



SUSTAINABLE RESOURCES
Verification Scheme GmbH

Regulation for the use of the registered trademark "SUSTAINABLE RESOURCES Verification Scheme"

Version: GSP-TM-en-1.0
Date: 03.12.2020

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1 Introduction

SUSTAINABLE RESOURCES Verification Scheme (in short: SURE) stands for a sustainable and responsible use of biomass in the energy sector. In order to fulfil its responsibility and thus make its contribution to environmental protection, SURE is a voluntary certification system based on the principles of the Renewable Energy Directive (2018/2001/EU, in short: RED II) and has drawn up verifiable criteria for the production of electricity and heat from solid biomass and biogas.

When biomass or biomass fuels are traded under the SURE-EU scheme, or when certifications are undertaken under the SURE-EU scheme, both the registered trademark “SUSTAINABLE RESOURCES Verification Scheme” and the SURE logo may be used for marketing purposes under certain conditions.

This document describes these conditions and requirements. It also regulates the design rules, as well as the rights and obligations of the defined user groups (users of the trademark). It also describes the consequences of misuse of the trademark.

2 Scope of application

The SURE logo is registered as a figurative mark with verbal elements (figurative/word mark, hereinafter referred to as “trademark”) at the Office of the European Union for Intellectual Property (EUIPO) under the number 018097743 and is protected under trademark law. SURE is the owner of the trademark.

The use of the trademark is limited to the following groups:

- ✓ certified system participants (certificate holders): forest and agricultural biomass producers, waste and residue producers, first gathering points, collectors, suppliers, processing plants and conversion plants that have a valid SURE certificate for sustainable biomass, biomass fuels and energy respectively.
- ✓ certification bodies

Users outside of the mentioned groups are not permitted to use the SURE trademark unless SURE has confirmed this in written form.

The detailed terms of use are described in sections 5 and 6.

3 Reproduction of the brand name "SUSTAINABLE RESOURCES Verification Scheme"

The wording of the trademark is composed of two parts, which may only be used explicitly in combination:

- ✓ SUSTAINABLE RESOURCES: written in capitals
- ✓ Verification Scheme

The correct reproduction of the brand name should ensure that the brand's recognition value is increased and a uniform brand image is guaranteed. The abbreviation "SURE" may only be used if it can be ensured that a clear assignment to the actual name is guaranteed (e.g. by a link or display of the logo next to the abbreviation).

4 Design rules for the SURE logo

The SURE logo consists of the red monogram "SURE", a petrol-blue graphic character in the form of a check mark, and the petrol-blue brand name "SUSTAINABLE RESOURCES Verification Scheme".

These three design elements are to be understood as a unit. Especially the separation of the monogram and characters from the brand name is not permitted. Only in justified cases can this use be permitted. For this purpose, a separate written request with a description of the intended use must be submitted to the trademark owner. The display of the logo on coloured or patterned surfaces or surfaces with a picture in the background is reserved exclusively for the owner of the trademark.

In addition, the logo as a whole or in its individual parts may not be modified by

- ✓ changing the colours,
- ✓ scaling the logo disproportionately,
- ✓ changing individual elements (e.g. by rotation, scaling, shifting), or
- ✓ disturbing the clear space around the logo.

SURE red



RGB: 231 | 81 | 19
 CYMK: 0 | 80 | 100 | 0

SURE petrol-blue



RGB: 0 | 102 | 106
 CYMK: 100 | 30 | 50 | 25

permitted representation on white background



permitted representation on light-grey surface with a maximum value of 10% black



allowed with explicit permission only (white background)



allowed with explicit permission only (light-grey background)



impermissible representation (disproportionate scaling)



impermissible representation (disproportionate scaling)



impermissible representation
(changing the size of individual
elements)



impermissible representation
(rotation)



impermissible representation
(coloured background)



impermissible representation
(patterned background)



impermissible representation
(picture in the background)



clear space of the logo



impermissible representation
due to breaching the clear space



In justified exceptional cases, a representation of the logo in grayscale or in black/white may be permitted, e.g. B. if none of the colours described above are available. A prerequisite for an alternative representation is an explicit approval by the trademark owner.

