolves the issue directly with the certificate holder, following established FSC procedures to ensure that the certificate holder complies within a given timeframe.

Depending on the severity of the matter, corrective action may be required, such as recall or destruction of the improperly labeled material. In some cases the certification body may suspend or terminate the certificate.

If this activity does not resolve the matter, FSC can take legal action.

2. A non-certificate holder

TSU will engage directly with them to resolve the matter. If we reach a resolution, we issue a 'Cease & Desist' letter which documents the agreements reached.

If it is not possible to resolve the matter, TSU may refer the matter to internal legal counsel. If we do not succeed in reaching a resolution in that manner, we may then begin legal action to compel compliance with the law.

Why do I sometimes see ©, ™ or ® when I see the FSC trademarks used?

We are in the process of registering our trademarks globally. As a result, we are transitioning from using the copyright sign, ©, to one that more accurately reflects the status of our registration activity.

The ™ indicates that we are in the process of registering or intend to do so in a particular country. The ® indicates that we have successfully registered the trademark. It serves as an important notice to others that FSC has fully protected the trademarks and will defend them.

We are making the needed changes to all our artwork and you will begin to see these changes in use over the next months.