

# ORGANIC CERTIFICATION MARK LICENCE AGREEMENT A – NON IFOAM



THIS AGREEMENT is made the \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_\_

BETWEEN AsureQuality Organic Certification, PO Box 107037, Auckland Airport, Auckland 2150, New Zealand  
[organics@asurequality.com](mailto:organics@asurequality.com) | [organiccertification.co.nz](http://organiccertification.co.nz)

AND \_\_\_\_\_ (company name)  
("Licensee") \_\_\_\_\_ (address)  
\_\_\_\_\_ (email address)  
\_\_\_\_\_ (certification number)

## Section 1 : To be filled out by all customers

### IT IS AGREED THAT:

- AsureQuality as the proprietor of the AsureQuality Organic Certification Mark, a representation of which is shown above, grants to the Licensee the non-exclusive right to use the AsureQuality Organic Certification Mark on produce or packaging material certified to the AsureQuality Organic Standard, subject to the terms of this agreement.

The Licensee acknowledges the AsureQuality Organic Certification Mark is the absolute property of AsureQuality.

### 2. CONDITIONS OF USE

Use of Certification Marks on promotional products can be a very effective form of marketing, and of course, the more the Trademarks are used, the more effective they can be to all parties. However, because it is a Trademark of AsureQuality there are important rules which a licensee must follow in order to preserve the integrity and commercial value of the AsureQuality Organic Certification Mark.

The Licensee shall notify AsureQuality of any changes to their business activity which may have a bearing on its eligibility to use the AsureQuality Organic Logo or which would be likely to cause a review of the granting of a licence under this agreement.

The Licensee is entitled to use the AsureQuality Organic Certification Mark on or in connection with packaging, advertising, direct marketing, public relations and other forms of promotion specifically relating to the certified business activity.

The Licensee shall use and reproduce the AsureQuality Organic Certification Mark as outlined under 'Specifications for Use' below. No variation is permitted without the prior approval from the AsureQuality.

The Licensee shall not use the Mark in a manner or circumstances which may damage the reputation of AsureQuality.

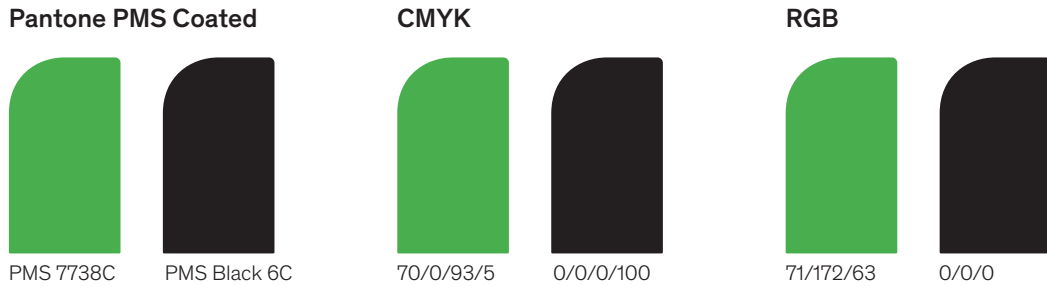
The Licensee shall immediately inform AsureQuality:

- of any infringement or violation to the AsureQuality Organic Certification Mark by third parties - in particular where damage to the reputation of AsureQuality or the AsureQuality Organic Certification Mark is possible, or where there is use of false claims or false descriptions of the logo, and
- of any legal action, pending or threatened, or of administrative procedures which may concern the AsureQuality Organic Certification Mark or produce bearing the AsureQuality Organic Certification Mark.

### 3. SPECIFICATIONS FOR USE

#### Full Colour Mark

The colour specifications for the AsureQuality Organic Certification Mark are:



#### Single Colour Mark (Black and White)

Can be produced in grayscale (100% black and 100% white)

#### Mark Rules

To ensure maximum contrast between the mark and the background colour:

- Where the mark is put on a white or near white background - the mark must be used in full colour
- Where the mark is put on a black or dark background - the mark must be used in single colour white
- Where the mark is put on light backgrounds - the mark must be used in single colour black

Please refer to the organic mark 2020 brand guidelines.

