

Napa Green Certified Vineyard Certification Mark Usage Standards

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

- Applicant may use the NGCV 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 NGCV 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 NGCV Certification Mark in such advertising.

In order for Applicant to use the NGCV 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 Napa Green and Applicant agrees that the NGCV Certification Mark shall only be used on or in association with Applicant's wine as follows:

- The wine must be composed 85% or more from Napa Valley AVA grapes grown on Applicant's NGCV 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 NGCV Certification Mark such as shippers, display boxes, gift boxes and the like may also feature the NGCV Certification Mark provided that all of the wine contained in such other packaging is certified for use of and labeled with the NGCV Certification Mark.
- The NGCV Certification Mark may be used in advertising for Applicant's wine labeled with the NGCV Certification Mark, but non-certified wine cannot be advertised in conjunction with the NGCV Certification Mark, i.e., advertising promoting Applicant's non-certified wine in conjunction with Applicant's certified wine cannot feature the NGCV Certification Mark. For instance, on a web site, the NGCV 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 NGCV Certification Mark in association with the certified wine, but not in the tasting room or retail outlet in general.

Applicant Request for Use of NGCV 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	Vineyard Owner	Certification Date	% of Wine

Applicant Verification By: _____

Date: _____

Name: _____

Napa Green Approval By: _____

Date: _____

Name: _____

Third-Party Producer Request for Use of NGCV 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:

Vineyard Name	Location	Vineyard Owner	Certification Date	% of Wine

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 NGCV certification mark for wine made from our grapes.

By: _____ Date: _____

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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 NGCV certification mark for wine made from our grapes.

By: _____ Date: _____

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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 NGCV certification mark for wine made from our grapes.

By: _____ Date: _____

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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 NGCV certification mark for wine made from our grapes.

By: _____ Date: _____

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 Green

Producer: _____

By: _____

Name: _____

Title: _____

Dated: _____