LEAPING BUNNY PROGRAM

CONDITIONS OF USE

LEAPING BUNNY LOGO

LOGO BENEFITS

The Leaping Bunny Logo is the only internationally recognized logo of its kind. Use of the distinctive Leaping Bunny Logo on packaging and marketing materials helps you promote your approval under the Standard, and allows consumers quick access to an icon that represents a verifiable commitment to a non-animal testing policy.

When your products display the Leaping Bunny Logo, it:

- quickly indicates that your company has made every effort to avoid animal testing, for both finished products and their ingedients;
- assures consumers, in one glance, that products have been made without causing suffering or pain to animals; and
- shows that your company cares.

The Logo is widely publicized via social media and advertising campaigns. This promotion is conducted in the United States and Canada by the Coalition for Consumer Information on Cosmetics, and in the European Union by the European Coalition to End Animal Experiments.

INTRODUCTION TO THE LOGO PROGRAM

HISTORY

As part of the campaign to eliminate cosmetics and household product testing on animals, animal protection groups in North America and the European Union are connecting compassionate consumers with cruelty-free companies. To esily distinguish these companies, we have developed an internationally recognized Logo, which serves as a symbol of the approval of animal protection groups around the world, and of the most stringent non-animal testing Standard to date.

APPROVAL AND USE

Any company seeking to use the Logo must first be approved under the Corporate Standard of Compassion for Animals, and must have paid the appropriate Logo licensing fee. The company will then be able to use the Logo freely on all corporate communications, point-of-sale publicity, advertising, websites, product packaging, and promotional materials relating to products approved under the Standard.

THE LOGO

The Logo should be used in its offical colors (Pantone 2728 and black) wherever possible. It is also acceptable to reproduce it in a single color only. There should always be sufficient contrast between the background and Logo to ensure legibility.



Coalition for Consumer Information on Cosmetics
PO Box 56537, Philadelphia, PA 19111
888.546.CCIC | info@leapingbunny.org | www.leapingbunny.org

LEAPING BUNNY PROGRAM

CONDITIONS OF USE

LEAPING BUNNY LOGO

(CONTINUED)

CONDITIONS

1. The User must be in current compliance with the Corporate Standard of Compassion for Animals.
2. The User must submit the Logo Licensing Application Form.
3. Within 12 months of being granted approval, the User must demonstrate a willingness to submit to an indepedent audit of compliance with the Standard. Financial responsibility for independent auditing is determined by the User's Gross Annual Sales.
    A. Users demonstrating less than $1o million in Gross Annual Sales shall declare, in the Logo Licensing Applicaion, an agreement to an independent audit commisioned by the Coalition with an accredited auditing firm.
    B. Users demonstrating $10 million or more in Gross Annual Sales shall commission an independent audit with an accredited firm specified by the Coalition.

LICENSE

1. The User is granted a non-exclusive License to apply the Logo to corporate communications, display and advertising materials, and websites, provided that they relate to Products. The Logo may also be applied to Products and packaging.
2. No alterations or additions shall be made to the Logo, nor shall any other drawing, symbol, or words be placed on or near the Logo to suggest that such drawing, symbol, or word is part of or associated with the Logo. If the User wishes to use any wording, the User must first obtain written permission from the Coalition for the specific phrase to be used.
3. The License shall terminate upon the User being given notice in writing by the Coalition:
    A. that in the Coalition's opinion, which shall be conclusive, any products manufactured by/on behalf of, or sold by, the User have ceased to be Products as defined by the Standard; or
    B. in the event that the User fails to remedy a complaint from the Coalition within 14 days of being requested to do so.

TERRITORY

This License applies to the manufacture, sale, and distribution of Products within the countries where the Coalition operates; namely the United States, Canada, and Member States of the European Union. If the User wishes to extend the License to territories outside these countries, it must obtain prior written approval of the Coalition.

GENERAL

The Logo is protected by copyright and has been registered as a Certification Mark in the U.S. and elsewhere.

LEAPING BUNNY PROGRAM

CONDITIONS OF USE

LEAPING BUNNY LOGO

(CONTINUED)

FEE

1. License fees shall be in accordance with the rates published by the Coalition. See below for Fee Schedule.
2. The rates may be altered at any time by the Coalition, and any alteration shall apply to the ensuing year of any License granted to a User.
3. For any reason, no rebate, adjustment, or reduction in the fee shall be permitted or allowed by the Coalition to the User in the event of this License commencing or terminating during any year.

FEE SCHEDULE

The License fees for use of the Logo are based on Gross Annual Sales for the User's own label ranges of cosmetics, personal care, and household products. Gross Annual Sales for product ranges not covered by the Standard will not influence fees. Gross Annual Sales figures should be provided in the form of the company's audited accounts or latest audited tax form for the last financial year.

Logo Fees are not refundable. Fees should be paid on receipt of an invoice and written confirmation of approval from the Coalition. The one-time Logo Fee will be paid to a central fund coordinated by the Coalition and used for agreed purposes.

Gross Annual Sales	Logo Usage Fee
$1 Million or Below And/Or Companies in their first year of trading	$500
Exceeding $1 Million, but not more than $10 Million	$1,500
Exceeding $10 Million, but not more than $25 Million	$3,000
Exceeding $25 Million, and without limit	$4,500

The Coalition encourages a wide range of comanies to consider using the Lepaing Bunny Logo. If you have any comments or questions about the fee structure, please contact us for advice.

REMOVAL OF LOGO

Upon the termination of this License, all rights granted to the User of the Logo shall cease, except to the extent necessary to enable to User to sell or otherwise dispose of stocks of Products then in its possession. Such sale of disposal is to be effected 90 days from the date of termination.

FEES PAYABLE TO:

Coalition for Consumer Information on Cosmetics
801 Old York Road, Suite 204, Jenkintown, PA 19406
888.546.CCIC | info@leapingbunny.org | www.leapingbunny.org

LEAPING BUNNY PROGRAM

Definitions of terminology

The Coalition	The Coalition for Consumer Information on Cosmetics (CCIC) and The European Coalition to End Animal Experiments (ECEAE).
The User	Any person or firm that has been accepted by **the Coalition** and has paid the appropriate fee for use of the Logo.
The Logo	The logo printed on the first page of these conditions: the Logo should be used in its official colors (Pantone 2728 and black) wherever possible. It is also acceptable to reproduce it in a single color only. There should always be sufficient contrast between the background and Logo to ensure legibility.
The Standard	The Corporate Standard of Companssion for Animals, which forms the criteria for approval and Logo usage.
Products	As defined by **the Standard**, the cosmetics, personal care, and household items manufactured by/on behalf of, or sold by, the User in the United States and Canada, which comply with **the Standard**.
Gross Annual Sales	The gross annual sales of cosmetic, personal care, and household **products** by **the User** as shown by its latest audited accounts or filed tax form at the date of **the User's** application to use **the Logo**.
Year	The period commencing on January 1, and ending December 31.

Coalition for Consumer Information on Cosmetics
PO Box 56537, Philadelphia, PA 19111
888.546.CCIC | info@leapingbunny.org | www.leapingbunny.org