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## **WOOD. NATURALLY BETTER.<sup>TM</sup> TERMS OF LICENSE**

As a licensee of the *Wood. Naturally Better.<sup>TM</sup>* brand logo you are entitled to use it in your signage, sales and marketing communications in a way that is consistent with the aims of the *Wood. Naturally Better.<sup>TM</sup>* program and that meets the following criteria:

1. Usage of the brand logo follows the *Wood. Naturally Better.<sup>TM</sup>* Brand Usage Guide (copies of which are available from [www.naturallybetter.com.au](http://www.naturallybetter.com.au)).
2. Use of the brand logo does not, or does not have the potential to, bring the *Wood. Naturally Better.<sup>TM</sup>* brand into disrepute in any way. (For instance: by associating the brand with activities that are contrary to The Trade Practices Act 1974; or claims that can not be substantiated; or in conjunction with the sale or distribution of illegally sourced timber.)
3. That your use of the brand logo does not represent or imply endorsement of the quality or value of any product or service by the *Wood. Naturally Better.<sup>TM</sup>* program.
4. You will not allow any other entity to use the *Wood. Naturally Better.<sup>TM</sup>* brand logo without the express written permission of the *Wood. Naturally Better.<sup>TM</sup>* program.
5. FWPA retains ownership and all rights to the *Wood. Naturally Better.<sup>TM</sup>* brand and associated properties.
6. That failure to rectify any breach of these requirements within 7 days of notification of such breach will result in license to use the *Wood. Naturally Better.<sup>TM</sup>* brand logo being withdrawn immediately.
7. The license expires annually on September 30th and must be renewed each year if you wish to continue to use the *Wood. Naturally Better.<sup>TM</sup>* brand logo during the following 12 months.
8. Any decisions made by FWPA regarding use of the *Wood. Naturally Better.<sup>TM</sup>* brand logo are not subject to negotiation.

For more information about any aspect of the *Wood. Naturally Better.<sup>TM</sup>* program, please email [licensing@naturallybetter.com.au](mailto:licensing@naturallybetter.com.au)