

## Napa Green Certified Land Certification Mark Usage Standards

In order to use the Napa Green Certified Land (NGCL) Certification Mark in advertising and promotion, Applicant agrees that any such advertising can only feature the NGCL Certification Mark as follows:

- Applicant may use the NGCL Certification Mark for signs on its certified vineyard property, including in winery or tasting room facilities located on the same property as the certified vineyard, however, Applicant may not use the NGCL Certification Mark on signs on properties located remotely from the certified vineyard property, e.g., in a tasting room not adjacent to the vineyard property.
- In advertising its certified vineyard, or its winery or tasting room facilities located on the same property as the certified vineyard, Applicant may use the NGCL Certification Mark in such advertising.

In order for Applicant to use the NGCL Certification Mark on or in association with wine which Applicant produces itself or which Applicant has produced on its behalf for sale by Applicant, and which is made from grapes grown on Applicant's certified vineyard property, Applicant must further complete the form attached for each different vintage of each stock keeping unit (SKU) of such wine and receive approval of such form from NVV and Applicant agrees that the NGCL Certification Mark shall only be used on or in association with Applicant's wine as follows:

- The wine must be composed 95% or more from Napa Valley AVA grapes grown on Applicant's NGCL vineyard properties and must be labeled with the Napa Valley AVA by itself or in conjunction with a Napa Valley sub-appellation, e.g., OAKVILLE, NAPA VALLEY, and cannot be labeled with a broader appellation, such as California.
- Other packaging used for the wine labeled with the NGCL Certification Mark such as shippers, display boxes, gift boxes and the like may also feature the NGCL Certification Mark provided that all of the wine contained in such other packaging is certified for use of and labeled with the NGCL Certification Mark.
- The NGCL Certification Mark may be used in advertising for Applicant's wine labeled with the NGCL Certification Mark, but non-certified wine cannot be advertised in conjunction with the NGCL Certification Mark, i.e., advertising promoting Applicant's non-certified wine in conjunction with Applicant's certified wine cannot feature the NGCL Certification Mark. For instance, on a web site, the NGCL Certification Mark may be used on pages featuring Applicant's certified vineyard or wine, but not on pages where such property and wine is not referenced or is referenced *in addition to* non-certified goods so as to be misleading. Similarly, if the certified wine is featured

in a remote tasting room or retail outlet the Applicant may use POS featuring the NGCL Certification Mark in association with the certified wine, but not in the tasting room or retail outlet in general.

Applicant may authorize third-party producers which produce wine made from grapes grown on Applicant's certified vineyard property to apply to NVV for permission to use the NGCL Certification Mark on and in association with such wine. However, such third parties may only use the NGCL Certification Mark after Applicant has provided them with the form attached and the third-party has submitted such form to NVV and has received approval from NVV to use the NGCL Certification Mark with such wine. Absent receiving such approval from NVV, third parties may *not* use the NGCL Certification Mark, even if the wine complies with the certification mark standards, and such unauthorized use shall be a violation of the NGCL Certification Mark.

The NGCL Certification Mark may be used by Applicant only as follows:

- The word mark "Napa Green Certified Land" may be used as a unitary phrase without a design element provided all of the words appear in the same size font and style and same color with the first letter of each word capitalized or the entire word mark capitalized and the unitary phrase be immediately followed by the generic terms "vineyard" or "wine," i.e., Napa Green Certified Land vineyard or Napa Green Certified Land wine.
- The NGCL Certification Mark design mark may be used either in black and white, or in the color green as shown immediately below, artwork being available from NVV:

B/W logo



Color logo



## Applicant Request for Use of NGCL Mark on Wine

Applicant Name: \_\_\_\_\_

Date: \_\_\_\_\_

Contact Information: \_\_\_\_\_

A. Wine details

a. Brand Name: \_\_\_\_\_

b. Stock Keeping Unit (SKU) : \_\_\_\_\_

c. Vintage: \_\_\_\_\_

d. Varietal Percentages: \_\_\_\_\_

B. Label details (please attach actual sized copies of all uses of the certification mark for review)

Please list all grape sources, existing certification and date of certification for each vineyard:

