




## Cedar Grove General Trademark Use Categories 2016

Cedar Grove is the owner of various trademarks and service marks, including CEDAR GROVE®,  and CEDAR GROVE® Compostable.

### Licensing

Cedar Grove Packaging, LLC offers limited name and logo licensing rights to distributors and manufacturers of Cedar Grove “accepted” compostable food service packaging or other items that facilitate the collection of organic material for the purpose of industrial composting. Variations of the logo and/or name use categories are listed and explained below. Please contact Susan Thoman via e-mail at [Sthoman@emeraldrenews.com](mailto:Sthoman@emeraldrenews.com) if you wish to license any of Cedar Grove trademarks or service marks.

### Compostability Testing and Trademark Usage

The testing on an item and an indication of acceptance does NOT authorize ANY use of any of our logos, trademarks, trade names, letterhead or company name on such item, on the packaging of such item, or in the marketing of such item. Any such uses can be authorized, at our discretion, only pursuant to a formal written license agreement through Cedar Grove Packaging® LLC.

*Option	Category
<b>Name use only (limited)</b>	Cedar Grove® name use only marketing and educational materials <i>only</i>
<b>Name and logo use (limited)</b>	Use of Cedar Grove® name and logo on marketing/educational materials <i>only</i>
<b>Logo use, product outer packaging</b>	Use of Cedar Grove® logo on outer printed corrugate/product package
<b>Logo and/or name use, directly onto end user product</b>	Use of Cedar Grove® logo printed directly onto product
<b>Cedar Grove brown trade dress (limited to specific product categories)</b>	Use of Cedar Grove name, logo and customized brown “color marked” and pre-approved design

*\*Samples of all logo use applications must be pre-approved in writing by Cedar Grove prior to use, publication or distribution of material.*

### DEFINITIONS:

*Marketing and educational materials* pertain to any written, spoken or visual image used for the education or sale of compostable products that are Cedar Grove “accepted” for compostability or compost collection and have documentation in writing as such from Cedar Grove.

*Logo use* means the use of any Cedar Grove image or logo, with all examples of logo use to be preapproved, in writing, prior to the production of all any items bearing the Cedar Grove logo or making reference to Cedar Grove by name or inference.

*Name use* means the use of words “Cedar Grove” in reference to food service packaging, composting system, horticulture, food scrap collection, solid waste programs, compostability acceptance or commercial organics hauling services.

### **Non-licensees' guidelines for communicating compostability of products accepted by Cedar Grove**

- If your compostable products are accepted for composting at Cedar Grove facilities, a copy of the acceptance letter may be provided to your customers as proof of acceptance.
- Manufacturer or distributor web pages may link to any Cedar Grove web page or publication showing their products are accepted at Cedar Grove facilities.
- With the exception of compostable kitchen bags (which must be green in color), Cedar Grove items intended for residential acceptance at Cedar Grove facilities must be part of the brown marking system described under the trade dress guidelines (additional details for qualified partners available upon request).
- Marketing materials for products that have been accepted at Cedar Grove are not authorized to use the Cedar Grove name or logo unless the manufacturer/distributor has signed a licensing agreement with Cedar Grove Packaging, LLC.
- If a manufacturer or distributor is not using the Cedar Grove name, recommendations for communicating compostability include using “accepted for composting in an industrial composting system”
- Infringement or use of the Cedar Grove name and/or logo will result in legal action, without exception.