

## “Blanket Approval” Process for FSC/RA Trademarks

### Purpose

The RACG certification agreement with the Rainforest Alliance (RA) stipulates that member use of the FSC® trademarks, and Rainforest Alliance Certified™ Seal, be reviewed and approved by Rainforest Alliance staff prior to use.

In order to streamline and ensure that the review and approval process for your trademark use is efficient and timely, individuals may apply for a “Blanket Approval”.

### General Information about Blanket Approvals:

#### Blanket Approvals Available for:

- FSC On-product Label
- FSC On-product Label with RAC Seal
- FSC Promotional Label
- FSC Promotional Label with RAC Seal

FSC approvals may be granted for either the FSC Mix or FSC Recycled labels. This makes for a total of eight (8) possible blanket approvals.

#### Blanket Approvals NOT Available for:

- Mini Label
- 100% Pure Label

#### Who can hold a Blanket Approval?

- A single individual (RA calls them a Trademark Controller). Often the primary trademark contact for the member.
  - There is no member limit to the number of individuals with Blanket Approvals; however each individual must meet the requirements independently.

#### What do Blanket Approvals Allow?

- In house approval ability for approved label uses, or approved projects
  - in standard FSC colors
  - with unmodified labels (except size) from the FSC Label Generator

#### What is *not* covered in a Blanket Approval?

- Anything not listed above. This includes, but is not limited to:
  - Color Changes
  - Additional Text outside of the label
  - Label use with other forest certification labels (SFI, PEFC, etc.)

#### Errata:

- Blanket Approvals from previous certificates do not carry over to the group

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## How to Request a Blanket Approval:

### Individual:

- An individual must submit at least three consecutive (different) correct uses of the FSC trademarks (and RAC Seal if applicable) to Rainforest Alliance for review, using the RA trademark portal.
- Once the individual has demonstrated a clear understanding of the FSC guidelines, they may request a Blanket Approval for each specific label, as outlined above.
- To request a blanket approval, an email must be sent to [trademarks@americangreenconsulting.com](mailto:trademarks@americangreenconsulting.com) with the following information:
  - Name of individual requesting the approval, including title, phone and email
  - Approval type being requested (ex. FSC Mixed with RAC Seal)
  - Trademark Case Numbers for the three applicable use

### Approval or denial process:

- Individuals will receive an email from the Group Manager with an approval or denial. If you are denied for a blanket approval, a reason will be given, and steps to resubmit will be provided.
- Project approvals come from RA as per the normal approval process.

## Once a Blanket Approval has been given:

### Individual:

- Blanket Approvals do not expire, and are non-transferrable.
- Blanket Approvals are revoked with:
  - Suspension or termination of member participation in the group
  - Trademark non conformances, identified during a group management visit or certifier sampling audit
- The following text box should be added to your RACG Member Manual, section V.A.6. directly above the first text box already there:

**PERSONS NAME** has been granted a Blanket Approval for **SCOPE OF APPROVAL**. The approval documentation is retained as per our normal retention policy for FSC documents.

In approved instances, said individual will ensure that a **NOTE or EMAIL or OTHER FORMAL DOCUMENT** is generated and retained as per our trademark approval policy listed below.

- The process noted in the above text box should be followed.

**If you have questions, please contact the Group Manager, Chris Gibbons**  
**by Phone, (802) 324-9652,**  
**or email, [trademarks@americangreenconsulting.com](mailto:trademarks@americangreenconsulting.com)**