

Effective use of the FSC Trademarks

Purpose

Trademark approvals can sometimes be an unnecessary slowdown to getting a job out the door. These pointers, guidelines, and tips, will assist RACG members in avoiding delays.

General Trademark Tips

The most commonly corrected errors are:

(FSC-STD-50-001 sections, or further explanation, are in parentheses)

- Too small, or use of the mini label when not required/allowed (3.3.1, 10.4, 10.5, 10.17, 10.18)
- Too little clear space surrounding the logo, or too 'busy' of a background (10.13, 10.14)
- Color changes on pieces which are not color limited (10.1.2)
- Use of the FSC 100% label for FSC Recycled 100% paper (The FSC 100% label represents 100% virgin FSC timber. No paper currently exists using that label)
- Incorrect additional statements (1.10, 1.11, 4.4)
- In the US, the FSC label uses the ®, FSC uses the ® and Forest Stewardship Council uses ™. (Annex 1)

Other information:

- Replies and approvals should be expected within 24 hours, excluding weekends and holidays. Average response time is currently 3-5 hours.
- If you have questions, need assistance, or advice, please contact the Group Manager, Chris Gibbons, by phone, (802) 324-9652, or email trademarks@americangreenconsulting.com.

Submitting Trademarks for Approval through the Rainforest Alliance Portal

Initial submission

- Uploaded files must be less than 7 MB
- Replies to closed/approved requests are *not* seen by Trademark Agents.
- Include as much information as possible. Always include the paper type.

Amending your request

- If you forget to attach the file for review, do not create a new case, rather 'Edit' your case in the Portal and add it.
- You may also change information in the Information & Details sections.
- Note: you may only edit your approval request prior to a Trademark Agent reviewing it. Once a Trademark Agent reviews the request, you cannot make any changes.

Replying to a request for more information

- When sending revisions in reply to Rainforest Alliance revision request emails, the subject line should not be changed or the email/file will not attach to the request, and will *not* be seen by Trademark Agents
- Revisions to approved jobs must be submitted as new requests.
 - See initial submission notes regarding closed/approved requests

General Portal Notes

- Emails sent to the generic email addresses (i.e. swtrademark@ra.org, etc.) are *not* seen by Trademark Agents but instead create new requests and are put in an 'unassigned queue', which is only checked every other week.
- This queue is also where out of office replies from members go.
- If Rainforest Alliance is not receiving your reply emails, it could be due to the coding in the body of the email – some email programs add extra text/coding, which can cause an issue. If you're having problems, delete all text from the body of the email prior to reply.