



Page County Grown License Agreement for Retailers/Restaurants/Handlers

Page County Grown developed the *Page County Grown* logo to certify food and agricultural products grown or raised by locally operated farms in Page County.

Individuals and organizations who agree to comply with the terms and conditions in this Agreement are authorized to use the *Page County Grown* logo and related materials.

This License Agreement is entered into by and between Page County Grown, Page County Grown: 357 Liberty Bell Lane; Luray, Virginia 22835 and the business listed below (LICENSEE). Agreements are valid for the current calendar year and must be renewed annually. If signed after October 1, the certification agreement is valid for the remainder of the current calendar year and the entire following calendar year.

Name of Business

Herein referred to as LICENSEE desires to make use of the Page County Grown logo and promotional materials. Effective on the subscribed date, the LICENSEE agrees to the following terms and conditions:

AGREEMENTS

1. **Ownership of Mark.** PAGE COUNTY GROWN is the sole and exclusive owner of the *Page County Grown* logo.

2. **Nonexclusive, Nontransferable License.** PAGE COUNTY GROWN grants LICENSEE a non-exclusive, nontransferable, royalty-free right to use the *Page County Grown* logo solely in connection with the advertising, marketing, promotion, and sale of *Page County Grown* certified products.

3. **Use of *Page County Grown* Logo and Related Materials.** LICENSEE shall use the *Page County Grown* logo and related food campaign materials only in the form and manner specified by Page County Grown as outlined below.

a. **Conditions of Logo Use.** LICENSEE shall comply with the following terms and conditions:

1. LICENSEE shall use the *Page County Grown* logo and other *Page County Grown* promotional materials solely in connection with *Page County Grown* certified products. Products represented, labeled, or sold as *Page County Grown* must be grown or raised by certified *Page County Grown* farms.

2. LICENSEE shall not use the *Page County Grown* logo in any manner that encourages customers to associate the logo with products that are not *Page County Grown* certified.

3. LICENSEE shall not combine the *Page County Grown* logo with any other trademark name.

4. LICENSEE shall not use the *Page County Grown* logo in any manner that may disparage or impair the validity of the logo.

5. LICENSEE use of the *Page County Grown* logo shall be in accordance with applicable trademark law. LICENSEE shall use its best efforts at all times to promote and increase the awareness and acceptance of the *Page County Grown* logo in a manner consistent with sound business practices.

b. **Standards for freshly prepared foods.** Foods that are freshly prepared are those foods identified on a menu or otherwise displayed or served ready to eat. To use the *Page County Grown* logo on freshly prepared foods, the LICENSEE must comply with the following standards:

1. To utilize the Page County Grown logo, a dish must contain ingredients from a PCG farm.
2. A current list of PCG products that are being utilized must be displayed and available to consumers at all times.
3. A general statement will appear on the menu next to the logo stating “We are proud to support Page County Grown family farms and purchase those goods as menu items (*subject to seasonality*). Inquire with a server to find out what is Page County Grown today!”

Page County Grown
357 Liberty Bell Lane
Luray, Virginia 22835
Phone: 540-743-1250

By (Authorized Signature)

Date

Name & Title of Person Signing (Please Print)

Name of Business (Please Print)

Street address City, State, Zip

Phone

E-mail

Please direct any questions about the certification/application process to David Sours at 540-743-1250 or at dsours@embarqmail.com. Send completed agreement to: 357 Liberty Bell Lane; Luray, Virginia 22835.