

ATTACHMENT A

COOC Intellectual Property Subject to License

California Fresh Membership Mark



Seal of Certification Marks



***There can be no deviation or alteration of the Marks.**

Any manipulation of Intellectual Property or file types of the Marks for use on Licensee labels or marketing collateral is a violation to this agreement*

Required: Affix a hard copy or upload a digital copy of retail ready product label(s)

Labels submitted should be for **ALL** 2019 Harvest product. In the case in which 2019 Harvest labels are not finalized, a current draft may be reviewed with intended changes noted. One label per product intended for licensing of COOC Seal must be provided. All lots for certification as specified in the Submission Application (Attachment E/F) should correlate to the labels provided. If Seal of Certification is embedded, usage must adhere to requirements as specified. If oil is not intended for retail sale, please note this on Attachment E/F and the requirement is waived.

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The COOC is unwavering in the promotion of California certified extra virgin olive oil. After a challenging year in 2018, the effort to bring further acknowledgement to the California industry and the COOC Seal has never been more critical. With the purpose of bringing uniform recognition amongst the multitude of sales platforms, the Generic Seal Program will be the COOC’s principal symbol for quality California olive oil. We emphasize our encouragement of all members to use the Generic Seal, with preferable placement on the front of all COOC certified extra virgin olive oils. The Generic Seal will now be available in the green and yellow color scheme sticker for those who do not intend to imbed it in their label. Members who apply to use the Generic Seal Program will be required to provide proof in their packaging that the harvest month and year are present. Alternate to building space into packaging for the harvest date, members are eligible to use the Harvest Seal Program of which, the year is indicated on the Seal and will act as proof of harvest year. The COOC will have a limited supply of the Harvest Seal in sticker format and once the reserve is depleted, requesting members will have to conform to the Generic Seal Program requirements or use the digital artwork of the Harvest Seal.

Licensee may choose to either:

- Purchase rolls of printed Seals containing either 250, 500 or 1,000 stickers. Seal stickers are available in the green and yellow color scheme only.
 - Rolls of 250 stickers have a fee of \$25.00/roll
 - Rolls of 500 stickers have a fee of \$50.00/roll
 - Rolls of 1,000 stickers have a fee of \$80.00/roll
 - A shipping and handling fee will be applied at a per order rate of \$8.00/order
- Incorporate the digital Seal artwork into the label. There is no fee to embed the Seal. Seal artwork is available in four color options for members to choose from:
 - There should be no deviation from the four-color options



Table 2: COOC Marks Color Scheme				
	Green & Yellow Seal	Green & White Seal	Black & White Seal	Grey Scale Seal
PMS	Green: 343 Yellow: 127	Green: 343 Black: 0	Black: 100% White: (Black) 0%	Black: 100% Grey: (Black)15%

ATTACHMENT A

AUTHORIZATION AGREEMENT FOR USE OF THE SEAL

** Refer to Submission Form(s) on page 17 for the fee structure (For stickers only; there is no fee for imbedding the Seal in labels)

Please indicate if you are a producer or a private label entity:

- Producer Private Label Entity

Please indicate if you will be participating in the Generic or Harvest Seal Program

- Generic Seal Program Harvest Seal Program

Will you be applying for the digital artwork or Seal stickers?

- Digital artwork Seal stickers

If you selected to use the digital artwork, what color scheme will you use?¹

- Green & Yellow Green & White Black & White Grey Scale

The use of the Generic Seal is permissible if ALL of the following conditions are met:

- 1) The licensee has provided a final copy of their label(s) with clear indication of the harvest date containing month and year in a consumer-friendly format (i.e. November 2019 or 11/2019). Due to readability issues and fading, laser etching must be pre-approved by the COOC to ensure clarity. Please initial
2) The licensee acknowledges that they must apply for use of the Generic Seal annually, in line with the Seal Certification Program. Please initial
3) The user agrees to withdraw products should at any time the oil(s) not pass the criteria for extra virgin certification². The product(s) must be withdrawn within 30 days of COOC written notification. The member will notify the COOC in writing that all products have been recalled in total.
4) The COOC Seal, whether Generic or Harvest, is valid for eighteen months post-harvest unless the COOC is provided with technical data as outlined in Table 1 for producers >5,000 gallons, including a sensory evaluation.
5) If purchasing Seal stickers from the Generic Seal Program, the licensee will only be able to purchase rolls of 1,000 stickers as these will be available for use on future harvest given the member remains in compliance of membership and complete the annual requirements outlined in the active Seal Certification Program.

Sign and return this page:

Signature: _____

Print Name: _____

Company: _____ Date: _____

¹ See Table 2 for panettone requirements (pg. 10)
² Table 1 (pg. 12)