Vineyard Name	Location	Varietals	Certification Date	% of Wine

Applicant Verification By: \_\_\_\_\_  
Name: \_\_\_\_\_

Date: \_\_\_\_\_

NVV Approval By: \_\_\_\_\_  
Name: \_\_\_\_\_

Date: \_\_\_\_\_

## Third-Party Producer Request for Use of NGCL Mark on Wine

Certified Vineyard Owner Name(s):

Producer Name:

Date:

Producer Contact Information:

A. Wine details

a. Brand Name:

b. Stock Keeping Unit (SKU) :

c. Vintage:

d. Varietal Percentages:

B. Label details (please attach actual sized copies of all uses of the certification mark for review)

Please list all grape sources, existing certification and date of certification for each vineyard:

<b>Vineyard Name</b>	<b>Location</b>	<b>Vineyard Owner</b>	<b>Certification Date</b>	<b>% of Wine</b>

On behalf of \_\_\_\_\_ (certified vineyard owner), I \_\_\_\_\_ (name),  
verify that the above information concerning use of grapes from our certified vineyard is correct and that we authorize the  
use of the NGCL certification mark for wine made from our grapes.

By: \_\_\_\_\_ Date: \_\_\_\_\_

+++++

On behalf of \_\_\_\_\_ (certified vineyard owner), I \_\_\_\_\_ (name),  
verify that the above information concerning use of grapes from our certified vineyard is correct and that we authorize the  
use of the NGCL certification mark for wine made from our grapes.

By: \_\_\_\_\_ Date: \_\_\_\_\_

+++++

On behalf of \_\_\_\_\_ (certified vineyard owner), I \_\_\_\_\_ (name),  
verify that the above information concerning use of grapes from our certified vineyard is correct and that we authorize the  
use of the NGCL certification mark for wine made from our grapes.

By: \_\_\_\_\_ Date: \_\_\_\_\_

+++++

On behalf of \_\_\_\_\_ (certified vineyard owner), I \_\_\_\_\_ (name),  
verify that the above information concerning use of grapes from our certified vineyard is correct and that we authorize the  
use of the NGCL certification mark for wine made from our grapes.

By: \_\_\_\_\_ Date: \_\_\_\_\_

On behalf of third-party producer \_\_\_\_\_ (“Producer”),  
I verify that the grapes used in our wine are sourced from vineyards certified to use the Napa Green Certified Land (NGCL) Certification Mark as set forth above and that producer will use the NGCL Certification Mark pursuant to the following terms:

- The wine must be composed 95% or more from Napa Valley AVA grapes grown on NGCL vineyard property as set forth above and must be labeled with the Napa Valley AVA by itself or in conjunction with a Napa Valley sub-appellation, e.g., OAKVILLE, NAPA VALLEY, and cannot be labeled with a broader appellation, such as California.
- Other packaging used for the wine labeled with the NGCL Certification Mark such as shippers, display boxes, gift boxes and the like may also feature the NGCL Certification Mark provided that all of the wine contained in such other packaging is certified for use of and labeled with the NGCL Certification Mark.
- The NGCL Certification Mark may be used in advertising for our wine labeled with the NGCL Certification Mark., but non-certified wine cannot be advertised in conjunction with the NGCL Certification Mark, i.e., advertising promoting non-certified wine in conjunction with our certified wine cannot feature the NGCL Certification Mark. For instance, on a web site, the NGCL Certification Mark may be used on pages featuring our NGCL certified wine, but not on pages where such wine is not referenced or is referenced *in addition to* non-certified goods so as to be misleading. Similarly, if the certified wine is featured in a remote tasting room or retail outlet we may use POS featuring the NGCL Certification Mark in association with the certified wine, but not in the tasting room or retail outlet in general.

The NGCL Certification Mark may be used only as follows:

- The word mark “Napa Green Certified Land” may be used as a composite provided all of the words appear in the same size font and style and same color with the first letter of each word capitalized or the entire word mark capitalized and the composite is immediately followed by the generic terms “vineyard” or “wine,” i.e., Napa Green Certified Land vineyard or Napa Green Certified Land wine.
- The NGCL Certification Mark design may be used either in black and white, or in the color green as shown immediately below, artwork being available from NVV:

B/W logo



Color logo



Producer's signature below verifies Producer's compliance with the above terms.

Verified and agreed to by the duly authorized representative of Producer:

Producer: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Dated: \_\_\_\_\_

Approved and authorized by Napa Valley Vintners Association

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Dated: \_\_\_\_\_