1. Purpose of the Trademark Use Guidelines

The Cradle to Cradle Products Innovation Institute (C2CPII) is the administrator of the Cradle to Cradle Certified™ Products Program and licenses use of the program’s word and design marks to companies whose products meet the requirements of a given level of achievement established in the Cradle to Cradle Certified Product Standard. Rights and obligations governing the use of the word and design marks are spelled out in the trademark licensing agreement pertaining to each certified product. All certification holders must be licensed to use the certification marks and must follow these use guidelines.

The Institute works to make Cradle to Cradle Certified the preferred quality standard for products worldwide. To achieve this and to accurately reflect the commitment, rigor, and innovation associated with the award of the certification marks, the Institute maintains high standards for the use of the marks and relies upon the cooperation of its accredited assessors, accredited assessment bodies, licensees, and their various marketing and communications agencies to implement these guidelines and maintain the marks’ valuable reputation and integrity.

2. The Difference Between Cradle to Cradle® and Cradle to Cradle Certified™

A major point of confusion for licensees of the Cradle to Cradle Certified word and design marks is the difference between Cradle to Cradle® and Cradle to Cradle Certified™.

Cradle to Cradle® is the registered service mark of McDonough Braungart Design Chemistry (MBDC). It refers to the framework, design philosophy, services, principles, and methodologies developed by William McDonough and Dr. Michael Braungart.

Licensees of the Cradle to Cradle Products Innovation Institute’s certified product marks, accredited assessors, and accredited assessment bodies are not licensed to use any Cradle to Cradle® service marks unless specifically authorized by MBDC. (http://www.mbd.com, 1001 E. Market Street, Suite 200, Charlottesville, VA USA 22902, 1.434.295.1111)

Cradle to Cradle Certified™ refers to design and word marks that are licensed for use by companies whose products have been satisfactorily assessed against the Cradle to Cradle Certified Product Standard. The Cradle to Cradle Certified marks refer only to products and materials and do not apply to companies, buildings, municipalities, services or processes.
3. Purpose of the Cradle to Cradle Certified Marks

The Cradle to Cradle Certified marks are intended to signify that:

- A product has met the requirements of a given level of achievement established in the Cradle to Cradle Certified Product Standard, and
- A product has been independently assessed and certified in accordance with the policies and procedures of the Cradle to Cradle Certified Products Program.

4. The Cradle to Cradle Certified™ Design and Word Marks

There are two licensed marks associated with the Cradle to Cradle Certified Products Program:

- The word mark, “Cradle to Cradle Certified™”.
- The design mark, with two graphic elements that are combined and treated as a whole:
  1. The main certification logo

```
  CERTIFIED™
cradletocradle
```

  2. An accompanying information box that either:
     o Establishes a product’s level of achievement,
     o Identifies an Accredited Assessment Body or Assessor, or
     o References the Certified Products Program as a whole

```
   CERTIFIED™
cradletocradle
```

**PLATINUM**

```
   CERTIFIED™
cradletocradle
```

**ASSESSMENT BODY**

```
   CERTIFIED™
cradletocradle
```

**PRODUCTS PROGRAM**

The main certification logo must always be used with an accompanying information box.
5. General Guidelines For Use of Design and Word Marks

• A company must have completed the product certification process and signed a Trademark Licensing Agreement before using any Cradle to Cradle Certified word or design marks.

• Each use of the licensed word mark must include the appropriate certification level attained — Basic, Bronze, Silver, Gold, or Platinum. For example, “Cradle to Cradle Certified™ Gold”.

• Licensees with a product certified at the Basic level (Version 2.1.1 of the Product Standard) or Bronze level and above (Version 3.0 of the Product Standard) may use the marks on the certified product or its packaging, as well as in general marketing materials.

• Licensees with a product certified at the Basic level under Version 3.0 of the Cradle to Cradle Certified Product Standard may use the word and design marks on a product’s marketing material (e.g., website, brochures) but not on the product itself or product packaging. This is necessary because product certification at the Basic level under Version 3.0 is a two-year provisional certification. (Products certified at the Bronze level and above must show optimization progress at re-certification, but achievement of a higher overall level is not expected at every re-certification period).

• The Institute is actively applying for trade and certification mark registrations in many jurisdictions across many product classifications. The Trademark Licensing Agreement will identify where the mark is licensed for use. Where the mark is licensed for use in a given jurisdiction, use of the design mark or the word mark Cradle to Cradle Certified should include the legal symbol ™ (identifying a pending trademark) in superscript. If a superscript is not possible, then the phrase should be followed by “TM” in parenthesis, with a font of the same size or slightly smaller, as in Cradle to Cradle Certified(TM). Use (TM) in all cases, unless specifically requested by C2CPII to use (R), indicating a registered trademark.

• Always include the following notice wherever the Cradle to Cradle Certified™ word or design marks are displayed, preferably along with text naming or describing the product:

  Cradle to Cradle Certified™ is a certification mark licensed by the Cradle to Cradle Products Innovation Institute.

This information may be included on a footer with other legal notices. Where space limitations make it impossible to include this text on product packaging, the attribution statement above must be included on the product website or other marketing materials.
• Use of the word and design marks must be directly tied to a specific certified product. For example, use of the marks is not permitted:
  o On a website page that does not include the certified products;
  o On a footer for the entire company website;
  o In an email signature or company letterhead;
  o On company-wide marketing materials; or
  o In any other manner where the certification mark is not directly tied to a specific certified product.