- The mark must not be framed or boxed
- The mark has a transparent background



#### Dimensions

The Organic Mark should be used at no less than 14.8mm high for text legibility and clarity on customer facing materials.

The Organic Mark should be used at no less than 9.15mm width from each side of the AQ symbol as shown to ensure legibility.

As quality may differ between various printing techniques and packaging materials, the Organic Mark must be checked for legibility before full scale print runs.



**Clear Space**

The Organic Mark should always feature a minimum amount of clear space as indicated by the positional "X", which should be at least 15% of your chosen mark height or width. No other elements should be placed in this area.



**Prior to printing**

Where the AsureQuality Organic Certification Mark is used, sample proofs of signage, product labels and packaging material, flyers, and/or websites, showing the use of the logo must be approved by AsureQuality prior to printing.

Email all proofs with the label approval form (downloadable from our website [www.organiccertification.co.nz](http://www.organiccertification.co.nz)) to [organics@asurequality.com](mailto:organics@asurequality.com).

**4. DURATION**

This licence commences from the date of this agreement and shall continue thereafter unless terminated hereunder.

**5. NON-ASSIGNMENT OR TRANSFER**

This agreement is personal to the parties and the Licensee may not transfer, assign or licence its rights to any party whatsoever, without prior written approval from AsureQuality.

If this licence is terminated or cancelled for an individually identified business activity, the Mark must be removed from all marketing/promotional materials directly associated with the individually identified business activity as quickly as possible within the constraints of what is reasonable and pragmatic. This removal timeline will be negotiated in good faith between the Licensee and AsureQuality and must be agreed in writing with AsureQuality. AsureQuality reserves the right to determine the required removal timeline.

**6. CANCELLATION**

This licence may be terminated upon thirty (30) days written notice given by either party to the other at any time, if:

- the Licensee loses their certification status
- fails to meet all the obligations outlined in this agreement

If this licence is cancelled, the AsureQuality Organic Logo must be immediately removed from all signage, product and packaging material along with all other marketing/promotional material including websites etc.

Signed by:

FOR AND ON BEHALF OF

LICENSEE

DATE

\_\_\_\_\_

\_\_\_\_\_

**ASUREQUALITY LIMITED**

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Samuel Brooks - Business Manager Food & Dairy

# AsureQuality Organic Mark – Artwork Request Form










Please discuss with your printer the file format(s) you require for use in packaging and/or advertising.

## Please return to:

AsureQuality Organic Certification, PO Box 107037, Auckland Airport, Auckland 2150, New Zealand  
and email to: [organics@asurequality.com](mailto:organics@asurequality.com) | [organiccertification.co.nz](http://organiccertification.co.nz)

## Which Mark Do I Choose?

1. Certified Mark – when you been issued a certificate for your certified organic product
2. Input for Organics Mark – when you are an input manufacture that produces inputs that are approved for use in organic production.
3. In Conversion Mark – when you are a crop or livestock operator going through transition prior to gaining organic certification.
4. Group Mark – when you are included in the certification of a grower group
5. Retail Chain – when you are a supermarket or retail store certified under an internal control system

AsureQuality Organic Marks				
<p><b>Organic &amp; International Mark</b></p> 	<p><b>In Conversion Mark</b> Livestock &amp; Horticulture production only</p> 	<p><b>Certified Organic Input Mark</b> For Input Products Only</p> 	<p><b>Group Scheme</b></p> 	<p><b>Retail Chain</b></p> 
Tick as applicable below				
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>One colour reproduction</b> (refer note 3, page 2)				
				Not applicable
Tick as applicable below				
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

File Format Required:
<p><b>.PNG</b> <input type="checkbox"/></p>
<p><b>.AI / .EPS</b> <input type="checkbox"/> (for commercial printing)</p>

Your Details: (Where mark/s are to be emailed)
<p><b>Name:</b></p>
<p><b>Phone:</b></p>
<p><b>Email:</b></p>
<p><b>AQ Reg #:</b></p>