



Forest Stewardship Council®



# Interpretations of the normative framework

TRADEMARK

28 February 2019



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# Requirements for use of the FSC® trademarks by certificate holders

## FSC-STD-50-001 V2-0

<b>Code</b>	INT-STD-50-001_22
<b>Requirement(s)</b>	Clause 1.3, Clause 5.5
<b>Publication date</b>	14 May 2018
<p><b>Is it allowed to omit the license code when using the name ‘Forest Stewardship Council’ or the initials ‘FSC’ in social media posts?</b></p> <p>Given the particularities of this communication medium, it is allowed for a certificate holder to omit the license code in a social media post, so long as either the social media account or the post itself references the certificate holder’s website where the compulsory promotional elements are listed.</p>	

<b>Code</b>	INT-STD-50-001_23
<b>Requirement(s)</b>	Clause 1.4
<b>Publication date</b>	14 May 2018
<p><b>Is it allowed to omit the trademark symbol when using the name ‘Forest Stewardship Council’ or the initials ‘FSC’ in social media posts?</b></p> <p>Given the particularities of this communication medium, it is allowed for a certificate holder to omit the trademark symbol when using the name ‘Forest Stewardship Council’ or the initials ‘FSC’ in a social media post.</p>	

<b>Code</b>	INT-STD-50-001_17
<b>Requirement(s)</b>	Clause 2.1e)
<b>Publication date</b>	11 April 2014
<p><b>A Certificate Holder has certification for chain of custody with controlled wood included in their certificate scope. According to FSC-STD-50-001 V2-0 Clause 2.1e) it is not allowed to use FSC trademarks to promote FSC Controlled Wood. Is it allowed to publish the certificate document issued by the certification body on the website when the controlled wood scope is mentioned on it?</b></p> <p>The certificate document with controlled wood in the scope may be published online or displayed on a wall in public.</p>	

<b>Code</b>	INT-STD-50-001_24
<b>Requirement(s)</b>	Clause 1.5
<b>Publication date</b>	14 May 2018
<p><b>Is it allowed for the certification body to approve generic formats (templates) for their clients?</b></p> <p>In the absence of an approved trademark use management system, certificate holders shall submit all intended uses of FSC trademarks to the certification body for approval. There are however situations when the certification body is able to approve a generic format (template) to be used on a range of products to which different designs are being applied (e.g. a postcard with different images). This is allowed when the following conditions are met:</p> <ol style="list-style-type: none"> <li>The FSC label is used on the same product type without any alterations (e.g. changing the label title, changing the product type, changing the size of the label etc.).</li> <li>The different designs do not affect the area where the FSC label is placed and the exclusion zone is respected.</li> <li>The different designs do not include any uses of the FSC trademarks (e.g. use of statements containing the name 'Forest Stewardship Council' or the initials 'FSC', use of the 'Forests For All Forever' marks), except for the ones approved in the generic format (template).</li> </ol>	

<b>Code</b>	INT-STD-50-001_9
<b>Requirement(s)</b>	Clause 2.1a)
<b>Publication date</b>	07 February 2012
<p><b>When a printed publication is FSC labeled, is it allowed to print calculations on savings on environmental resources based on the choice of paper?</b></p> <p>The calculations may be printed provided the following conditions to reduce the risk of confusion are met:</p> <ol style="list-style-type: none"> <li>There shall be no reference to FSC within these calculations</li> <li>A reference to the party responsible for the calculation shall be provided</li> <li>Calculations may not be placed in a way which implies connection to FSC. If it is not possible to place the calculations anywhere but close to FSC label (exclusion zone shall be always respected), there shall be a disclaimer: "FSC is not responsible for any calculations on saving resources by choosing this paper."</li> </ol>	

<b>Code</b>	INT-STD-50-001_12
<b>Requirement (s)</b>	Clause 1.4
<b>Publication date</b>	27 June 2012

**Can the FSC initials be used vertically as required in the traditional way of writing in Asian nations? If so, should the registration status symbol go on the top right corner (alongside F), or bottom right corner (alongside C)?**

**F  
S  
C**

Yes, it is possible to use the FSC initials vertically when used in the traditional way of writing for Asian nations. The registration status symbol may be used in superscript font in both, the top right corner (alongside F), or bottom right corner (alongside C) as preferred

<b>Code</b>	INT-STD-50-001_14
<b>Requirement (s)</b>	Clauses 1.4, Clause 6.2, Trademark Registration List
<b>Publication date</b>	17 October 2013

**Is an exception for the omission of the use of trademark registration symbol in promotional texts related to FSC on invoice templates, delivery notes and similar documents possible if the software that an organization uses to produce these documents does not support trademark registration symbols in texts?**

NOTE: The use of trademark registration symbol is not required for FSC claims nor for the disclaimer / statement specified in requirement 6.2. of FSC-STD-50-001 V2-0.

The omission of the use of trademark registration symbol in promotional texts related to FSC on invoice templates, delivery notes and similar documents is possible if the software used to produce these documents does not support trademark registration symbols. This exception only applies to the use of the trademark registration symbol for the initials “FSC” and the name “Forest Stewardship Council”.

<b>Code</b>	INT-STD-50-001_20
<b>Requirement (s)</b>	Clause 1.4, Trademark Registration List
<b>Publication date</b>	11 February 2015

**Does publishing an update to Trademark Registration List have an effect on already approved artwork? And is there a transition period for changing from one symbol to the other?**

Updates to Trademark Registration List are effective immediately. However, all products and promotional materials using previously approved artwork may continue in production and distribution. The change in the symbol shall be implemented when the artwork is up for next revision, unless this takes place during the transition period. During the transition period of 12 months either the old or the new symbol may be used. The transition period is aiming to

mitigate time and cost pressures for designs already in planning at the time of the publication of an update.

<b>Code</b>	INT-STD-50-001_02
<b>Requirement (s)</b>	Clause 3.7
<b>Publication date</b>	01 March 2011

**Is it possible to add “contents” to the list of words for product types?**

No, it is not allowed to use “contents” as a product type.

The product types are very general in nature, more of general material types actually, such as paper, wood, board, rubber etc. For the sake of clarity there are few real product names included, such as packaging. The intention is to keep the list at a very general level so it is not allowed to use “contents” as a product type.

<b>Code</b>	INT-STD-50-001_15
<b>Requirement (s)</b>	Clause 8.10
<b>Publication date</b>	17 October 2013 (Updated 28 June 2017)

**Can an additional statement related to FSC be added within the clear space surrounding the label (exclusion zone)?**

An additional statement clarifying which component of a product is FSC certified may be added within the exclusion zone. Reference to more information about the FSC label (e.g. the FSC website address) may be added within the exclusion zone.



Forest Stewardship Council®

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**ic.fsc.org**

FSC International Center GmbH  
Charles-de-Gaulle-Straße 5 · 53113 Bonn · Germany

