**Trademark use management system**

You may use this document for inspiration on how to develop FSC trademark use management system. Please be aware that this is a generic, fictional example and that you need to develop your own procedures that are specifically tailored to your company set-up and the scope of your certification.

**IMPORTANT**

This document is provided by Preferred by Nature as a generic example of FSC trademark use management system. The company presented in this system is fictional and the specific system details are provided merely as examples.

This sample system has been designed to help you to comply with the FSC trademark use management system according to Standard (FSC-STD-50-001 V2.1) by providing an example of how the trademark management system may be structured.

This is a support tool that you may use voluntarily as a basis for developing your own company-specific FSC trademark use management system. It cannot be applied directly. You always need to develop and tailor your own procedures.

Using this document is not mandatory for achieving an approved FSC trademark use management system, and does not imply any guarantee or assurance regarding the conformance level of your actual company system.

Although we have made an effort to cover requirements of Annex A of FSC-STD-50-001 v 2.1, we do not provide any guarantee as to the completeness of this system.

Prior to the use of an internal control system, the organization shall demonstrate a good understanding of the requirements in question by submitting a sufficient number of consecutive correct approval requests to the certification body for each type of intended use (e.g. organizations controlling both labelling and promotion shall submit requests for each). It is at the discretion of the certification body to determine when the organization has demonstrated a good record of submissions. Please note that the online FSC Trademark Training Course for Certificate Holders is recommended

Please remember that this document should be a part or annex of general FSC procedures of your Organization. To be able to use a Trademark use management system the Organization shall have standard FSC-STD-50-001 v 2.1 under certificate scope. The system, with all the conditions specified in Annex A of the standard, shall be approved by the certification body before the organization may start using it.

*NOTE: This sample of FSC trademark use management system is provided as inspiration for certificate holders worldwide. Therefore, the FSC trademark symbol TM is used throughout this document. In many countries, the registered trademark symbol ® is applicable. You may need to replace the TM used in these example procedures as part of developing your own company-specific procedures.*

Our organisation is implementing our own Trademark management system, to ensure that all trademarks are approved before being published.

Our system only covers off-product use where Mr. Jensen has overall responsibility and authority for the organization’s conformity and the contact with Preferred by Nature regarding trademark use.

Mr. Nielsen and Ms. Hansen have been trained in the on FSC trademark use and act as our internal approvers. Their knowledge was confirmed and approved by Preferred by Nature.

They will be issuing internal approvals based on this management system. Also Mr. Jensen will provide annual trainings on the up-to-date version of our procedures to ensure the competence when implementing the trademark use management system.

The procedure for having new TMK off-product use approved is:

* Send an email with the design attached to Mr. Nielsen and/or Ms. Hansen
* Then Mr. Nielsen and/or Ms. Hansen will look at it and send an email back to you
  + The email subject will be:

Approval no (3 digits) CoC TMK ddmmyy

* All our approvals are saved in a folder (FSC TMK approvals) in our IT system and kept for minimum 5 years.

Prior to each new use of the on-product FSC trademarks, Mr. Jensen will ensure the trademark use is approved externally by our certification body Preferred by Nature.