

Aussie Beef, Lamb & Goat trade mark licence

Application criteria and process – for licensees

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INTRODUCTION

The Aussie Beef, Lamb, Goat, Veal and Genki tagline (Japanese) trade marks are owned by MEAT & LIVESTOCK AUSTRALIA LIMITED ABN 39 081 678 364 of Level 1, 40 Mount Street North Sydney, New South Wales, Australia, 2060 (MLA).

These trade marks are a country of origin endorsement for Australian red meat products in international markets.

If a company wishes to use the Aussie Beef, Lamb, Goat, Veal and Genki tagline (Japanese) trade mark(s) in international markets, they must first apply online to MLA for a Aussie Beef, Lamb & Goat Trade Mark Licence for the right to use the trademark(s).

Any rights to use the Aussie Beef, Lamb, Goat, Veal and Genki tagline (Japanese) trade mark granted by MLA is governed by the Terms and Conditions that form part of the online Aussie Beef, Lamb & Goat Trade Mark Licence Application.

The Aussie Beef, Lamb & Goat Trade Mark Licence permits companies to use the trade mark(s) to promote Australian red meat in international markets.

Aussie Beef, Lamb, Goat & Veal trade mark(s) – by species type



Eligible Australian red meat products

The Aussie Beef, Lamb, Goat & Veal trade mark may be used on Australian red meat products in export markets.

- Australian red meat is defined as beef, veal, lamb or goat meat sourced entirely from livestock raised and slaughtered in Australia and fit for human consumption.
- Raw primal cuts of Australian red meat.
- Raw portioned cuts of Australian red meat.
- Partially processed Australian red meat products.
- Processed raw or cooked Australian red meat products.
- Other products may be considered by MLA if Australian red meat is the main ingredient.

If non-Australian or non-red meat products (e.g. pork, chicken or beef from another country of origin) are mixed with the Australian red meat product, the Aussie Beef, Lamb, Goat & Veal trade mark(s) must not be used.

Who can apply for an Aussie Beef, Lamb, Goat & Veal trade mark licence

Companies that wish to use the Aussie Beef, Lamb & Goat trade mark, either alone or in association with their eligible Australian red meat product brand, should apply for the Aussie Beef, Lamb & Goat Trade Mark Licence.

Companies may be either:

1. Australian based companies:

- Australia-based Australian red meat exporters or brand owners with an ABN.

2. International companies

- International importers, manufacturers, processors, wholesalers, retailers, foodservice companies that source Australian red meat products from one or more Australian red meat exporter or brand owner.

Period of licence

Aussie Beef, Lamb & Goat Trade Mark Licences will be valid for a period of 12 months (unless terminated earlier) from the date of MLA approval of the Licence application. The Licensee will be required to renew the Licence annually.

Throughout the period of the Licence, the Licensee must ensure all information contained within their Aussie Beef, Lamb & Goat Trade Mark Licence is kept up to date via the online self-managed system.

Aussie Beef & Lamb Brand Standards

Companies with an Aussie Beef, Lamb & Goat Trade Mark Licence will be provided access to the Aussie Beef & Lamb Licensee Brand Book.

Licensees must ensure the Aussie Beef, Lamb & Goat Trade Mark is used in accordance with the Aussie Beef & Lamb Licensee Brand Book. Where possible, draft artwork should be provided to MLA to check that the artwork aligns with the Aussie Beef & Lamb Licensee Brand Book.

Type of materials in which the Aussie Beef, Lamb, Goat & Veal trade mark may be used

Once Licensed, MLA will provide the Licensee with digital files of the Trade Mark(s) applied for, reviewed and approved by MLA and the Aussie Beef & Lamb Licensee Brand Book via your online account.

