



Terms and Conditions for Use of the ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES Seal and Claim

The Alaska Seafood Marketing Institute (ASMI) owns the ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES seal (shown above) for use in connection with fish or seafood from Alaska fisheries that have been certified to the FAO-based Responsible Fisheries Management Program. Additionally, ASMI owns the Certified Responsible Fisheries claim “This product comes from a fishery (*can name the fishery*) that has been independently certified as responsibly managed.” ASMI hereby grants permission to your company (“Licensee”) to use the ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES seal and/or claim subject to strict compliance with the following terms and conditions:

1. Licensee is authorized to use the ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES seal and/or claim only in connection with the catch from certified Alaska fisheries expressly identified in the Chain of Custody Certificate issued to Licensee. Licensee acknowledges and agrees that it may use the ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES seal and/or claim in connection with the catch from a certified fishery only if its entire supply chain for the catch from that fishery has received a Chain of Custody Certificate.
2. Licensee shall provide its Chain of Custody Certificate number with the completed and signed Terms and Condition of Use.
3. The ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES seal and claim may be used only in connection with food products for human consumption.
4. Licensee shall not use the ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES seal or claim in connection with combined or prepared food products unless each kind of fish or seafood in such products is from a certified Alaska fishery and is from a fully certified supply chain.
5. Licensee is authorized to use the ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES seal and claim on its print and digital materials and packaging, provided that Licensee shall strictly follow ASMI’s guidelines for proper use of ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES seal and/or claim, as stipulated in the ASMI ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES Seal and Claim Brandmark Standards Manual which is available from ASMI.
6. Licensee will allow ASMI a reasonable time to review and approve *in advance* all uses of the ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES seal and claim on print and digital materials and packaging (such as advertisements, packaging, web pages, collateral materials, POS materials, and video footage).
7. Permission to use the ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES seal or claim is non-exclusive, non-transferable and cannot be sublicensed. This permission will remain in effect for as long as Licensee maintains a current and valid Chain of Custody Certificate and fully complies with these terms and conditions.
8. Licensee shall promptly notify ASMI in writing if it decides to discontinue use of the ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES seal or claim. Subject to strict compliance

with these terms and conditions, Licensee may resume use of the ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES seal and/or claim upon written notice to ASMI.

9. Any unauthorized or improper use of the ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES seal and/or claim by Licensee will constitute a breach of these terms and conditions and a violation of ASMI's trademark rights. Upon any such breach or violation, Licensee will immediately cease use, distribution or display of any materials or packaging in breach of these terms and conditions, and ASMI reserves the right to take any action it deems appropriate to safeguard the integrity and goodwill associated with the ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES seal or claim.
10. You acknowledge that the ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES seal and claim belongs to ASMI and is protected under applicable trademark laws.
11. These terms and conditions may be amended by ASMI from time to time and such changes will be effective upon notice to Licensee.
12. Licensee's Chain of Custody Certificate no.: _____.

Agreement: Licensee hereby acknowledges and agrees to adhere to the terms and conditions for use of the ALASKA SEAFOOD CERTIFIED RESPONSIBLE FISHERIES seal and/or claim as set forth above.

Signed:

Company: _____
Address: _____

City: _____ State: _____ Zip Code: _____
Tel.: _____ Fax: _____
Email: _____

Signature: _____ Date: _____
Name: _____ Title: _____

Operation (mark with X):

- _____ Fishing
- _____ Primary Processing
- _____ Secondary Processing
- _____ Repacking
- _____ Sales- and marketing
- _____ Foodservice
- _____ Retail
- _____ Other

ASMI Representative:

Signature: _____ Date: _____
Name: _____ Title: _____

PLEASE MAIL or FAX ORIGINAL SIGNED AGREEMENT TO:
Alaska Seafood Marketing Institute
150 Nickerson Street, Suite 310
Seattle, WA 98109
Phone: 206-352-8920
Fax: 206-352-8930