

Trademark Use Guidelines for Certified Products and Related Advertising



Introduction

CSA Group has developed a significant reputation and goodwill in its brand for a century. CSA Group's trademarks are an important asset to the company and our trademarks are trusted by industries, authorities having jurisdiction and consumers. CSA Group strives to provide clear guidance on acceptable use of CSA Group's trademarks.

The following Trademark Use Guidelines (the "Guidelines") provide information on how to properly use CSA Group Certification Marks (referred to as "CSA Group Marks") examples of which are listed below:



"CSA Group Mark" or "CSA Group Monogram".



"CSA Group Flame Gas Mark".



"CSA Group Star Gas Mark".



"CSA Group Sustainability Mark".



"Component Marks"



CSA®

"Word Mark"

In the event of unauthorized use of the CSA Group Marks, CSA Group reserves the right to (i) suspend your use of the CSA Group Marks, (ii) require corrective action, reasonable in its sole opinion, be undertaken at your expense, (iii) require payment of a monetary penalty, reasonable in its sole opinion, and (iv) cancel any agreement you may have with CSA Group upon written notice.

Use of any the CSA Group Corporate Logos (as shown below), is **prohibited**.



Please review the pages in the Guidelines that apply to you, as described below.

1. **Manufacturers** of a product certified by CSA Group - see pages 4 and 5.
2. **Distributors, Retailers** and/or **Installers** of CSA Group certified products - see pages 6 and 7.

If the above categories do not apply to your planned use of the CSA Group Marks, or if the CSA Group Marks you would like to use is not listed, then written approval is required.

If you have any questions, or need further information about CSA Group Marks, please contact the CSA Group's Legal Department at legal@csagroup.org.

To help us maintain the integrity of the CSA Group Marks, we also ask that you alert CSA Group to any concerns you might have or possible misuse of the CSA Group Marks.

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1. Manufacturers of a product certified by CSA Group

As a CSA Group certification client, you are authorized to use the CSA Group Marks on your certified products, on packaging and in promotional materials of your certified products (including in catalogues, brochures, websites, tradeshow booths, and video, television and radio advertisements), subject to the terms of the applicable Product Service Agreement or Global Service Agreement, the Component Acceptance Letter or the Findings Letter which has been provided to you and the provisions of the Guidelines. In the event of any discrepancy, the terms of the applicable Product Service Agreement or Global Service Agreement takes priority over the terms of your Component Acceptance Letter, Findings Letter and the Guidelines.

Use of the CSA Group Marks:

- Use is limited to the authorized CSA Group Marks, as listed in the Certificate of Compliance, and is subject to the terms of the applicable Product Service Agreement or Global Service Agreement.
- The CSA Group Marks must only be used in accordance with the Guidelines and with the procedures outlined in your Findings Letter, which may be updated from time to time.
- It is not permissible to use the CSA Group Marks in promotional materials or on packaging in a way that misleads the consumer into thinking that products have met the applicable standards and have been certified by CSA Group, when the products have not in fact met the applicable standards and have not been certified by CSA Group. The CSA Group Marks will only be shown or referenced in connection with products certified by CSA Group and currently permitted to bear the CSA Group Marks.
- If you are the manufacturer of a CSA Group certified product, you may package your product under another brand name as long as the product is packaged in your facility and clearly displays traceability to the manufacturer and the procedures outlined in your Findings Letter.
- When a CSA Group certified product is included in any packaging along with other products that are not certified by CSA Group, you must clearly indicate on the packaging which product is CSA Group certified.
- When a CSA Group certified product appears in any promotional material with other products that are not certified by CSA Group, the wording used and placement of the CSA Group Marks must clearly distinguish between CSA Group certified and non-CSA Group certified products. You may state “This _____ is certified by CSA Group” or you may include an image of the applicable CSA Group Marks in close proximity to the applicable product, such that it is clear that the intent is to indicate that the specific product is CSA Group certified.
- In the event that your product is only eligible to bear the CSA Group Sustainability Mark, you may state “This _____ is certified by CSA Group to meet sustainability standard requirements” or you may include an image of the CSA Group Sustainability Mark in close proximity to the applicable product, such that it is clear that the intent is to indicate that the specific product is CSA Group certified to meet sustainability standard requirements.

- The CSA Group Marks must not be used to imply any relationship or affiliation with CSA Group, sponsorship by CSA Group or endorsement of certain statements, products or services by CSA Group.
- You must not misrepresent the scope of CSA Group certification by implying that it is more than certification of a particular product. For example, should you have a product certified by CSA Group, you may not state that you are a CSA Group certified manufacturer. Such a claim overstates the scope of certification: CSA Group does not certify manufacturers, only products.
- It is not acceptable to use the CSA Group Marks on company stationery, invoices, business cards or vehicles or on promotional merchandise such as t-shirts, pens and baseball caps.
- Promotional materials and packaging displaying the CSA Group Marks will not express or imply that products bearing the CSA Group Marks possess features of construction, durability or performance beyond that specified in the requirement to which the product was certified.
- The CSA Group Marks must not be combined with any other trademark to be used as a basis for a new trademark. You may not adopt any trademarks which are confusingly similar to CSA Group Marks.
- You must not use the CSA Group Marks on any website that disparages CSA Group or its services, infringes on CSA Group's intellectual property or other rights, contains any objectionable content, or violates any federal, provincial or foreign law.
- The right to use the CSA Group Marks is granted to you only and is not transferable or assignable to any other party without our consent. You have no title or interest in the CSA Group Marks and cannot authorize a third party to use the CSA Group Marks.
- CSA Group has the right to inspect your use of the CSA Group Marks, and request samples of use from you, from time to time. You will remedy any deficiencies in your use of the CSA Group Marks, upon notice from CSA Group and at your own expense.
- You must not do anything that might harm the reputation or goodwill associated with the CSA Group Marks.
- You take full responsibility for any misuse, unauthorized use or damage caused to any party as a result of your use of the CSA Group Marks.
- CSA Group has the right to revoke its permission to your use the CSA Group Marks in association with the material at any time, by providing notice to you. Upon receipt of such notice, you must provide proof, satisfactory to CSA Group, of the removal of the CSA Group Marks from the material to CSA Group, pay the sums required by CSA Group for such misuse, unauthorized use and/or damages to CSA Group, as well as execute a settlement agreement with CSA Group, if requested.
- You may not translate the text of any of the CSA Group Marks.