• If only the packaging materials or a specific part of a product is certified, the licensee must specifically identify the certified element. For example, if only the fabric of a chair is certified but the other elements of the chair are not certified, then the chair’s product collateral must include a statement along with the certification mark that clarifies that only the fabric is Cradle to Cradle Certified™ at a specific level of achievement. If the product packaging is certified but not the product itself, then the packaging must include a statement along with the certification mark that clarifies that only the packaging is Cradle to Cradle Certified™.

• The U.S. Federal Trade Commission recommends communicating a specific description of what was achieved by receiving a certification (See the Federal Trade Commission’s Green Guide for more information). Please consider using the following statements when describing the Cradle to Cradle Certified Products Program:
  o Cradle to Cradle Certified™ is a multi-attribute certification program that assesses products and materials for safety to human & environmental health, design for future use cycles, and sustainable manufacturing.
  o Cradle to Cradle Certified™ products are evaluated for material health, material reutilization, renewable energy use and carbon management, water stewardship, and social fairness.

Any other proposed description must be reviewed by the Cradle to Cradle Products Innovation Institute prior to use. Whenever possible, more detailed descriptions of the requirements that were met are preferred, and a link to www.c2ccertified.org may be provided for more information on specific program requirements.
6. Use of Cradle to Cradle Certified™ Word Marks

- The word mark must be used as an adjective or modifier for a generic term (e.g., Cradle to Cradle Certified™ Products Program; Cradle to Cradle Certified™ products; The product is Cradle to Cradle Certified™ Silver.)

- A word mark must be marked or set-off from its surrounding text to help identify it to the consumers. The first or most prominent use of the Cradle to Cradle Certified™ word mark must include the appropriate attribution superscript. Also, font stylization should be used where possible to identify the mark (for example, italicized Cradle to Cradle Certified™ program or all caps CRADLE TO CRADLE CERTIFIED™ products.)

- A word mark must never be altered, and must always be used in the same form as licensed so as not to confuse the marketplace (e.g., use Cradle to Cradle Certified™ but do not use Cradle to Cradle Certification™, cradle to cradle certification™, or the hyphenated Cradle-to-Cradle Certified™.)

- Word Mark Examples:

<table>
<thead>
<tr>
<th>Correct</th>
<th>Cradle to Cradle Certified™ Products Program</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>This product is Cradle to Cradle Certified™ Gold.</td>
</tr>
<tr>
<td></td>
<td>This product is Cradle to Cradle Certified™ at the Gold level.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Incorrect</th>
<th>Cradle to Cradle® Certification program</th>
<th>Cradle to Cradle Certified™</th>
<th>Cradle to Cradle™ “a Cradle to Cradle Certified™ company”</th>
<th>Cradle to Cradle® Certified</th>
<th>Cradle to Cradle® product</th>
</tr>
</thead>
</table>

EXAMPLES OF USE WHERE THE WORD MARK IS REGISTERED:

<table>
<thead>
<tr>
<th>Correct</th>
<th>Cradle to Cradle Certified®, Cradle to Cradle Certified(R)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Incorrect</th>
<th>cradle to cradle certifiedSM, Cradle-to-Cradle certified™</th>
</tr>
</thead>
</table>
7. Use of Cradle to Cradle Certified™ Design Marks

The following design marks are approved for use:

- An entity may only use the specific design marks for which it is licensed.
- When used to identify a Cradle to Cradle Certified™ product, the design marks must only be used to identify a specific product at a specific level of certification. Only the design mark for the overall level at which the product is currently certified may be used.
- The design marks may be re-sized, as long as the exact size proportions are maintained and the mark is not smaller than ½ inch wide, unless special provisions are arranged with the Institute.
- The exact colors for the design marks must be maintained.
  - Green: PMS 376 / C50, M0, Y100, K0
  - Blue: PMS process blue / C100, M0, Y8, K13
- The design mark must have ample horizontal and vertical spacing around it to offset it from other communications elements.
- There must be a discernable white space between the information box indicating the level of certification and the main design mark.
- Any alteration to the design marks beyond those described in this section require prior review and authorization by the Cradle to Cradle Products Innovation Institute.
8. Product Scorecard & Reference to Individual Category Achievement Levels

A certified product’s scorecard shows the product’s achievement level in each of the standard’s five categories.

The following guidelines must be followed when referring to a product’s level of achievement in an individual category.

- Statements about individual category achievement levels should not appear without reference to the certified product’s overall score. For example: “This Cradle to Cradle Certified Silver product has a material health score of Gold.”

- The Cradle to Cradle Certified word and design marks pertain only to the certified product’s overall score and may not be used to highlight an individual category achievement level.

- If the product’s scorecard or level of achievement in an individual standard category is used in marketing materials or a website, it must be clear which product the scorecard and level pertain to and what the overall certification level for the product is.
• Wherever possible, the requirements met to earn a rating on a particular attribute must be explicitly stated, including a description in the text or a link to more information on the manufacturer’s website or c2ccertified.org (Basic, Bronze, Silver, Gold, Platinum).

• Though it is highly encouraged, publication of the scorecard in the product registry is not required in Version 3.0 of the Certified Product Standard. However, publication of the scorecard allows certain products to be seen as eligible for LEED v4 credit.