



Verra Trademark Use Application

Parties requesting permission to display Verra trademarks (including marks for the VCS Program and the Climate, Community & Biodiversity Standards) must complete this Trademark Use Application, which includes terms for using the mark(s), and submit a signed copy to Verra **together with the proposed use(s) of the mark(s)**. For example, screenshots of website or sample of brochure where logo will be displayed.

Upon approving an application, Verra will prepare a trademark use agreement with pre-approved use(s), the *Verra Style Guide*, and, if applicable, *Rules for the Use of the Climate, Community & Biodiversity Standards* attached as annexes. There is no fee for using the mark(s), but all uses require prior approval. Verra may place restrictions on use of the mark(s) or reconsider a usage approval at any time.

Part 1: User Type

Applicants must indicate type of user by selecting one or more of the following categories:

- Registered Project:** Owner or legal representative of a project registered on the VCS project database or validated or verified on www.climate-standards.org.
- Project Applicant:** Owner or legal representative of a project listed in the VCS pipeline or listed on www.climate-standards.org as “no status” or “upcoming validation.”
- Multiple Projects:** Owner, project developer or legal representative of more than one project registered on the VCS project database or www.climate-standards.org.
- Retailer/Broker:** A third party holding, trading or selling active Verified Carbon Units (VCUs).
- Buyer:** A third party holding or owning retired VCUs or having VCUs retired in its name.
- Validation/Verification Body:** A third party who has signed an agreement with Verra to validate projects and methodologies and verify emission reductions under the VCS program or is an Approved Auditor of the Climate Community & Biodiversity (CCB) Standards.
- Registry Provider:** An entity who has signed a registry agreement with Verra to issue, track and retire VCUs.
- Partner/Service Partner:** A third party with whom Verra has signed a service partnership agreement.
- Joint Marketing Partner:** or conference organizer (please describe):

- Non-commercial Other User** (please describe):



Standards for a
Sustainable Future

Part 2: Terms of Use

Verra requires that all parties using or displaying Verra trademarks (including the VCS mark and the CCB Standards mark) agree to the following Terms of Use (Terms). Verra trademarks are the exclusive property of Verra. Acceptance of these Terms is mandatory and any use without prior acceptance of these Terms will be treated as a violation of Verra's intellectual property rights.

Verra may authorize a third party to use or display Verra trademarks on online or print materials which are produced or maintained by or on behalf of the Authorized User, in connection with their services. Authorization to use or display Verra trademarks is contingent upon pre-approval by Verra of samples of the proposed use(s) of the mark. The Authorized User acknowledges that the ownership of all rights to Verra trademarks remains with Verra.

Verra may, in its absolute discretion, restrict, amend or cancel its authorization to use or display its trademarks, by written notice to the Authorized User, who shall within [14] days, comply with the restrictions, modifications or cancelation.

Authorized Users shall only use or display the trademarks as defined by these Terms and by the *Verra Style Guide* and/or *Rules for the Use of the Climate, Community & Biodiversity Standards*, which will be annexed to the executed trademark use agreement.

Verra may monitor compliance with these Terms. Upon reasonable request, an Authorized User shall promptly provide Verra with copies of the electronic print and other materials on which Verra trademarks are or will be displayed.

Authorized Users shall always act in good faith and abstain from engaging in misrepresentations or fraud in any transaction, particularly transactions involving credits issued under the VCS Program.

Authorized Users are at all times compelled to restrain from any behavior that would be reasonably expected to damage the reputation of Verra in particular or the voluntary carbon market in general.

Authorized Users shall uphold all Verra guidelines, requirements and prohibitions for using Verra trademarks, including, but not limited to, the following:

- The VCS mark shall not appear in any placement, online or in print, in association with projects or greenhouse gas credits that have not been listed on the VCS project database (www.vcsprojectdatabase.org);
- The CCB Standards mark shall not appear in any placement, online or in print, in association with projects or greenhouse gas credits that are not currently validated to the CCB Standards;



- The marks shall not appear in any placement, online or in print, which would be reasonably expected to be construed to imply that Verra endorses or approves any activity, product or organization that it has not explicitly endorsed or approved;
- The marks shall not be used in association with or in proximity to any false or misleading marketing claims about the future monetary value of VCU or carbon credits or markets more broadly;
- The VCS mark shall not be used on or in proximity to any certificate or online database in such a way that would be reasonably expected to be construed to imply that such certificate is a VCU or that ownership of a VCU can be legally represented or transferred by any certificate or database other than through an account at an authorized Verra registry;
- When used online, the marks shall not appear on the home page or in the header, footer or menu bar of the user's website;
- When used online, the marks shall include a hyperlink to the Verra website (www.verra.org) embedded in the image.
- When used in print, the marks shall be accompanied by the URL of the Verra website (www.verra.org) and with either or both of the following disclaimers, depending in the mark used, on the same page and in a font size of 9pt or greater.
 - When using the VCS mark: "VCS is a certification standard for carbon projects and credits. VCS does not oversee retail markets nor does it certify or endorse any retailer or broker of VCUs."
 - When using the CCB Standards mark: "The CCB Standards are a multiple-benefit standard designed with the objective of stimulating and promoting land management activities that credibly mitigate global climate change, improve the wellbeing and reduce the poverty of local communities, and conserve biodiversity. The CCB Standards alone do not lead to the delivery of greenhouse gas (GHG) credits. VCS does not oversee retail markets nor does it certify or endorse any retailer or broker of VCUs including VCUs that have been labeled as validated and verified under the CCB Standards."
 - When using both marks, both disclaimers shall be used.

Any use or display not expressly covered in these Terms is not authorized.



Standards for a Sustainable Future

I hereby accept these Terms of Use for use and display of Verra marks.

Company (*provide full corporate name*)

Jurisdiction of Incorporation

Street Address/City/State/Country/Postal Code

Web Address and Email

Owner, Director or Chief Executive (Name and Title)

Telephone and Email (of Owner, Director or Chief Executive)

Signature:

Date:

These Terms of Use must be signed and submitted **together with the proposed use(s) of the mark(s)** by email or post to:

E-mail: logo@verra.org

Post: Verra
One Thomas Circle NW
Suite 1050
Washington, DC 20005