

CSA International Trade-marks Usage Guidelines for Certified Products and Related Advertising



Introduction

The CSA brand has almost a century of goodwill. CSA (referred to these guidelines as either "CSA" or "CSA International") is the owner of trademarks that are trusted by consumers, and which represent key assets to the company. The protection of CSA's trademarks is of great importance to CSA. Accordingly, CSA strives to provide clear guidance on acceptable and prohibited uses of CSA International's certification marks.

The following Trademark Usage Guidelines provide information on how to properly and lawfully use any variation of the following three CSA certification marks:



Commonly referred to as the "CSA Mark" and the "CSA Monogram".



Commonly referred to as the "CSA Flame Gas Mark".



Commonly referred to as the "CSA Star Gas Mark".

The three certification marks noted above are referred to in these Trademark Usage Guidelines as the "CSA Certification Marks".

Any unauthorized use of CSA's trademarks will be vigorously policed. When unauthorized use of CSA's trademarks occurs, CSA will require that you take any action it deems necessary to correct the infraction in order to protect the integrity of CSA's trademarks. In the event of unauthorized use, CSA reserves the right to (i) suspend your use of CSA's trademarks, (ii) require corrective action, reasonable in its sole opinion, be undertaken at your expense, (iii) require payment of a monetary penalty, reasonable in its sole opinion, and (iv) cancel any agreement you may have with CSA upon written notice.

Any usage of any variation the CSA Corporate Logo **prohibited.**



is **expressly**

Please go to the appropriate page to access the Trademark Usage Guidelines that are applicable to you.

If you are the manufacturer of a product that is certified by CSA International, please see pages four and five of these Guidelines.

If you are a distributor, retailer and installer of CSA certified products, please see pages six and seven of these Guidelines.

If none of the categories listed above apply to your proposed use of a CSA trademark, or if the CSA trademark that you are proposing to use does not appear on the list above then express written approval will be necessary. If that is case, or if you have any general questions with respect to CSA's trademarks, please contact the CSA International Marketing Department at (416) 747-4000. To help us maintain the integrity of CSA's trademarks, we also ask that you alert CSA International to any concerns you might have or possible misuse of CSA's trademarks.

COPYRIGHT AND TRADE-MARK RIGHTS RESERVED: © Copyright 2010 Canadian Standards Association, all rights reserved. The CSA trade-mark and registered trade-mark names used in the CSA International Trade-mark Usage Guidelines are trade-marks and registered trade-marks of Canadian Standards Association.

CSA International Certification Clients

As a CSA International certification client, you are authorized to use one or more CSA Certification Marks on your certified products, on packaging and in your promotional materials, including in catalogues, brochures, web sites, tradeshow booths, and video, television and radio advertisements, subject to the terms of your Product Service Agreement, the Findings Letter which has been provided to you and the provisions of these Trademark Usage Guidelines. In the event of any discrepancy, the terms of your Product Service Agreement take priority over the terms of your Findings Letter and these Guidelines.

Usage Guidelines with Respect to the Use of the CSA Certification Marks

- Usage is limited to the authorized CSA Certification Marks, as listed in the Certificate of Compliance, and is subject to the terms of your Product Service Agreement.
- The CSA Certification Marks must only be used in strict accordance with these Trademark Usage Guidelines and with the appropriate graphic guidelines set out in your Finding Letter, as may be updated from time to time.
- You must not use the CSA Certification Marks in any way that is misleading. It is not permissible to use the CSA Certification Marks in promotional materials or on packaging in a way that misleads the consumer into thinking that products have met the applicable standards and been certified by CSA International, if the products have not in fact met the applicable standards and have not been certified by CSA International. The CSA Certification Marks shall only be shown or referenced in connection with products certified by CSA International and currently entitled to bear such marks.
- When a CSA certified product is included in any packaging along with other products that are not certified by CSA International, you must clearly indicate on the packaging which product is CSA certified.
- When a CSA certified product appears in any promotional material with other products which are not certified by CSA International, the wording used and placement of the CSA Certification Marks must be such as to clearly distinguish between CSA certified and non-CSA certified products. You may state "This _____ is certified by CSA International" or you may include an image of the applicable CSA Certification Marks in close proximity to the applicable product, such that it is clear that the intent is to indicate that the specific product is CSA certified.
- The CSA Certification Marks must not be used to imply any relationship or affiliation with CSA, sponsorship by CSA or endorsement of certain statements, products or services by CSA.

