

5.4 Incorrect or Altered Use of the Trademark

The Trademark must **not** be altered in any way. Misuse includes:

- Changing the wording, typography or shape of the Trademark
- Incorrect usage of the TM or R versions of the Trademark
- Stretching, distorting, recolouring or redesigning the Trademark
- Removing any element of the Trademark
- Ignoring minimum size, exclusion zone or clarity requirements
- This includes the creation or use of derivative, similar, or "inspired by" symbols or icons that could cause the Trademark to be mistaken for, or associated with, other marks or claims

Only the approved versions set out in the Usage Guidelines may be used.

5.5 Use That Damages the Trademark or Its Reputation

- Using the Trademark in a way that diminishes its distinctiveness
- Associating the Trademark with conduct, claims, or products that conflict with vegan principles
- Associating the Trademark with environmental, ecological or green claims including any social characteristics except vegan credentials. (This restriction exists to prevent consumers from inferring environmental, social, or sustainability characteristics beyond the certified vegan criteria).
- Any use likely to bring the trademark owner or the Trademark into disrepute

6. THIRD-PARTY, RETAILER AND MEDIA USE

Retailers, distributors, and third parties may refer to the Trademark **only** where:

- The reference relates solely to currently certified products
- The use is factual and not misleading
- No implication of ownership, endorsement, or broader certification is made
- Use of the Trademark by parties not authorised under this policy remains a breach, even where the underlying product is certified.

7. MONITORING AND ENFORCEMENT

The trademark owner actively monitors use of the Vegan Certification Trademark.

Where misuse is identified, action may include:

- Requests for immediate correction or removal
- Suspension or withdrawal of certification
- Termination of the licence agreement
- Public clarification where consumers may be misled
- Legal remedies, including injunctive relief, where necessary

The owner is not required to tolerate misuse and may act without prejudice to other rights or remedies.

Upon suspension, withdrawal, or termination of certification for any reason, all rights to use the scheme's trademarks, logos, and related intellectual property shall immediately and irrevocably cease, without notice, and any continued use shall be deemed unlawful.

Where appropriate, and at its sole discretion, the scheme operator reserves the right to refer any suspected misuse, infringement, or breach identified through reports or investigations to relevant legal, regulatory, or enforcement authorities.

All actions will be conducted in accordance with our licencing terms and internal procedures.

8. REPORTING MISUSE

Suspected misuse may be reported by any party. Reports should include, where possible:

- Name of the business or individual
- Description of the suspected misuse
- Product name(s) or link(s)
- Supporting evidence (images or screenshots)

Contact

misuse@vegansociety.com

Subject line: Trademark Misuse Report

All reports are treated confidentially in accordance with our [Privacy Policy](#).

9. NO WAIVER

Failure by the trademark owner to take action in respect of any single instance of misuse does not constitute consent or a waiver of rights in relation to future misuse.

10. RELATIONSHIP TO THE LICENCE AGREEMENT

This Misuse Policy is a publicly available explanatory document. It does not replace, vary, or override the terms of the Trademark Licence Agreement. In the event of any inconsistency, the Licence Agreement prevails.