

Are you a person or company who markets any commodity or product under a registered brand name or label? This may include private label brands or store brands owned by retail companies.

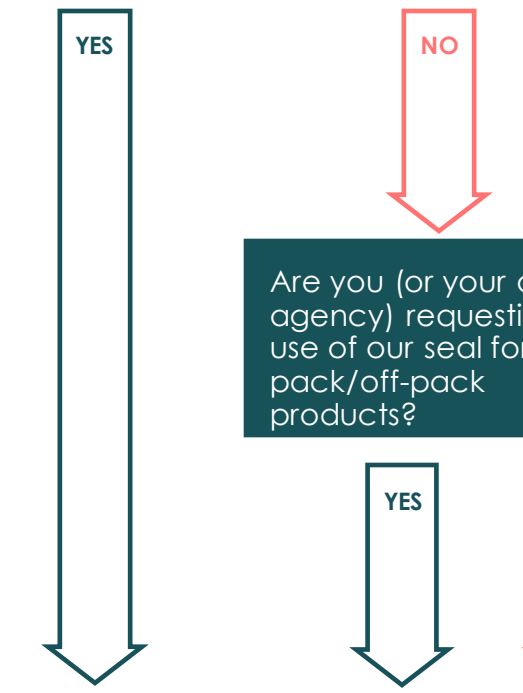
*If you are retail company, this does not apply to you. Please see [here](#).



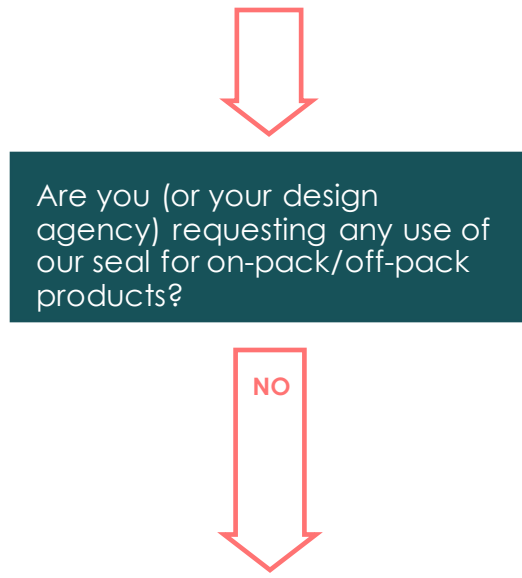
Registration for Certification, Traceability & Trademark use

- You are responsible for registering all subcontractors under your certification scope.
- Please see information on geographical scoping requirements [here](#).
- Subcontractors included in your certification scope do not need to register separately.

Are you a brand owner performing your own manufacturing?



Your registration should only cover your own activities. Your subcontractors need to manage their own registrations independently.



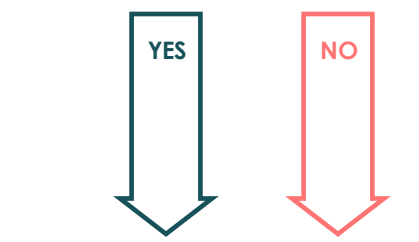
What does registration for Certification, Traceability & Trademark use mean?

The entity(s) you represent need to register in order to:

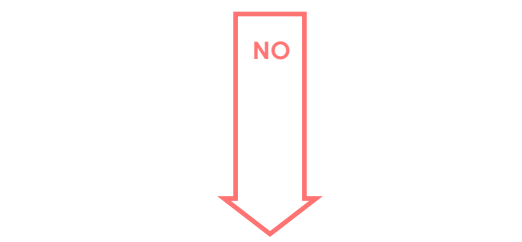
- obtain a **certificate**
- obtain an online **traceability** account
- obtain a **trademarks approval** account

To begin this process, please reach out to Customer Success, customersuccess@ra.org

Are you (or your design agency) requesting any use of our seal for on-pack/off-pack products?



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Registration for Certification, Traceability & Trademark use

- You need to register for certification, traceability and trademark approval
- Your subcontractors only need to register for certification and traceability, not for trademark approval.

You are not a brand owner. This flow chart applies only for brand owners.

Please visit [our website](#) to learn how to register as a producer or supply chain actor.

Registration for Certification, Traceability & Trademark use

- You are responsible for your own certification as well as traceability and trademark compliance if you are using the seal at this location.

YES: Registration for Trademark use

- You are responsible for registering for trademark approval

NO: You do not need to register for trademarks, traceability or certification.

Registration for Certification, Traceability

- You are responsible for registering for certification and traceability.
- Your subcontractors need to register for certification, traceability and trademark approval (in case they are managing all approval request).

Traceability Requirements

- Traceability is required for all Rainforest Alliance Certified products **until Brand Owner level**. In cases where the retailer acts as brand owner, traceability will only become applicable once volumes of that sector are reflected in one traceability platform.

Sustainability Differential/Sustainability Investment (SD/SI)

- For **tea**, the brand owner is responsible for the payment of the SD/SI. For more information on timelines and applicability, please see our [website](#).

Approval for trademarks and claims

- Any use of Rainforest Alliance trademarks or claims needs to be submitted for approval in the Marketplace 2.0 system.