



**Terms and Conditions for Use of the Alaska RFM Certified Seal and Claims  
Updated 1/24/17**

**Alaska RFM Certification Program Approved Claims:**

*This product comes from an Alaska (can name the Alaska species) fishery that has been independently certified to the Responsible Fisheries Management (RFM) Certification Program.*

*This product comes from an Alaska (can name the Alaska species) fishery that has been independently certified as responsibly managed.*

The Alaska Seafood Marketing Institute (ASMI) owns the Alaska RFM Certified seal (shown above) and approved Alaska RFM claims (shown above) for use in connection with fish or seafood from Alaska fisheries that have been certified to the Alaska Responsible Fisheries Management Certification Program. ASMI hereby grants permission to your company ("Licensee") to use the Alaska RFM Certified seal and/or approved Alaska RFM claims subject to strict compliance with the following terms and conditions:

1. Licensee is authorized to use the Alaska RFM Certified seal and approved Alaska RFM claims 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 RFM certified seal and approved Alaska RFM claims 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 RFM certified seal may be used only in connection with food products for human consumption.
4. The approved Alaska RFM claims may be used on both food products for human consumption and non-human grade products.
5. Licensee shall not use the Alaska RFM certified seal or approved Alaska RFM claims 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.
6. Licensee is authorized to use the Alaska RFM certified seal and/or approved Alaska RFM claims on its print and digital materials and packaging, provided that Licensee shall strictly follow ASMI's guidelines for proper use of Alaska RFM certified seal and approved Alaska RFM claims, as stipulated in the ASMI Alaska RFM Certified Seal and Brandmark Standards Manual which is available from ASMI.
7. Licensee will allow ASMI a reasonable time to review and approve *in advance* all uses of the Alaska RFM certified seal and approved Alaska RFM claims on print and digital materials and packaging (such as advertisements, packaging, web pages, collateral materials, POS materials, and video footage).
8. Permission to use the Alaska RFM Certified Seal and approved Alaska RFM claims 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.

9. Licensee shall promptly notify ASMI in writing if it decides to discontinue use of the Alaska RFM certified seal and/or approved Alaska RFM claims. Subject to strict compliance with these terms and conditions, Licensee may resume use of the Alaska RFM certified seal and approved Alaska RFM claims upon written notice to ASMI.
10. Any unauthorized or improper use of the Alaska RFM certified seal and/or approved Alaska RFM claims 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 RFM certified seal and approved Alaska RFM claims.
11. You acknowledge that the Alaska RFM certified seal and Alaska RFM claims belongs to ASMI and is protected under applicable trademark laws.
12. These terms and conditions may be amended by ASMI from time to time and such changes will be effective upon notice to Licensee.
13. 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 RFM certified seal and approved Alaska RFM claims as set forth above.

**Signed:**

Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Name: \_\_\_\_\_ Title: \_\_\_\_\_

**Operation (mark with X):**

_____ Fishing	_____ Sales and Marketing
_____ Primary Processing	_____ Foodservice
_____ Secondary Processing	_____ Retail
_____ Repacking	_____ 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