- You must not misrepresent the scope of CSA certification by implying that it is more than certification of a particular product. For example, should you have a product certified by CSA, you may not state that you are a CSA certified manufacturer. Such a claim overstates the scope of certification. Furthermore, CSA does not certify manufacturers, only products.
- You must not use the CSA Certification Marks on promotional merchandise such as t-shirts, pens and baseball caps. It is not acceptable to use the CSA Certification Marks on company stationery, invoices, or business cards.
- Promotional materials and packaging displaying the CSA Certification Marks shall not express or imply that certification by CSA International implies that the products bearing the CSA Certification Marks possess features of construction, durability or performance beyond that specified in the requirement to which the product was certified.
- The CSA Certification Marks must not be combined with any other trademark to be used as a basis for a new trademark. You may not adopt any marks which are confusingly similar to CSA's.
- You must not use the CSA Certification Marks on any web site that disparages CSA or its services, infringes on CSA's intellectual property or other rights, contains any objectionable content, or violates any federal, provincial or foreign law.
- The right to use the CSA Certification Marks is granted to you only and is not transferable or assignable to any other party. You have no title or interest in the CSA Certification Marks and cannot authorize a third party to use the CSA Certification Marks.
- CSA has the right to inspect your use of the CSA Certification Marks, and request samples of usage from you, from time to time. You shall remedy any deficiencies in your use of the CSA Certification Marks, upon notice from CSA and at your own expense.
- You must not do anything that might harm the reputation or goodwill associated with the CSA Certification Marks.
- You take full responsibility for any misuse, unauthorized use or damage caused to any party as a result of your use of the CSA Certification Marks.
- CSA has the right to revoke its permission to use the CSA Certification Marks in association with the material at any time, by providing notice to you. Upon receipt of such notice, you must provide proof, satisfactory to CSA, of the removal of the CSA Certification Marks from the material to CSA, pay the sums required by CSA for such misuse, unauthorized use and/or damages to CSA, as well as execute a settlement agreement with CSA, if requested.
- You may not translate the text of any of the CSA Certification Marks.

For information on how to obtain electronic copies of the CSA Certification Marks, or for any other inquiries about your use of the CSA Certification Marks, please contact CSA's Client Services Centre by telephone at 1-866-797-4272 (within North America) or (416) 747-2661 (outside North America) or by email at client.services@csa-international.org.

Distributors, Retailers and Installers of CSA Certified Products

As a distributor, retailer or installer of CSA certified products, we understand your desire to advertise to the public that you are selling CSA certified products, and you may refer to the applicable CSA Certification Marks in your promotional materials, including in catalogues, brochures, web sites, tradeshow booths, and video, television and radio advertisements, subject to these Guidelines.

Usage Guidelines with Respect to the Use of the CSA Certification Marks

- The CSA Certification Marks must only be used in strict accordance with these Trademark Usage Guidelines, as may be updated from time to time.
- You must not use the CSA Certification Marks in any way that is misleading. It is not permissible to use the CSA Certification Marks in promotional materials in a way that misleads the consumer into thinking that products have met the applicable standards and have been certified by CSA International, if the products have not in fact met the applicable standards and have not been certified by CSA International. The CSA Certification Marks shall only be shown or referenced in connection with products certified by CSA International and currently entitled to bear such marks. Only the applicable CSA Certification Marks appropriate to the particular certification of the product shall be displayed. Although you are not the manufacturer of the product, it is your responsibility to confirm that the product is CSA certified, and that the appropriate CSA Certification Mark is properly affixed to the product.
- When a CSA certified product appears in any promotional material with other products which are not certified by CSA International, the wording used and placement of the CSA Certification Marks must be such as to clearly distinguish between CSA certified and non-CSA certified products. You may state “This _____ is certified by CSA” or you may include an image of the applicable CSA Certification Marks in close proximity to the applicable product, such that it is clear that the intent is to indicate that the specific product is CSA certified.
- If you want to make a general statement in your promotional materials to indicate that you deal in products that are CSA certified, you may reproduce the applicable CSA Certification Marks, together with the statement “We sell CSA certified products”, “We distribute CSA certified products”, or “We install CSA certified products”, as applicable.
- The CSA Certification Marks must not be used to imply any relationship or affiliation with CSA, sponsorship by CSA or endorsement of certain statements, products or services by CSA.
- You must not use the CSA Certification Marks on promotional merchandise such as t-shirts, pens or baseball caps. It is not acceptable to use the CSA Certification Marks on company stationery, invoices, or business cards.

- You may use the CSA Certification Marks on signage and banners if you obtain the express written consent of CSA.
- Promotional materials displaying the CSA Certification Marks shall not express or imply that certification by CSA International implies that the products bearing the CSA Certification Marks possess features of construction, durability or performance beyond that specified in the requirement to which the product was certified.
- The CSA Certification Marks must not be combined with any other trademark to be used as a basis for a new trademark. You may not adopt any marks which are confusingly similar to CSA's.
- You must not use the CSA Certification Marks on any web site that disparages CSA or its services, infringes on CSA's intellectual property or other rights, contains any objectionable content, or violates any federal, provincial or foreign law.
- You have no title or interest in the CSA Certification Marks and cannot authorize a third party to use the CSA Certification Marks.
- CSA has the right to inspect your use of the CSA Certification Marks, and request samples of usage from you, from time to time. You shall remedy any deficiencies in the use of the CSA Certification Marks, upon notice from CSA and at your own expense.
- You must not do anything that might harm the reputation or goodwill associated with the CSA Certification Marks.
- You take full responsibility for any misuse, unauthorized use or damage caused to any party as a result of your use of the CSA Certification Marks.
- CSA has the right to revoke its permission to use the CSA Certification Marks in association with the material at any time, by providing notice to you. Upon receipt of such notice, you must provide proof, satisfactory to CSA, of the removal of the CSA Certification Marks from the material to CSA, pay the sums required by CSA for such misuse, unauthorized use and/or damages to CSA, as well as execute a settlement agreement with CSA, if requested.
- You may not translate the text of any of the CSA Certification Marks.

For information on how to obtain electronic copies of the CSA Certification Marks, or for any other inquiries about your use of the CSA Certification Marks, please contact CSA International's Marketing Department at (416) 747-4000.