

August, 2006

AFS logo confirmed as a Certification Trade Mark

At the end of August 2006, IP Australia confirmed and supplied a Certificate of registration # 984827 for the AFS logo as a Certification Trade Mark to AFS Limited.

In a regulatory process involving both IP Australia and the Australian Competition and Consumer Commission over a two and a half year assessment and evaluation timeframe set by these regulatory bodies, AFS Limited has provided the necessary documentation, including the AFS Logo Use Rules Manual, which was required to ensure the credibility and competence of the AFS logo being backed by a national certification scheme.

A Certification Trade Mark is used to indicate to consumers that a product or service meets a particular standard – in this case, the Australian Forestry Standard and/or the Chain of Custody Standard of AFS Limited.

The AFS logo, which is a Combined Word and Device Mark, covers four distinct classes of goods or services:

- Class 16 – paper, cardboard and goods made of these material including packaging and wrapping material,; printed matter; stationery
- Class 19 – Building material (non-metallic) especially derived from wood either in solid or composite form
- Class 31 – Forestry products not included in other classes
- Class 44 – Forestry services

It demonstrates to all consumers that the words and logo are backed by the Australian Forest Certification Scheme which has as its strength its standing within Australia's conformity assessment framework.

All Certified organisations under the Australian Forest Scheme must adhere to the **Logo Use Rules Manual**.

An organisation cannot use/display the Logo without specific permission from Australian Forestry Standard Limited or without a valid AFSL Logo Use Licence agreement.