

# True Aussie trade mark licence

---

Application criteria and process



## INTRODUCTION

The True Aussie trade mark is owned by MEAT & LIVESTOCK AUSTRALIA LIMITED ABN 39 081 678 364 of Level 1, 40 Mount Street North Sydney, New South Wales, Australia, 2060 (MLA).

The True Aussie trade mark is a country of origin endorsement for Australian red meat products in international markets.

If a company wishes to use the True Aussie trade mark in international markets, they must first apply online to MLA for a True Aussie Trade Mark Licence for the right to use the True Aussie trade mark.

Any rights to use the True Aussie trade mark granted by MLA is governed by the Terms and Conditions that form part of the online True Aussie Trade Mark Licence application.

The True Aussie Trade Mark Licence permits companies to use the True Aussie trade mark to promote Australian red meat in international markets.

### True Aussie trade marks – by species type



### Eligible Australian red meat products

The True Aussie trade mark may be used on Australian red meat products in export markets.

- Australian red meat is defined as beef, veal, lamb or goat meat sourced entirely from livestock raised and slaughtered in Australia and fit for human consumption.
- Raw primal cuts of Australian red meat.
- Raw portioned cuts of Australian red meat.
- Partially processed Australian red meat products.
- Processed raw or cooked Australian red meat products.
- Other products may be considered by MLA if Australian red meat is the main ingredient.

If non-Australian or non-red meat products (e.g. pork, chicken or beef from another country of origin) are mixed with the Australian red meat product, the True Aussie trade mark must not be used.

### Who can apply for a True Aussie trade mark licence

Companies that wish to use the True Aussie trade mark, either alone or in association with their eligible Australian red meat product brand, should apply for the True Aussie Trade Mark Licence.

Companies may be either:

#### 1. Australian based companies:

- Australia-based Australian red meat exporters or brand owners with an ABN.

#### 2. International companies

- International importers, manufacturers, processors, wholesalers, retailers, foodservice companies that source Australian red meat products from more than one Australian red meat exporter or brand owner.
- International companies that source from one Australian red meat exporter or brand owner. *These companies should first approach the Australian supplier to be sub-licensed under the Australian company's True Aussie Trade Mark Licence.*

## Period of licence

True Aussie Trade Mark Licences will be valid for a period of 12 months (unless terminated earlier) from the date of MLA approval of the Licence application. MLA will review and renew the Licence annually.

Throughout the period of the Licence, the Licensee must ensure all information contained within their True Aussie Trade Mark Licence is kept up to date via the online self-managed system.

## True Aussie Brand Usage Guidelines

Companies with a True Aussie Trade Mark Licence will be provided access to the True Aussie Brand Usage Guidelines.

Licensees must ensure the True Aussie Trade Mark is used in accordance with the True Aussie Brand Usage Guidelines. Where possible, draft artwork should be provided to MLA to check that the artwork aligns with the True Aussie Brand Usage Guidelines.

## Type of materials in which the True Aussie trade mark may be used

Once Licensed, MLA will provide the Licensed company with digital files of the True Aussie Trade Mark and the True Aussie Brand Usage Guidelines via your online account.

The True Aussie Trade Mark may be used alone or to underpin the company's Australian red meat product brand(s) in international markets for the following printed or digital types of applications:

- Advertising
- Event sponsorship
- Brochure
- Banner
- Video
- Product labelling (such as on pack sticker)
- Packaging material
- Retail promotion
- Foodservice promotion
- Trade promotion
- Trade show
- Seminar
- Social media
- Website or App

Other applications will be considered by MLA.

## Sub-licence process

You may apply to sub-licence another party in your supply chain to use the trade mark on your Australian eligible product. MLA will review these on a case by case basis.

Sub-licensing is currently NOT permitted in the China market.

True Aussie Trade Mark Licensees who wish to sub-licence another entity to use the True Aussie Trade Mark on eligible Australian red meat products, MUST have the company details entered as a sub-licensee via the online application and self-management system.