2. Distributors, Retailers and Installers of CSA Group Certified Products

As a distributor, retailer or installer of CSA Group certified products, we understand your desire to advertise to the public that you are selling CSA Group certified products, and you may refer to the applicable CSA Group Marks in your promotional materials, including in catalogues, brochures, websites, tradeshow booths, and video, television and radio advertisements, subject to the Guidelines.

Use of the CSA Group Marks:

- The CSA Group Marks must only be used in accordance with the Guidelines, which may be updated from time to time.
- It is not permissible to use the CSA Group Marks in promotional materials in a way that misleads the consumer into thinking that products have met the applicable standards and have been certified by CSA Group, if the products have not in fact met the applicable standards and have not been certified by CSA Group. The CSA Group Marks will only be shown or referenced in connection with products certified by CSA Group and currently entitled to bear the CSA Group Marks. Only the applicable CSA Group Marks suitable to the particular certification of the product will be displayed. Although you are not the manufacturer of the product, it is your responsibility to confirm that the product is CSA Group certified, and that the appropriate CSA Group Mark is properly affixed to the product. When a CSA Group certified product appears in any promotional material with other products which are not certified by CSA Group, the wording used and placement of the CSA Group Marks must clearly distinguish between CSA Group certified and non-CSA Group certified products. You may state: "This _____ is certified by CSA Group" or you may include an image of the applicable CSA Group Marks in close proximity to the applicable product, such that it is clear that the intent is to indicate that the specific product is CSA Group certified.
- In the event that your product is only eligible to bear the CSA Group Sustainability Mark, you may state: "This _____ is certified by CSA Group to meet sustainability standard requirements" or you may include an image of the CSA Group Sustainability Mark in close proximity to the applicable product, such that it clearly indicates that the specific product is CSA Group certified to meet sustainability standard requirements.
- If you want to make a general statement in your promotional materials to indicate that you deal in products that are CSA Group certified, you may reproduce the applicable CSA Group Marks, together with one of the following statements:
 - "We sell CSA Group certified products", or
 - "We distribute CSA Group certified products", or
 - "We install CSA Group certified products", as applicable.
- In the event that the product is only eligible to bear the CSA Group Sustainability Mark, you may state:

“We distribute products certified by CSA Group to meet sustainability standard requirements”, or

“We install products certified by CSA Group to meet sustainability standard requirements”, as applicable.

- The CSA Group Marks must not be used to imply any relationship or affiliation with CSA Group, sponsorship by CSA Group or endorsement of certain statements, products or services by CSA Group.
- It is not acceptable to use the CSA Group Marks on company stationery, invoices, business cards or vehicles or on promotional merchandise such as t-shirts, pens or baseball caps.
- You may use the CSA Group Marks on signage and banners only if you obtain written consent from CSA Group.
- Promotional materials displaying the CSA Group Marks will not express or imply that products bearing the CSA Group Marks possess features of construction, durability or performance beyond that specified in the requirement to which the product was certified.
- The CSA Group Marks must not be combined with any other trademark to be used as a basis for a new trademark. You may not adopt any trademarks which are confusingly similar to CSA Group's.
- You must not use the CSA Group Marks on any website that disparages CSA Group or its services, infringes on CSA Group's intellectual property or other rights, contains any objectionable content, or violates any federal, provincial or foreign law.
- You have no title or interest in the CSA Group Marks and cannot authorize a third party to use the CSA Group Marks.
- CSA Group has the right to inspect your use of the CSA Group Marks, and may request samples of use from you, from time to time. You will remedy any deficiencies in the use of the CSA Group Marks, upon notice from CSA Group and at your own expense.
- You must not do anything that might harm the reputation or goodwill associated with the CSA Group Marks.
- You take full responsibility for any misuse, unauthorized use or damage caused to any party as a result of your use of the CSA Group Marks.
- CSA Group has the right to revoke its permission to use the CSA Group Marks in association with the material at any time, by providing notice to you. Once you receive notice, you must provide proof, satisfactory to CSA Group, of the removal of the CSA Group Marks from the material to CSA Group, pay the sums required by CSA Group for such misuse, unauthorized use and/or damages to CSA Group, as well as execute a settlement agreement with CSA Group, if requested.
- You may not translate the text of any of the CSA Group Marks.