

Cradle to Cradle Certified® & C2C Certified Material Health Certificate™

TRADEMARK USE ASSESSOR WORKSHOP

7 JUNE 2021

cradle to cradle products innovation institute



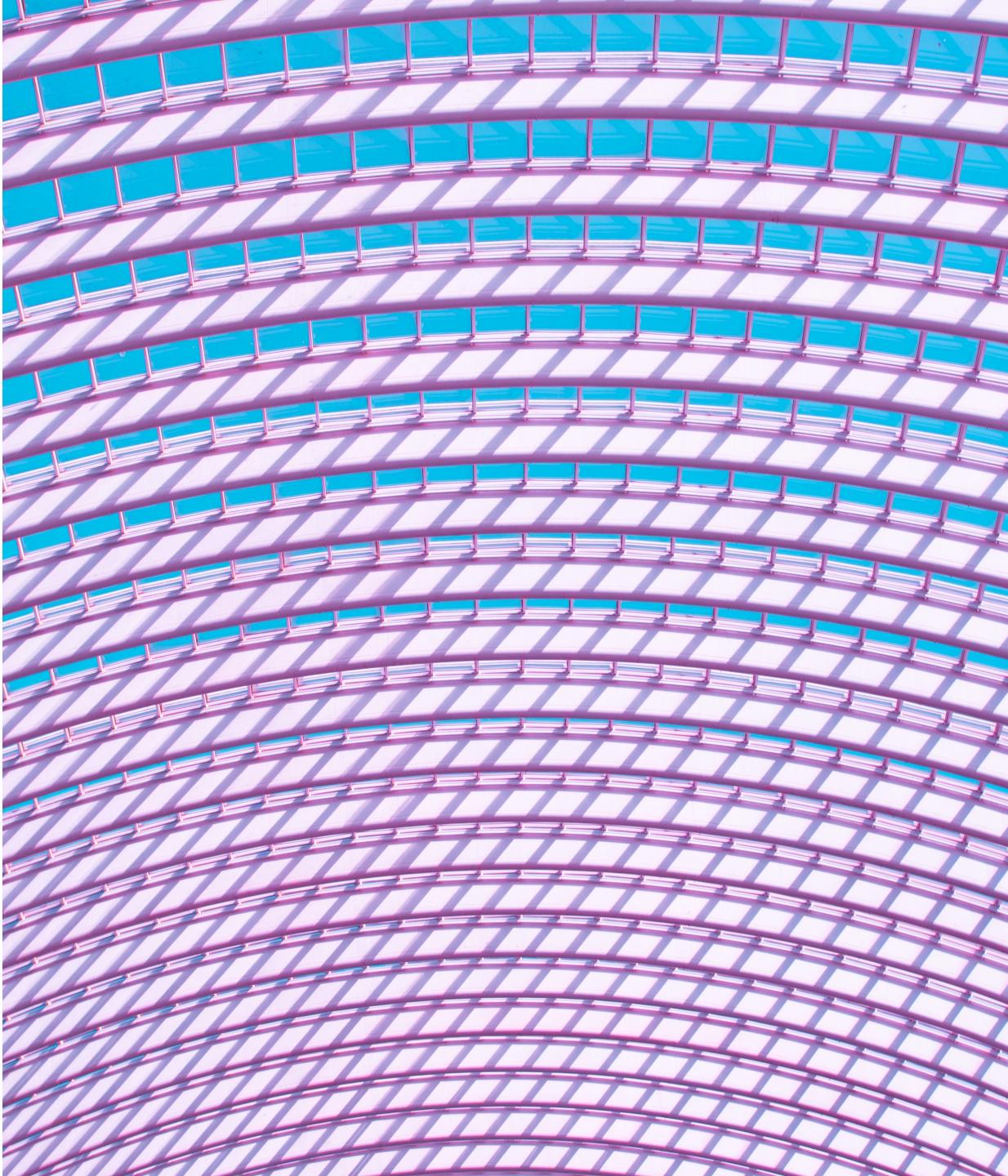
- 1. WHY TRADEMARKS MATTER**
- 2. WHO CAN USE THE TRADEMARKS**
- 3. WHAT ARE THE TRADEMARKS?**
- 4. TRADEMARK USE QUICKSTART**
- 5. UPDATED GUIDANCE OVERVIEW**
- 6. TRADEMARK USE APPROVAL PROCESS**

WHY TRADEMARKS MATTER.



Recognition.
Credibility.
Identity.
Protection.

WHO CAN USE THE TRADEMARKS.



