



License Agreement

The *Arizona Grown* program was developed by the Arizona Department of Agriculture (**ADA**) to promote the production and consumption of Arizona food and agricultural products. **ADA** is herein referred to as the LICENSOR. Organizations and individuals who agree to comply with the terms and conditions set forth herein are authorized to use the *Arizona Grown* series of logos and related materials.

(Organization or individual's name)

herein referred to as LICENSEE, is desirous of participating in the *Arizona Grown* Program.

Effective on the subscribed date, in consideration of receipt of the program logo and related materials, LICENSEE agrees to the following terms and conditions.

1. Use of Program Logo and Related Materials

LICENSOR grants LICENSEE, its agents and employees a non-exclusive, nontransferable, royalty-free right to use the program logo and related materials in accordance with, and in the form and manner prescribed in the Logo Use Guidelines, a copy of which is attached and made a part hereof by reference, as such guidelines may be amended from time to time. LICENSEE must submit a written request to the Arizona Department of Agriculture and receive written permission to use the logo in a form or manner other than the way prescribed in the Logo Use Guidelines.

2. Quality Maintenance Standards

LICENSEE shall cooperate with LICENSOR in assuring proper use of the program logo and related materials, in accordance with the Logo Use Guidelines. Such cooperation shall include the completion of surveys related to logo use and providing LICENSOR with specimens of use of the program logo and related materials upon request. LICENSEE shall comply with all applicable laws and regulations and obtain all appropriate government approvals pertaining to packaging, advertising or promotional materials bearing the program logo. LICENSEE shall use the program logo only in such a manner that promotes Arizona agriculture in a positive, non-partisan manner.

3. Termination

- A. LICENSOR may terminate this agreement with thirty (30) days written notice to LICENSEE upon completion of the *Arizona Grown* program. LICENSEE may terminate this agreement upon thirty (30) days written notice to LICENSOR. Upon such termination, LICENSEE shall in a timely manner discontinue all use of the program logo and related materials, and delete the same from its promotional packaging, advertising, selling and other printed materials.

- B. LICENSOR may terminate this agreement with thirty (30) days written notice to LICENSEE for breach of any of the provisions of this agreement by LICENSEE. Upon such termination, LICENSEE shall immediately discontinue all use of the program logo and related materials, and delete the same from its promotional, packaging, advertising, selling and other printed materials and destroy all printed materials bearing the program logo and any related materials.

For LICENSEE (Organization or Individual)

By (Authorized Signature) Date

Name and title of person signing (please print)

Street Address

City State Zip Code

Telephone Fax

E-mail Address

Type of company (please mark all that apply)

- Grower Packer / Shipper Processor
- Food Retailer Wholesaler Restaurant
- Other Retailer Other (please indicate) _____