

## Guidelines for License of the Universal Wagyu Mark

Established on December 19, 2007

Partially amended on July 12, 2018

Partially amended on June 4, 2024

This Guidelines for License of the Universal Wagyu Mark (hereinafter referred to as the "Guidelines") stipulate regulations on the use of the Universal Wagyu Mark (hereinafter referred to as the "Mark") that has been registered as a trademark by the Japan Livestock Industry Association (hereinafter referred to as the "Association").

### 1. Objective

The Guidelines are established to ensure the proper use of the Mark in order to facilitate the identification of Japanese Wagyu beef as a Japanese product and to promote its quality, including its taste, to overseas consumers when exporting Japanese Wagyu beef.

### 2. Graphic requirements

- (1) The design, color, and height/width ratio of the Mark must be in accordance with the attached diagram.
- (2) The Mark may not be altered and used without authorization. However, a black and white version may be used for printed materials, containers and packaging.
- (3) Text, graphic and others may be written above and/or below the Mark as long as they do not overlap with the Mark itself.
- (4) The text, graphic and others to be used in conjunction with the Mark shall be approved by the Association.

### 3. Ownership of the Mark

- (1) The trademark rights to the Mark belongs to the Association.
- (2) No person other than those authorized by the Association (hereinafter referred to as the "User") may use the mark. In addition, the Mark may not be printed without permission.
- (3) The User shall not transfer the right to use the Mark to another person.
- (4) Similar marks that could be misidentified as the Mark shall not be used nor applied for registration as a trademark.

### 4. Application and Approval for the Mark Usage

- (1) Those who wish to use the Mark must submit the Application for License of the Universal Wagyu Mark (Appended Form 1) to the Chairman of the Association (hereinafter referred to as the "Chairman").

(2) The Association shall review the application, and if the application complies with the Guidelines, the Association shall reply to the applicant that the application has been approved, and issue a License Certificate for the Universal Wagyu Mark (Appended Form 2).

(3) Those who wish to request re-issuance of the License Certificate for the Universal Wagyu Mark must submit the Application for Re-issuance of the License Certificate for the Universal Wagyu Mark (Appended Form 3) to the Chairman.

(4) The Association shall review the application in (3) above and reissue the License Certificate for the Universal Wagyu Mark (Appended Form 2) for applications that comply with the Guidelines.

(5) The Association may attach conditions to the application or usage of the Mark as necessary.

(6) The Government of Japan, local governments, and any organizations approved by the Chairman are permitted to use the Mark for the purpose of promoting the Mark on a wide scale without the above-mentioned procedures.

#### 5. Conditions for displaying the Mark

(1) The Mark may be used when selling or advertising Wagyu beef that meets the following conditions (hereinafter referred to as "Japanese Wagyu Beef").

i. Japanese Wagyu Beef bearing the Mark must meet the requirement set out in item a., which can be verified by the registration system based on the "Act on Improvement and Increased Production of Livestock" (Act No. 209 of 1950, hereinafter referred to as the "Act"), and must satisfy the requirements set out in item a. and b., which can be confirmed by the Cattle Traceability System of Japan.

a. The cattle must be one of the following breeds.

a). Japanese Black

b). Japanese Brown

c). Japanese Shorthorn

d). Japanese Polled

e). Crossbreeds between any two of the breeds listed in a) to d).

f). Crossbreeds between e) and any breed listed in a) to e)

b. The cattle must be born and reared in Japan.

ii. Cattle that can be "verified by the registration system" in item i. shall have one of the following documents.

a. The following documents issued by the Wagyu Registry Association, Nihon Akaushi Registry Association<sup>1</sup>, or Nihon Tankakushu Toroku Kyokai

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<sup>1</sup> Meaning the association for Japanese Brown breed registry in Japanese.

General Inc, Association<sup>2</sup>.

- a). Certificate of registration
- b). Certificate of calf registration
- c). Certificate of breed

b. The following documents issued by a veterinarian, artificial inseminator or caretaker of breeding stock in accordance with the Act, which clarify the breed or combination of breeds of the cattle. However, this applies only if the parents of the cattle have the documents listed in item i.

- a). Certificate of insemination
- b). Certificate of internal/in-vitro fertilization and embryo transfer
- c). Certificate of breeding

iii. The cattle that can be "confirmed by the Cattle Traceability System of Japan" in item i. are those whose breed and rearing history can be confirmed based on the information from the individual cattle identification register under the "Beef Traceability Act" (Act No. 72 of 2003.)

(2) The Mark may be displayed on Japanese Wagyu Beef and on any containers in which the beef is collectively packaged. However, the name of the producer or seller of the beef must be clearly indicated on the container.

(3) The Mark may be displayed on materials, including posters, flyers, and pamphlets, designed for the promotion of Japanese Wagyu Beef. However, the name of the producer must be clearly indicated.

(4) The Mark may be used for purposes deemed particularly necessary by the Chairman.

## 6. How to Display the Mark

(1) The Mark may be printed on a sticker and affixed to the Japanese Wagyu Beef itself, the packaging containers or the wrapping paper of Japanese Wagyu Beef.

