

# **INDUS TREE CRAFTS FOUNDATION**



**TRADEMARK POLICY**

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## 1. Introduction

- The Indus Tree Crafts Foundation (ITCF) is committed to adhering to the FSC Trademark Standards in all activities related to the FSC FM Group Certification project. This Trademark Policy outlines the proper use of FSC trademarks, including the FSC logo, initials, and certification marks, to maintain the integrity and reputation of the FSC certification system. The policy ensures that all stakeholders within the project comply with FSC's trademark requirements and avoid any misuse or unauthorized use of the trademarks.

## 2. Scope of the Policy:

- This policy applies to all individuals and entities involved in the FSC FM Group Certification project, including but not limited to:
  - I. Farmers and members of the Mutual Benefit Trusts (MBTs)
  - II. Project staff and field officers employed by the Indus Tree Crafts Foundation
  - III. Contractors, suppliers, and other third parties who may use the FSC trademarks in relation to the project.
- The policy covers the use of FSC trademarks on products, marketing materials, websites, and any other media or documentation associated with the FSC FM Group Certification project.

## 3. Definition:

**FSC Trademarks:** The trademarks owned by the Forest Stewardship Council (FSC), including the FSC logo, the initials "FSC," and the "Forest For All Forever" slogan.

**Trademark License Code:** A unique code issued by FSC to certified entities, authorizing the use of FSC trademarks in accordance with FSC Trademark Standards.

**Certified Products:** Products that are produced or managed under FSC certification and are eligible to carry the FSC trademarks.

## 4. Policy Statement:

- Indus Tree Crafts Foundation and all associated parties shall use the FSC trademarks in a manner that is consistent with FSC's Trademark Standards and in accordance with the following principles:
  - Authorized Use Only: The FSC trademarks may only be used by ITCF and authorized parties who have received explicit permission from FSC, evidenced by a valid Trademark License Code. Unauthorized use of FSC trademarks is strictly prohibited.

- Correct Use of Trademarks: The FSC logo, initials, and any other trademarks must be used in their correct form, as provided by FSC, without any alterations, distortions, or additions. The trademarks must be displayed in a manner that maintains their visibility and legibility, and they must be accompanied by the appropriate Trademark License Code.
- Use on Certified Products: The FSC trademarks may only be used on products that are fully certified under the FSC FM Group Certification. The use of FSC trademarks on non-certified products, or in a way that could mislead consumers about the certification status of a product, is prohibited.
- Marketing and Communication Materials: All marketing materials, websites, and communication documents that reference FSC certification must include the correct use of FSC trademarks and the Trademark License Code. Any claims regarding FSC certification must be accurate and verifiable, and must not imply FSC endorsement beyond what is allowed by the standards.
- Approval for Use: All uses of FSC trademarks on products, marketing materials, or other communications must be approved by the ITCF's designated Trademark Compliance Officer before they are published or distributed. This ensures that the use of trademarks complies with FSC standards and ITCF's internal guidelines.
- Reporting Misuse: Any misuse or unauthorized use of FSC trademarks by any party involved in the project must be reported immediately to the ITCF management. ITCF will take appropriate action to correct the misuse and prevent future occurrences.
- Training and Awareness: ITCF will provide regular training and resources to ensure that all individuals involved in the project understand the proper use of FSC trademarks and the importance of adhering to trademark standards. This will include guidance on when and how to use FSC trademarks and the process for obtaining approvals.
- Indus Tree Crafts Foundation shall take full responsibility for the use of the FSC trademarks by investment companies and others making financial claims based on their FSC-certified operations.
- Any such claims shall be accompanied by a disclaimer: "FSC® is not responsible for and does not endorse any financial claims on returns on investments."
- The FSC trademarks shall not be used in a way that implies equivalence to other forest certification schemes (e.g. FSC/xxx certification).
- When used on the same promotional material as marks of other certification schemes, the FSC trademarks shall not be used in a way which disadvantages FSC in terms of size or placement.

- The FSC logo or ‘Forests For All Forever’ marks shall not be used on business cards for promotion. A text reference to the organization’s FSC certification, with license code, is allowed, for example “We are FSC® certified (FSC® C#####)” or “We sell FSC®-certified products (FSC® C#####)”
- FSC-certified products shall not be promoted with the certification body logo alone.
- The FSC logo or the ‘Forests For All Forever’ marks shall not be used to promote controlled material or controlled wood.
- The Indus Tree Crafts Foundation shall ensure that all uses of the FSC trademarks by the group entity or its individual members are approved by the certification body prior to use, or that the group and its members have an approved trademark use management system in place. When seeking approval by the certification body, group members shall submit all approvals via the group entity or central office, and keep records of approvals. Alternative submission methods may be approved by the certification body.
- No other forest certification schemes’ marks or names shall appear on any membership documents issued by the group in connection with FSC certification.
- Promotional use of FSC trademarks shall only refer to the project itself and not to any parties involved in the project.
- Use of FSC trademarks on stationery templates is not allowed by any parties to the project.
- Once the project is registered with the certification body as an applicant project, either of the following statements may be included in signage and printed materials: “FSC-certified wood specified for [this project]” or “Sourcing responsible forest products.
- The year that the certificate is issued shall always be included in the materials.
- Once the certificate has been issued, the project may be described in promotions as an FSC-certified project. For example, “FSC-certified house”.
- For partial project certification, once the certificate has been issued, the FSC-certified elements shall be named with every use of the FSC trademarks. For example, “The internal joinery in these offices is FSC certified”.

## **5. Consequences of Non-Compliance:**

- Non-compliance with this Trademark Policy may result in disciplinary actions, including the suspension of FSC trademark use privileges, removal of products from certification, or termination of contracts with

third parties. Severe or repeated violations may also result in legal action by FSC to protect its trademarks and brand integrity.

#### **6. Monitoring and Review:**

- Indus Tree Crafts Foundation will be monitoring the use of FSC trademarks across all aspects of the FSC Forest Management Group Certification project to ensure ongoing compliance with this policy. This policy will be reviewed annually, or as needed, to reflect updates in FSC Trademark Standards and to improve its effectiveness.

#### **7. Commitment to Continuous Improvement:**

- The Indus Tree Crafts Foundation is dedicated to continuously improving the inclusivity and fairness of the FSC FM Group Certification project. Regular training and awareness programs will be conducted to ensure that all participants understand and adhere to this No Discrimination Policy. Feedback from project participants will be sought and used to enhance the effectiveness of the policy and to promote a positive and respectful working environment for all.

#### **8. Authorized Signatory:**

*Name: Ms. Remya Devan  
Designation: Project Manager  
Indus Tree Crafts Foundation*



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