



**American Emu Association**

**Application To Use The  
AEA Certified Fully Refined™ Seal Or  
Verbiage On Product Labels**



Both the seal and verbiage are trademarks of the American Emu Association and can only be used with permission.

Area for sample label. Include complete label showing front, back, and side panels of label. (Use back of application or another page if more area is needed.)

- A summary of the AEA Certified Emu Oil Program Requirements are listed on the following page. Please refer to the AEA Certified Emu Oil Program documentation found online at: <http://aea-emu.org/resources/aea-certified-emu-oil-program> for complete details or contact the AEA for a copy.
- Only AEA members in good standing will be granted permission to use the seal or verbiage.
- By your signature below, you are agreeing to use the AEA Certified Fully Refined™ Seal or verbiage in accordance with the rules set forth by the American Emu Association's Emu Oil Certification Program and to follow ethical business practices. All rights to this seal or verbiage remain with AEA and permission to use them may be withdrawn at any time.
- The AEA reserves the right to approve, disapprove or rescind the use of the AEA Certified Fully Refined seal or verbiage at their discretion.

Business Name, Contact Name, Address, Phone of Applicant (Contact must be an AEA member in good standing):

Signature of the AEA Certified Emu Oil Bottler:

Date:

\_\_\_\_\_  
**Signature of Applicant**

\_\_\_\_\_  
**Date**

*By signing above you are agreeing to abide by the program requirements as stated in the AEA Certified Emu Oil Program documentation.*

Registered at AEA office:

By:

Date:

**Instructions & Checklist:**

- Applicant is to complete and sign the application then forward it to the AEA Certified Emu Oil Bottler.
- Applicant is to submit directly to the AEA proof of product liability insurance naming the American Emu Association as an additional insured.
- AEA Certified Emu Oil Bottler is to sign and submit the completed application to the AEA.
- AEA Certified Emu Oil Bottler is to submit to the AEA all label samples that display the seal or verbiage.
- AEA Certified Emu Oil Bottler is to submit to the AEA a Certificate of Analysis for the most recent batch of emu oil supplied to applicant.

AEA will return a copy to the AEA Certified Emu Oil Bottler and notify the applicant after approval.

Mail: American Emu Association, 510 W Madison Street, Ottawa, IL 61350

Email: [aeacertified@aea-emu.org](mailto:aeacertified@aea-emu.org)

Fax: 1-815-434-3987

## AEA Certified Fully Refined™ Seal & Verbiage Usage Requirements Summary

Anyone wanting to use the AEA Certified Fully Refined seal or verbiage on product labels, websites, printed material, advertising, or for any other use must be an AEA member in good standing and must obtain permission from the AEA.

### Section A. Program Requirements

1. The emu oil must be refined in the United States by an AEA Certified Refinery and bottled by an AEA Certified Bottler.
2. Only AEA members in good standing will be granted permission to use the seal or verbiage.
3. AEA Certified Fully Refined emu oil can only be labeled, described, advertised and marketed as “AEA Certified Fully Refined” emu oil.
4. ONLY Grade A emu oil can be approved to use AEA Certified Fully Refined seal or verbiage.
5. Product formulas that blend emu oil with other ingredients CAN NOT use the seal or verbiage.
6. AEA Certified Fully Refined emu oil that is reprocessed, or that is further refined, or altered in any way after certification MUST be re-certified.
7. Once the seal is broken on a container of AEA Certified Fully Refined emu oil the certification is void unless the oil is being rebottled by a Certified Emu Oil Bottler.
8. ANY use of the AEA Certified Fully Refined seal or verbiage must be authorized by the AEA.
9. Unauthorized use of the trademarked AEA Certified Fully Refined seal or verbiage, or the use of any other mark or verbiage confusingly or deceptively similar, will be considered trademark infringement and will be dealt with accordingly.

### Section B. Product Labeling Requirements

The requirements to use the AEA Certified Fully Refined seal or verbiage on your labels are listed below.

1. Containers displaying the AEA Certified Fully Refined seal or verbiage must be bottled by an AEA Certified Emu Oil Bottler for quality control purposes.
2. Only AEA members in good standing will be granted permission to use the seal or verbiage.
3. The seal and verbiage must only be used on AEA Certified Fully Refined Grade A Emu Oil.
4. The seal may be added to art work for labels, but may not be altered.
5. The container must list the batch number to allow batch tracking.
6. ALL labels (adhesive or silk screened) displaying the AEA Certified Fully Refined seal or verbiage must be reviewed and authorized by the AEA.
7. If you use the AEA Certified Fully Refined seal or verbiage on labels you must supply proof of product liability insurance to the AEA with the American Emu Association named as an additional insured.
8. You are responsible and liable for meeting all local, state, and federal labeling requirements.

To obtain permission to use the AEA Certified Fully Refined seal or verbiage on your product labels contact the AEA for a list of Certified Emu Oil Bottlers or for an application.

### Section C. Website, Printed Material, Advertising, & Other Use Requirements

Permission to use the AEA Certified Fully Refined seal or verbiage on a website, in printed material, in advertising, or for any other use must be obtained from the AEA. The requirements for these types of uses are listed below.

1. Use of the seal or verbiage must only refer to AEA Certified Fully Refined Grade A Emu Oil bottled by an AEA Certified Emu Oil Bottler for quality control purposes.
2. Only AEA members in good standing will be granted permission to use the seal or verbiage.
3. Proof of product liability insurance must be submitted to the AEA with the American Emu Association named as an additional insured.
4. ALL use of the seal or verbiage as described under this section must be authorized by the AEA.

To obtain permission to use the AEA Certified Fully Refined seal or verbiage on a website, in printed material, in advertising, or for any other use contact the AEA an application.

### Consequences For Unauthorized Use Of The Trademarked AEA Certified Fully Refined Seal Or Verbiage

Unauthorized use of the trademarked AEA Certified Fully Refined seal or verbiage, or the use of any other mark or verbiage confusingly or deceptively similar, will be considered trademark infringement and will be dealt with accordingly. Those in violation will be pursued in the following manner to the full extent of the law: a letter will be sent to the company; a complaint will be filed with eBay or any other venue, if applicable; letters will be sent to the state attorney general, FDA and the Federal Department of Justice; the bottler and refiner will be notified.