(2) The Mark may be printed directly on the packaging containers or wrapping paper of Japanese Wagyu Beef.

(3) The Mark may be printed on materials, including posters, flyers, pamphlets, business cards, and postcards, for the promotion of Japanese Wagyu Beef.

## 7. Royalties

There shall be no fees for the use of the Mark. However, the User shall bear any costs of using the Mark.

## 8. Obligations of the User

(1) The User shall comply with the relevant laws and regulations, and strive to avoid impairing the

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<sup>2</sup> Meaning the association for Japanese shorthorn breed registry in Japanese.

function of the trademark or causing the loss of the rights to the trademark.

(2) The User shall notify the Association immediately when they discover that a third party has infringed or is attempting to infringe on the trademark.

(3) The User shall cooperate with the Association in dealing with disputes, trials, lawsuits, etc., with third parties.

(4) The User shall take full responsibility for any damages to a third party due to a defect in the Mark and shall handle it in a manner that does not cause any inconvenience to the Association.

(5) The User shall report the actual usage of the Mark or submit relevant materials when requested by the Association.

#### 9. Responding to Improper Use of the Mark

If the Association confirms that the User has not complied with the Guidelines, including affixing it to products other than the approved products, including Japanese Wagyu Beef, the Association shall require the User to take the necessary corrective action and take the following measures.

- (1) Warning
- (2) Revocation of license for use
- (3) Disclosure of the company name
- (4) Litigation

#### 10. Term of License

There shall be no specific term of the license.

11. The Chairman shall decide on the interpretation of the Guidelines and any other doubts that arise.

#### Supplementary provisions

The Guidelines shall go into effect on December 19, 2007.

#### Supplementary provisions

The Guidelines shall go into effect on July 12, 2018.

#### Supplementary provisions

The Guidelines shall go into effect on June 4, 2024.

(Appended Form 1)

Application for License of the Universal Wagyu Mark

Month/Day/Year

To: Chairman of the Japan Livestock Industry Association

Applicant [Intended User]

Name: \_\_\_\_\_

Representative: \_\_\_\_\_ (Stamp)

Address: \_\_\_\_\_

Zip code: \_\_\_\_\_

TEL: \_\_\_\_\_

FAX: \_\_\_\_\_

E-mail: \_\_\_\_\_

We hereby apply for permission to use the Universal Wagyu Mark as follows, in accordance with the "Guidelines for License of the Universal Wagyu Mark."

Details

1. Items for which the Mark will be used (please check the appropriate box)

- Packaging materials for products    Flyers    Pamphlets    Posters    Advertisements  
 Business cards    Postcards    Other ( \_\_\_\_\_ )

2. Number of Marks, Mark stickers, etc. to be printed

- (1) Number of items to be printed: (   ) pieces  
(2) Total number of items (pieces) to be printed: (   ) pieces  
(3) Size of Mark: Vertical (   ) mm x horizontal (   ) mm

3. Will text be featured alongside the Mark?

- Yes (   )    No

\*If there is text to be used in conjunction with the Mark, a drawing of the Mark accompanied by the text should be attached as reference material.

4. Country/region of use

(Name of country/region: \_\_\_\_\_ )

\*Attach documents indicating overseas distribution routes, etc.

5. Your company's line of business (please check the appropriate box)

- Trading company    Manufacturer    Producer    Other ( \_\_\_\_\_ )

6. Contact information

(1) Name of department: \_\_\_\_\_

(2) Name of person in charge: \_\_\_\_\_

(3) Telephone/Fax: \_\_\_\_\_

(4) E-mail: \_\_\_\_\_

\*Notes on filling out this form:

If it is difficult to enter the information in the above form, it should be included as an attachment.

(Appended Form 2)

License Certificate for the Universal Wagyu Mark

Month/Day/Year

XX Co., Ltd.

Mr./Ms. XXXX

This notice hereby grants permission to use the Universal Wagyu Mark as of the date of filing of the application for permission to use said Mark.

Chairman of the Japan Livestock Industry Association

(Appended Form 3)

Application for Re-issuance of the License Certificate for the Universal Wagyu Mark

Month/Day/Year

To: Chairman of the Japan Livestock Industry Association

Applicant [Intended User]

Name: \_\_\_\_\_

Representative: \_\_\_\_\_ (Stamp)

Address: \_\_\_\_\_

Zip code: \_\_\_\_\_

TEL: \_\_\_\_\_

FAX: \_\_\_\_\_

E-mail: \_\_\_\_\_

We received permission to use the Universal Wagyu Mark effective XX (Month) XX (Day), XXXX (Year), but we are applying for re-issuance of the License Certificate for the Universal Wagyu Mark.

Reason for application: (example: Due to needing the certificate for the Universal Wagyu Mark in both Japanese and English, because we misplaced the certificate.)

Contact information

(1) Name of department: \_\_\_\_\_

(2) Name of person in charge: \_\_\_\_\_

(3) Telephone/Fax: \_\_\_\_\_

(4) E-mail: \_\_\_\_\_