



# APPLICATION FOR USE OF THE PALEO APPROVED TRADEMARK

\_\_\_\_\_ (company name) seeks permission to use the “Paleo Approved” Trademark, hereinafter referred to as the logo, on the attached list of product(s).

We guarantee that each product meets the strictures of the Paleo Diet as outlined by the Paleo Foundation, are maintained on pasture, not confined in pens or feedlots, have continuous access to forage, and are not given hormones or sub-therapeutic antibiotics.

\_\_\_\_\_  
Name Title

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City State Zip Code

\_\_\_\_\_  
Phone Fax

\_\_\_\_\_  
Website URL Email

\_\_\_\_\_  
Twitter @ Instagram @ Facebook /

\_\_\_\_\_  
How did you hear about us?

\_\_\_\_\_  
Referred by: (Name and Contact info)

**Information submitted for certification purposes will be kept in strict confidentiality.**

Please indicate all livestock and produce to be considered for Paleo Approved Certification.

## PRODUCT SUBMISSIONS:

<b>1</b>	<b>6</b>
<b>2</b>	<b>7</b>
<b>3</b>	<b>8</b>
<b>4</b>	<b>9</b>
<b>5</b>	<b>10</b>

Please Answer the following questions which pertain to herbivorous livestock only. Herbivores include: Cattle, Bison, Lamb, Sheep, Goats, Rabbit, Llama, Camel, etc.

**1) HERBIVORES HAVE CONTINUOUS ACCESS TO PASTURE EXCEPT FOR DURING INCLEMENT WEATHER AND EMERGENCIES.**

YES  NO  N/A

NOTES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**2) HERBIVORES ARE NOT SUPPLEMENTED WITH GRAIN OF ANY KIND.**

YES  NO  N/A

NOTES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**3) SUPPLEMENTATION IS MADE OF GRASSES,  
FORBS, BROWSES, OR CROPS IN THE  
VEGETATIVE STATE (POST-WEANING).**

**YES**  **NO**  **N/A**

**NOTES:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**4) HERBIVORES ARE FED PASTURE POST-  
WEANING.**

**YES**  **NO**  **N/A**

**NOTES:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**5) CEREAL CROPS ARE LOCATED ON THE  
RANCH.**

**YES**  **NO**

**NOTES:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**6) HERBIVORES ARE RAISED AND FINISHED ON PESTICIDE-FREE, SYNTHETIC FERTILIZER-FREE PASTURE AND HAY.**

YES  NO

NOTES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**7) HERBIVORES ARE NEVER GIVEN SUB-THERAPEUTIC ANTIBIOTICS.**

YES  NO  N/A

NOTES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**8) HORMONES ARE NOT ADMINISTERED TO ANY LIVESTOCK.**

YES  NO

NOTES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Annual Licensing Fees for use of the Certified Paleo logo

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Licensing fees are assessed by companies' annual revenue and is due at the time of certification.

<b>Fee Band</b>	<b>Annual Revenues</b>	<b>Annual Fee</b>
I	Under \$50,000	\$750
II	Up to \$100,000	\$1000
III	Up to \$250,000	\$1250
IV	Over \$250,000	\$1500

1. PLEASE INDICATE YOUR FEE BAND: \_\_\_\_\_

**NEW!** Save time and 10% off with a 2 year Licensing Option!

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<b>Fee Band</b>	<b>Annual Revenues</b>	<b>2 Year Fee</b>
I	Under \$50,000	\$1350
II	Up to \$100,000	\$1800
III	Up to \$250,000	\$2250
IV	Over \$250,000	\$2700