The Aussie Beef, Lamb, Goat, Veal and Genki tagline (Japanese) Trade Mark(s) may be used alone or to underpin the company's Australian red meat product brand(s) in international markets for the following printed or digital types of applications:

- Advertising
- Event sponsorship
- Brochure
- Banner
- Video
- Product labelling (such as on pack sticker)
- Packaging material
- Retail promotion
- Foodservice promotion
- Trade promotion
- Trade show
- Seminar
- Social media
- Website or App

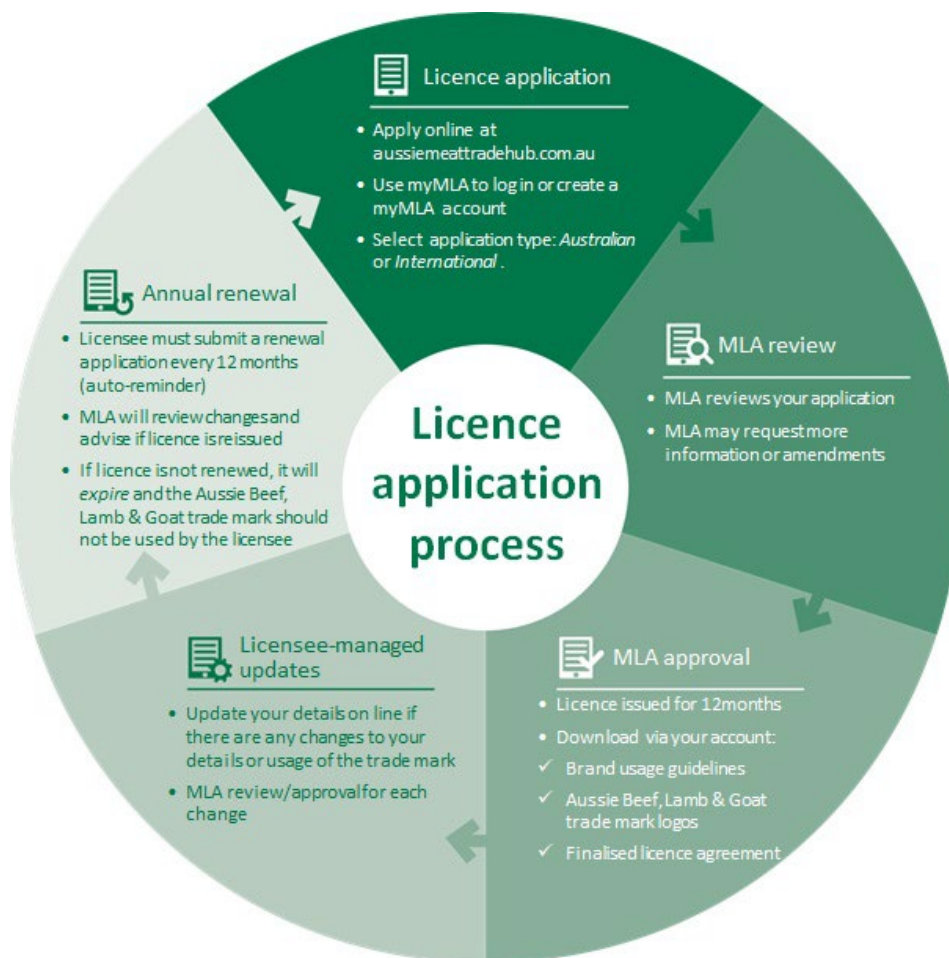
Other applications will be considered by MLA.

Online Application process

All Aussie Beef, Lamb & Goat Trade Mark Licence applications are to be made online via the Aussie Meat Trade Hub, here: [Aussie Beef & Lamb licensing program \(aussiemeattradehub.com.au\)](https://aussiemeattradehub.com.au)

Offline Application process

Those applicants who prefer to execute a hard copy of the Licence Agreement must still complete the online application, then print and sign the personalised Aussie Beef, Lamb & Goat Trade Mark Licence Application and Terms and Conditions appearing online, then send this to brandlicensing@mla.com.au to be uploaded to your account. MLA representatives on-ground can assist you with this process where required.



MLA will evaluate your application in good faith and will notify you of its acceptance or rejection of your application in a timely manner. Sometimes, MLA may require you to modify your application if it does not wish to grant a licence to some of your nominated products. MLA reserves all rights to accept or reject your application at its discretion.

