

## RULES GOVERNING THE USE OF THE GREEN SEAL™ CERTIFICATION MARK

- 1. Use of the Green Seal Certification Mark.** Use of the Green Seal Certification Mark (hereinafter “the Mark”), or any portion thereof, in connection with a product or service constitutes a representation that the product or service is in full compliance with the relevant published Green Seal Environmental Standard, and that the product or service is subject to a valid Certification Agreement with Green Seal. The client must assume full and complete responsibility for its use of the Mark and agree that the Client will, through proper inspection or otherwise, determine that any products or services bearing the Mark are in compliance with the requirements of Green Seal.
- 2. Need for Written Authorization Prior to Use.** The Mark is a legally protected Certification Mark of Green Seal, Inc. No person shall use a Mark or any portion thereof in connection with any product or service, or represent or imply in any way that a product or service has been certified by Green Seal, unless Green Seal has confirmed, in writing, that the product or service is certified.
- 3. Composition and Elements.** Unless otherwise provided in a Green Seal Standard or unless authorized in writing by Green Seal, the primary package containing the certified product shall be clearly marked with: (a) the Green Seal symbol; (b) in close association therewith, the words “CERTIFIED (see [other location on package])”; and (c) at the location specified in item (b) above, a verbatim rendering of all language required to be placed on the package by the relevant Green Seal Standard. Promotional materials for certified products and services must adhere to similar requirements.
- 4. Color.** The Green Seal symbol portion of the Certification Mark may appear in one color if the copy of which it is a part is produced in fewer than four colors. In such cases, the symbol shall be all black or all green. The Green Seal symbol shall appear in two colors if the copy of which it is a part is produced in four or more colors. In such cases, the check mark and the “Green Seal” text shall be green and the globe shall be blue. The shade of green used shall be PMS-349 or a reasonable facsimile thereof. The shade of blue used shall be PMS-284 or a reasonable facsimile thereof.
- 5. Use With Other Claims.** Unless approved in writing by Green Seal, the Mark shall not appear in conjunction with any product or service bearing uncertified environmental claims.
- 6. Use of the Mark in Advertising.** The Mark may be used in product advertising or promotion or product literature provided that: (a) the advertising or literature does not represent or imply that any noncertified products or services have been certified; and (b) unless otherwise approved in writing by Green Seal, the advertising or literature does not contain any uncertified environmental claims for the certified product or service.
- 7. Right of Advance Approval of Use of Mark and Green Seal Name.** Green Seal retains the right to review and approve in advance the use of its name, the Mark, or any representations concerning its program. Such right may be exercised in the Certification Agreement or by a separate written request made to the manufacturer. To assist Green Seal’s oversight of the use of the Mark, the Client shall provide Green Seal with copies of all uses of the Mark upon request.