



## Using the FAIRWILD® Word Mark

### FairWild Foundation Guidance for use of the registered word mark FAIRWILD®

The FAIRWILD® word mark and/or design mark as well as other references to the FairWild quality of products may be used according to the FairWild Foundation's FairWild Labelling Rules Version 3/2014.

The FAIRWILD® word mark and/or design mark can be used on wholesale and retail packaging and for promotional purposes, subject to a license agreement with the FairWild Foundation. The international class and geographical scopes for use of the registered word mark FAIRWILD® are as shown in the following table.

- When using the word mark in a country where it is registered, for a registered class of goods, use of registration symbol ® is required: **FairWild®**
- When using the word mark in a country where it is not yet registered, or in a country where it is registered but for a class of goods other than yours, use of the trademark symbol ™ is required: **FairWild™**
- In all cases, use of the word mark and/or design mark anywhere in the world requires a license agreement and all artwork (labels and labeling) must be submitted to the FairWild Foundation for review and approval prior to use.

The FAIRWILD® mark is the exclusive property of the FairWild Foundation and is registered as a Canadian trade mark (File No. 1909446), a German national registration (DPMA Reg. No. 30709286), US national registration (USPTO Reg. No. 3,587,301) and World Intellectual Property (WIPO) international registration (No. 0950962).

Class	Example product types	Region	Registration No.
03	Cleaning preparations and toiletries (e.g. cosmetics, dentifrices, essential oils, hair lotions, perfumes, scents (potpourri), and soaps).	Canada	No. 1909446
		European Community	International Reg. No. 0950962
		Germany	DPMA Reg. No. 30709286
		Russian Federation	International Reg. No. 0950962
		Switzerland	International Reg. No. 0950962
		United States of America	USPTO Reg. No. 3,587,301
05	Pharmaceutical preparations: herbal medicinal products (e.g. medicinal herbal teas, tinctures, extracts in capsules or tablets), balneotherapy products (e.g. herbal bath mixtures), dietary supplement products, dietetic foods and beverages, medical foods, medicated oils.	Canada	No. 1909446
		Germany	DPMA Reg. No. 30709286
		Russian Federation	International Reg. No. 0950962
		Switzerland	International Reg. No. 0950962
		United States of America	USPTO Reg. No. 3,587,301

<b>Class</b>	<b>Example product types</b>	<b>Region</b>	<b>Registration No.</b>
29	Dried fruits (e.g. wild berries), nuts (e.g. wild Brazil nuts), wild mushrooms and truffles, algae or seaweeds for nutritional purposes.	Canada	No. 1909446
		Germany	DPMA Reg. No. 30709286
		Russian Federation	International Reg. No. 0950962
		Switzerland	International Reg. No. 0950962
		United States of America	USPTO Reg. No. 3,587,301
30	Foodstuffs of plant origin as well as food flavors (e.g. cacao, chocolate, coffee, non-medicinal teas (beverage herb and fruit teas), non-medicinal lozenges and pastilles, condiments, seasonings, spices).	Canada	No. 1909446
		Germany	DPMA Reg. No. 30709286
		Russian Federation	International Reg. No. 0950962
		Switzerland	International Reg. No. 0950962
		United States of America	USPTO Reg. No. 3,587,301
31	Dried herbs (Canada); Fresh forestry products not included in other classes (e.g. fresh wild bilberries, fresh wild mushrooms, raw cacao beans, unprocessed kola nuts)	Canada	No. 1909446
		European Community	International Reg. No. 0950962
		Germany	DPMA Reg. No. 30709286
		Russian Federation	International Reg. No. 0950962
		Switzerland	International Reg. No. 0950962
United States of America	USPTO Reg. No. 3,587,301		
32	Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups and other preparations for making beverages.	Germany	DPMA Reg. No. 30709286
33	Gin	Canada	No. 1909446
35	Advertising; business management; business administration; office functions (services rendered by persons or organizations)	Germany	DPMA Reg. No. 30709286
41	Education; providing of training; entertainment; cultural activities (e.g. presentation of works of visual art or literature to the public for cultural or educational purposes).	Germany	DPMA Reg. No. 30709286
44	Medical care, hygienic and beauty care given by persons or establishments to human beings and animals; it also includes services relating to the fields of agriculture, horticulture and forestry.	Germany	DPMA Reg. No. 30709286