

CleanGredients Trademark Usage Policy

Effective December 15, 2016

CleanGredients is a project of the GreenBlue Institute (“**GreenBlue**”). GreenBlue owns the CleanGredients® service mark and the associated brand.

1. Definitions. As used in this CleanGredients Trademark Usage Policy (this “**Trademark Policy**”):

“**Marks**” (each, a “**Mark**”) means fictional business names, trade names, company and corporate names, trademarks and service marks (whether registered or unregistered, including any applications for registration of any of the foregoing), logos, Internet domain names, and trade dress rights, together with the goodwill associated with any of the foregoing.

“**CleanGredients Marks**” (each, a “**CleanGredients Mark**”) means the following Marks: (1) the word mark “CleanGredients”, (2) the word mark “the online resource for green formulation”, and (3) the following logo (the “**CleanGredients Logo**”):



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“**CleanGredients Subscribers**” (each, a “**CleanGredients Subscriber**”) means organizations that have entered into a CleanGredients Subscriber License Agreement with GreenBlue.

2. General Provisions.

2.1 GreenBlue neither permits the use of its Marks or written materials for commercial purposes, including advertising or marketing, nor allows the suggestion of any endorsement, affiliation, or sponsorship with any third party’s product or service, without GreenBlue’s specific prior written consent. Accordingly, CleanGredients Subscribers are prohibited from using the CleanGredients Marks on or in connection with the CleanGredients Subscribers’ products or services without the express and specific prior written consent of GreenBlue, which GreenBlue



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may withhold or condition in its discretion.

2.1 Pursuant to the Trademark License (as defined in the CleanGredients Subscriber License Agreement) and subject to the provisions of this Trademark Policy (including the restrictions set forth in Section 5 below), a current CleanGredients Subscriber in good standing may, provided there is no indication of certification or endorsement of its products or services by GreenBlue or CleanGredients: (a) indicate the CleanGredients Subscriber is a “CleanGredients® Subscriber”, (b) use the CleanGredients Marks on general marketing materials, signs, exhibit materials, printed publications, company websites, and social media accounts, and (c) if the CleanGredients Subscriber is a supplier, it may indicate that products listed in CleanGredients are so listed. Any other use of the CleanGredients Marks requires the express and specific prior written consent of GreenBlue, which GreenBlue may withhold or condition in its discretion. Nothing in this Trademark Policy grants any person or entity (including without limitation, any Subscriber) the right to use or display any of GreenBlue’s Marks other than the CleanGredients Marks.

2.3 In the event that CleanGredients Subscriber’s product is delisted or removed from the CleanGredients website (including removals due to a lapse in the Subscriber’s subscription to CleanGredients), the CleanGredients Subscriber shall remove all references to GreenBlue’s name and all CleanGredients Marks from all of the CleanGredients Subscriber’s websites within five (5) business days and shall remove all printed marketing materials containing such references and CleanGredients Marks from circulation within three (3) months of the date the product is delisted.

2.3 To request permission to use the CleanGredients Marks or to obtain high resolution image files, contact GreenBlue at: info@cleangredients.org.

4. Additional Restrictions. Notwithstanding anything in this Trademark Policy to the contrary:

4.1 Neither CleanGredients Subscribers nor any other person or entity is permitted to use the CleanGredients Marks to imply endorsement of claims that a product is “clean,” “safe,” “non-toxic” or “environmentally friendly” (or words or language of similar import or having similar connotations) or other environmental/sustainability claims or certification.

4.2 The CleanGredients Marks may NOT be used on product specific marketing materials related to products not currently listed in the CleanGredients database.

5. Usage Guidelines. Any authorized use of the CleanGredients Marks must also comply with the following guidelines:



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- Each use of a CleanGredients Mark must be accompanied by the “TM” symbol or, if the Mark is registered with the U.S. Patent and Trademark Office, the registered trademark symbol ®. The appropriate symbol should appear immediately following the mark, and should appear in superscript.
- The full color CleanGredients Logo must always be reproduced on a white background. The full color logo may NOT be reproduced on a color background or a pattern background.
- The CleanGredients Logo must NOT be edited or distorted from the original version as depicted above in this Trademark Policy, except that the size of the CleanGredients Logo may be enlarged or reduced if reasonably required by the materials or matter on which the CleanGredients Logo is displayed, provided that the ratio between the size of design element and the word “element CLEANGREDIENTS” remains the same. The foregoing restrictions include, without limitation (a) displaying the CleanGredients Logo in different colors or without color (e.g. in black and white); (b) changing the location of the word element “CLEANGREDIENTS;” and/or (c) removing the word element “CLEANGREDIENTS.”
- Any use of the CleanGredients Marks must display the CleanGredients Marks in a positive or neutral manner. The CleanGredients Marks may not be used to depict CleanGredients and or any of its members, services, products and affiliates in any negative way. The CleanGredients Marks may not be used on sites that promote or portray discriminatory practices against any individual or group based on race, religion, gender, sexual orientation, or ethnic background.

Any questions about this policy should be directed to GreenBlue. Any requests for approval of a specific use of a CleanGredients Mark should be directed to GreenBlue.