



Q: Who is a Trade Mark User?

A: All Coffee Dealers and Foreign Importers use the CIB's trade marks in labelling and marketing their coffee. They are therefore required to execute a Trade Mark User Licence Agreement, which includes the requirement for the payment of royalties.

Q: Who grants the Trade Mark User Licences?

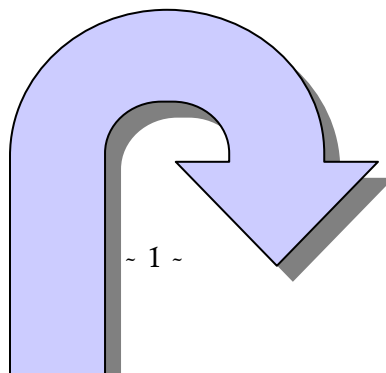
A: The Trade Mark User Licence is granted by Coffee Marks Limited, which is a wholly owned subsidiary of the CIB and the owner of all Jamaica Blue Mountain and Jamaica High Mountain Supreme trad marks.

Q: Why do I need to go thorough this procedure?

A: To get appropriate permission to use the Jamaica Blue Mountain and Jamaica High Mountain Supreme trade marks on your products and in your marketing.

Q: So, how do I apply for the licence?

A: Follow the Flow Chart below for instructions on the registration procedure **Please also note that you will be required to execute a Trade Mark User Agreement.**



Application forms may be collected at the CIB Office or downloaded at www.ciboj.org.

Here's what you'll need to apply:

- 1) Completed Application Form
- 2) Completed Dealer's/Special Dealer's Licence application form or Foreign Importer Registration form (whichever may be applicable)
- 3) Copies of your business' incorporation documents (new applicant only)
- 4) 2 business reference letters (new applicant only)
- 5) A sample of the packaging being used or proposed to be used
- 6) US\$500 application processing fee
- 7) Bank Reference

Submit your completed application form and required documents to the CIB in a timely manner, as you cannot use the Trade marks without having obtained a Trade Mark User Licence.

If your application is in order, you will be contacted to indicate that your application has been logged. Processing of the application (includes inspection of labeling and packaging) then begins. If your application is not in order, you will be contacted and asked to provide the relevant information/documents to complete the process.

If the labeling and packaging has been approved, they are returned to the applicant for him to submit them to the Bureau of Standards for approval. If not approved, the applicant is contacted and asked to make the relevant changes and resubmit.

Once the applicant returns the labeling and packaging with the Bureau's certification of approval, you receive a Trade Mark User Licence Agreement upon payment of the US\$1,500 licence fee. The Licence is valid for a period of 2 years. If a licence is not granted, the fee of US\$250 will be refunded to the applicant. **Please also note that if one (1) year passes without the Bureau's certification being forwarded to the CIB, the application will be considered abandoned, and the applicant will have to reapply to the CIB for a Trade Mark User Licence.**