Updated: October 2023



SIMPLIFIED CHINESE

澳洲牛羊肉商标许可

申请条件和流程



介绍

Aussie Beef 澳洲牛肉, Lamb 羔羊肉, Goat 山羊肉, Veal 小牛肉 和 Genki元气标语 (日语) 商标为澳大利亚肉类及畜牧业公司 (简称 MLA) 所有, 该组织位于澳大利亚新南威尔士北悉尼蒙特街40号1楼, 邮编2060, 澳大利亚业务注册号码39 081 678 364。

这些商标是澳洲红肉产品在国际市场上的原产国背书。

如果一家公司希望在国际市场上使用 **Aussie Beef, Lamb & Goat 商标**, 他们必须首先在线向MLA申请上述商标许可, 以获得使用该商标的权利。

MLA授予 **Aussie Beef, Lamb & Goat 商标** 的任何使用权均受线上申请Aussie Beef, Lamb, Goat & Veal 商标许可协议中提到的所有条件和条款的约束。

Aussie Beef, Lamb & Goat商标许可, 允许被许可方在国际市场上推广澳洲红肉时使用下述商标。

澳洲牛肉、澳洲羔羊肉、和澳洲山羊肉商标 – 按照肉的品种分类



符合条件的澳洲红肉产品

Aussie Beef, Lamb & Goat商标 可用在国际市场的出口澳洲红肉产品上。

- 澳洲红肉被定义为, 完全来自澳大利亚饲养和屠宰的牲畜, 适合人类食用的牛肉、小牛肉、羔羊肉或山羊肉。
- 原装整包的大部位澳洲红肉
- 原切的澳洲红肉
- 部分生加工的澳洲红肉产品
- 生加工或熟制的澳洲红肉产品。
- 其他主要成分为澳洲红肉的产品
- 需由MLA判断是否能够使用**Aussie Beef, Lamb & Goat**商标。

如果产品是由澳洲红肉产品, 与其他非澳洲为原产地的产品, 或非红肉产品 (例如来自其他原产国的猪肉、鸡肉或牛肉), 则不得使用Aussie Beef, Lamb & Goat商标。

Aussie Beef, Lamb & Goat 商标 申请人资格

希望单独使用，或与符合条件的澳洲红肉品牌一起使用Aussie Beef, Lamb & Goat商标的公司，可以申请Aussie Beef, Lamb & Goat商标许可。

公司可以是：

1. 澳大利亚公司：

- 总部位于澳大利亚的澳洲红肉出口商或拥有 ABN号码 的品牌所有者。

2. 国际公司：

- 从一个或多个澳洲红肉出口商或品牌所有者处，采购澳洲红肉产品的国际进口商、制造商、加工商、批发商、零售商、餐饮服务公司。

许可期限

Aussie Beef, Lamb & Goat商标许可的有效期，自MLA批准许可申请之日起计算，为12个月（除非提前终止）。被许可方将被要求每年更新许可证。

在许可期间内，被许可方必须确保其Aussie Beef, Lamb & Goat商标许可中包含的所有信息，通过在线管理系统保持最新。

澳洲牛羊肉品牌标准

已获得Aussie Beef, Lamb & Goat商标许可的公司，将获得被许可方版本的澳洲牛羊肉品牌手册。

被许可方必须确保Aussie Beef, Lamb & Goat商标的使用符合品牌手册的标准，在发布或印刷任何资料前，向MLA提供带商标的设计稿，以确认许可商标的使用是否与澳洲牛羊肉品牌手册标准一致。

Aussie Beef, Lamb & Goat商标的物料使用规范

获得许可后，MLA将通过注册者的在线帐户，向被许可方提供申请、审阅和批准后的商标电子文件，以及被许可方版本澳洲牛羊肉品牌手册。

在下述印刷物料或电子资料类型的范围内，被许可方可申请单独使用Aussie Beef, Lamb & Goat商标，也可将其用于巩固在国际市场上销售的澳洲红肉产品品牌。

- 广告
- 活动赞助
- 宣传册
- 广告横幅
- 视频
- 产品标签（如包装贴纸）
- 包装材料
- 零售宣传
- 餐饮服务宣传
- 贸易促进
- 展会
- 研讨会
- 社交媒体
- 网站或应用程序