representation of the logo in
grayscale



representation of the logo in
black/white



5 Rights and obligations of the use of the trademark by certificate holders

5.1 Prerequisites for the use of the trademark by the certificate holder

A prerequisite for the use of the SURE logo is a valid certificate within a certification system operated by SURE. If the prerequisite for the use of the SURE logo is fulfilled, the trademark owner grants the certificate holder a simple, time-limited right of use, which is basically part of the system contract. This right of use is not transferable to third parties. Without a valid certificate there is no right of use. A mere system contract with the system provider (trademark owner) is not sufficient to obtain rights to use the SURE logo.

5.2 Use of the trademark by the certificate holder

If the certificate holder acquires the right to use the SURE logo, he will ensure that the following requirements are met:

- ✓ The trademark owner provides the certificate holder with the SURE logo. It is not permitted to create own versions of the SURE logo (e.g. screenshots).
- ✓ The compliance with the design rules, as explained in section 4, is ensured.
- ✓ The certificate holder ensures that the use of the SURE logo for marketing purposes does not imply a company certification.

- ✓ Statements on the certification status are only permitted if a link to the certification database is set up.
- ✓ The certificate holder ensures that when the SURE logo is used on their own website, a reference (link) to the SURE homepage is set up.
- ✓ Labeling of products and/or their packaging, especially in connection with advertising statements, is not part of the right of use. The display of the SURE logo on products, labels or packaging is not permitted.
- ✓ It is not permitted to display the SURE logo on internal audit/inspection reports, use it in connection with other systems or to display the logo on other certificates.
- ✓ Statements in connection with the trademark's name or the logo that indicate conformity with Directive (EU) 2018/2001 are only permissible after the SURE-EU system has been approved by the European Commission.

5.3 Withdrawal or expiry of the right of use

The right to use the trademark may be withdrawn or suspended by the trademark owner at any time. The right of use expires immediately if no valid certificate is available.

6 Rights and obligations of the use of the trademark by certification bodies

6.1 Prerequisites for the use of the trademark by the certification bodies

A prerequisite for the use of the SURE logo is a concluded master agreement on neutral audit and inspection activities with the trademark owner. If the prerequisite for the use of the SURE logo is fulfilled, the trademark owner grants the certification body a simple, time-limited right of use. This right of use is not transferable to third parties. Without a valid master agreement there is no right of use.

6.2 Use of the trademark by the certification bodies

If there is a valid master contract for neutral audit and inspection activities with the trademark owner, the certification bodies are granted the right of use, if the following requirements are met:

- ✓ The trademark owner provides the certification body with the SURE logo. It is not permitted to create own versions of the SURE logo (e.g. screenshots). The compliance with the design rules, as explained in section 4, is ensured.
- ✓ The certification body shall ensure that a link to the SURE homepage is provided when using the SURE logo on its own website.
- ✓ It is not permitted to display the SURE logo on audit/inspection reports of other systems audited by the certification body or to use the logo on other or self-designed certificates. The obliging templates for SURE certificates are provided by the trademark owner.
- ✓ Statements in connection with the trademark's name or the logo that indicate conformity with Directive (EU) 2018/2001 are only permissible after the SURE-EU system has been approved by the European Commission.

6.3 Withdrawal or expiry of the right of use

The right of use is withdrawn in the event of default in payment. Culpable violations, as described in § 4 of the master contract, can also result in a withdrawal of the right of use in extreme cases. The right of use expires with the termination of the master contract.

7 Misuse of the trademark and/or logo

Users of the trademark who become aware of a possible misuse are obliged to inform SURE immediately. Any improper use will be prosecuted and may result in claims for injunctive relief or damages.

Publication information

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