

## **STANDARDS FOR TRADE-MARK USAGE CANADIAN HOME WINE TRADE ASSOCIATION**

1. No member of CHWTA shall, directly or indirectly, in association with any trade-marks owned by CHWTA, sell any wine kits or other products, or disseminate any brochures or other promotional materials, unless it complies with all of the standards set out in the following paragraphs.
2. The full name of the member or trade-name owned by that member which trade-name is duly registered in one or more Canadian provinces, shall appear visibly on such products or materials on any place except the bottom of the packaging in a minimum type height of 1.6 mm (1/16 inch).
  - 2.1 In the case of wine labels, the requirements of section 2 shall apply only to the packaging in which the wine labels are ordinarily sold and not to the individual wine labels.
3. All registered trade-marks of CHWTA referred to on such product or materials shall be indicated with the either the symbol “®” or “MD”, immediately adjacent to the trade-mark.
4. All unregistered trade-marks of CHWTA referred to on such product or materials shall be indicated with the either the symbol “TM” or “mc”, immediately adjacent to such trade-mark.
5. A trade-mark legend shall be placed on the packaging or materials identifying CHWTA’s trade-marks as trade-mark of CHWTA and the fact that the use is under license, in one of the following ways:
  - (a) “TM (or [name of trade-mark] is a) trade-mark of Canadian Home Wine Trade Association (or CHWTA) used under license”;
  - (b), in the case of a registered trade-mark, “® (or [name of trade-mark] is a) registered trade-mark of Canadian Home Wine Trade Association (or CHWTA) used under license”.

Where, for the purposes of this, any symbol (e.g.MD,MC,TM, ®, \*, +) is used to designate one or more of CHWTA’s trade-marks, that same symbol shall not be used on such product or material to designate any trade-mark of any other person.

- 5.1 In the case of wine labels, the requirements of section 5 shall apply only to the packaging in which the wine labels are ordinarily sold and not to the individual wine labels.

6. Where the member's own trade-marks which relate to quality control, appear on packaging or other materials, they shall not appear in such a way as to suggest that such trade-marks or quality control standards are those of CHWTA.

7. Where, in reference to a member of CHWTA, phrases such as "packaged by", "manufactured by" or similar phrases appear on products or other material, the information referred to in paragraph 2 shall appear immediately adjacent thereto.

8. Members shall not allow or permit products to be sold in association with CHWTA's trade-marks in association with the trade-mark of a non-member where such non-member's trade-mark is the predominant trade-mark in association with which the product is sold or advertised.

SEPTEMBER, 2001