

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 Certification Mark and Intellectual Property License Agreement (CLA)\***

The COOC is unwavering in the promotion of California certified extra virgin olive oil. Members who apply to use the Generic Seal will be required to provide copies of packaging that legibly displays the harvest month and year. Members may alternatively use the Harvest Seal which includes the 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 requirements or use the digital artwork of the Harvest Seal.

The Seal is available in the following formats:

- Rolls of stickers
  - Harvest Seal
    - Rolls of 250 stickers - \$25.00/roll
    - Rolls of 500 stickers - \$50.00/roll
    - Rolls of 1,000 stickers - \$80.00/roll
  - Generic Seal
    - Rolls of 1,000 stickers - \$80.00/roll
  - A shipping and handling fee will be applied at a per order rate of \$8.00/order
  - Seal stickers are available in the green and yellow color scheme **only**.
- Artwork
  - File types: .ai, .jpg, .pdf, .png
  - This can be incorporated directly into your label.
  - There is no fee for the artwork
  - Seal artwork is available in four color scheme 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%

\*There can be no deviation from the four-color options displayed above\*

ATTACHMENT A

AUTHORIZATION AGREEMENT FOR USE OF THE SEAL

\*\* Fee structure for sticker costs is listed above (For stickers only; there is no fee for the Seal artwork)

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

- Producer Private Label Entity

Please indicate if you will use the Generic or Harvest Seal

- Generic Seal Harvest Seal

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

\*\*Note, the sticker only comes in the Green & Yellow color scheme\*\*

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 twenty-four months post-harvest
• Technical support used to determine a “Best if Used By” date may be provided indicating a shelf life greater than twenty-four months.
5) If purchasing Generic Seal stickers, the licensee will only be able to purchase rolls of 1,000 stickers, as these will be applicable for use on future harvest oils 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 pantone requirements

2 Table 1: https://www.cooc.com/wp-content/uploads/2020/07/2020-Attachment-B-Standards-Requirements.pdf