

टी बोर्ड ★ भारत

(भारत सरकार के अधीन, वाणिज्य एवं उद्योग मंत्रालय, वाणिज्य विभाग)

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TEA BOARD ★ INDIA

(Under Govt. of India, Ministry of Commerce & Industry, Deptt. of Commerce)

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Ref: Law/08/2011

To
Nilgiri Planter's Associations,
UPASI,
Coonoor Auction Centre,
Coimbatore Auction Centre,
Cochin Auction Centre,
All Licensee registered under Nilgiri Orthodox CTM Protection process,

Sub: - Labeling requirements under the Nilgiri Orthodox Certification
Trade Mark Protection process and guidelines for use of Nilgiri Orthodox
Logo and Word

Dear Sirs,

The undersigned is directed by the Competent Authority of the Board to inform that the Board is the owner of the following mark:

1. Nilgiri Orthodox (Word);
2. Nilgiri Orthodox (Logo).

As the owner of the above marks the Board under statutory and common law has control over the manner, extent and context of use of these marks by all legitimate traders of Nilgiri Orthodox tea in the course of trade and it would request all stake holders to take precautions before using the Word or Logo marks of Nilgiri Orthodox as per the norms stated hereinafter. This is in addition to the protection available under the Trade Mark Act and the Geographical Indications (Registration and Protection) Act, 1999.

A. Licensing :

- a) The use of Nilgiri Orthodox Word and Logo shall be subjected to licence issued by the Board.

चाय पियो मस्त जियो!
Chai piyo mast jiyo!



By-Speed Post

Dated: 28.10.2014



यदि आप अपना पत्र हिन्दी में लिखेंगे तो उतनी ही जल्दी जवाब मिलेगा, जितना कि अंग्रेजी में लिखने से मिलता है।

- b) The Board shall issue licences for use of Nilgiri Orthodox Word and Logo as per the Certification of Trade Mark Regulations.
- c) All Producers, Exporters, Blenders, Packer, Importer, Bulk Supplier , Wholesaler, Auctioneer, Owner of Retail Store and Tea Boutique are required to obtain license for using the word and/or logo mark of Nilgiri Orthodox

B. Packaging:

- i. A licensee shall use Logo/Word mark of Nilgiri Orthodox in the packets in the following manner:
 - a. The colour of the logo of Nilgiri Orthodox shall be violet as per colour code number 7664 C of Pantone and the background colour where the logo is to be used shall be white
 - b. The logo should be of such size which could be easily noticeable to the ordinary consumer.
 - c. All packets shall bear the statement "registered CTM/GI of Tea Board of India used under licence".
 - d. The logo/word mark of Nilgiri Orthodox cannot be used in such packets which do not contain 100 percent tea produced by any of the gardens as listed in Schedule III of the Regulation falling under the designated area of Nilgiri Orthodox GI.
 - e. Any packet which contains teas of Nilgiri Orthodox origin cannot use the word/logo mark of Nilgiri Orthodox in such a manner which would put the ordinary consumer to believe that the packet contains 100 percent Nilgiri Orthodox Tea.
 - f. The term 'blend' or 'blended' shall be used for such teas which are sourced from more than one garden as listed in the schedule III of the Regulation.

C. Renewal:

- a. A licence issued by the licensing Authority for use of word/logo mark of Nilgiri Orthodox shall be valid for one year from the date of issue.
- b. All application for renewal should reach the licensing Authority within 15 days prior to the date of expiry of licence along with the documents namely scheduled VI of the Regulations (duly filled

up), renewal fee of Rs.3000/- in the shape of Bank draft in the name of 'Tea Board Certified Trade Mark (Nilgiri Orthodox)' payable at Kolkata and copy of such packs whereon the logo/word of Nilgiri Orthodox has been used.

- c. A licence if not renewed shall stand expired and the licensee cannot use Logo/Word mark of Nilgiri Orthodox from the date of such expiry.

D. Inspection:

- i. The Board reserves the right of inspection in order to know the manner of use of the word/logo mark of Nilgiri (Orthodox) by the licensee(s).
- ii. Such inspection can be done either by the Officials of the Board or through any such agency duly authorized by the Board.
- iii. If found that the word/logo mark of Nilgiri (Orthodox) are not being used in a manner as authorized or the packets in which the marks are used do not contain Nilgiri (Orthodox) tea, the licensing Authority shall take suitable action for cancellation of the License including such licensees issued by the Board under various Control Orders.

A. Certificate of Origin:

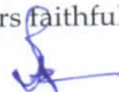
No certificate of Origin for Nilgiri (Orthodox) shall be issued in absence of CTM license

B. Details of the Regulation:

The details of the regulation are available in the website of the Board i.e. www.teaboard.gov.in under the section IPR.

For kind information and compliance.

Yours faithfully,



(A.Rajan)
Secretary (I/C)