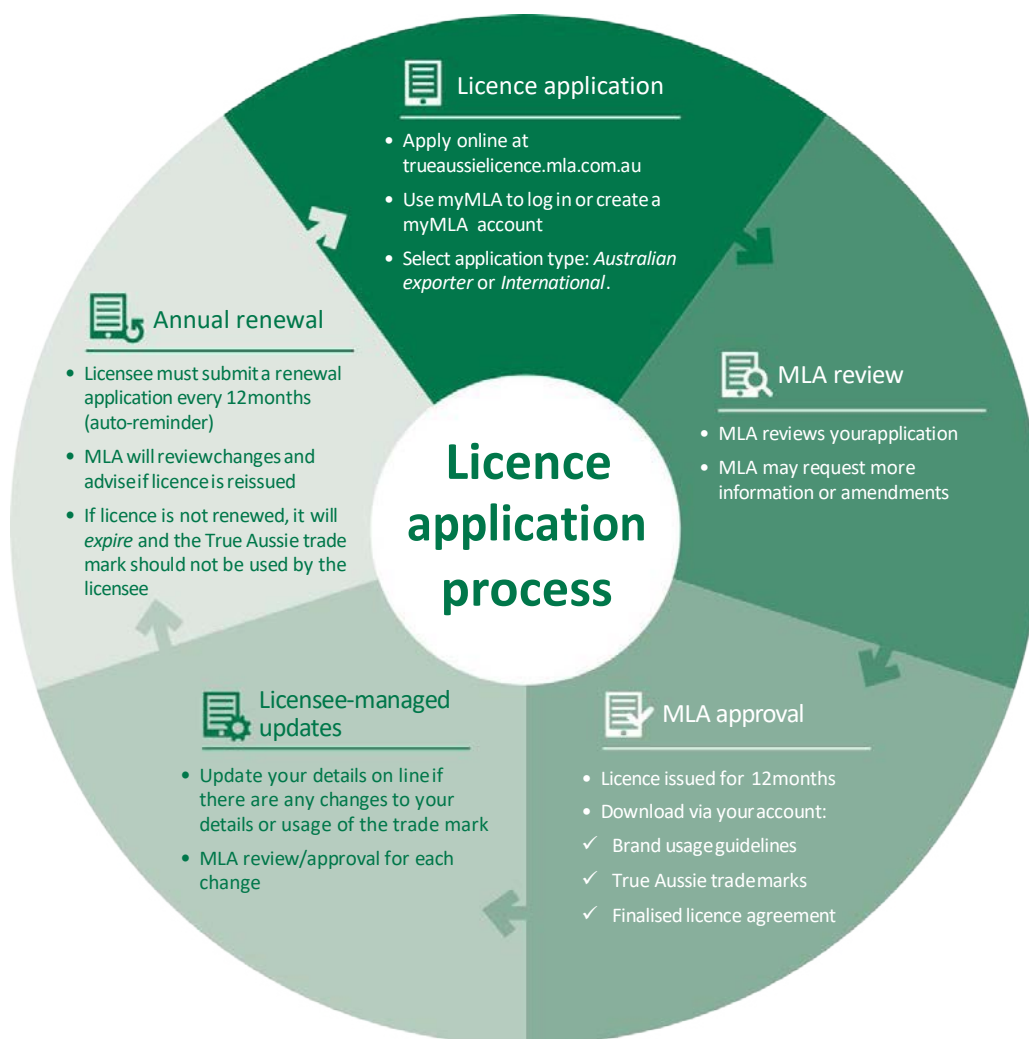
Licensees should **not** provide third parties with the True Aussie Trade Mark, without first having the company listed as a sub-licensee. True Aussie Trade Mark Licensees are responsible for sub-licensees, ensuring they abide by the Licence Terms and Conditions and the True Aussie Brand Usage Guidelines.

## Online Application process

All True Aussie Trade Mark Licence applications are to be made online.

## Offline Application process

Those applicants who prefer to execute a hard copy of the Licence Agreement must still complete the online application, then print and sign the customised True Aussie Trade Mark Terms and Conditions appearing online, then ensure this is uploaded to your account. MLA representatives on-ground can assist you with this process where required.



MLA will evaluate your application in good faith and will notify you of its acceptance or rejection of your application in a timely manner. Sometimes, MLA may require you to modify your application if it does not wish to grant a licence to some of your nominated products. MLA reserves all rights to accept or reject your application at its discretion.