

Wood. Naturally Better.™ Terms Of License

As a Wood. Naturally Better.™ Program Partner you are entitled to use the Wood. Naturally Better.™ brand logo in your signage, sales and marketing communications in ways that meet the following criteria:

1. Usage of the brand logo follows the Wood. Naturally Better.™ Brand Usage Guide (copies of which are available from www.naturallybetter.com.au).
2. Use of the brand logo does not, or does not have the potential to, bring the Wood. Naturally Better.™ 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 cannot 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.™ program.
4. You will not allow any other entity to use the Wood. Naturally Better.™ brand logo without the express written permission of FWPA.
5. FWPA retains ownership and all rights to the Wood. Naturally Better.™ brand and associated properties.
6. Without prejudice to other remedies available to FWPA, that failure to rectify any breach of these requirements within 7 days of notification of such breach will result in permission to use the Wood. Naturally Better.™ brand logo being withdrawn immediately.
7. The license continues until terminated by either party by giving thirty (30) days notice to the other party.
8. Any decisions made by the FWPA regarding use of the Wood. Naturally Better.™ brand logo, are not subject to negotiation.

For more information about any aspect of the Wood. Naturally Better.™ program, please email licencing@naturallybetter.com.au