

## GFP Logo Mark Usage Rules

August 31, 2018

GFP Secretariat

### 1. Purpose

GFP has established a GFP logo mark to increase recognition of GFP and to enhance the sense of solidarity among the GFP members. These Rules stipulate necessary matters concerning the handling of the use of the GFP logo mark.

### 2. Use Procedures

Any entity that intends to use the logo mark should complete the required items in the “GFP Logo Mark Use Approval Application Form” and submit it to the GFP Secretariat to obtain approval. However, this does not apply in any of the following cases.

- (1) When the GFP Secretariat, MAFF, the Ministry of Economy, Trade and Industry, the Ministry of Finance and their local branch offices, local public bodies, Incorporated Administrative Agencies, and the Japan External Trade Organization in connection with the GFP Secretariat’s operations, or private business operators commissioned by the MAFF, use the logo for the purpose of their operations.
- (2) When used by news organizations for reporting and publicity purposes.
- (3) Other cases specifically approved by the GFP Secretariat.

### 3. Criteria for Use Permission

When an application for use approval is submitted under the provisions of the preceding article, the GFP Secretariat will examine whether the content of the application conforms to the methods of use and the criteria for use approval, and decide whether to grant the use approval. In such cases, the GFP Secretariat shall not grant use approval if any of the following items apply:

- (1) When used for commercial purposes;
- (2) When used, or likely to be used, for one’s own products or PR;
- (3) When used, or likely to be used, for exclusive purposes such as one’s own trademark or design;
- (4) When it gives, or is likely to give, the impression of supporting or endorsing a specific individual, political party, or religious organization;
- (5) When it violates, or is likely to violate, laws, regulations, or public order and morals;
- (6) In addition to the preceding items, when the GFP Secretariat deems the use is inappropriate.

### 4. Design, etc.

The mark’s design, color, and vertical-to-horizontal ratio should be as specified in the Appendix. The mark may not be modified for use. However, this does not apply in cases approved by the GFP Secretariat

#### 5. Approval and Non-approval

The GFP Secretariat will review the application and approve it.

#### 6. Use Fee

The use fee should be free of charge.

#### 7. Prohibition on Establishing Rights

Users should not establish or register their own rights pertaining to works, such as trademark registration under the Trademark Act (Act No. 127 of 1959), and design registration under the Design Act (Act No. 125 of 1959).

#### 8. Transfer of Rights and Obligations

Users should not assign or transfer to a third party any rights or obligations arising from the approval.

#### 9. Handling of User Violations

If a user fails to comply with the matters stipulated in these Rules, the GFP Secretariat may request cessation of use or issue necessary instructions.

#### 10. Handling of Violations by Authorized Users

If an authorized user fails to comply with the matters stipulated in these Rules, or otherwise violates these Rules, the GFP Secretariat may revoke its approval. In the event of revocation, the GFP Secretariat shall not be liable for any damages incurred by the user whose approval is revoked.

#### 11. Compensation for Damages

Any entity that violates any provision of these Rules and causes damage shall be liable for compensation.

#### 12. Amendment of the Rules

Please be advised that these Rules may be amended without prior notice as necessary.