



Iceland Responsible Fisheries Foundation

Title: RULES ON THE USE OF THE ICELAND RESPONSIBLE FISHERIES CERTIFICATION MARK

This document outlines the rules on use of the IRF certification mark.

Article 1 Objectives

The certification mark is a trademark owned by the Iceland Responsible Fisheries Foundation (IRFF) and is only released to organisations or individuals that have a written agreement with the IRFF. Unauthorized use is prohibited and will be treated as a trademark breach.

The certification mark is intended to identify goods and services of parties as defined in Article 2 and 3. The purpose of the certification mark is to guarantee information to buyers and consumers of Icelandic seafood products that the products originate from certified responsible fisheries.

Article 2 Certified Fisheries

The certification mark can be used to identify the catch from certified fisheries which have been certified according to the Icelandic Responsible Fisheries Management Specification. For seafood products that are not processed in Iceland, the same rules apply as for those processed by Icelandic producers. In these cases the buyers of seafood products are responsible for ensuring that the rules are followed, by using a reliable traceability system to ensure that the products come from certified fisheries.

Article 3 Certification Mark Users

The Board of the IRFF authorizes other organizations to use the certification mark to identify their products or services if they fulfil the conditions set in these rules.

Fisheries operators or processors that have a valid fishing licence or processing licence as appropriate, issued by the Icelandic authorities, are authorised to use the certification mark.

Buyers and processors based outside Iceland that have the necessary licences from the appropriate authorities to further process or repackage Icelandic seafood products into consumer or wholesale packages, are authorised to use the certification mark on those products, provided that they are able to demonstrate accepted traceability systems.

Stakeholders that apply for a permit to use the certification mark must have a valid Chain of Custody certification based on the Responsible Fisheries Management Chain of Custody Specification.

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Article 4 Application and Registration

An application must be submitted to the IRFF for a permit to use the certification mark. If the applicant fulfils the requirements of Article 2 and 3 of these rules, then the IRFF will grant the organization authority to use the certification mark. The application shall specify clearly the organizations that will use the certification mark, both for the applicant’s own operations and for other stakeholders in the value chain as appropriate. The applicant shall be informed in writing or by e-mail of the granting of the permit and of the organizations that are authorised to use the certification mark. Applications shall be processed as quickly as possible. Applicants shall pay a registration fee decided by the Board of IRFF which is to cover the cost of granting the authority.

IRFF shall keep a register of certification mark users. A list of certification mark users shall be available to anyone that request to see it.

Article 5 Commencing Use of the Certification Mark

Before the certification mark is used the final appearance of the medium in question shall be sent to the IRFF for approval. The use of the certification mark may not commence before approval has been obtained.

Article 6 Instructions on the Use of the Certification Mark

The certification mark shall be used in accordance with Logo Guidelines on its use that are endorsed by the Board of the IRFF. The Logo Guidelines include specifications of the following: use in conjunction with other marks; the relative proportions and minimum size; standard colours; free space; positioning on packaging or in advertisements etc.

Packaging where the certification mark is used may not carry other markings that could give misleading information about the origin of the product. The same applies to other presentation of the certification mark in other media.

Should uncertainty arise about proper use then the IRFF will decide on the proper use of the certification mark.

Article 7 Markets and Traceability

The certification mark may be used in all markets.

The users of the certification mark must be able to demonstrate recognized traceability systems that ensure that products marked Certified Responsible Fisheries actually have their origin in the appropriate catch, see 2 and 3 above.

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Article 8 Licence Cancellation

Should an organization lose its fishing or processing licence issued by the Icelandic authorities for a period exceeding 12 weeks, then its licence to use the certification mark becomes invalid.

Should the Board of the IRFF take a decision to authorise an organization to use the certification mark, other than prescribed in Article 3, and should the organization no longer fulfil the requirements of these rules, then the Board is authorised to cancel the organization’s rights to use the certification mark. The concerned organization shall be notified of such a decision.

Article 9 Cessation of Use of the Certification Mark

If an authorised user of the certification mark decides to discontinue the use of the certification mark, then it is bound to inform the IRFF of such a decision. Following such a notification the IRFF shall remove the organization in question from the register of users of the certification mark.

Article 10 Responsibility and Supervision of Use

Registered users are themselves responsible for proper use of the certification mark.

The IRFF can always request examples and information on use of the certification mark at no cost and the users are required to supply the information.

Should there be reasonable cause to suspect misuse then users, or the staff in question, are required to notify the IRFF of such use.

Should an organization be found to have used the mark illegally and should the organization not remedy the matter within the period of notice designated by the IRFF, then the organization forfeits all its rights for future use of the mark in connection with its products or other operations.

Article 11 Court Jurisdiction and Litigation

The Board of the IRFF is authorised to take legal action and to claim damages for breaches of use of the mark in accordance with the relevant provisions in the Icelandic Act on Trade Marks no. 45/1997. Disputes and legal action on the basis of these rules shall be settled in the Reykjavík District Court in Iceland.

Article 12 Amendments to these Rules

The Board of the IRFF reserves the right to amend these rules without notice.

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