1. PLEASE INDICATE YOUR FEE BAND: \_\_\_\_\_

# CERTIFICATION PACKAGES

<b>STANDARD</b>	<b>SILVER</b>	<b>GOLD</b>	<b>PLATINUM</b>
<ul style="list-style-type: none"><li>• Certification</li><li>• Products Featured on PaleoFoundation.com.</li><li>• Instant access to Paleo Certified Network and Business Resources</li><li>• Giveaways</li><li>• Press Releases</li></ul> <hr/> <p><i>Included in Cost</i></p>	<ul style="list-style-type: none"><li>• Certification</li><li>• Products Featured on PaleoFoundation.com.</li><li>• Instant access to Paleo Certified Network and Business Resources</li><li>• Giveaways</li><li>• Press Releases</li><li>• Product plus links in the Newsletter reaching over 10,000 current subscribers</li></ul> <hr/> <p><i>Additional \$300</i></p>	<ul style="list-style-type: none"><li>• Certification</li><li>• Products Featured on PaleoFoundation.com.</li><li>• Instant access to Paleo Certified Network and Business Resources</li><li>• Giveaways</li><li>• Press Releases</li><li>• Product plus links in the Newsletter reaching over 10,000 current subscribers</li><li>• Recipe, Article, Product Review, or Interview on PaleoFoundation.com</li></ul> <hr/> <p><i>Additional \$500</i></p>	<ul style="list-style-type: none"><li>• Certification</li><li>• Products Featured on PaleoFoundation.com.</li><li>• Instant access to Paleo Certified Network and Business Resources</li><li>• Giveaways</li><li>• Press Releases</li><li>• Product plus links in the Newsletter reaching over 10,000 current subscribers</li><li>• Recipe, Article, Product Review, or Interview on <a href="http://PaleoFoundation.com">PaleoFoundation.com</a></li><li>• Portfolio of Professional Product Shots</li></ul> <hr/> <p><i>Additional \$800</i></p>

2. PLEASE INDICATE DESIRED PACKAGE: \_\_\_\_\_

# Calculating Certification Fees

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## RUSH ORDERS:

There is a \$100 dollar rush fee for companies wishing to have their products rushed through the certification process within 7 business days. A refund of the rush fee will be issued if the process cannot be rushed.

1. ANNUAL/ 2 YEAR (CIRCLE ONE) FEE BAND TOTAL: \_\_\_\_\_

2. DESIRED PACKAGE TOTAL: \_\_\_\_\_

3. OPTIONAL ADD-ON TOTAL: \_\_\_\_\_

4. RUSH REQUEST (ADDITIONAL \$100) YES  NO

## DISCOUNTS:

New companies (less than one year old) will receive a 10% discount on the licensing fee for the first year of certification. There is also a 20% discount for companies that have attended a Holistic Management Conference or completed an [online course](#) from the Savory Institute Holistic Management Foundation. New Companies that have completed an online course or attended a [Savory Institute Conference](#) may enjoy a compounded 30% discount. Please attach a copy of the course receipt with application.

6. COMPANY LESS THAN 1 YEAR OLD YES  NO

7. ATTENDED CONFERENCE/ ONLINE COURSE YES  NO

**TOTAL:** \_\_\_\_\_

# Sending Payment For Certification

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A refund will be issued if certification permission is not granted.

## **PAYMENT VIA SNAIL MAIL**

In order to expedite the certification process, please mail payment at time of application to:

The Paleo Foundation  
4652 Via Marina Unit 305  
Marina del Rey, CA 90292

## **PAYMENT VIA PAYPAL:**

In order to expedite the certification process, please make a payment at the time of application to:

<http://bit.ly/CertifiedPaleo>

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## NOTE: Signature Required Below

Please send your completed application via snail mail or [email](#) and allow approximately 2-4 weeks for the certification process to be completed. If you have a question about the status of your application, please send an email to [info@certifiedpaleo.com](mailto:info@certifiedpaleo.com)

PLEASE NOTE: Submitting this application does not grant authorization for the use of the “Certified Paleo” logo until the application is approved. Unauthorized use of the “Certified Paleo” Logo is a violation of federal Trademark Laws.

I agree to the above statement. All information in this application is accurate as of the date submitted.

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Applicant Signature

Name of Company

Date