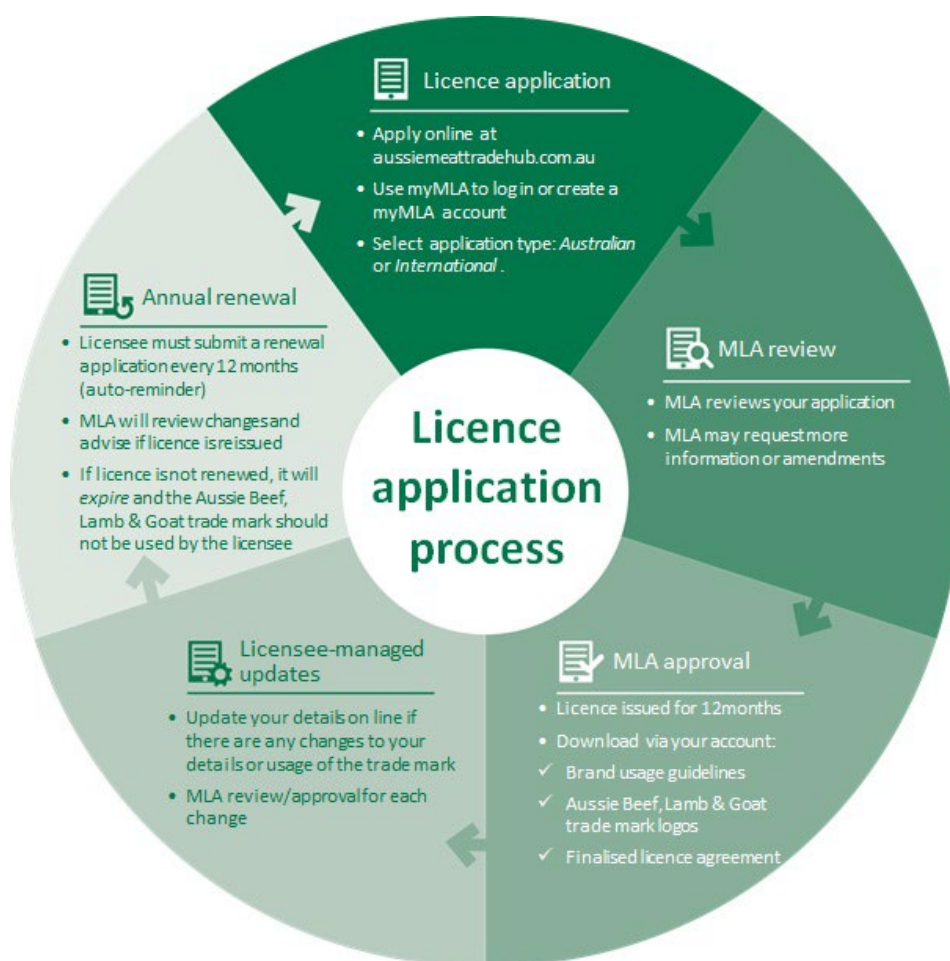
其他物料类型申请需由MLA审阅批准。

在线申请步骤

所有澳大利亚牛肉、羔羊和山羊商标许可申请均应通过澳大利亚肉类贸易中心在线进行，网址为：[Aussie Beef & Lamb licensing program \(aussiemeattradehub.com.au\)](http://aussiemeattradehub.com.au)

线下申请步骤

那些希望签署许可协议硬拷贝的申请人仍必须完成在线申请，然后打印并签署个性化的澳大利亚牛肉、羔羊和山羊商标许可申请以及在线出现的条款和条件，然后将其发送给 china@mla.com.au 上传到您的帐户。MLA 的现场代表可以在需要时协助您完成此过程。



MLA将真诚地评估您的申请，并及时通知您接受或拒绝您的申请。有时，如果MLA不希望向您的某些指定产品授予许可，它可能会要求您修改您的申请。MLA保留自行决定接受或拒绝您的申请的所有权利。