TYPES OF TRADEMARKS



visual marks / graphic marks

TYPES OF TRADEMARKS

C2C Certified®

Cradle to Cradle Certified®

C2C Certified Material Health Certificate®

word marks

Trademark Use QuickStart

**CRADLE TO CRADLE CERTIFIED® &
C2C CERTIFIED MATERIAL HEALTH CERTIFICATE**



1

DO use the trademark
when referring to the Cradle
to Cradle Certified® Products Program,
Cradle to Cradle Certified® products,
and the C2C Certified Material Health
Certificate™.

•



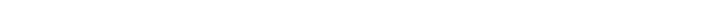
2

DO use the appropriate ® or ™ symbol in association with the first and most prominent use of the mark.

•

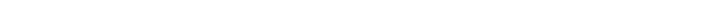


DO identify the certification level
every time.



4.

DO make sure the certification marks are clearly tied to certified product.





DO acknowledge the Institute's ownership of the mark via a trademark attribution statement, footnote or page footer.



6

***DO NOT* use marks, words or phrases similar to Cradle to Cradle Certified® trademarks as part of an organization name, logo, domain, brand, product or service name, or incorporate the trademarks as a verb or part of another word.**



**DO NOT use marks in a manner
that suggests the endorsement
or certification of services
or materials *not* related
to the promotion or marketing
of a certified product or products,
and not approved by the Cradle to
Cradle Products Innovation Institute.**



8.

***DO NOT* use the mark
in connection with any disparaging
statements about or statements that
reflect poorly upon the Cradle to
Cradle Products Innovation Institute
or the Cradle to Cradle Certified
Product Standard,
or associated products
or services.**



UPDATED TRADEMARK USE GUIDANCE

CRADLE TO CRADLE CERTIFIED®

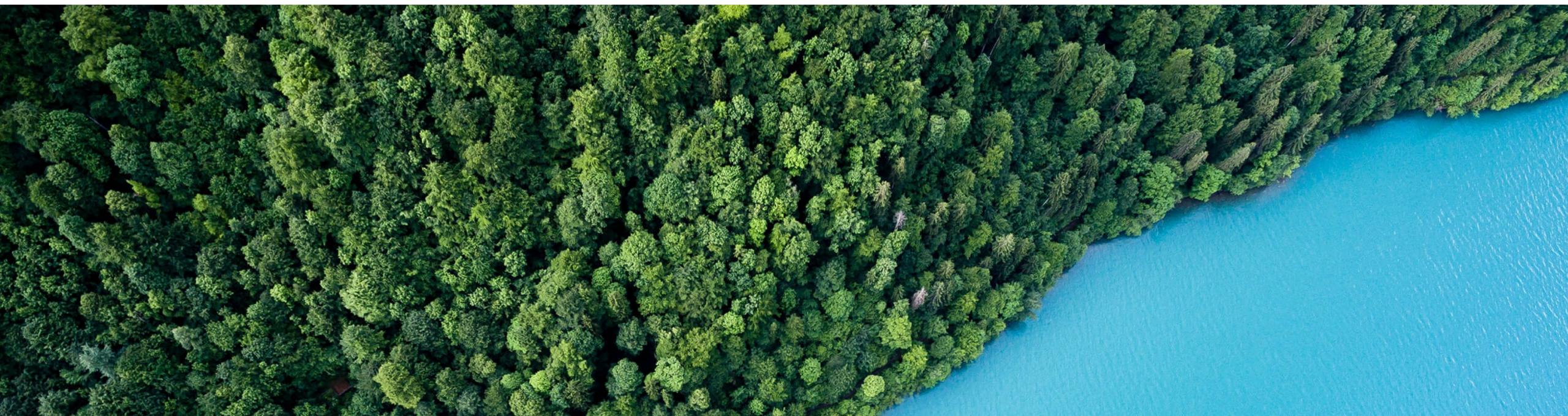


UPDATED TRADEMARK USE GUIDANCE

C2C CERTIFIED MATERIAL HEALTH

CERTIFICATE

THE TRADEMARK USE APPROVAL PROCESS.



1. Trademark Use Guidance sent to certification holder or certification applicant. (*Also available via website soon*).



2. Primary materials featuring Cradle to Cradle Certified® trademarks prepared by certification holder & sent to Institute.



**3. Institute reviews / approves
materials featuring Cradle
to Cradle Certified® trademarks.**

4. Assessors must forward *all* certification holder enquiries about trademark use directly to the Institute.



5. Assessors must forward *all* media enquiries about the standard and about trademark use directly to the Institute.



Questions?

Thank you.

