



AUSTRALIAN LOWLINE CATTLE ASSOCIATION Inc.

C/- ABRI, University of New England

ARMIDALE NSW 2351

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LOWLINE

AUSTRALIAN LOWLINE CATTLE ASSOCIATION INCORPORATED RULES

GOVERNING THE USE OF CERTIFICATION TRADE MARK NO. 813,064

("the Trade Mark")

1. In these rules:
 - (a) "The Association" means the Australian Lowline Cattle Association Inc. of ABRI, University of New England, and Armidale NSW 2351 Australia
 - (b) "Certified User" means a person authorised by the Association to use the trade mark.
 - (c) "Trade Mark" means Certification Trade Mark No. 813,064.
2. The Trade Mark is the absolute property of the Association and shall not be used by any person except under and by virtue of a certificate issued in accordance with these rules.
3. The Association may from time to time alter these rules or make new rules wholly or partly in lieu thereof, provided that the Register of Trade Marks consents to the changes.
4. The power of issuing, renewing and withdrawing a certificate is vested in the Association.
5.
 - (a) Each member of the Association must comply with the regulations set out in Schedule A to the Constitution and Rules of the Association. A copy of the Constitution and Rules of the Association are annexed hereto as Annexure A.
 - (b) A Certificate to use the Trade Mark as a Certified User shall be granted to any member of the Association who submits an Application for Membership and whose cattle comply with the Standard for Australian Lowline Cattle set out in Schedule B to the Constitution and Rules of the Association.
 - (c) The Certified User undertakes to use the Trade Mark only in the form authorised by the Association, which is shown on the Certified User's Certificate. A copy of the Certificate to use the Trade Mark as a Certified User is set out in Schedule A hereto.
 - (d) The applicant must agree to abide by the Association's Code of Ethics and Regulations.
 - (e) Certification must be maintained by successfully meeting the Association's requirements.
 - (f) Use of the Trade Mark is subject to the permanent control of the Association which may take such steps as necessary to ensure the observance or requirements of

these Rules and the Certified User of the Trade Mark acknowledges the Association's rights in this regard.

The Association will keep a register at its office in which will appear the names and addresses of each Certified User together with the date on which the certificate was issued and the period for which the certificate will remain in force.

6. All communications regarding certificates and information in respect of the

Trade Mark should be addressed to:-

The Australian Lowline Cattle Association Incorporated

C/- ABRI

University of New England

ARMIDALE NSW 2351

7. The Association may cancel or refuse to renew a certificate if the Certified User has committed a breach of these Rules with such amendments as may be requested from time to time by the Association and approved by the registrar or has refused or proved unable to comply therewith.
9. A person who is aggrieved by any decision of the Association to:
- (a) Refuse to grant a certificate to use the trade mark;
 - (b) Refuse to renew a certificate;
 - (c) Cancel a certificate;

may appeal to an independent appeal body to be agreed between the parties, who after hearing, if so desired, the parties or either of them shall decide whether and, if so, upon what conditions, the said agreement shall be redressed.

10. Reproducing the trade mark is normally to be used by placing it after the name of the Certified User.
- (a) Size: The Trade Mark can reproduce in any size provided the relative proportions of the Trade Mark are not distorted or altered.
 - (b) Wording: Wording is limited to the following:
 - (i) Authorised breeder;
 - (ii) registered breeder;
 - (iii) certified breeder;
 - (c) Colours: Limited to the colour black and the tones of grey represented in the Trade Mark;

(d) Artwork and other material for reproducing the mark is available to Certified Users upon request to:

The Australian Lowline Cattle Association Incorporated

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11. Where the Trade Mark may be used it can and should be used to convey the Certified User's certification to clients and the public. It can be used on:

- (i) Corporate letterhead;
- (ii) Advertising material;
- (iii) Corporate brochures;
- (iv) Corporate signs;
- (v) Business cards;
- (vi) Motor vehicles;
- (vii) Packaging;
- (viii) Other promotional material.