



Green Dot License Extended to North American Companies

TORONTO (March 8, 2004)—The license permitting companies to apply for and use the “Green Dot” symbol on products and packaging in Canada has been extended to include the United States and Mexico, Duales Systems Deutschland (DSD), PRO EUROPE and CSR: Corporations Sharing Responsibility announced today.

The Green Dot is an internationally recognized symbol that shows a company’s commitment to environmental protection. The Green Dot trademark is now protected in more than 160 countries around the world.

Duales Systems Deutschland established the Green Dot in Germany in the early ‘90s. PRO EUROPE, an umbrella organization, administers the Green Dot program internationally for the 20 national packaging recovery and recycling compliance schemes that use the symbol. In Europe, the licensing fees are used to support the development and operation of national packaging stewardship programs.

In Canada, and now North America, the licensing program is for the protection of the trademarked symbol.

Under a division called Green Dot Canada, CSR has overseen the licensing since 2002 of more than 100 consumer products companies that operate in Canada. Companies displaying or intending to display the Green Dot on products or packaging have been required to obtain the license to continue to display the trademark or discontinue using the symbol. Green Dot Canada has been renamed as Green Dot North America.

“It is extremely important to protect the Green Dot world-wide,” says Joachim Quoden, PRO EUROPE Secretary General. “Green Dot North America provides an effective and convenient method by which the integrity of the worldwide trademark is protected on behalf of the member organizations of PRO EUROPE.”

“By extending the licensing system to include Canada, Mexico and the United States, companies that display the symbol on product packaging can now do so legally through a simple, cost efficient process without having to comply with separate trademark requirements in each of the three countries,” says Green Dot North America Coordinator, Gordon Day.

The license fee has been established at \$1,200 U.S. for calendar 2004. The license covers all products displaying the symbol which any given company sells or distributes throughout North America.

“We believe this is a positive step that streamlines the process and makes it convenient for all licensees that choose to continue to display the symbol on products sold or distributed in North America while not infringing on another organization’s registered trademark,” Day says.

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For more information, visit the Green Dot North America website at: www.greendot.ca or contact: Gordon Day, Program Coordinator at 1-416-594-3456, ext. 3361 or email day@csr.org