

Trademark Guidelines & Criteria 'FOGO ISLAND'

Applications to use the name '**Fogo Island**' in any business or organization must be submitted to the Fogo Island Economic Development Partnership.

Application forms can be found on the Town of Fogo Island website or can be picked up at the Town of Fogo Island office.

In order to use the name 'Fogo Island', the business/organization may be required to meet all or some of the following criteria:

- The business/organization is located on Fogo Island. However, applications from those located in Newfoundland and Canada will still be reviewed;
- The business/organization must produce products or provide services that have a connection to Fogo Island;
- The business/organization must produce products of a quality superior to that of other similar products on the market;
- The business/organization must source their ingredients/materials and produce the product in an ethically manner.

Once you've submitted your application:

- The Fogo Island Economic Development Partnership will review the application based on the criteria outlined by the Town of Fogo Island.
- Based on the application, the Fogo Island Economic Development Partnership will make a recommendation to the Fogo Island Town Council.
- Fogo Island Town Council will then approve or deny all applications.

If your application is successful:

- You will be required to pay an annual fee of \$25.00 to cover administration costs. However, should the name of your business/organization change and the name 'Fogo Island' removed, you will no longer be required to pay the fee.
- If the use of the name is granted by the Town of Fogo Island, but the business/organization is not located on Fogo Island, a royalty fee may also be charged in addition the administration fee.

If your application is unsuccessful:

- Contact the Fogo Island Economic Development Partnership to discuss the reasons for the denial.